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Headline News

Sage Software recently announced the availability of a special version of ACT! by Sage targeting the real estate industry. ACT! Premium for Real Estate 2006 equips residential real estate agents and brokers with industry-specific tools including customized layouts, activities, sales letters, reports, and one-click access to multiple listing service systems.



Tips For Email Marketing With ACT!

Email is an inexpensive and easy way to get your marketing message into the hands of customers and prospects. When embarking on an email marketing campaign there are etiquette guidelines that you should take into consideration. Here we share a few of the guidelines to help you make your next ACT! by Sage email marketing campaign a success.

Build Your List

Build your own opt-in list of customers and prospects who have indicated they want to hear from you. Consider adding a form to your Web site where interested visitors can sign-up to be added to your mailing list. To encourage this action, you could offer a free newsletter, special sale notification, or access to members-only content.

Make sure to include an email address in the contact information you collect at trade shows. When prospects telephone you, ask if they'd like to be kept notified of news and offers. Use a custom field in ACT! for Source, so you can track the lead source.

To The Point

Make your message short, typically no more than 50-100 words. Email is an instant form of communication and a long message will go unread.

It's a wise idea to hire a professional copywriter to make your words count. Go ahead and use color and different fonts, but make sure they enhance rather than distract from your message.

Make It Personal

An email campaign is a less formal method than direct mail, so be sure that you present yourself professionally. Be careful when using humor, as it easily can be misinterpreted.

State Your Purpose

Your campaign needs a message or a purpose relevant to the recipient. Keep in mind that offers generate more interest than products. Offer a limited-time promotion on the new product to entice recipients to take quick action.

Keep It Legal

Always provide an unsubscribe link—it's the law. The CAN-SPAM Act of 2004 requires you to include an opt-out method and to include your company's postal mailing address. Create a custom field within ACT! called *Do Not Solicit* to flag your contacts' preference.

You're asking your recipients to spend their valuable time reading your message—so make that message count. Please give us a call for more information on the tools to help you in launching your email marketing campaign. ☆



ACT! helps you gather information and plan a successful marketing campaign.

1900 East Golf Road
Suite 950
Schaumburg, IL 60173
(847) 352-4770

alan.lee@etechsys.com
www.etechsys.com



E Tech Systems, Inc.

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Swiftpage Pro For ACT!

Email marketing is as popular as it is for two simple reasons. It's easy and it works. Sending targeted messages to your customers and prospects raises their awareness of your business and its services and boosts sales. Swiftpage Pro is a highly effective, powerful, and easy-to-use Web-based email marketing server that not only sends your messages efficiently—it brings valuable statistics about those messages right back into ACT! by Sage. Let's learn more.

Consistent Look

To help customers and prospects to remember you and your message, it is important that your marketing efforts have a consistent look. Whether you are sending correspondence, literature, direct mail, or an email message, the look should be identifiably yours. With Swiftpage Pro an individual or department can create email templates consistent with your other marketing efforts. The templates, with certain attributes locked, can be made available to other users on your account.

Create your own template or select from over 70 templates with themes ranging from professional to holiday designs. You also can import templates you have created or purchased to use in your Swiftpage Pro account.

You can quickly create a Swiftpage Pro email message that contains images, tips, and surveys using the Swiftpage Pro creation tools. You don't need any special technical or design skills, Swiftpage Pro is easy to use. The result is a graphical HTML email containing your custom message—that you created quickly and easily.

Personalized Message

Every ACT! field, including custom fields, can be included in the Swiftpage Pro mail merge. This lets you create highly personalized and targeted messages. Members of your sales team can add their own personal message to a completed template. This provides the power of one-to-one marketing without requiring you to create separate templates.

To maximize your open rate, your marketing team can create the email and then make it available to the sales representatives. The sales

representatives send it to their prospects and customers. When a recipient recognizes the *From* address they are more likely to open an email; this provides the highest possible return on investment for an email campaign.

Swiftpage Pro is not just for large email campaigns. Send a single personal message to a specific customer. Using your company's templates, you can type a personal note and send single emails. It makes sense to send out all of your messages through Swiftpage Pro. You can see whether or not your contact opened the email, whether they clicked on a link you included, and many other statistics.

Real-Time Tracking Of Results

Send your message directly from ACT! to a contact or group of contacts and Swiftpage Pro will update your contact history information automatically with every campaign or every individual email you send.

Using Swiftpage Pro, you can track the results of your email campaigns in real time. View all statistics associated with your campaigns whenever you like, such as who opened your email, how many times they opened it, and when it was opened. Also, view what links each individual clicked on, how many times they clicked on the link, and when the links were clicked on.

Campaign Insight

As recipients open an email marketing message and click various links contained within the message, Swiftpage Pro captures this activity and assigns it a score. That score data can then be brought into ACT! giving you unprecedented insight into the effectiveness of your marketing campaigns.

Once score statistics are in ACT! by Sage, users can instantly create a custom Swiftpage Pro Call List inside of ACT! with the most active prospects at the top of the list. Salespeople can use this call list to target the most interested prospects first, clicking down the call list and accessing all of the contact data, recording notes or scheduling appointments. Swiftpage Pro Call List enables businesses to identify the most interested prospects to contact. This boosts sales and shortens the sales cycle.

Schedule Email Campaigns

Use the scheduling feature to select a specific date and time to send an individual message or group of messages. Entire campaigns can be created and scheduled well in advance of the send date, enabling your marketing team to better plan and organize their efforts.

Surveys And Registration

Surveys help you uncover what your customers really want. Use Swiftpage Pro to develop custom surveys to send to your customers to get feedback or research on products, services, and business development. You also can use this tool to gather registration information for events and meetings.

Anti-Spam Compliant

Swiftpage Pro keeps a master **Opt-Out Suppression** file for each account that resides on the Swiftpage Pro server. Once someone opts-out, Swiftpage Pro prevents you from sending email to them again. You are given notice of the opt-out and you also can view opt-outs in a report. By using Swiftpage Pro, you can ensure compliance with the 2004 CAN-SPAM Federal Law that requires that your messages include an Opt-Out option, a postal address, and individual TO and FROM names.

Useful Reports

Using Swiftpage Pro you can compare sent, opened, and clicked-on rates by team member. Detailed reports can be viewed of each template that was sent, who sent it, and how many times it was opened as well as how many links were clicked. Marketing Managers will want to see how effective the email content is by comparing template data across multiple users. A detailed report shows the results of selected templates by viewing the results across users. This gives you information needed to create and change content to increase effectiveness.

Swiftpage Pro is an excellent add-on solution for organizations using ACT! by Sage. Call us for complete details. ★