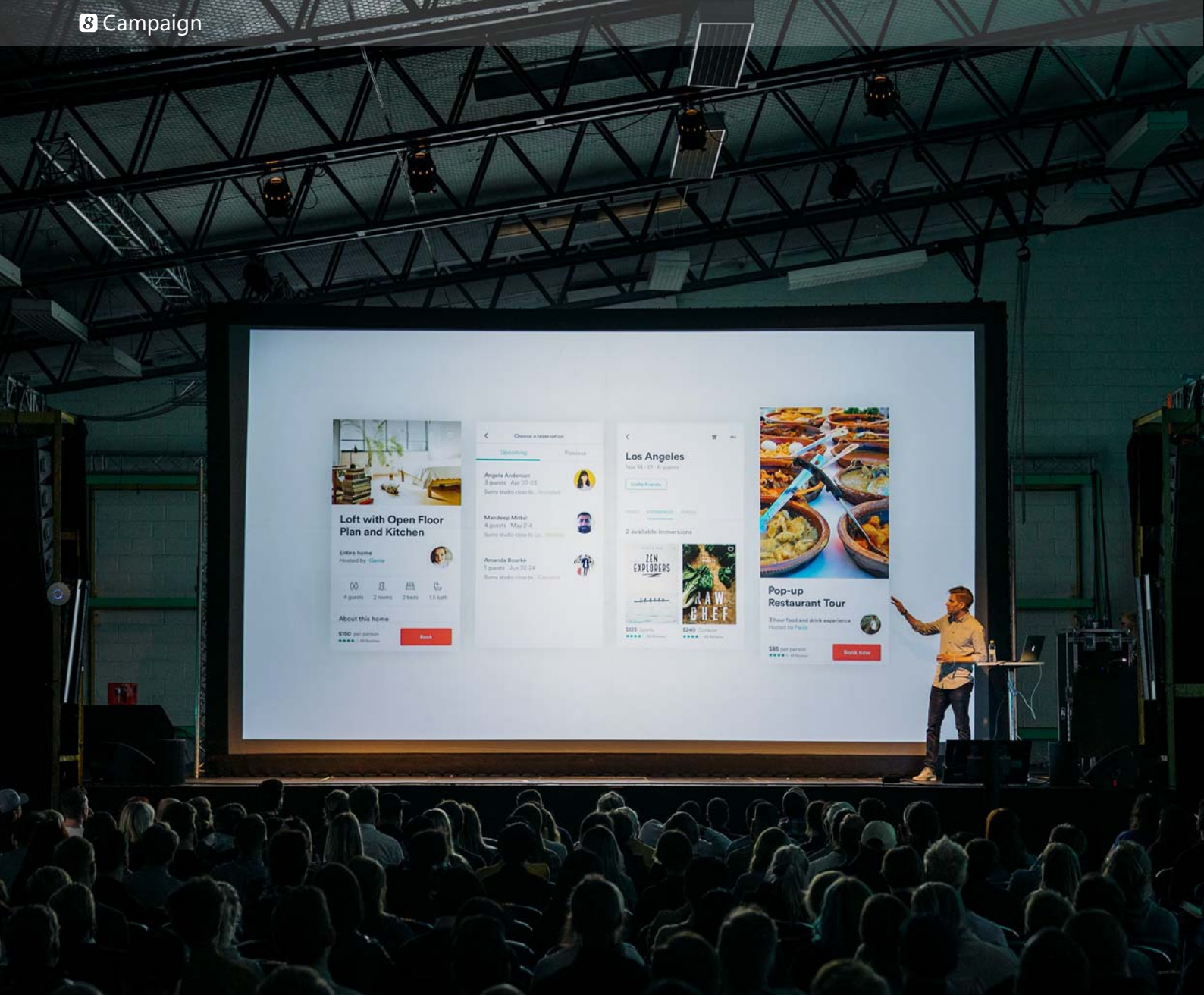




8 Campaign

can help you track the planning,
execution and results of event marketing



8 Campaign can help your teams in many ways, including:

Analytics and reporting to help teams measure marketing success and enhance approaches and actions

Automation of repetitive tasks, such as email marketing and social media scheduling, to increase efficiency and reduce the risk of errors

Segmentation of dividing customers into groups based on demographics, interests, location, and past behavior. This allows businesses to personalize campaigns to specific groups

Collaboration of team members through features like shared calendars, project management tools, and commenting

Integration with other marketing tools

Referral Marketing

8 Campaign supports referral marketing and allows your team to market to existing clients to promote referrals.



Referral marketing can be beneficial for a business because:

Customers trust referrals -- Customers are more likely to take action and make a purchase when they receive recommendations from someone they trust.

Higher conversion rates -- Referral marketing can often outperform traditional advertising channels, resulting in higher conversion rates.

Improved customer retention -- Referral marketing can help improve your customer retention rates.

Increased marketing reach -- Referral marketing can help increase your business's marketing reach.

Provides you the repository for keeping the detailed contact information of your clients, who can possibly make referrals for you and their referral success rates.

Event Marketing

Event marketing has many advantages, including:

Brand awareness: Events can help increase brand awareness and product exposure.

Target audience: Events can help you reach a specific audience by attending or hosting events that are relevant to your target demographic.

Customer relationships: Events can help you develop relationships with new and existing customers.

Sales: Events can help boost sales and conversions.



Seminars or webinars is one special form of event marketing. 8 Campaign provides you the planning and activity management capabilities for event marketing and results tracking.

Electronic Direct Mail (eDM)

eDM is a commonly used marketing strategy to connect with existing and potential customers.



Marketers use eDM marketing to send personalized emails that build strong customer relationships, foster brand loyalty and drive conversions.

8 Campaign provides your teams with the following useful features:

- Powerful tools for creating, engaging and marketing contents
- Bulk-import of recipients or choose the existing recipients in bulk
- Real-time tracking of sending results and transactional messa
- Providing graphical reports for analysis
- Built-in testing capabilities and unsubscribing mechanism
- Auto filtering out of unsubscribers

Marketing ROI



Every marketer knows that ROI is the touchstone of marketing performance.

Provides you the following features to track and calculate the ROI of every marketing campaign in real-time, and provide you a dynamic deviation analysis of the budget and actual cost.

With the business map, you can drill down to get the cost detail information and results of each campaign:

- Analysis of budget and actual cost
- Measuring the performance of each marketing campaign
- Tracking and calculating the actual cost and return of investment
- A complete picture of marketing performance with drill-down details

Feature List

| Feature | Description |
|--------------------------------------|--|
| Client Management | |
| Client Info | Allow the user to click the organization chart for the corporate client to drill down to see the parent and its sub-organization info. |
| | Allow the user to define different sections, fields and field locations in the client general info page. Basically the user can design the layout of client general info page. |
| Lead Management | Support quick recording or importing lead info. |
| Conversion | Allow to track conversions such as lead to first-time-client, first-time-client to repeated-client, repeated-client to reference-able client and active-client to inactive-client. |
| Abandon & Blacklist | Manage the abandoned and blacklist clients. |
| Import & Export | Support batch import and update of massive client records. |
| | Support export of client info to Excel or PDF. |
| Audit Trail | Provide audit trail on client info changes. |
| Marketing Campaign Management | |
| Campaign Planning | Allow the user to specify the campaign basic info such as name, id, type, responsible parties, schedule and approval flow. |
| | Allow the user to specify the following promotion info: a) Theme b) Marketing topics c) Audience d) Key message e) Product, product family or others f) Promotion offer and terms |
| | Track the following investment and return: a) Campaign budget b) Expected results which can be one of the following: - # of leads - # of qualified leads - # of sales opportunities - Amount of revenue - Others c) Expected return date |
| | Support per-defined templates for quick creation of campaign project schedule. |
| | Support full budget planning and tracking. |
| | Support user-defined campaign approval flow. |

| | |
|--|--|
| Campaign Preparation | Support the following campaign execution channels: a) Email b) SMS, c) Telephone d) FAX e) Regular mail |
| | Support content Management: a) Content template b) Content variation c) Selection of contents for personalization |
| | Support content editing with HTML, CSS, picture insertion, hyperlink, attachments etc. |
| | Target audience can be identified by region, industry, interest area, marketing topic. Target audience can also be further filtered by contact's personal info such as age, marital status, education level, salary range etc. |
| | Provide sophisticated search mechanism based on fields defined in the following categories for the user to identify the massive campaign targets from the database a) General b) Responsible Parties c) Interest d) Value e) Interaction f) Behavioral g) Special info Also, recipient lists in Excel or CVS format can be imported to formulate the target list. |
| | Support content personalization at the following two levels: (a) The user can send specific content to a particular type of receipts (b) Each receipt in a particular type of receipts can receive a unique content |
| | For eMarketing (email and SMS), both fully automated and manual methods are supported. For the automated execution, the user can pre-set scheduled send time and batches. |
| | Support to pre-set execution rules to automatically send out customer caring emails/SMS messages on client's important dates such as birthday, anniversary etc. |
| | Automatic tracking of eMarketing execution results: Allow the user to view email/SMS are successfully sent, opened or clicked-through; if the sending failed, the system will provide failure reason for analysis; opt out records are also provided. |
| Campaign Execution | Multiple campaigns can be executed and tracked in parallel. |
| | Provide project Management as add-on for campaign project Management and event Management. |
| | Provide campaign alerts notification, include issue, risk, budget updated, budget overrun, target achievement etc. to remind responsible people of their campaign work. |
| | Provide real-time business map and dashboards for the executives to view the campaign execution conditions. |
| | Provide issue and risk records for the marketing team to know about the campaign conditions. |
| | Able to track the target results and non-target results (side benefits) of the campaign. |
| | Able to track investment and return in real-time and the user can drill down to view details. |
| | Able to compare campaign budget and actual cost and generate cost overrun warning in real-time. |
| Support Reality Checks and eSurvey questionnaires for the brand popularity, audience's feedback etc. | |
| Performance Evaluation | Provide real-time budget-vs-actual and cost-benefit & ROI analysis with breakdown by cost classification, channel, sub-entity, line-of-business, product and responsible person. Also, provide the following detailed reports: a) eDM interim results (e.g., email sent, email opened and email read) b) Other campaign interim results (e.g., visitors, members, leads, opportunities, transactions) c) Campaign final results d) Campaign status summaries |

8 can provide best combination of standard products & redevelopment services for enterprise management and over 500 corporations in Asia are using our following modules on-premises or SaaS:

8 SRM : Supplier Management, e-Procurement and e-Tender

8 PPM : Project and Portfolio Management

8 CRM : Corporate Client CRM and Consumer CRM

8 Timesheet : Resource Time and Cost Management

8 New Way : Visual Agile and Lean

8 Service : Service Management

8 EDMS : Electronic Document Management System

8 OA : Office Automation

8 HCM : Human Capital Management

8 All-in-one : Enterprise Full Automation

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