



### What is “e-Marketing”?

It is a meaningful way to connect you and your customers thru use of email. E-Marketing allows PROFIT*professional* users who utilize the key CRM (Customer Relations Management) features to follow up with customers and prospects in a highly targeted fashion.

As part of your total marketing strategy and budget, you must be considering digital media as a replacement for some of your traditional media marketing. It’s not just the way of the future, it is essential today!

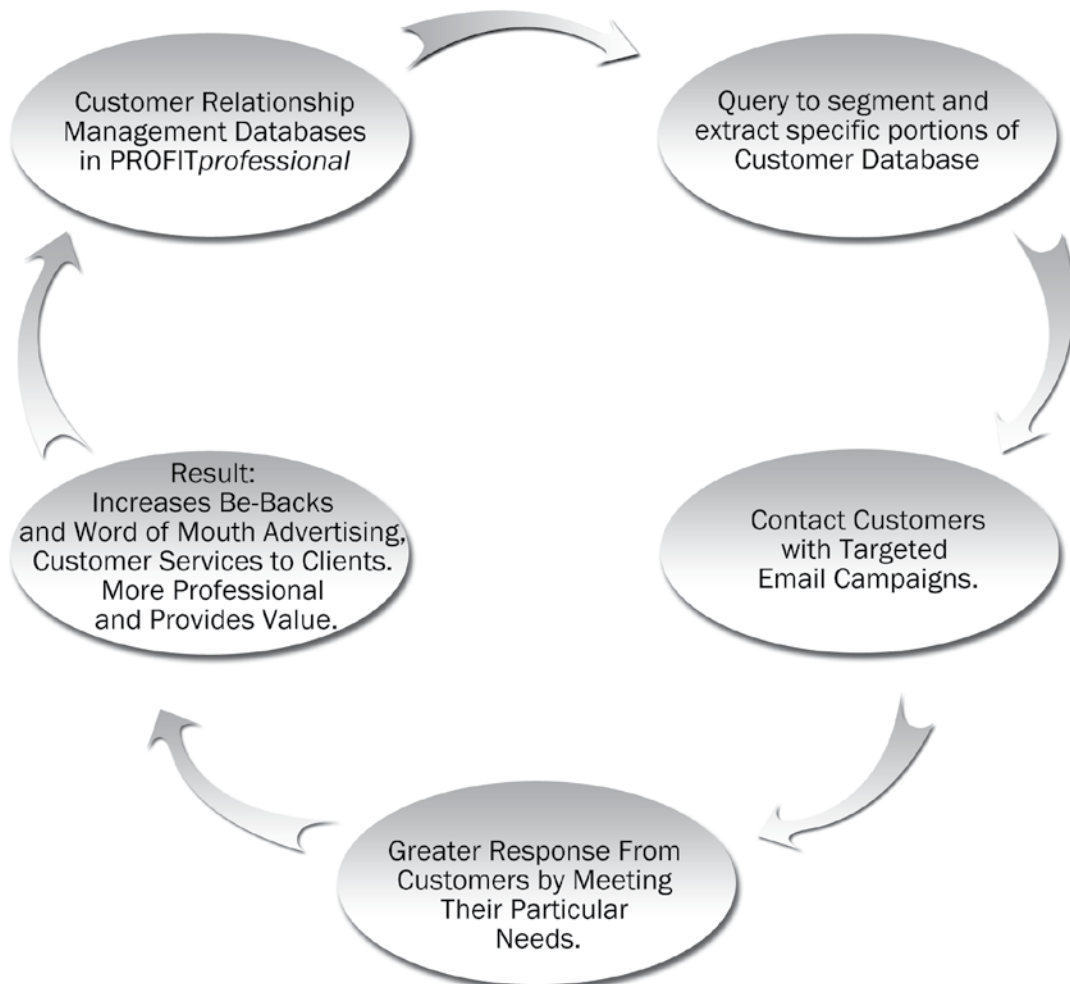
### How do I know if e-Marketing is working?

You can track your results in real time and see who opened your campaign, who clicked on the links, who forwarded your campaign to friends, or who signed up to get your future emails. You can use this information to follow up with them. We store your results over time so you will be able to learn from past efforts to make future emails even more successful.

### Why is e-Marketing so effective?

Your customers are in control. Customers listen to specific, targeted, and relevant messages that provide them value. They don’t want blasts, spam, or loud interruptive media.

### How does e-Marketing work?



Customer Relationship Management (PROFIT <i>professional</i> )	e-Marketing Central Query	Targeted Customer Contact Via Email Campaign	Result
CCC (Customer Care Center)	No Sales where follow up is required, by date range	"Thank you and follow-up"	Increased be backs
CCC (Customer Care Center)	Sale made	"Thank you for your purchase and being a VIP member"	Makes customers feel good about their purchase – positive word of mouth
Quote Processing	Open sales, quotes by date range	"Follow up on your quote"	Improves the quote system and helps salespeople with follow up fulfillment
Customer Service Processing	Open sales, service, by date range	"We have processed your service request"	Keeps customer in the loop; higher level of customer service
Marketing Type	Customer type by marketing code	"Web customer follow up"	Specific follow up on why the customer came into the store
Payment Terms	Customer type by terms code	"Financing type contact"	Financing targeted
Type of Purchaser	Customer type by purchaser	"Realtor follow up"	Taylor campaigns to specific professionals
Delivery and Pickup – Scheduling	Delivery Via by date range	"Reminder with date and time"	Convenience for everyone
Delivery and Pickup – Follow Up	Delivery Via by date range	"Online Customer Satisfaction Survey"	Let your customer tell you what they think! Listen to what they say!
Past Purchase – \$	Past purchase by \$ minimum	"Thank you for being a Platinum VIP member – Private Sale!"	Keeps your very best customers close
Past Purchase – Vendor or Category	Past purchase using specific vendor or category	"New arrivals for your preferred vendor"	Relevant product ideas
Salesperson Follow Up On Old Customers	Specific salesperson	"Happy Thanksgiving"	Helps salesperson stay in long term contact with customer
Accounts Receivable	Delinquency Contact	"Payment Reminder"	Collect faster; friendly reminder to customer
Last Purchase	Last purchase by date range	"We invite you back – special invitation"	Market people who have not shopped in a while
Personal Contact	Date triggered contact	"Happy Birthday"	Everyone loves a birthday gift – pick it up at the
All Customer Contact	Entire database	"VIP member e-Newsletter"	Value driven – links to web site and room planner, product reviews, design ideas, community events, room plans, product features, monthly insiders deals, product care, warranty offers

### Who participates in e-Marketing in your organization?

Everyone on your team contributes. It all starts with the salesperson interacting with the customer. The salesperson must be trained to acquire the information to follow up which increases be-backs and sales. The information is entered into PROFIT*professional*, your CRM (customer relations management). Queries are extracted and emails are sent by your office or marketing person. The emails are personalized and signed by the salesperson automatically to add a personal touch.

### What is my next step?

Schedule a free demonstration on the Power of e-Marketing.  
 Email [consulting@profitsystems.com](mailto:consulting@profitsystems.com) or [wayne@profitsystems.com](mailto:wayne@profitsystems.com)  
 or call us at 800.888.5565.



## What Our Customers Are Saying About E-Marketing

- “I have completely stopped using traditional media such as newspaper. I have switched to e-Marketing with PROFIT*consulting*. It is a fantastic marketing and customer relations tool since it is directly related to our PROFIT database. The salespeople love it as well! They are getting 99% of the emails from their new and old customers because they see the value in contact, coming from them. e-Marketing with PROFIT*consulting* is the future at Furniture USA.”

“This is Win-Win! e-Marketing, an optimal Web site and search term management is the best advertising money I’ve spent in 20 years. Every cent is well spent. This is absolutely guaranteed to bring customers into your store, be professional, and keep them coming back. I’m done with old expensive media like TV, flyers, radio, and newspaper”.

*Ken Nguyen*  
*Furniture USA*

- “The one small email that we sent to 7 designers, as a test, already resulted in 10K in sales.”

*Gary Habegger*  
*Habegger’s Furniture*

- “The tools available within e-Marketing are powerful and allow us to create and distribute quality email communications without having to maintain a staff of IT experts.”

*Deborah Kuipers*  
*At Home Furniture*

- “We are really going to town on e-Marketing. I just created an REP code. Chris wanted me to send an e-mail to all of our Vendor reps. We created a new Campaign for a service organization and the ideas just keep flowing. At this pace we will have so many campaigns to choose from – it’s very exciting and I have to admit fun to create.”

“We are learning that having customers bring in a print out from the campaign that gives them a savings or a free gift has so far worked the best. On our last one for New Year’s Day it was simply a free gift and ½ of the sales that day came from the people who brought in their e-mail for the free gift – we also offered NO TAX on that day or 2 year No \interest No Payments Financing. The e-mail only talked about the free gift and the other incentives were via newspaper.”

*Vanessa Liesen*  
*Michael Alan Furniture*

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