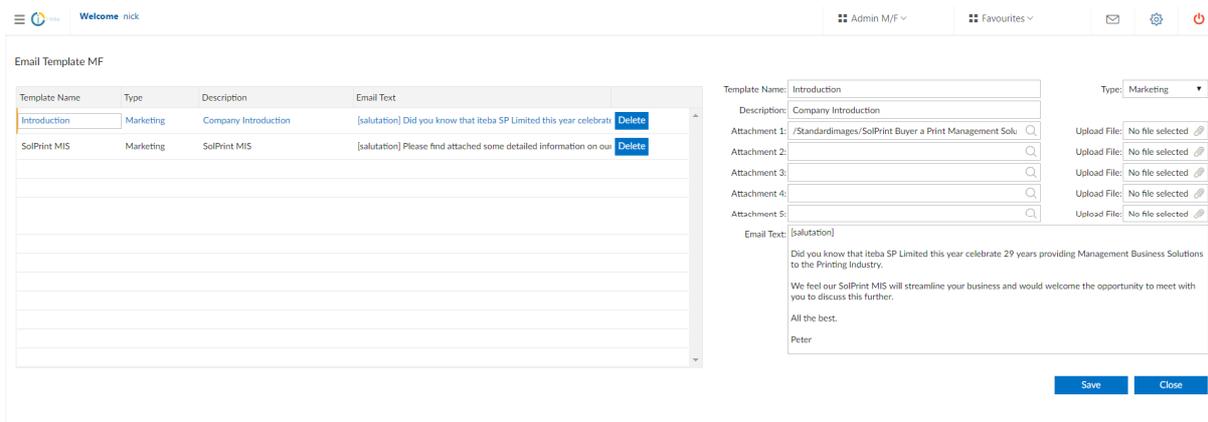


SolPrint CRM email Marketing

The SolPrint CRM database can be used to drive email Marketing Campaigns either directly from SolPrint or by exporting to an email marketing tool such as Campaign Manager.

Email Marketing Templates

If using SolPrint to generate the emails you can configure standard email templates which are personalised at the time of generation.



The screenshot shows the 'Email Template MF' configuration interface. On the left is a table of existing templates, and on the right is a form to edit or create a new template.

Template Name	Type	Description	Email Text	
Introduction	Marketing	Company Introduction	[salutation] Did you know that Iteba SP Limited this year celebrat	Delete
SolPrint MIS	Marketing	SolPrint MIS	[salutation] Please find attached some detailed information on our	Delete

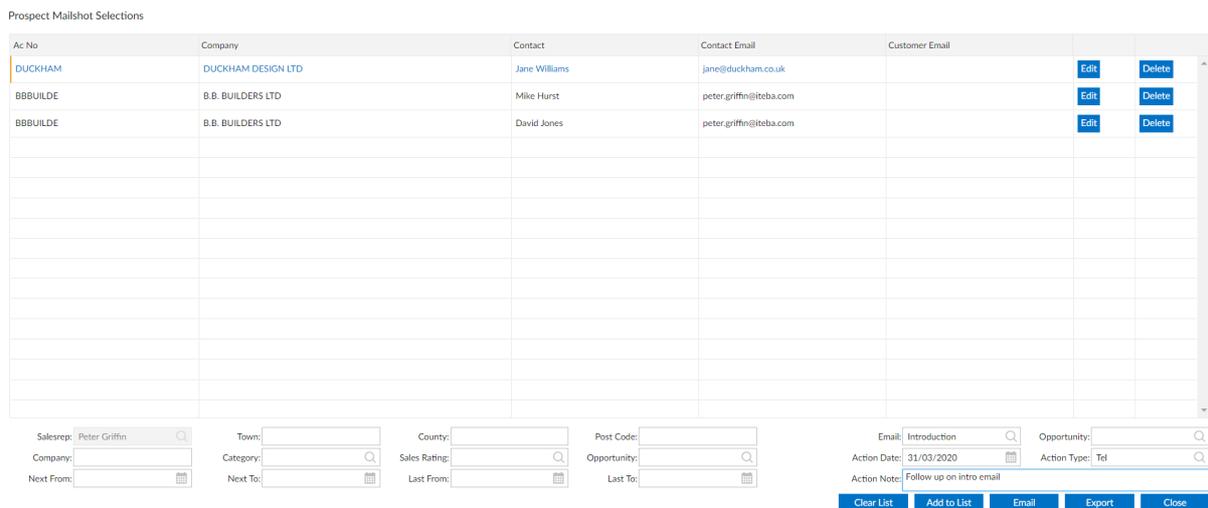
The configuration form on the right includes:

- Template Name:** Introduction
- Type:** Marketing
- Description:** Company Introduction
- Attachments:** Five attachment slots, each with a search field and an 'Upload File' button (currently showing 'No file selected').
- Email Text:** A text area containing:


```
[salutation]
Did you know that Iteba SP Limited this year celebrate 29 years providing Management Business Solutions to the Printing Industry.
We feel our SolPrint MIS will streamline your business and would welcome the opportunity to meet with you to discuss this further.
All the best.
Peter
```
- Buttons:** Save and Close.

Email Campaign Selections

When creating an email campaign multiple selections can be made from the CRM database with the contacts added to a temporary email selections list. Simply enter the desired selections at the foot of the screen and click the "Add to List" button.



The screenshot shows the 'Prospect Mailshot Selections' interface. It features a table of selected prospects and a form at the bottom for filtering and actions.

Ac No	Company	Contact	Contact Email	Customer Email		
DUCKHAM	DUCKHAM DESIGN LTD	Jane Williams	jane@duckham.co.uk		Edit	Delete
BBBULDE	B.B. BUILDERS LTD	Mike Hurst	peter.griffin@iteba.com		Edit	Delete
BBBULDE	B.B. BUILDERS LTD	David Jones	peter.griffin@iteba.com		Edit	Delete

The bottom form includes:

- Filters:** Salesrep (Peter Griffin), Company, Next From, Town, Category, Next To, County, Sales Rating, Last From, Post Code, Opportunity, Last To.
- Action Fields:** Email (Introduction), Opportunity, Action Date (31/03/2020), Action Type (Tel), Action Note (Follow up on intro email).
- Buttons:** Clear List, Add to List, Email, Export, Close.

If a contact is added that you do not wish included click the Delete button on the relevant line to remove. The Edit button will allow access to the main Prospect Details for the selected line.

Once selections have been made you can enter Follow Up actions on the bottom right of the screen and optionally select an Email template for the campaign.

Email: Opportunity:

Action Date: Action Type:

Action Note:

If you wish to export the list to an email marketing tool simply click the Export button and a file will be generated and an action created in the CRM system recording the email has been sent. If a follow up action is setup then this will be created setting a reminder for the salesrep.

If you wish to use the SolPrint emailing option then the following screen will appear.

Email Details✕

email Address	~from list~										
CC											
BCC											
email Subject	Company Introduction										
email Text	<div style="border: 1px solid #ccc; padding: 2px;">[salutation] Did you know that iteba SP Limited this year celebrate 29 years providing Management Business Solutions to the Printing Industry. We feel our SolPrint MIS will streamline your business and would welcome the opportunity to meet with you to discuss this further.</div>										
Attachments	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr><th>No</th><th>Name</th></tr> </thead> <tbody> <tr><td>1</td><td>SolPrint Buyer a Print Management Solution.pdf</td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> </tbody> </table>	No	Name	1	SolPrint Buyer a Print Management Solution.pdf						
No	Name										
1	SolPrint Buyer a Print Management Solution.pdf										

Preview All

This will allow the base email template text to be edited before being sent and any additional attachments added.

If you wish to manually view/edit each personalised email click the Preview All option.

Once an email is sent this is recorded in the Actions for the Prospect and any defined follow up action is set as a reminder for the salesrep.

Why not contact us now for a no obligation demonstration where we can show you how SolPrint could be implemented within your operation.

Contact Details

Email: sales@solprint.co.uk Tel: 020 7978 0113

Address: Penhurst House, 352-356 Battersea Park Road, London SW11 3BY