MY CAMPAIGNS
E-Marketing Made Simple

Effective Marketing occurs when your message is (1) tailored to and (2) communicated consistently to the specific audience. For many businesses, E-mail marketing is the easiest and most powerful marketing strategy to effectively reach new prospects and existing customers. MY Campaigns' integration with MY Sales Arsenal provides the necessary insight to segment your existing customer base, develop targeted campaigns, deliver thousands of emails per day, and measure the success of those campaigns through analytics. In addition, MY Campaigns allows for the importing of outside prospect databases and the management of separate marketing campaigns. Here are key feature of MY Campaigns:

➢ *Target List Generator* – Segment your existing customer database or imported purchased lists to develop a custom targeted list based on industry, location (country, state, city, or zip code), and assigned company representative. Other sort variables can be customized. MY Campaigns can distribute thousands of emails on a daily basis.

➢ *E-Mail Template* – Develop standardized marketing templates with company branding and stylization that is used by the entire organization to deliver a consistent theme and value proposition to each targeted audience. Each template can be tracked to determine best practices to make the overall message more effective. The ability for recipients to opt out is always included to remain compliant with government regulations.

➢ *Campaign Wizard* – Provide your sales teams with a tool to easily produce e-mail blast campaigns based on a representative's specific territory, products and services, and prospect type (new or existing) while your business maintains control over key inputs.

➢ *Campaign Analytics* – Analyze each e-mail campaign – who viewed the e-mail and how many times, who did and did not receive the e-mail, how many e-mail addresses bounced or recipients opted-out. As prospects convert to leads, analyze the return on investment per campaign by number of leads, number of wins, and the overall financial impact – revenue versus costs.

➢ *Web to Lead Forms* – Avoid duplicate data entry and become efficient by being able to easily convert outside email addresses and information from prospects to leads to opportunities.

➢ *Automatic Data Scrub* – Allow the system to scrub your databases for e-mail addresses that opt-out or are not delivered to ensure the campaign analytics are accurate and the delivery process is efficient.

➢ *Automatic Reply* – Start building good communication by sending an automatic reply to those prospects that open your e-mail to build on the interest shown.

MY Campaigns can also be used to distribute newsletters to stay close to your customers and prospects. An all in-one e-marketing solution like MY Campaigns allows small and medium sized businesses to proactively compete for business outside traditional boundaries without breaking the bank. People like to do business with people they know, and with MY Campaigns, a business has the tools for building a productive, long-term relationship.

MY TrueCloud
65 Enterprise
Aliso Viejo, CA 92656
Phone – 866-426-5485
http://www.mytruecloud.com

MYTrueCloud
Going to New Heights

Extending Customer Relationship to the Organization and Beyond

Drive Growth, Profitability and Customer Satisfaction by Unlocking Access to Information

MY SALES ARSENAL - Contact & Opportunity Management
Configurable Dashboard (Tile Technology)
Lead and Pipeline Management
Project Management and Customer Support
Workflow

MY CAMPAIGNS - E-mail and Newsletter Campaign Management
Campaign Analytics
Self-Cleansing Database Administration

MY SALES ARSENAL
Close Business by Knowing Your Customers

A successful sale always begins with understanding your customers' needs. Your sales team invests significant time in gaining vital customer knowledge. How does your business gather and protect this knowledge and make it available to the organization? The more the entire organization knows about your customers, the better those customers can be served resulting in long-term relationships and future revenue opportunities. A comprehensive Customer Relationship Management ("CRM") system provides the foundation to optimize and disseminate customer knowledge.

MY Sales Arsenal is a CRM solution that manages the complete sales cycle of your sales teams and provides complete visibility to management. You want your sales people selling. MY Sales Arsenal is easy to use, which allows for rapid deployment and adoption (overcoming the biggest obstacles of a CRM implementation). Key features of MY Sales Arsenal are:

- ➢ *Contact Management* – Identify key decision makers, gather and retain contact information, link all communication and activity, and automatically convert to an opportunity, if appropriate.

- ➢ *Opportunity Management* – Identify and track multiple opportunities for a specific customer, identify parent-child opportunities to optimize resources, link all contact and documents as well as coordinate and schedule all activities for each opportunity.

- ➢ *Lead Management* – Implement your specific sales methodology and custom workflow to ensure processes and policies are followed, automate the flow of leads to opportunities, and measure the effectiveness of lead generation campaigns.

- ➢ *Pipeline Management* – Implement a consistent forecasting methodology, automate the reporting and analyses of sales information, and simplify the weekly sales update process by making all information available to management.

- ➢ *Advanced Dashboard* – Create a custom dashboard for up to 14 key metrics to capture all relevant sales and marketing activity for each person or team. Integrate metrics from outside sources to create a single powerful workspace to conduct and review all of your daily activity.

- ➢ *100% SaaS/Cloud* – Armed with any mobile device, your sales team will have access to all vital customer and company information, ability to conduct all sales activities, and monitor the activity of others supporting the sales cycle – a true Mobile Office.

- ➢ *2-Factor Authentication* – Above Military-grade security to ensure confidential information is protected and only seen by those authorized. A real time Forensic Monitor tracks who is accessing confidential information and when it occurs.

MY Sales Arsenal is a productivity tool that makes your sales team more efficient and effective unlike many CRM solutions that add layers of work. Striking the balance between administration, selling, and protecting proprietary company information in a mobile world is not easy, but MY Sales Arsenal has proven to be up to the challenge.

CRM Beyond Sales
Support and Projects - Vital to Customer Relationships

You work hard to acquire customers, but the on-going relationship is built on the trust earned by delivering what you committed to do. For many businesses, the support and consulting teams are instrumental in delivering expectations and keeping customers happy. MY Sales Arsenal provides integrated support and project functionality to monitor efforts, track interactions and status, and provide organization visibility to improve communication between the teams and your customers.

Support teams typically receive calls when a customer is frustrated and is looking for immediate answers. Instant access to customer information is critical. MY Sales Arsenal provides the full 360 degree view of each customer enabling your support team to quickly get up to speed on all customer interactions. Support will have the tools to ensure a swift resolution and customer satisfaction.

- ➢ *Case Management* – Log a call, assign a severity level, provide a detailed description of the issue, and attach any associated documents. Create a custom workflow and dashboard to ensure issues are resolved in accordance with your support policy.

- ➢ *Bug Report* – Log a bug, classify the issue type and category, assign a severity level, link associated case reports, and attach any associated documents. Create a custom workflow to expedite resolution and provide visibility to recurring issues.

Make Sure the Left Hand Knows What the Right Hand is Doing to Deliver the Best Customer Experience

Successful projects result from close collaboration and planning among team members. The more details and scope incorporated into a project, the better your team can deliver the results. Ultimately, success breeds success so creating repeatable project plans is important. MY SalesArsenal provides the following tools to support projects:

- ➢ *Project Management* – Create a project identifying team members, list key objectives, identify committed delivery date, and attach associated documentation. Create a custom workflow and dashboard to ensure project visibility remains high.

- ➢ *Tasks* – Provide detail-level tasks supporting each phase of the project by denoting responsible individuals, providing status and completion level, estimating hours of effort, and serializing the priority of tasks to keep the team focused.

MY Sales Arsenal is not a traditional CRM because it brings the entire organization to your customers. When used with MY Documents, MY Social and MY Web Conferences, our integrated solutions creates a Collaboration Platform unlike any other on the market!