

# Direct Marketing Manager Application

Launch integrated multi-channel campaigns that reach the right customers and prospects with the right message at the right time

The CDC MarketFirst Direct Marketing Manager Application offers sophisticated direct marketing capabilities that help marketers generate higher-volume, higher-quality leads.

- **Generate and nurture leads** through multi-wave, multi-channel campaigns
- **Respond quickly** to market changes and opportunities through rapid campaign development and execution
- **Personalize communications** by providing deep conditional content
- **Build brand equity** through consistent, valued communications
- **Develop market insight** by building rich customer profiles
- **Integrate channels** by tying all campaigns back to CDC MarketFirst
- **Build lasting customer relationships** through regular, relevant communications

To learn more about the direct marketing capabilities of CDC MarketFirst and how they can address your firm's unique needs, call +1 877-748-6825.

**CDC MarketFirst is a marketing automation and lead management solution that enables marketers to conduct even the most complex multi-channel marketing campaigns with ease. Its direct marketing capabilities radically improve the efficiency and effectiveness of today's marketing department. The CDC MarketFirst Direct Marketing Manager Application gives marketing professionals the power to synchronize their offline and online direct marketing programs, resulting in lower costs, higher response rates and, ultimately, increased customer value.**

Most marketers are taking advantage of the low cost of electronic marketing, creating an increasing percentage of their campaigns for e-mail or online delivery. But one-shot e-mail campaigns miss the true opportunity of electronic channels: the ability to easily engage targets in an ongoing stream of communications—or, even better, in one-to-one dialog. Furthermore, the best marketing campaigns integrate multiple channels, creating truly sophisticated programs that reach more people and achieve greater results.

CDC MarketFirst gives marketers all the tools they need to design this new breed of multi-wave, interactive campaign. With CDC MarketFirst's advanced personalization capabilities, marketers can ensure every communication has the relevance and personal touch required to engage the recipient.

## Design Sophisticated E-mail Streams and Multi-Channel Campaigns

CDC MarketFirst's graphical workflow designer enables users to easily map out complex campaign flows that involve multiple e-mails and communications across numerous channels, and then automate their timing and delivery.

## Launch Multi-Wave, Adaptive Campaigns

With CDC MarketFirst, e-mail campaigns don't need to be simple and linear—they can involve complex conditional elements that adapt to the recipient's campaign behavior and profile data. Marketers can design campaigns to unfurl in multiple waves, each of which is contingent on the recipient's reaction to the last e-mail, increasing in relevance at each turn.

## Understand Prospect Web Activity

CDC MarketFirst can instantly alert users when a prospect is on the company website and track which pages they visit. This helps marketers understand prospect interests, behaviors, and education levels to better target their campaigns.

## Create Perpetual, Event-Triggered E-mail Streams

Use CDC MarketFirst to create campaigns that run themselves—event-triggered e-mail streams that launch in response to an action on the part of the recipient.

## Accelerate Campaign Planning Using Blueprints

When you find a campaign flow that gets results, you should be able to easily apply it to future campaigns. With CDC MarketFirst, you can build campaign workflow blueprints to re-use on multiple campaigns, making future complex campaign design faster and easier.

## Develop Deep Prospect and Customer Profiles

With CDC MarketFirst, marketers can use every communication as an opportunity to enrich contacts' profiles. Simple, carefully chosen questions integrated into registration forms, literature requests, contest entry forms, and other campaign responses can help marketers learn the information that's most relevant to their segmentation and marketing efforts and build out a complete picture of their targets over time. Progressively profile prospects over time, asking short, simple question sets at successive intervals to decrease obstacles and reduce abandon rates.

## **Perform Advanced, Multi-Factorial Segmentation**

The range of data that is important to segmentation is seldom found in a single source. With CDC MarketFirst, you can perform cross-platform segmentation, simultaneously drawing from multiple sources, such as e-mail clickthroughs, web visits, and CRM data to achieve advanced, meaningful segments. Use CDC MarketFirst to segment by almost any combination of available data, including geography, demographics, psychographics, survey results, interests and preferences, behavioral data, and responses to past interactions. Import external data or integrate CDC MarketFirst with CRM, ERP, or other system databases to expand the data that can be used in segmentation.

## **Increase Message Relevance**

Time and time again, marketing research suggests that relevance is one of the top factors in message response. Relevant messaging increases conversion rates, decreases cost per lead, and reduces the likelihood of opt-outs. CDC MarketFirst makes it possible to build the kind of data required to understand your audience and message effectively, as well as providing the ability to segment the audience using sophisticated criteria that ensure you deliver the right message to the right person at the right time.

## **Leverage All Available Channels**

Plan a single campaign and launch it through multiple channels to reach the largest possible audience on each target's preferred medium. With support for multi-lingual, personalized HTML and text e-mails, web, fax, SMS, and offline print communications, CDC MarketFirst gives marketers the greatest reach and lead-generation potential.

## **Tie Offline and Third-Party Campaigns Back to the Same Platform**

Many marketers struggle with transforming print direct mail and third-party direct marketing into measurable lead flow. By using URLs for CDC MarketFirst web forms or microsites as the core call-to-action embedded in these campaigns, marketers can track results and generate leads from these campaigns just as they would for their electronic marketing campaigns.

## **Enhance Your Direct Marketing Capabilities**

The expansion of electronic channels has revolutionized traditional direct marketing, reducing costs while also making it increasingly important to stand out and seize your audience's attention through message relevance. Marketers can now react more quickly to market changes, news, and opportunities, distributing their messages to a wider audience at a lower cost in less time. But taking advantage of the true potential of electronic marketing requires the use of more advanced tools that help marketers target, personalize, and automate their electronic marketing, while integrating it with other channels—not just blast e-mails.

CDC MarketFirst is designed to enable marketers to conduct sophisticated multi-channel, multi-wave campaigns that achieve results.

- Send the right offers to the right people leveraging a sophisticated progressive-profiling database.
- Easily segment customers and prospects by value, preferences, region, history, or any other profile criteria or combination thereof.
- Adjust messaging and offers on the fly with real-time campaign measurement.
- Increase marketing reach by using multi-channel communications, including fax, direct-to-print export, SMS, web, and e-mail campaigns.
- Measure response rates and effectiveness of different links within the same document by tracking click-through rates.
- Fulfill requests for information quickly and automatically without draining internal staff resources using CDC MarketFirst's collateral request and fulfillment capabilities.
- Encourage word-of-mouth recommendations by integrating viral (send-to-a-friend) components into key campaigns and communications.
- Expand your prospect universe and communicate consistently with customers around the globe via Unicode-enabled multilingual capabilities.
- Comply with the latest privacy regulations via integrated subscription and opt-out capabilities at every stage in the direct marketing process.
- Ensure consistent messaging and branding across multiple communication channels.
- Focus resources by understanding why some campaigns succeed better than others.

### **Achieve Measurable Results**

By enabling marketers to increase the number of leads they generate through better targeting and increased campaign volume capacity, CDC MarketFirst helps marketers meet and exceed their lead targets and achieve measurable returns from their marketing activities.

- Send the right offers to the right people
- Achieve average response rates of 10-15%
- Build extensive customer and prospect profiles
- Create more loyal relationships with your customers
- Provide consistent messages in alignment with your brand
- Get instant feedback on the success of your marketing campaigns

### **Learn More About CDC MarketFirst**

To learn more about how CDC MarketFirst can help your organization take advantage of the full potential and costs savings of electronic channels, maximize conversions, and expand market reach, call us today at +1 877-748-6825 or visit us at <http://www.marketfirst.com>.