



# Contact and Campaign Management

## Introduction

The Workspace contacts database provides a central point for the whole organisation to store basic information relating to the people it knows and works with. It is also extended to capture specialist contact information required by the business, such as interests. As the contact database grows in size it can be used as the basis for a variety of marketing and CRM activities, delivered and managed through a powerful campaign management tool.

## Main features

- All the information you have about an individual is available; every method of contact, who they work for, what their interests are, what they look like, which of your projects they are involved with, what documents and email you have sent them and what they have sent you.
- All contacts are recorded and maintained in a flexible, simple to use database. Their job descriptions and job categories can be managed to provide a basis for intelligent targeting or marketing.
- A user-defined fields facility provides for the capture of unlimited extended contact information specific to your needs.
- Unlimited contact interests can be logged against contacts that can be used as the basis for campaigns or corporate events.
- Contact information includes the relationship they have with the projects and enquiries in the system; at a glance you can see the history of their work with you.
- Contact photo's can be maintained.
- A centralised place is provided to record and review actions, discussions and meetings with contacts that the whole team can access.
- Corporate information can be accessed from PDA devices to provide an online view of contacts, organisations, phone numbers and email addresses.
- The campaign management tool allows the creation and maintenance of a wide range of marketing activities such as corporate events, regular email updates, mail merges and marketing campaigns.
- Full integration with your email server means that email based invitations, news updates or marketing literature can be sent out with minimum effort.
- Responses to campaigns can be managed through a simple facility allowing full visibility and follow-up of key initiatives.
- A tracking facility allows the re-sending of correspondence or material to individuals through a number of selection criteria.

### Who uses it?

All Workspace clients use the contact and organisation databases to manage basic information about the people they have relationships with. The natural extension of this is to capture a more sophisticated level of information that can be used for marketing purposes, or just to provide better quality information to users. Campaign management allows any event or mailshot to be accurately handled by Workspace, massively reducing the time and effort required through more traditional means.