






Goldcrest solutions understand that to truly be able to reach your target audience it is necessary to have a multi-channel approach to marketing. Our experience with marketing solutions has lead us to develop a campaign and marketing solution based on Microsoft Dynamics CRM that will ensure you will be able to target, deploy and analyse marketing campaigns to help you increase response rates and profits.

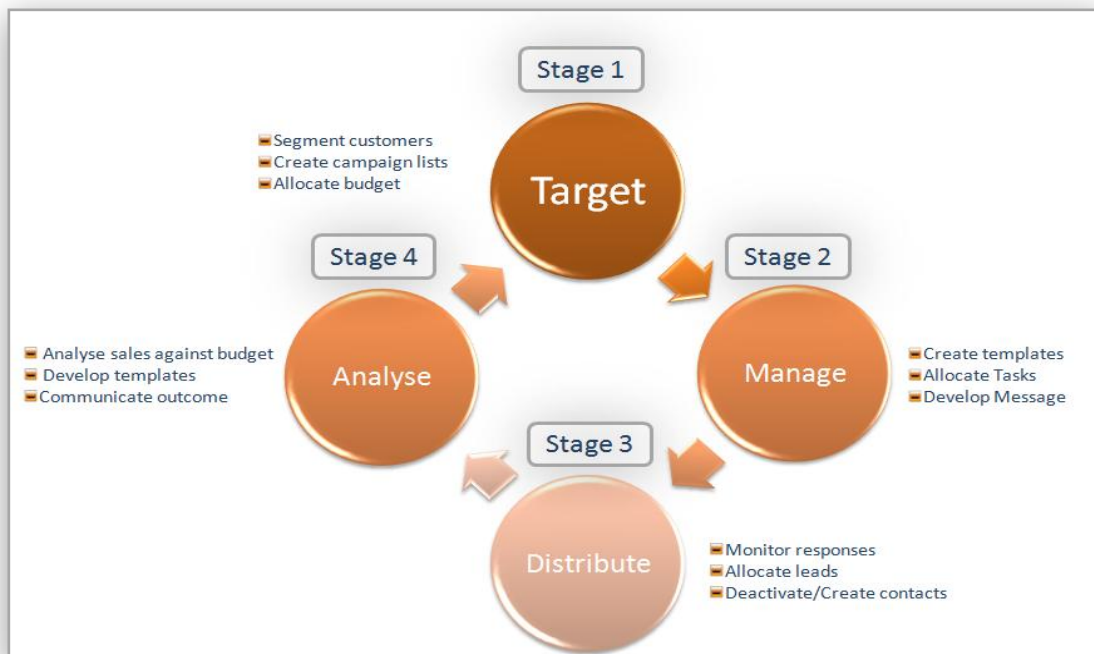
Marketing & Campaign Management

Companies are increasingly becoming aware of the necessity to become more sophisticated when contacting their customers. Rather than adopting a single channel of communication for marketing, such as telemarketing or a mail shot campaign, companies are realising that a more focused approach is often the most cost-effective and rewarding marketing strategy.

Microsoft Dynamics CRM 4.0 offers a fully functional marketing and campaign management solution with the following key elements:

-  Campaign management
-  Budget Control
-  Distribution of activities
-  Segmentation of the target market
-  Visibility of results

A typical marketing lifecycle using Microsoft Dynamics CRM would encompass the following elements:



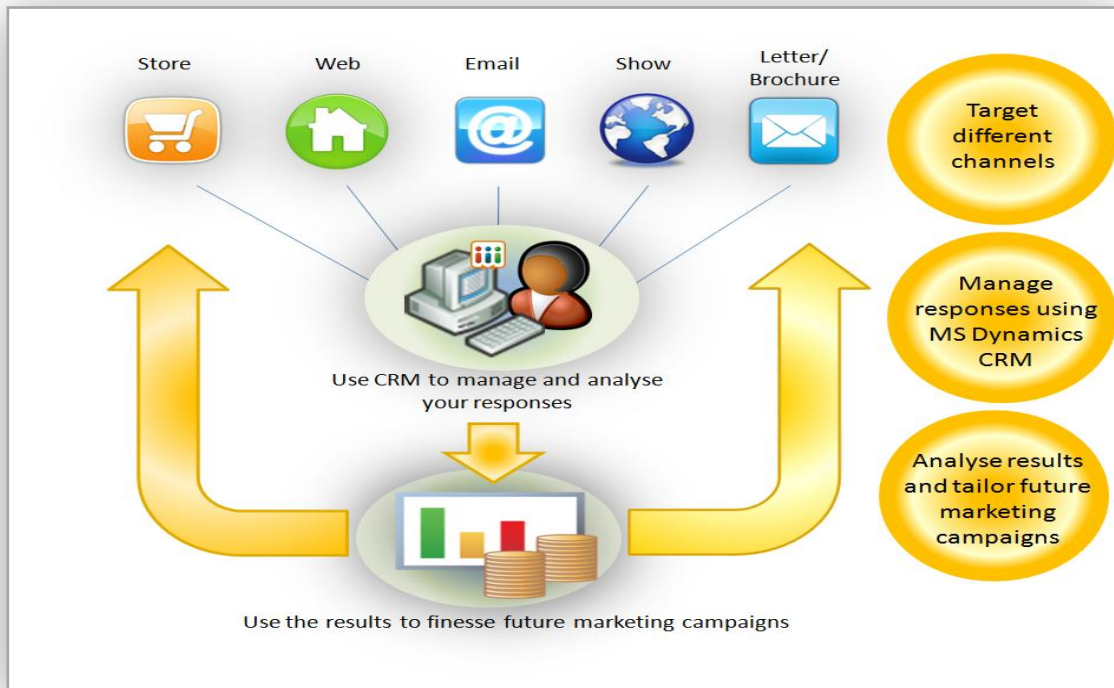


**GOLDCREST
SOLUTIONS**

Advanced marketing for Microsoft Dynamics CRM V.4.0

Goldcrest Solutions have taken the marketing functionality contained within the Microsoft Dynamics CRM software and enhanced its capabilities to increase the return on investment you can expect to get from a given marketing campaign. Increasingly marketers require a multi-channel approach to marketing and this is how Goldcrest has developed and enhanced CRM:

A modern marketing strategy



The enhanced solution offers a one stop shop incorporating the following key elements:

- Advanced e-marketing** – Including monitoring bounce counts, landing zones and HTML capabilities
- Integrated web analytics** – The ability to monitor how effectively your website attracts and converts visitors
- Enhanced analytics** – Enhanced analytics to be able to graphically view where your customers are and the best way to market to them

Contact us today to find out how our CRM Solutions can enhance your business

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