e-mem©

Collabortation Management

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Memetic Mail Advertising
Version: 1.10, 02/01/2006

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ATTRACTS INFORMATION MEM-ORABLE…

Buyers

* **Opinion Making** tell it a friend, and he will tell it friends...

* **Public Relations** stand out from the crowd...

* **Marketing** market needs, on-line ...

* **Networking** keep up-to-date with your contacts...

* **Sales** master every chess match...

* **Product Management** every feature and bug, desire and reality...

* **Project Management** 'A stitch in time saves nine' - Timing...

* **Quality Management** ask your customers...

* **Human Resources** motivation needs a medium...

* **branches with complex business cases** from OPC over SME until to MNC

Feature

* **mem-o-meter©** all marketing data for a reference period at a single view

* **Chess Marketing©** intuitive handling of all master data via a chess board

* **Sales Situation Management©** all business situatons comprehensible: buget, roles, mood, giveaways, documents and so on...

* **Networking** link existing contacts and companies with photos and logos to the particular real networks

* **Style Library and Preview** data and layout reusable separately incl. export and import

* **MPM** Memetic Process Management©

* **RSS** feeds for different channels

* **multilangual** also pictures and links

* **multi-client capable**

* **Navigation Tip Guide©** context sensitive help extensible arbitrarily

* **WebGrabber**

Problem

* **to be on the spot in the market**

* **uniform and coordinated**

Solution

* **newsletter**

* **RSS feeds**

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Problem

appearance

* **immediate feed-back**

* **broad distribution**

* **limited budget**

* **to be distinctive and searchable**

Solution

* **homepage** analyse coordinated and match with interested parties

* **events**

* **giveaways**

* **keep contacts**

* **improve products together**

Basis

* **CRM** Customer Relationship Management

* **eMail** as a communication media

* **newBasis2469**

* **ReadyToGo-Consulting®**

Method

* **direct marketing** e-mail Marketing

* **Sales Management** Sales Situation

* **Channel Management** Marketing Channels

* **Adress Management** address base

* **Web Management** Web Statistics

* **Cross Marketing** a single source for every channel

ROI

* **.5 Years** mostly under

Usefulness

* **marketing channels** at grips

* **marketing budget** at a glance

* **give aways** traceable

* **Campaigns** to manage

Product specifications

* **universal web tool**

* **stable framework** objekt-relationale database Cache© from Intersystems®

* **simple but powerful possibilities of integration** (SOAP, ODBC, Java, .NET, SAP, etc.)

Price

* **Licensing by amount of users**

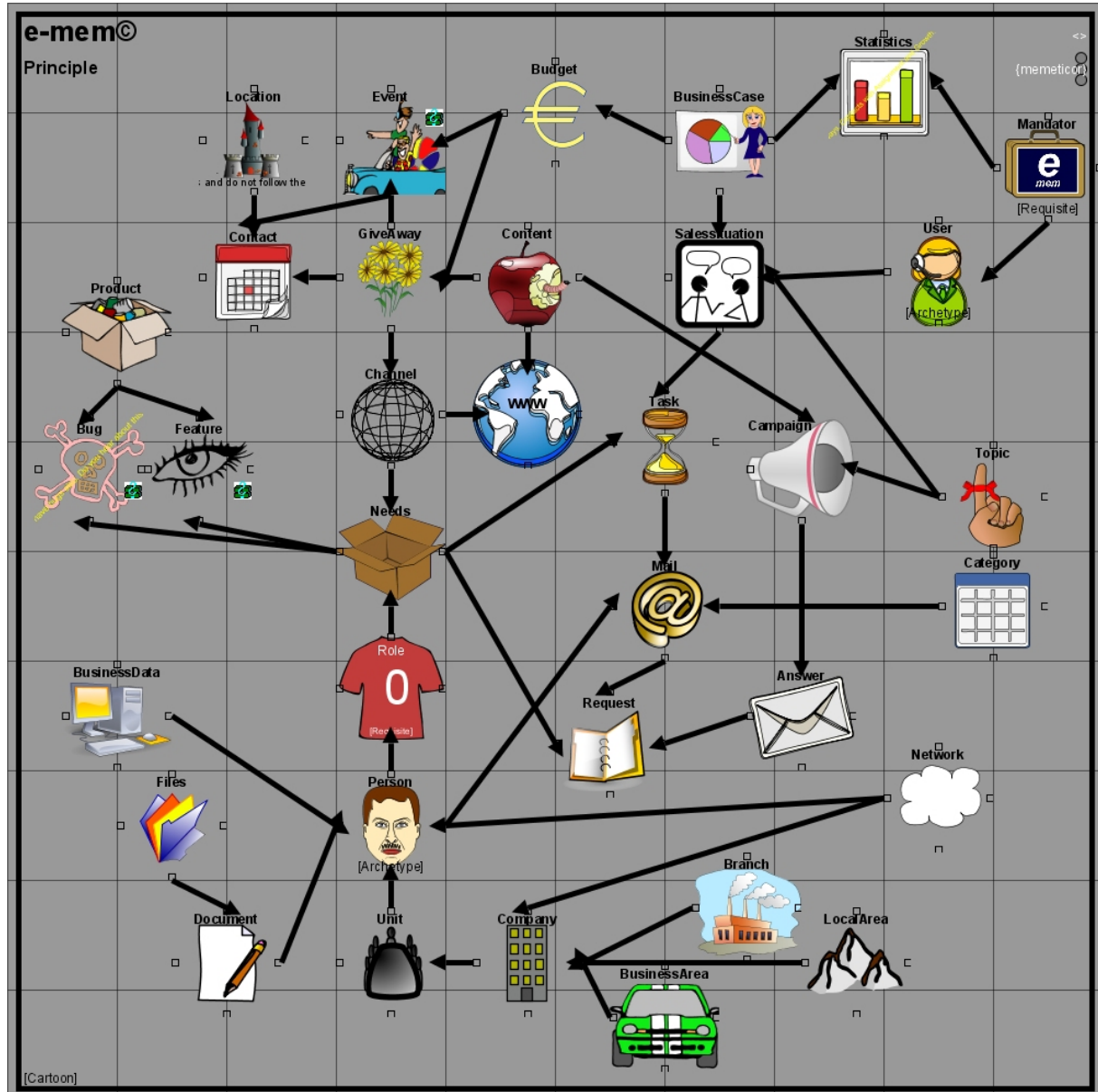* **installation lump sum**

* **annual maintenance charge**

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COMMUNICATION = ATTENTION + FEED-BACK !

You can use e-mem© to manage all the data needed for Marketing and Sales. From your address administration for acquisition, e-mail advertising for marketing campaigns, sales documentation, marketing channels, web access, feed-back for raffles and so on. All data is cross-linked and may be analysed in various manners. We use a technology that guarantees an easy integration in every existing IT landscape (EAI). Trust in the power of Memes ...

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e-mem©...Principle