

CM Marketing Campaign Manager



Sales and marketing are crucial for the long-term success of telecom companies in today's environment. With this need in mind, MACC developed our Marketing Campaign Manager module in Customer Master.

Start-to-finish campaign management

Everything your company needs to successfully manage advertising and marketing campaigns is available in Customer Master. Using the program's Marketing Campaign Manager module, you're able to not only manage your advertising activities, but you'll also be able help make the sales process easier for front office staff members.

Setting goals and tracking expenses

You're able to create complex multi-channel advertising campaigns with the module and track the associated expenses for each medium. You can also input the expenses required for each new service you sell to create profit reports once the campaign is complete. Goals, based on subscribers, revenue, or profits, can be established to help measure the success of your campaign. Each individual campaign can also be saved for future use if you conduct similar activities each year.

Make selling easier for associates

The Marketing Campaign Management module can recommend products and provide a sales script for use during customer interactions. These recommendations are based on select account criteria to ensure the right customers receive the correct message. These tools make the job of selling much easier for your front-office staff and technicians. The module also tracks the results of each customer interaction and what advertising medium prompted the contact.

Measuring your campaigns' results

As it is crucial to illustrate the return your company receives on its investment, the Marketing Campaign Manager module creates a useful report that illustrates the results of your efforts. The report

Key Benefits



- Manage all aspects of your company's advertising and marketing efforts.
- Set goals and track campaign expenses.
- Help other associates sell services with sales scripts and recommended products and time saving tracking of equipment

shows whether your goals were achieved, campaign expenses, revenue increases, and profit forecasts over several time periods. The report is designed to clearly show that marketing and advertising are investments, not an expense for telecommunication companies.

Ready to learn more?

The Marketing Campaign Manager module is available to all companies as an included feature in Customer Master and training is available on its use. For more information on the module, and its associated training options, please contact your Client Relations Manager or Account Manager.