

ACT! E-marketing

ACT! E-marketing is a cloud-based e-mail marketing service that enables you to execute sophisticated campaigns, while leveraging and building on your existing ACT! data. With ACT! E-marketing, you can capture leads with Web forms on your Website, nurture those prospects automatically with Drip Marketing plans, and quickly identify your hottest leads using a ranked call list that tells you which prospects are most interested.



ACT! E-marketing can be purchased through [Dick](#) or [Julie](#) by calling 269.445.3001, your local Certified ACT! Consultants.

Why Should I Buy?

- **Put e-mail to work for you.** E-mail marketing helps you reach your contacts more effectively using proven techniques to build your business. Easily design branded and editable e-mail messages with a simple online editor. And, send larger quantities of e-mail than your current e-mail provider can handle. E-mail campaigns are easy, inexpensive, and—most importantly—proven to drive sales.
- **Nurture prospects automatically.** Create multi-step nurture or Drip Marketing plans, then drop contacts into a campaign designed just for them. Each campaign can include e-mail, call lists, even postcards, for automatic delivery over time. Drip Marketing blends simple functionality, like automatically sending e-mails when someone fills out a form on your Web site, with intelligent technology that reacts differently to contacts based on their behaviors, like automatically mailing a postcard to contacts who did not open a previous e-mail.
- **Qualify your sales leads.** Help your salespeople focus on the hottest leads, instead of wading through an entire list of prospects. As your contacts open and click on your e-mail campaigns, ACT! E-marketing assigns a score to each contact based on their interaction with that e-mail. It then gives you a ranked, qualified list of who you should call first—viewable from the contact record in ACT!.
- **Get more detail on your customers.** Use surveys to better understand your customers. Collect information like contact interests, customer satisfaction, phone numbers, e-mail addresses, and event registrations. Simply link from inside an e-mail to a List Updater Survey and ask your customers to add their information. Then, use it to create campaigns that are most relevant to them.
- **Grow your prospect database.** Use Web forms to collect information from interested prospects. Consider a Web form on your Website for visitors to fill out. Once the Web form is complete, the data is transferred into ACT! and a new contact is created. It's an easy way to gain interested contacts without any ongoing effort from you.

*ACT! Certified Consultants and Preferred Software Resellers are third-party vendors. Sage is in no way liable or responsible for any claims made to products or services provided by third-party vendors.

Which e-mail plan should I choose?

There are four ACT! E-marketing service levels tailored to your business needs and specific marketing program. The Team level provides the most complete, multi-user e-marketing functionality, and Pro is the most popular.

ACT! E-marketing Comparison Chart

	Team	Most Popular Pro	Basic	Entry
	\$59.95/mo	\$44.95/mo	\$29.95/mo	\$14.95/mo
E-mail E-mail send limited allowed per day*	1,000 E-mails per day included	1,000 E-mails per day included	1,000 E-mails per day included	250 E-mails per day
Surveys Grow your list, use for events, feedback, and more	Advanced	Advanced	Limited	Limited
Template Editor Create professional templates easily	✔	✔	✔	✔
Number of Users Ability to have more than one ACT! E-marketing user**	2+	1+	1	1
Marketing Results Tab Shows interactions with contacts	✔	✔	✔	✔
Content Distribution Collaborate and share templates with users	✔	✔	✔	✔
Scheduled Send Create your e-mail and send at a later date and time	✔	✔		
Send As E-mails sent on behalf of other ACT! E-marketing users	✔			
Swiftpage Call List Hotlist for your Sales Team to follow up on	✔	✔		
Call List Assignments Assign to sales team members to close deals	✔	✔		

Need More?

*Each additional 1,000 e-mails per day costs \$4.99/mo. For Basic, Pro, and Team service levels only.

**Each additional user added to your account costs \$5.99/mo. For Pro and Team service levels only.

Which drip plan should I choose?

There are four Drip Marketing programs tailored to your marketing program needs. The Platinum level is the most powerful, because it enables the most robust drip marketing campaigns.

ACT! Drip Marketing Comparison Chart

	Platinum	Gold	Silver	Free
	\$149.95/mo	\$99.95/mo	\$29.95/mo	N/A
	<i>Drip Marketing is purchased in addition to your current ACT! E-Marketing service level.</i>			
Campaign Filtering E-mail Stage	✓	✓	✓	✓
Campaign Filtering Call List Stage	✓	✓	✓	
Campaign Filtering Database Fields	✓	✓	✓	✓
E-mail Stage Plan and schedule e-mail blasts to send over time	✓	✓	✓	✓
Call List Stage Auto-create a call list from previous e-mail blasts	✓	✓	✓	
Postcard Stage Auto-send a contact list to your postcard provider	✓	✓		
Letter Stage Auto-send a contact list to your direct mail provider	✓	✓		
Fax Stage Auto-send a contact list to your fax provider	✓	✓		
Call Center Stage Auto-send a contacts list and survey to your call center	✓	✓		
Export Stage Export contacts for internal processes	✓			
Transfer Stage Transfer contacts between campaign sequences	✓			
Review Stage Auto-pause a campaign sequence until release	✓			

Special Note: Each additional Drip Marketing user costs \$9.99. ACT! E-marketing Team Accounts get 2 Drip Marketing Users with the purchase of any Drip Marketing service level.