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Headline News

Best Software recently introduced SalesLogix® for Pocket PC. SalesLogix for Pocket PC mirrors the familiar SalesLogix 6.2 user interface while delivering full-featured CRM functionality with real-time wireless convenience. Developed with the latest in mobile technology, SalesLogix for Pocket PC is built on the Microsoft .NET framework to provide organizations with the same flexibility and rich customization capabilities they experience in the SalesLogix environment. See our story on page 3 for more information.

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**Drip Marketing Helps
Your Opportunities Crop Flourish**

You know that if you don't water your plants, your garden will dry up and die. Conversely, if you keep the hose running, you'll drown your plants and wash them away. The most effective way to water your garden is to deliver a small and constant drip of water individually to each plant.

Think of your clients and prospects as plants in your company's garden of opportunity. Your time and resources in the form of marketing communications are the water for your garden. Too little communication, your customers forget you. Too much communication, they'll tune you out. Bestow modest, yet regular attention on your customers and prospects, and watch them flourish.

What Is Drip Marketing?

Drip Marketing refers to the practice of sending multiple promotional pieces and marketing communications over time to a subset of clients, prospects, employees, and stockholders. The term comes from the phrase "drip irrigation," an agriculture technique where small amounts of water are fed to plants over a long period of time.

In this article, we'll outline the informal "rules" of drip marketing, helping you to use this technique to its fullest advantage.

Who Should Receive Drip Marketing?

Direct your drip marketing campaigns at both customers and prospects, and to subsets within those groups. A customer who hasn't purchased from you in ages needs a different message than one who purchases regularly. Prospects

in different stages of the pipeline or sales funnel might receive different messages, each targeted to their level of interest.

The beauty of SalesLogix is the ease in which you can segregate your database of customers and prospects. This allows you to target your drip marketing campaign geographically, by salesperson, by past purchases, by lead source, by probability



Drip marketing helps build customer loyalty and goodwill, and is an excellent way to introduce new products and services.

of close, or by dozens of other criteria.

You want to give your prospects ample opportunity to enter and move within your pipeline. Your drip marketing efforts can serve as a tool to help you to gauge their interest level. For industries with complex sales cycles, it will take multiple contacts over a protracted period of time to even get a prospect to say, "I'm willing to talk to you again." Many market researchers suggest it takes between 10 and 20 contacts to prompt a reaction in an audience.

Turning prospects into customers is im-

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Drip Marketing ... Continued

portant. Perhaps an even more crucial element in your company's success is retaining the customers you have. Your current customers are your most cost-efficient source of new revenue; typically, the cost of the sale is lower and the sales cycle is shorter. In many industries, particularly service industries, up to 70% of a company's revenues come from existing customers. Drip marketing helps build customer loyalty and goodwill, and is an excellent way to introduce new products and services.

What Should I Say?

Calling just to say hello may work for communicating with your mom, but it won't work on your customers. Your drips need a message or a purpose. It doesn't have to be earth-shattering news, but the message needs to be worthy of repeating. Even though you may be delivering different messages targeted at different groups, consistency is important. Develop phrases or slogans that define your business and place them on each marketing piece. It's a wise idea to hire a professional copywriter to make your words count.

What Constitutes A Drip?

Several methods can be used in a drip marketing campaign. Choose one or more that fit your business style. Here are a few classic examples of drip marketing communications.

Email—SalesLogix lets you create dynamic, eye-catching HTML emails and personalize them with your contacts' name and details. Make your message short; email is an instant form of communication and a long litany of points will go unread. Use color and avoid cutesy unless you're selling cute. Email to announce a new product or service offering, or advertise an upcoming sale. Email is also a perfect tool to promote your company's Web or e-commerce site. Include links to take your reader to the desired location. Be certain you include an option for your recipients who wish to be removed from your solicitation list.

Newsletter—Newsletters are an excellent way to communicate information about your company's products and services. Make them helpful and informative, offering tips, tricks, and news your customers can use, rather than simply advertising your wares. Newsletters can be expensive to produce, but they leave a more lasting impression and are less likely to be tossed.

Newsletters can be worth the time and expense, particularly if you're in a complex or constantly changing industry.

Postcard—There's still no substitute for the tactile message. A message delivered to a customer's mailbox is more likely to be noticed than is an unsolicited email. Here again, use color or graphics to capture attention. A postcard is an excellent way to announce a new service or product line, acknowledge new customers, or to communicate with a customer who hasn't purchased from you recently.

Brochure—If you've updated your corporate brochure, or put together your first edition, don't neglect to send it to your customer base. It may promote products or services your customers are unfamiliar with, or it might be passed along with a referral to a colleague. While many customers' first look at your capabilities may come from your Web site, a professional brochure continues to carry clout.

Catalog—Catalogs can be an effective way of getting your company and your products in front of customers and prospects.

Follow Up—Following up on any of the above contacts counts as a drip, and you have a built-in ice-breaker: "Did you receive our latest email/newsletter/catalog? I wanted to point out a product line you might be interested in." Take the initiative and follow-up with your customers and prospects.

What Doesn't Count?

As important as knowing what constitutes a drip, is knowing what does not. Answering the telephone when the customer calls with a question or problem does not count as a drip. Returning a technical support call doesn't count either. Collection calls don't qualify and that monthly statement may be important, but it's not a drip. A drip must be a targeted communication, delivering some bit of information right into the hands of your customers and prospects. Radio, television, and yellow page advertisements are certainly marketing efforts, but they lack the focused delivery required to qualify as a drip.

How Often Should I Drip Market?

Regular communication is the key to customer-base marketing. It is important that your customers know all that your company has to offer, so they don't look elsewhere for a solution

you may provide. Drip marketing keeps your name in front of customers and prospects, so they think of you when a need arises.

There's no magic interval that works for all businesses in all industries. A fresh produce business, for example, may benefit from weekly drips while a law firm might limit drips to just a few each year. A general rule of thumb is to manage a drip campaign with communications occurring every four to six weeks. Drips that are more frequent may cause your drip to lose its effect.

Anti-Spam Law

The Controlling the Assault of Non-Solicited Pornography and Marketing Act (CAN-SPAM) requires unsolicited commercial email messages to be labeled (though not by a standard method) and to include opt-out instructions and the sender's physical address. It prohibits the use of deceptive subject lines and false headers in such messages. The CAN-SPAM Act took effect on January 1, 2004.

No fewer than eight other bills to limit or control email solicitation are currently before Congress. Make certain your email drip campaign is in compliance.

The Harvest

The simple fact is that persistent marketing works. By consistently putting your message and your company in front of prospects, you increase awareness of your solutions, and increase the changes you'll be called upon when a need arises. Drip Marketing is an effective method of keeping your name in front of customers and prospects alike. Do it well and harvest the benefits.

Give us a call if you'd like our assistance designing and launching a SalesLogix drip marketing campaign. ☆

The Price Of Spam



The cost of spam to US companies more than doubled during the past year. It's now up to \$1,934 annually per employee reports Nucleus Research (www.nucleusresearch.com). The average employee will receive nearly 7,500 spam messages during 2004, up from 3,500 in 2003. ☆

SalesLogix Goes Wireless

Don't Leave The Office Without It

Wireless technology allows you to be productive anywhere, anytime. Wireless is all around you. Hotels, airports, cafes, coffee shops, and bookstores now have Wi-Fi Zones. Wi-Fi networks now are found in every major urban area, providing coverage throughout the central city and lining major highways—delivering high-speed, high quality Internet access at thousands of locations across the country.

SalesLogix for Pocket PC capitalizes on this technology and lets you bring the power of SalesLogix with you wherever you travel. Let's take a closer look.

SalesLogix In Your Pocket

SalesLogix for Pocket PC allows you to view, edit, and add contact and account information; schedule meetings; make notes; review ticket information; and update opportunities—all from your handheld device.

Your users can take advantage of one-click dialing and handwriting recognition to minimize the time spent on data entry.

SalesLogix for Pocket PC reproduces the familiar SalesLogix 6.2 user interface, so users can be productive immediately without the need to re-learn a new software interface.

Since SalesLogix for Pocket PC synchronizes with the SalesLogix Host database, everyone is working with the most current information. And SalesLogix for Pocket PC makes use of SQL CE, which allows mobile users to continue to access data even in an area where they do not have a wireless connection.

Account And Contact Management

With SalesLogix for Pocket PC, you can create and update contact and account information including opportunity data and service tickets. All related notes and history are available for viewing, providing you with a comprehensive picture of your data. Handy features such as the summary view of your accounts lists the address and phone numbers without the need to open an individual account. Filter your data, just as you can from your desktop, to rapidly identify the records you seek. You can even add selected records to a Favorites tab on the main menu for easy reference.

Calendar And Activity Management

Manage your activities with a visual drag-and-

drop calendar, speeding the creation and update of your appointments and tasks. The simple, visual calendar offers you multiple views of your activities and can even include activities for multiple users displayed in different colors. Import or export your activities to Pocket Outlook if you choose.

Lookups And Groups

When you're working on a handheld device you want to get the information you need with the minimum number of keystrokes. SalesLogix for Pocket PC lets you perform fast lookups and create dynamic groups on-the-fly to allow you to better manage accounts, and respond quickly to customer support questions.

Easy Synchronization

With SalesLogix for Pocket PC, you can choose from multiple synchronization methods including remote wireless and cradle synchronization options that make it fast and easy to keep your entire team updated. Synchronize easily with one click using wireless, dial-up, or network connection through a PC. The ability to synchronize to a SalesLogix Host Database or Remote Client increases your options. Remote users receive data and application feature enhancements automatically through synchronization, minimizing IT staff workload.

Access Tables And Customized Fields

In order for a handheld solution to be of real use to your staff, it needs to offer the same functionality—including customizations—that the desktop version of the software offers.

With SalesLogix for Pocket PC, you can access the tables, extensions, pick lists, or customized fields you enjoy from your desktop. Now your time spent away from the office can be equally as productive as the time spent behind your desk.

Flexible And Customizable

SalesLogix for Pocket PC is built on the Microsoft .NET framework and SQL Server CE, making it extremely customizable and scalable for large organizations. It can be easily customized using visual drag-and-drop design tools or Visual Studio .NET development tools to create efficient, industry-specific or customer-specific workflow for mobile users.

Take SalesLogix Anywhere

Your consultants, technicians, sales representa-

tives, or anyone who has business outside the office can take advantage of the efficiency delivered by SalesLogix for Pocket PC. It provides instant access to comprehensive contact and account data, without the need to fire up a laptop. Consider a service technician, in the field all day, making service and support calls, and monitoring the status of each ticket on his or her Pocket PC. Sales representatives visiting prospects have the advantage of full account data at their fingertips. New opportunities can be created and existing opportunities updated on the spot. With access to a wireless Internet connection, those updates are instantly synchronized with the host database. Even when a wireless connection is unavailable, users can continue to enter and access data, and choose to synchronize at a later time. Take advantage of one-click dialing and handwriting recognition to minimize the time spent on data entry.

Three Editions Available

SalesLogix for Pocket PC is available in three editions: Personal, Standard, and Enterprise. Each edition shares the same basic feature set and user interface. The **Personal Edition** provides a low cost, out-of-the box solution. It supports only a SalesLogix Remote Client and connects directly to a user's remote database. The Personal Edition will not synchronize to a Mobile Server as the Standard and Enterprise editions will. The **Standard Edition** has all the features of the Enterprise Edition, but does not include customization tools. Only the **Enterprise Edition** allows customization such as the addition of fields and screens.

Indispensable Tool

The combination of a portable tool like the Pocket PC and the enormous power of SalesLogix creates a productivity-boosting solution for your mobile employees and for your business. With SalesLogix for Pocket PC, you can take advantage of wireless technology to increase the efficiency of your organization.

Call us to learn more about wireless solutions for SalesLogix. ☆



Spotlight On Security The Spyware Threat

Perhaps no other topic is as important to a company as the security of its data and network systems. Last year's big concern was spam. While spam is still a nuisance, it's been displaced by a larger and more sinister threat—**Spyware**.

Dell Computer recently reported that spyware problems is the number one customer complaint. Michael George, general manager of Dell's U.S. operations, went so far as to say that spyware could undermine the PC industry. Microsoft told the FTC that half the computer crashes reported to its technical support personnel were because of spyware. McAfee reports that spyware and adware products have increased sevenfold during the past year.

In this brief article, we outline the threats posed by spyware, and make suggestions of low-cost, simple ways to increase your company's computer security.

What Is Spyware?

Spyware is so-named because it lets its user spy on your computer activity. The term Spyware refers to software installed surreptitiously on a computer for a variety of purposes. At its worst, the software sends out spam, launches denial-of-service attacks against Web sites, and steals information about the computer user, such as credit card or bank account data. Adware is often included in the same category as spyware. Adware tracks a user's movements on the Web and overwhelms the user with pop-up ads.

Clear And Present Danger

Spyware can significantly impede system performance, limit Internet access, send out confidential information, and, sometimes, perform illegal and damaging activities. There is even a type of spyware program that dials long distance numbers, running up high long distance bills for which you would be responsible.

Sometime users give the sites they visit explicit permission to download spyware to their machines. Often such permission is couched in lengthy, complex, and confusing terms and conditions users are forced to agree to in order to access content on the site. Other times, users believe they are downloading a desired program, only to receive a type of spyware called a browser hijacker. After the download, the user's Web connections are then routed through the spyware servers, where all of their Internet traffic may be stored and analyzed. Every connection can be tracked, including secure connections. As a result, usernames and passwords, credit card numbers, PINs, bank and purchase transactions, and other confidential information can be compromised.

Keylogging is another form of spyware. Keyloggers do not only log the keys you press, but also capture screenshots to show the spy just what information you are working with. The results of the illicit keylogging are uploaded to the spy's Web site the next time you connect to the Internet.

Who's Doing What?

There are currently at least three bills in Congress to take on the prob-

lems caused by spyware. One such bill, known as SPY BLOCK (Software Principles Yielding Better Levels Of Consumer Knowledge) has been approved by a Senate committee and referred to the full Senate for a vote. The House has its own version of an anti-spyware bill, dubbed the SPY ACT (Securely Protect Yourself Against Cyber Trespass), which was passed by an overwhelming margin in early October and must now travel through the Senate. A third bill, called the I-SPY (Internet Spyware Prevention) Act, deals with criminal penalties for those who violate the proposed spyware laws. Earlier this year, Utah and California passed laws restricting companies from installing software that reports online activity, transmits personal data to third parties, sends unauthorized emails, or pops up advertisements without permission. An adware company is already challenging the Utah law in court, claiming it is overly broad.

Here are two programs designed to protect your computer from spyware.

- ▶ **AdAware**—Download from lavasoft.com
- ▶ **Spybot Search & Destroy**—Available at safer-networking.org/en/download

Call us to discuss additional options for keeping your data secure. ☆



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