

Marketing with JOBZ!

You can use JOBZ! to conduct a sharply focused marketing campaign to help build sales volume by leveraging the efforts of your sales reps.

The focal point is the categorizing of contacts stored in the database.

Each sales rep simply clicks on the relevant categories for each of his or her contacts. Doing this not only helps the sales reps focus on who they should be calling on, but helps you build a master list that quantifies your marketplace.

The most basic categories are the contact's status as either an Account or a Prospect, their job title, and the industry they work in.

Contacts can be further classified by what we call Temperature, such as Hot / Warm / Cold. A click of a button lists all your Prospects, with the Hot ones at the top of the list.

You decide what categories are important to track, in your role as the sales and marketing manager. Define Segments as you see fit- for example, based on the kinds of work they buy, or the type of equipment you have, such as Sheetfed, Web and Wide Format.

Define a Segment named Mail, or Newsletter. When a sales rep checks this box, the contact will appear on your basic mailing list.

Once all the sales reps have classified each of their contacts, it is a simple matter to build a subset of contacts for a specific purpose. Here are some examples of groups that you can single out for a marketing promotion:

- Everyone with the "Newsletter" box checked.
- Everyone who attended a recent trade show.
- All Accounts and Prospects.
- Designers who work in the Automotive industry.
- Prospects who buy Web printing, who work for companies with more than 5,000 employees.
- Target Accounts and Prospects located in California.
- All contacts who have been tagged with predicted sales for the current year in the Budget process.
- Everyone who received last year's company calendar.

You get the idea- build a set of contacts based on any number of criteria that you define. Once you have the set of contacts you want, you can do all of the following things:

- Export the contact data as an Excel spreadsheet to drive a variable data digital press.
- Upload the contact data to an email marketing service such as Constant Contact or Campaigner.
- Send individual plain text merge email from JOBZ! through you own email program.
- Print personalized letters, post cards of various sizes, envelopes and mailing labels directly from JOBZ! to an ink jet or laser printer. Merge mail from JOBZ! includes the sales rep's contact information, scanned signature and your company graphics in high resolution. There is also an option for a letter to be sent from and signed by the sales manager.

- Collate and insert into a labeled catalog envelope a printing sample, a spec sheet produced by JOBZ! that recaps the production details, and a cover letter signed by the sales rep.

- Use the Group "last contact" button to set the date and subject of the mailing into the Contact History of each recipient. This enables you to later re-select this group for a follow up mailing or phone call. When you or the sales rep view the contact at any time in the future, a glance at their History recaps the date and subject of the mailing.

- Use the Group "next contact" button to remind the sales reps to make a follow-up call at a specific date in the future.

This is all so simple to do that any sales rep can manage a mailing on their own, but your marketing department can do all this on behalf of all the sales reps.

Because JOBZ! is an integrated system, this kind of powerful marketing is within easy reach as a consequence of sales reps performing the primary activities of prospecting for business and writing up jobs.

The screenshot displays the JOBZ! software interface with several panels:

- Contact Information:**
 - Name: Ms. Jean Pool
 - Title: Administrative Asst. (dropdown menu includes: Account Exec, Administrative Asst., Assistant, CEO)
 - Category: Account
 - Temp.: Hot
- Contact Information (continued):**
 - Name: Mr. Rich Text
 - Title: Designer
 - Company: Database Testing, Inc.
 - Co. Type: Advertising (dropdown menu includes: Advertising, Art & Framing, Automotive)
- Lead Source:** Trade Show
- Segments:**
 - Newsletter
 - Sheetfed
 - Web
 - Digital
 - Variable Data
 - Wide Format
 - Packaging
 - Annual Reports
 - Automotive
 - Books
 - Brochures
 - Calendars
 - Catalogs
 - CD Holders
 - ClingZ
 - Cut Sheets
 - Direct Mail
- Additional Segments:**
 - Frequent List
 - Greeting Card List
- Mailing Details:**
 - Today: Monday Aug. 4, 2008
 - Last Contact: Monday 8/4
 - What: August Newsletter
 - Comment: Sheetfed Version
 - Next Contact: 1day | 1wk | 2wk | 1mo | 0
 - Date: Wednesday 9/3
 - Time: Min.
 - What: September Newsletter
 - Why: Web Version
 - History:
 - 8/4/2008: August Newsletter Sheetfed Version
 - 7/8/2008: July Newsletter
 - 6/7/2008: June Newsletter
 - 5/9/2008: May Newsletter
 - 4/5/2008: Sample Mailing Magenta vs. Red
 - 3/4/2008: Sample Mailing Cyan vs. Blue
- Summary Statistics:**

# Employees	SIC	Annual Sales
200,001	55-966	200,000,000