

For Business Marketing - Focus: Drives your Marketing Campaigns



A well organised and structured marketing campaign will save you time, money and frustration, it will also enhance your business success. For a well structured marketing strategy and management tool that helps to drive your efforts - give our full featured marketing management software a try.

Based on time-tested marketing principles and techniques, **For Business Marketing - Focus** helps you to structure, manage and drive your marketing campaigns.

Reminder	Date Due	Type	Title	Description
	Thu 14/02/06	Marketing Pack	Standard Mailout	Our standard brochure mailout for propo
	Fri 10/02/06	Client	Harry Design - Harry Testing	Sample Pack
	Fri 10/02/06	Client	Dean's Pets - Dean G	Sample Pack
	Fri 10/02/06	Marketing Pack	Sample Pack	Marketing Pack Sample
	Tue 07/02/06	Marketing Source	Leverage Campaign	
	Wed 13/02/06	Marketing Source	Campaign 1	Campaign Summary
	Thu 09/02/06	Marketing Source	Direct ad	
	Wed 02/02/06	Client	Shella's Design - Shella G	Sample Pack

Use it straight out of the box

The straight 'out-of-the-box' version of *For Business Marketing - Focus* helps you manage:

- Prospects & Client Details.
- Client Relationships.
- Sales & Referral Tracking.
- Marketing Sources & Campaigns.
- Marketing Packs, Points of Contact, Required Actions and Results.

Or have it customised to your requirements

For Business Marketing - Focus can be customised to your specific requirements or we can embed certain components of *For Business Marketing - Focus* into your own Microsoft® Access database.

System Requirements

The following specifications are required in order to run this application:

- Pentium PC or better (with mouse)
- 16 MB of RAM or higher (depending on Microsoft® Access version)
- SuperVGA monitor, 800 x 600 pixel resolution, 16 colours or better
- Approximately 25 MB of free hard drive space (not including the space required for the Microsoft® Office or Microsoft® Access)
- Microsoft® Windows® 95 or later

For a FREE demo version of this application, please contact us on (07) 3420 5457



OST t/a **OST Database Group**
Address: 9 Koola St, Wishart, QLD 4122
Ph: (07) 3420 5457 Fax: 3420 5458
Mobile: 0404 465 185
Email: contact@ostdatabasegroup.com.au
Web: www.ostdatabasegroup.com.au

For a list of the services we provide please visit our website at: www.ostdatabasegroup.com.au
OST Database Group is an amalgamation of Budget Databases and Major Software & Text Publishing

"Drives Your Marketing Campaigns"

For Business Marketing - Focus provides facilities to record, manage and link:

- Marketing Sources and/or Campaigns.
- Marketing Packs, or points of contact within a given campaign.
- Extensive Prospect & Client details (see brochure for For Business Marketing - Glimpse for many of the features of this facility).

The diagram on the right depicts the links between these components.

For Business Marketing Focus

Marketing Management



With our unique template system, *For Business Marketing - Focus* can be customised for your specific needs.

Name	Enterprise Name	Phone	Mobile
A. Person	Government Body		
Jim P	Jim's Pets	(057)	
Testing Anamshere	Enterproshare	(07) 2345 6789	0493 345 345

A screenshot of the 'Marketing Source/Campaign Detail' screen

Marketing Source	Due Date	Action Date	Start Date	Response Date	Multi-Add to user Day
Marketing Source: All					
Marketing Pack: All					

A screenshot of the 'Monthly Schedule' screen

Marketing Source (Campaign)

For Business Marketing - Focus manages all your marketing sources and campaigns, whether they be:

- Ads in newspapers, magazines and/or directories.
- Attendance and interaction at networking groups and events.
- Mail or email campaigns with multiple points of contact.
- Leverage marketing with existing prospects and clients.

Marketing Packs

The extended detail for each marketing campaign can be recorded and linked within the Marketing Pack facility:

- Items that are to be printed, assembled and mailed, emailed, or presented verbally.
- The target suspects, prospects and/or clients along with associated action dates and responses.

Reporting

Further facilities are provided to keep you organised and focused:

- An Action List screen to prompt you when Marketing Campaigns, Packs and/or Prospects & Clients require your attention.
- A calendar screen to display your past activity and future intent with groups of prospects and clients.
- A range of reports and reporting facilities for tracking, managing and analysing your marketing efforts.



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Specialists in Database Design, Development & Renovation

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