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|  <p>Administrator</p>  | <p style="text-align: center;">Spotlight on ACT! Customers: ACT! E-marketing Helps Jackson Cross Partners Connect with Real Estate Buyers</p> <p style="text-align: right;">Spring 2010</p> <p style="text-align: center;">ACT!ion eNews</p> <p style="text-align: center;">ACT!ion eNews> Spring 2010</p> <p>Get More from ACT!</p> <p>Listen to Your ACT! Guru</p> <p>Your Business in Mind</p> <p>What's New with ACT!?</p> <p>Spotlight on ACT! Customers</p> <p>From the ACT! Vault</p> <p>ACT! Technology Corner</p> <p>ACT! ONLINE COMMUNITY</p> <p>You're viewing this ACT!ion eNews edition in the ACT! Online Community</p> <p>Get real time answers to your questions.</p> <p>ACT! CUSTOMER REFERENCE PROGRAM</p> <p>Showcase Your Company's Success, Receive Discounts on Your Upgrade Today!</p> <p>ACT! WEBCASTS</p> <p>Attend a live Webcast or view a recorded Webcast at your convenience</p> |
| | <p>Spotlight on ACT! Customers: ACT! E-marketing Helps Jackson Cross Partners Connect with Real Estate Buyers</p> <p>Jackson Cross Partners is a commercial real estate services firm specializing in industrial, office, and retail property. They assist property owners with marketing, management and planning. They also provide tenant and buyer services.</p> <p>ACT! by Sage helps the firm's real estate agents connect available properties with the right buyers or tenants using their extensive networks of industry contacts. Jackson Cross uses ACT! E-marketing to promote services and client properties with email.</p> <p>"We use email to send out property listings to prospects and to other real estate agents by territory," explains Christina Eckley, executive assistant for Jackson Cross. "We also send announcements about the company and our team, success stories, news flashes, and open house invitations."</p> <p>Saves two days per month</p> <p>Lisa Bollinger, marketing coordinator, has set up email templates that feature a consistent look and feel with the Jackson Cross brand image. On behalf of agents, she sends one marketing email per day, to about 1,000 contacts. ACT! E-marketing pulls lists directly from the ACT! database, so she can ensure that none of the clients receive multiple emails in the same day.</p> <p>"We used to use another email system that did not talk to our ACT! database. Everything was manual. Between saving the time it used to take me to import and export lists, and eliminating the need to retype notes, ACT! E-marketing saves me about two full days each month," estimates Bollinger.</p> <p>Improves email deliverability</p> <p>With ACT! E-marketing Eckley noticed an immediate improvement in email deliverability. "With our prior service, our emails would appear to be coming from nondescript domains, so a lot of people wouldn't open them," she acknowledges. "Now, emails come from our domain and we don't see them going into recipients' spam folders."</p> <p>Helps agents maintain accurate information</p> <p>Using ACT! E-marketing has made it much easier for agents to maintain accurate information for their contacts. "Agents really love that they can see if email addresses in their list bounce, and can follow up and call to keep their lists current," notes Eckley.</p> <p>All of the information about e-marketing campaigns is stored in the ACT! notes for each contact that received the communication. So when agents get a call from a client or prospect, it's easy to find out exactly what emails that person recently received.</p> <p>Provides easy, accurate reporting for clients</p> <p>At the end of each month, agents take advantage of easily exportable Excel reports in ACT! E-marketing to prepare marketing reports for property owners.</p> <p>"We report back to the client, letting them know how many emails we have sent and how many leads and responses we have gotten," explains Eckley. "Exporting the report from ACT! E-marketing means agents don't have to pull the numbers by hand or keep track manually—it's easy to get the data into a format for clients."</p> |

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