

# ZUGSEIL Marketing Campaign Management

Marketing Campaign Management allows to plan a marketing campaign, track the invest and compare it to the results (Return-On-Invest)

## Required applications

- Campaign Definition Tool Create the campaign, assign which:
  - sales channels are addressed during this campaign, with **initial invest**, total campaign invest (read only), **channel address periods** (each with startdate, enddate, period invest)
  - sales actions are taken during this campaign. (start-date, end-date, period invest). For starts two types
    - mass postal mailing --> Define initial invest, target group and upload word-document. Button create mass-mail!
    - mass email --> Define initial invest, target group and RTF-Template, smtp-data to use (sender, mail-relay&credentials). Button "create mass-mail" (dryrun-->word), "Execute" will send out email over the mail-gateway
- Channel Reporting What campaigns were happening when, with which active channels/actions? Compare vs channel response behavior (e.g. appointments booked, appointments taken place, ...). Show overall marketing ROI for specified time-frame (year, quarter, month. No free date)
- Define target group

## Required administrative apps

- Channel & Channel-Type Definition