Award winning systems for fast moving businesses

FastTrackCRM

Businesses have to promote themselves in the marketplace.

Confidential Waste Handling
"The first mailshot brought us 3 new customers"
"95% of our new name business enquiries come from the internet, now."
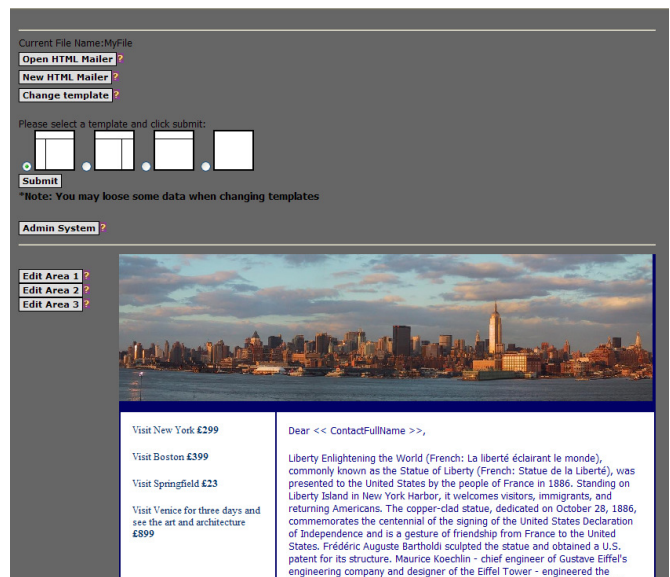
1 HTML news letter builder

This new feature allows you to create newsletters, tip sheets, circulars or other direct mail pieces.

The newsletters can have multiple sections & articles. They can be personalised by adding the recipient's name or company into the text.

You can also choose from several template layouts.
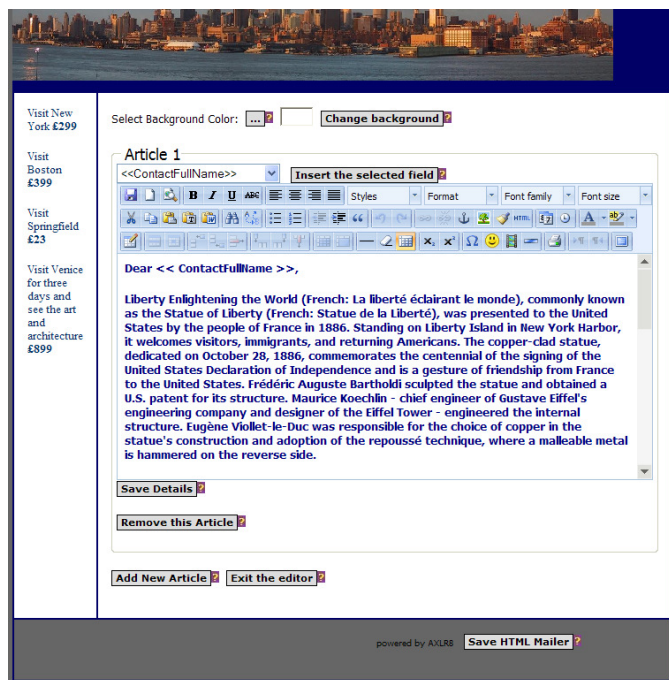
It incorporates a very simple editor with formatting buttons which will be familiar to anyone who has used MS Word or similar word processing applications.

Award winning systems for fast moving businesses

2 Permission based marketing: "one2one" mail merge to profiled individuals

You can send your communications out to people on your AXLR8 FastTrack database according to their permissions, interests and preferences. Here are some examples.

- You might send a mail shot about your golf day to those 17 clients you have identified as being interested in that sport.
- You can send out a launch announcement about your new "ABC4" product to 2331 clients who already have product "ABC3" because they may be interested in upgrading to the new "ABC4" model. You can exclude those clients who already have the "ABC4 model" and those who have incompatible models who would not be interested.
- You can send out an announcement about the training course you are running next week with just five more spaces to fill.

3 Customisable contact details entry form

AXLR8 now have a complete subscribe/unsubscribe system. This allows you to take names of people visiting your website and enquiring about your excellent products and services directly into your database.
The form can be completely integrated into your website to capture visitors' names and details. This is sometimes called "White labelling".

No more typing and cut and paste from enquiry emails!!!

This form may be added into your web pages, seamlessly with your branding.

This is an example that feeds visitor data into the FastTrack CRM demo site!) http://www.axlr8.ltd.uk/fasttrackcrm/Subscribe.php

The CAPTCHA is there to check for a human input. Many of our clients have achieved great success with website traffic and need to eliminate spam enquiries.

The CAPTCHA feature to reduce spam is optional. We have options for including or excluding individual fields.
For example, you may simply wish to collect name and email for a newsletter subscription from each person.
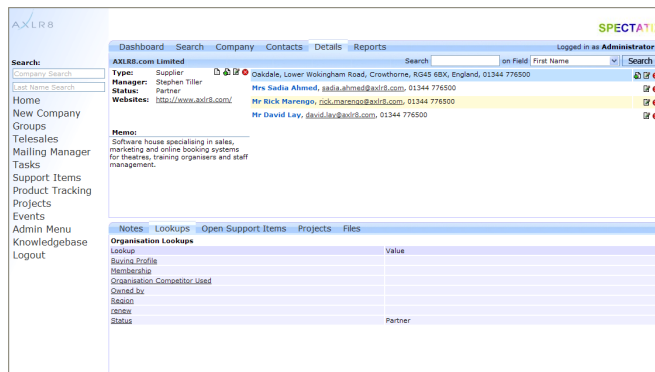
Once the form is filled in and the CAPTCHA test is passed, the data is entered into the database.

4 Names store directly into Web FastTrack

The names just store themselves into FastTrackCRM.

Please see the link at http://www.axlr8.ltd.uk/fasttrackcrm/webFasttrack_multi.asp to search for the name you just subscribed.

If you input your own email into the demonstration system, you may later receive some demo test emails but they will all have the AXLR8 UNSUBSCRIBE link at the bottom. So, you can remove yourself from the mailing list.

So, how does that work?

5 Unsubscribe feature

The unsubscribe feature (see bottom left of this screen) updates the lookup called "*Send HTML Mailshots*"
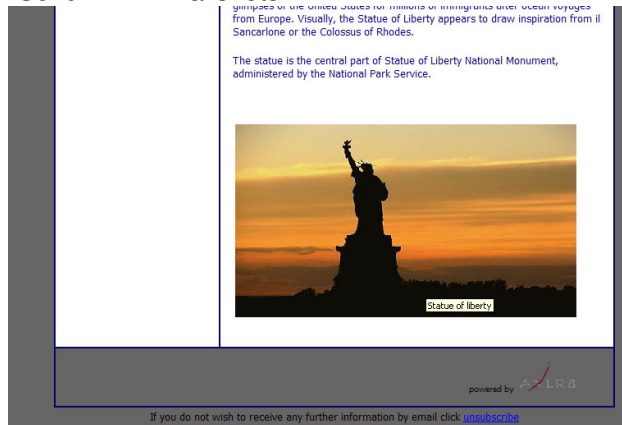
It does not delete the name. This is an important point. If you update a record in the CRM to say that a person does not want to receive your emails, then you and your colleagues can always see the person has been profiled that way. Any future newsletters can exclude all those who do not wish to receive them.

Why does the system work this way? It is because, if you actually delete people's records when they ask not to receive your emails, you or a colleague may inadvertently speak with them again as a cold contact, add them to your mailing list, and risk upsetting them. It is better to keep them on the records as a known contact and respect their preferences rather than effectively forget them in the system. There may be examples where you actually need to delete a person or company record in the system altogether. This is also possible.

6 Tracking results

It is important to measure the success of your newsletters and to have an indication of who is reading them (your target audience). This will allow you to increase the proportion of successfully read and valued newsletters down to the level of specific articles.

You can add CTAs (calls to action) within your mail or newsletter. For example you might include "*click here for further details*" as a link to a special offer on your website. You can measure the traffic to this specific page and the number of enquiries. This link to a specific "landing" page on your website is often referred to as a "deep link".

Using "deep link" analysis to measure the results of each newsletter or mailshot, will allow you to test new ideas to improve the performance of future newsletters.

In order to increase the success of your mailshot, we have minimised the use of codes that programmes like MS Outlook reject or filter as spam.

7   Archiving mailshots

The mailshots will be stored on the web. That means that they can be linked from your news archive lists on your website. The emails will also deep link to your website, hence potentially improving your position with the major search engines such as Google.

8   Case Studies

Floorplanz
Floorplanz have used FastTrack since 2005 and have automated their job tracking for their property related services. In the downturn beginning in the last half of 2008, there were 80% less transactions in the marketplace but Floorplanz only suffered a 40% drop in jobs through excellent client service and communications. One of the keys to their success in maintaining revenue flow was to increase the number of EPCs and HIPs services for each one of the valuable instructions from their agents. This was aided by communication using HTML news letters to their clients from Floorplanz' profiled database in FastTrack. Additionally, visitors to the client portal (a FastTrack feature purchased by Floorplanz) would view material to make them aware that the new services were available from Floorplanz.
This has resulted in more revenue per instruction to help offset the fall in the number of instructions placed. This, in turn, has helped maintain the business from existing clients in the face of a very deep trough in their core driver in the marketplace: residential sales.

Royvon Dog Training Schools has saved £ thousands on print advertising each month by moving to e-marketing. Amongst the leading companies in its field, Royvon placed adverts in magazines read by dog owners to a value of £10,000 per month for 9 or 10 months every year until the last couple of years.   They have dropped virtually all printed advertising over the last few years continually testing that their sales enquiries and online bookings are rising. Now they have developed, and continually improve, great Search Engine natural selection and also pay between £1,000 and £2000 per month in directory and internet advertising but have been able to increase sales with HTML and email direct to their target audience and clients to win more business.
In 2007 Royvon Dog Training Schools was awarded a prestigious "Technology for Marketing" award (Best SME section) with AXLR8 FastTrack including special customisations and AXLR8 Trigaware for autoresponders and messaging. They were also a runner up in for the Judges' special prize in a very strong group of finalists including Hewlett Packard, Nike and Yell. Royvon have used AXLR8 FastTrack since 2003.

Tristan Bates Theatre in the West End needed to increase awareness in a competitive market and has done so with our web and marketing technology backed up by training from AXLR8 staff.

The profiling of clients and interested parties was complemented with the application of, and introductory training in, Google Analytics.

increasing peaks caused by newsletters
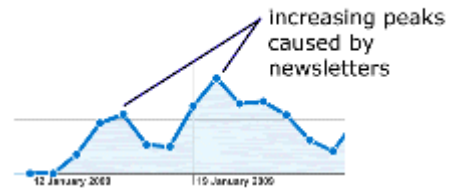
This has allowed the marketing manager to view the measurable increases in visitor traffic and the pages they browse once they get to the defined landing pages. The people at the theatre grasped the training in a short morning session and were producing fantastic, colourful newsletters immediately like the one shown on the left. Their deployment increases visitor numbers twofold straight afterwards on the specific landing pages for the performances. This has a direct effect on bookings and audience numbers.

9 Multi media formats

You can use the system to profile how individuals in your target audience would like to receive communications from you. For example, you could profile people who wish to receive your news by:

- Text message (SMS) to their mobile telephone or PDA[*]
- HTML newsletter
- Plain text
- Printed
- Faxed[*]

You can also use the system to create templates for printed letters, faxes and for plain text emails.

The text (i.e. mobile telephone SMS messages) version is an optional extra.

---

[*] SMS and fax transmissions may incur extra carrier costs.