CMD RMT – Full Circle Sales Cycle

CMD Relationship Marketing Tool -- Full Circle Sales Cycle

Stage 1

- Cold Marketing
    - o **Cold Calls (on-going)**
    - o **Marketing Materials (on-going)** *[Print and email campaigns refer to Stage 4]*
- Marketing Promotion Site (Open to the public)
    - o **RMT Marketing Pitch**
    - o **ROI of E-marketing which tie to RMT services and features**
    - o **RMT service and features description**
    - o **RMT log-in**
    - o **Request form(s)**
        - Request demonstration (access)
        - Request Sales Person (to expedite the process)

Stage 2

- Access Site Administration Demo (Log-in Required)
    - o **Create Walk-through of the system (pre-cursor to help system)**
        - Step through major sections of admin which are tied to business justifications
        - Provide steps and explanations while clients review pre-populated campaign content.
    - o **Pre-populated Campaign**
        - Campaign Specifics
        - Campaign Reports and Statistics
    - o **Create weekly or just in time campaign (with real or simulated results**)

Stage 3

- Simulated Campaign Promotion Site (log-in or unique identification required)
    - o **Provide sample marketing content**
    - o **Explain the strategies of a promotion site and how it could be used to improve the client's business.**
    - o **Direct links and content to the extended marketing promotion site**

- Extended Marketing Promotion Site
    - o **ROI E-Marketing 101 article (reference RMT services and functions which enable E-Marketing)**
    - o **CMD Marketing Newsletter Archive**
    - o **Provide links to and from Marketing Promotion Site and Simulated Campaign Promo Site**
    - o **Submission Wizard**
        - Email Marketing Questionnaire and sign-up for Simulated Campaign
        - Sign-up form for CMD Marketing Newsletter (could be one and the same)

Stage 4

- Simulated Email Campaign
    - o **Based on the client's responses to the questionnaire; provide emails which:**
        - Basic principles of E-marketing with references to CMD's offerings
        - Refer to industry statistics, business cases, and even link to additional studies that support our statements and services.
        - Send a past or current CMD E-marketing newsletter
        - All emails push the user to a second questionnaire, marketing portal, or directions on how to contact a sales representative.
- Simulated Timed Email notifications
    - o **Time based notifications for simulated campaign events**
    - o **Explanation of how timed notifications could be used.**
    - o **Link to more in-depth applications of notifications and the ROI of the RMT**