Salesboom

Mass Email

data sheet

Salesboom.com's Mass Email functionality is included within all CRM Software Editions including Team, Professional, Enterprise and Unlimited. The Mass Email feature is a great tool for Marketing, Sales, Customer Service & Support as well as Human Resources allowing them to use pre built html Email templates or build their own custom email templates. With the single click of a button you can reach any number of contacts, accounts, opportunities or leads with highly specific emails, a great way to send newsletters, invoices, orders or any other business specific item.

Your business will benefit from Salesboom.com's Mass Email tool with solutions for all departments like:

Sales and Marketing

- Create any number of eye catching email marketing campaigns for highly targeted groups
- Track individual or multiple email campaigns including what leads were generated and what sales were closed
- Quickly and easily compare current email campaigns with historical campaign performances to aid in future campaign planning

Customer Service and Support

- Be proactive with supporting your customers via email with pleasing html emails
- Keep clients informed of their options for logging cases and creating trouble tickets
- Ensure the highest level of customer satisfaction by informing clients of recently launched customer satisfaction measures

Billing and Collections

- Simplify billing and collections processes by sending automatic account overdue reminders with specific emails for different overdue lengths
- Personalize html templates for each recipient with account details specific to the client

General Feature Overview

- Improve effectiveness and productivity of all email communications
- Increase your business service levels
- Optimize marketing efforts by identifying all successes in email campaigns
- Ensure a steady brand message is portrayed in all areas of your company and across all communications
- Send personalized emails to all leads within a campaign with the click of a button
- View a complete history of all emails sent to any particular lead, contact, account or opportunity
- Instantly send an email to all contacts associated to a sales account