# ICS Marketing Services

# Lead Management System

- Enrollment System
- Customer Satisfaction Portal
- Marketing Data Warehouse Portal
- Customer Relationship Management System

**CRM**

## ICS Marketing Technologies

**Marketing Management**
- Project Management Portal
- Distribution and Fulfillment Portal
- Performance Improvement System

**Prospecting**
- Lead Management System
- Incentive Processing System
- Campaign Management System



### Jon's Movers Who Care.
MOVING HELP SERIES

A courtesy message from Jon Sorber, one of the original two men of TWO MEN AND A TRUCK. Meet Jon.

**Your moving checklist!**

Since my brother Brig and I started TWO MEN AND A TRUCK® in the early 1980s with our 1967 pickup truck, I've been committed to helping others plan successful moves. And since you're in the middle of organizing one of your own, I'd love to help you prepare for it. So, first things first. You should start with creating a moving checklist. Here's my best advice from years of experience helping others relocate.

**Moving in an Orderly Fashion: Tips for Organizing Your Move**
- **Reserve a moving company.** Our TWO MEN AND A TRUCK® team can also pack your house for you!
- **Decide what NOT to take.** Then, host a garage sale or donate what you don't need to charity.
- **Label your moving boxes.** Write the destination room on the top and sides to ensure that each moving box gets to the right place in your new home.
- **Make a "survival closet."** Include what you'll need for final clean up, a snack for the last day, and make sure you have enough cash to tide you over until you're settled in your home.

**5 People to Notify of Your Move**
- **Your local post office.** You'll want to make sure all of your mail reaches your new location. Filling out a change of address form online with the post office will insure a seamless transition.
- **Important accounts and organizations.** Credit card companies, banks, subscription services (like magazines and newspapers), insurance companies and other organizations you belong to will want to know that you've moved. And, if you have children, make sure to transfer their school records.
- **Local utility services.** Schedule disconnects for gas, electric, water and the telephone. While you're at it, arrange for refunds

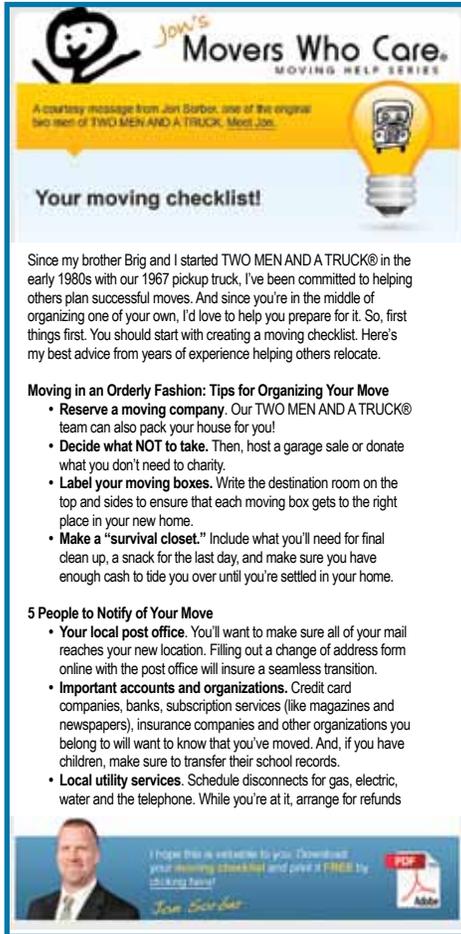I hope this is valuable to you. Download your moving checklist and print it FREE by clicking here!

Jon Sorber

*Shown above:* **A Two Men and a Truck triggered communications example. This branded email is triggered with each new lead.**

**Start a relevant, personalized conversation based on ANY customer action from ANY touch point. Here are a few "trigger point" examples:**

- *Welcome Series*
- *Shopping Cart Abandonment*
- *Order Confirmation*
- *Birthday Messages*
- *Time to Reorder*
- *Shipment Notifications*

You're getting leads from more sources than ever before – social media, organic search, paid search, email, direct mail, call centers, etc.

**ICS's Lead Management System not only converts more leads into sales, but also helps you easily manage all leads within ONE system.**

You can even set up **automatic triggered communications** based on how your prospect responded – or didn't respond – to your previous communication.



## With ICS's Lead Management System, you can…

- **Convert more leads into sales** while easily managing <u>all</u> of your leads from <u>all sources</u> within one system
- Make sure your response to each prospect is relevant by:
  - *Localizing* and *Customizing* communications
  - *Using automated triggered communications* (**see illustration above**)
- Get **daily email with hot leads**
  - *Quickly respond to leads; never missing another opportunity*
- **Track each lead,** create follow-up communications and manage follow-up efforts – online any time, any place
- **Optimize your channel mix** through valuable insight
  - *Know more than just how many leads converted*
  - *Learn <u>why</u> some leads converted and others didn't*
  - *Identify which channels perform best for you*
  - *Evaluate open and click-through rates, sales matches by source and more*

**Visit www.icshq.com to view our Event Triggered Communications Webinar and to learn more about Marketing Technology tools.**
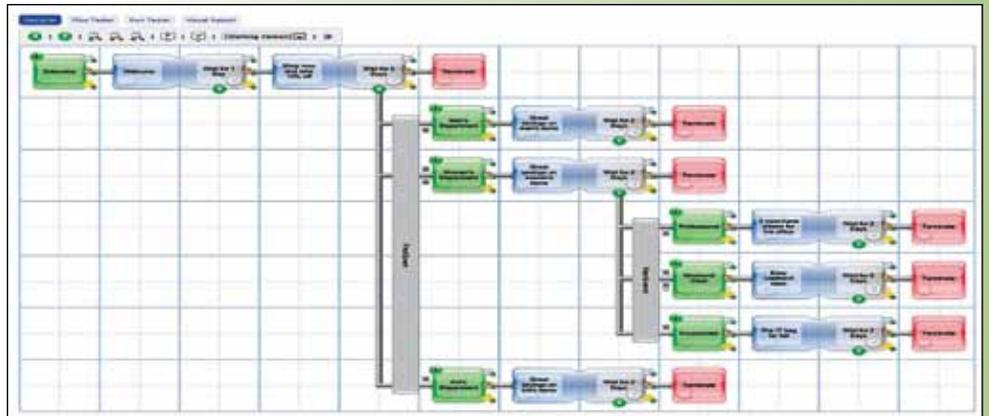
**Connect with us:**

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# ICS Marketing Technologies

## Custom Web Portal Systems at Off-the-shelf Pricing

**Data-driven, Web-based platforms dramatically impact your marketing results.** ICS Marketing Technologies gives you secure, Web-based portal solutions built for your common, marketing needs.

### With ICS Marketing Technologies, you can...

• *Save time & money managing your marketing programs*

• *Focus on business growth, not marketing implementation*

• *Track programs in real-time – easily & securely from any place, at any time*

• *Be more effective in your CRM, prospecting and management activities*

We customize each Web interface for you, but re-use "back-end" technology. That's how you get a custom solution at such a great price.

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**CRM**

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Learn how these Marketing Technologies can grow your business.
Visit **www.icshq.com/marketingtechnologies,**
call or email us.

**For ICS Marketing Technologies case studies, visit www.icshq.com/experience**

List Strategy
List Management

Web-based Systems & Portals

Data Cleansing & Enhancement

Lead Acquisition Strategies

ICS Marketing Technologies

**ICS's Strategic Services**

Analytics

Lead Management

Customer Relationship Management

Search Engine Marketing

Lettershop/ Fulfillment

Email/Mobile Marketing

### When You Need to...

*Find & Convert* Your Best Sales Leads

*Integrate* Your Online & Offline Marketing

*Enhance* Customer Communication Relevancy

*Reduce* Marketing Costs & Management Time

*Measure & Optimize* Your Marketing Efforts &

*Prove* Increased Sales

### You Need...

**ICS Marketing Services**
*Your Integrated Marketing & Technology Experts*

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