

Get more out of your investment in **StrategyMix**



Do you want:

- › **your StrategyMix system to generate more leads?**
- › **more content to fuel your StrategyMix campaigns?**
- › **to spend less time on system administration?**
- › **help to execute, track and report on campaigns?**

If you use StrategyMix and know you could be doing more with it, then talk to Outsource.

Outsource is a marketing services company that helps companies get the most out of their investment in this powerful lead generation and sales management platform.

Every day the Outsource StrategyMix Services Team supports companies using StrategyMix with services

ranging from campaign development advice and content creation through to all aspects of campaign execution.

Imagine how many more qualified sales opportunities you could generate using StrategyMix if you have:

- › a call centre that runs activities like event attendance drives or data validation campaigns directly from StrategyMix
- › an expert services team who manage time-intensive tasks like data cleaning and post-campaign reporting in StrategyMix
- › access to lead-generation experts who help develop and execute campaigns from concept to fulfillment
- › a single, strategic supplier that offers the entire suite of support services including call centre, print management and design, data management, event production and fulfillment.

These are just some of the services that Outsource provides to StrategyMix clients.

In short, if you want to get more from your investment in StrategyMix, Outsource can help you.

“ Outsource's StrategyMix Services Team is brilliant. We build our target lists in StrategyMix and one phone call later Outsource is logged into our system and activating our campaign.

Whether it's online, telemarketing or print-based we know Outsource is with us every step of the way to make our campaigns a success. ”

**Channel Marketing Executive
LAN Systems**



Four tips for getting more out of StrategyMix

1. Keep your data clean

Build processes to update your database when mail is returned to sender or emails and faxes bounce. Clean data is the key to success.

2. Make your offer specific and relevant

Use active language in your communications and offer your prospects a precise benefit that will evoke personal interest.

3. Close the sales loop

Work closely with your sales team or business partners to understand what happens to qualified sales opportunities once you've delivered them.

4. Get the most out of your StrategyMix profiling survey questions

Build questions that qualify prospects more clearly and give you insights.

Engaging with Outsource

You can work with Outsource in many different ways.

Some clients ask Outsource to quote for executing parts of their campaigns. Others have a core marketing issue that needs addressing.

They work closely with the Outsource team to build an appropriate campaign that Outsource executes.

For more information about how Outsource can enhance your investment in StrategyMix contact Adam Benson, managing director at infonow@outsource.com.au

Who is Outsource?

Outsource is a marketing services firm with many years experience in helping enterprises sell to their chosen audiences more effectively.

It is a StrategyMix referral partner and works largely with business-to-business IT and channel companies.

Key activities Outsource manages include:

- › inbound and outbound telemarketing
- › event production and support
- › database management
- › direct mail campaigns
- › online marketing production and execution.

“ Outsource introduced me to StrategyMix after we discussed our lead generation requirements. It's a powerful system and having an external partner that has the knowledge and experience in getting the most out of it has been a key part of our early campaign success. ”

General Manager, NEC Business Systems

