

Effectively Managing your Client Life Cycle



STEP 1. IDENTIFY YOUR CUSTOMERS

Customer Database Management - Oracle CRM

We can provide full Customer Relationship Management for your business. Our powerful CRM system will allow you to track customer interests and requirements, as well as their buying habits. This extremely useful information will allow you to target customers selectively and generate marketing materials that are automatically personalized.

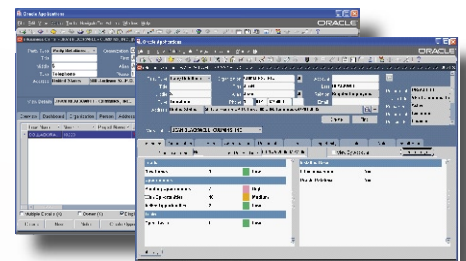
Improving Data Quality (De-dupping)

The goal of a de-dupping process is to remove duplicate records from your database. We can provide quality clean up services in order to transform your database into a single-source-of-truth, reliable data hub.

STEP 2 . DEVELOP CAMPAIGNS

Increase the awareness of your brand; and create, expand and maintain a collection of customers with ITC Marketing Services. We offer the following "campaign packages:"

- Email Blasts
- Website Development
- Advertising
- Collateral / Premiums



IMS | IT CONVERGENCE Marketing Services

Email Blasts

Clever email marketing campaigns seek to build long-term relationships with your customers and prospects. We can provide custom marketing campaigns, web reporting, and analytics integration.

Website Development

Websites should be attractive, informative, pleasing to the eye and welcoming to new viewers. Our team of marketing professionals will help you create a top-quality, optimized website that is perfect for your organization.

Advertising

From building brand awareness to increasing your online revenue, we guarantee bottom-line results for your organization. With diverse tools and innovative thinking, we'll help you make the most of every advertising dollar.

Collateral/Premiums

Our qualified team of marketing professionals, we can help you market your products and services more efficiently. Our collateral and/or premium services will help you raise the profile and credibility of your organization and will be specially designed to fit your specific needs. ITC Marketing Services can provide you with:

- Brochures & Flyers
- Product Sales Sheets
- Success Stories & White Papers
- Premiums: Mugs, Caps, T-shirts, Pens, Tote bags, Laptop bags, and more

STEP 3. IMPROVE CUSTOMER SATISFACTION

Surveys

Oracle AS Portal allows you to easily create surveys for internal and/or external use. Create unlimited surveys with unlimited questions and collect unlimited responses!

BLOGS/Discussion Forums

Provide this functionality to your customers or members and offer/get access to updated information on any particular subject/s.

INNOVATE TO GAIN A COMPETITIVE EDGE

After completing the previous steps, there will still be work to do. In order to stay ahead of your competition, you need to regularly update your information and cultivate your relationship with customers. ITC Marketing Services can help you innovate by differentiating your Marketing efforts to remain ahead of the game.

