

MARKETING CAMPAIGN MANAGEMENT SYSTEM



Multi-unit organizations want to on-board as many new customers/members as possible and gain their trust for additional business. Acquiring new customers/members is difficult enough, add in the challenge of continued marketing through the presentation of appropriate services and it can be a real struggle. Plus, how do you know what actually works?

Fusion is our multi-channel marketing engine that can be tailored to your sales system. Our campaign management solution fuels local promotions, campaigns and orders through a variety of digital and traditional channels.

HOW IT WORKS

Fusion empowers each individual location or representative to market locally while maintaining the national brand's integrity and corporate messaging by using pre-approved templates that perform locally. This makes creating personalized multi-channel campaigns highly effective and simple. Brands are able to effectively manage brand consistency and view system-wide performance reports, while affiliates are offered proven and easy-to-use tools that drive results utilizing their local customer/member data.

We offer a variety of 1:1 marketing channels/services:

- Digital Asset Management
- Reputation Management
- Data Driven Direct Mail
- AdWords PPC (Pay-Per-Click)
- Retargeting/Display
- Social Media Advertisement
- Local Sites
- Print & Promo Storefront
- Ad Builder