



# Integrate Your Marketing Operations

The aim of most builders and their operating divisions is to recapture the personalized customer service provided by local mom-and-pop shops of yore; this time with high-tech-analytics capabilities, collaborative platforms and automated processes. The logistical challenges in gathering information from multiple data sources and storing it in a centralized location have posed a problem. The solution requires a holistic view of each customer in real-time. Management, sales and service people aim to generate more leads, target top customers, manage effective marketing campaigns, drive sales and boost customer satisfaction.

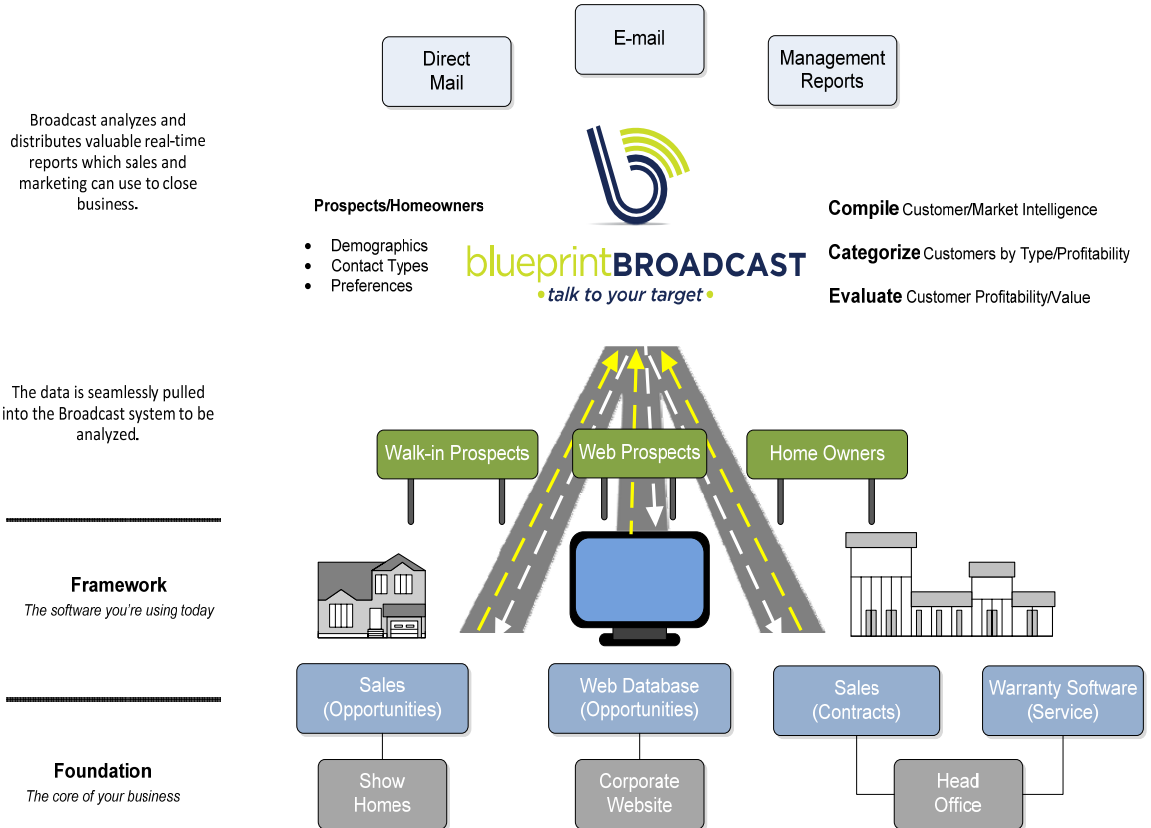
## "INTERACTIVE MARKETING"

defined as:

*The practice of engaging customers and prospects in an interactive dialog that builds on past and current behavior.*

## CENTRALIZED ASSESSMENT

Broadcast's centralized assessment capabilities provide a marketing "brain" that drives consistency while determining the best next communication for each customer group, providing a personalized experience across both inbound and outbound channels

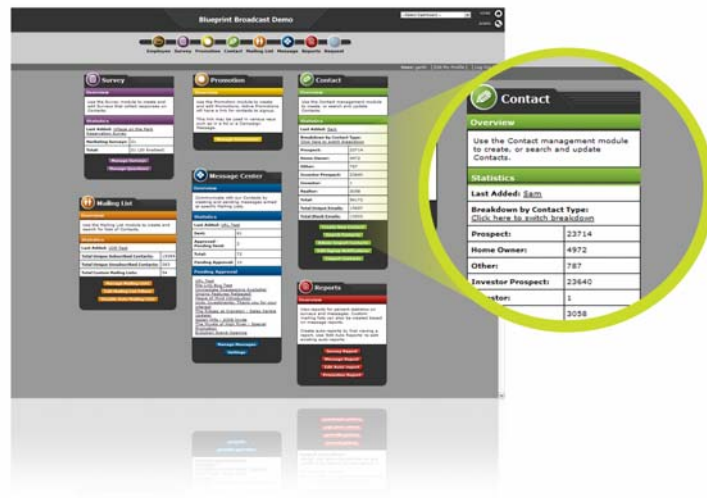


Each day your customers and prospects create an accumulation of activity data through various touch points. Applying the proper segmentation and analysis of this data can provide you valuable insight.

## Service Features and Benefits

Broadcast's centralized assessment capabilities provide a marketing "brain" that drives consistency while determining the best next communication for each customer group, providing a personalized experience across both inbound and out-bound channels.

Making interactive marketing work requires managing multiple "moving parts" and smooth collaboration across many disparate groups throughout the marketing organization; Broadcast's solution makes marketing operations an integrated part of the way marketers work.



## Solution Benefits

The bottom line with Blueprint's Broadcast solution is that we provide an efficient way for your business to bolster customer loyalty while reducing operating costs and increasing the return on your investment.

- As a stable base of satisfied repeat customers is created, more time can be spent on expanding the client base.
- Profitability and revenue will increase as a result of improved relationships with clients both old and new.
- New software can be merged with a business's existing platform or with other previously installed software applications, such as enterprise resource planning (ERP), sales force automation (SFA), and e-mail programs.
- Customer loyalty will be boosted by making the enterprise customer-centric instead of exclusively product-centric.
- Operations will be streamlined to increase competitive advantage and to cut costs.
- Costs will be reduced as a result of more efficient post-purchase support and service.
- Customers will be able to report on how their experiences have shaped their current opinions.



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Homestore.com found during a recent study that:

60% of prospect e-mails that were sent to sales people went unanswered.

What our customers are saying....

...we evaluated various options and chose Blueprint Broadcast for several reasons. Broadcast's contact preference filters, combined with the integration to our ERP and sophisticated analytics capability, are an all-encompassing solution enabling us to plan, target, execute and quantify our return on investment."

Dale Oviatt, Creative Services Director - Unity Builders Group

For more information, a quote or a demonstration please visit us on the Web at:

[www.BlueprintBroadcast.com](http://www.BlueprintBroadcast.com)