

# CAMPAIGN MANAGER

**MAJIK Enterprise** Campaign Manager enables you to run campaigns in order to extract lists of customers and contacts based on powerful searching criteria. These extracted lists can then be used for mailouts, labels, individualised letters, promotions, or whatever you require.

The Campaign Manger is a powerful marketing tool that enables you to manipulate your database to get the information that you require, when you require it.

## Building Campaigns

- Build campaigns to search your database using multiple criteria.
- Generate and store campaigns to be used again and again.
- **MAJIK** Campaign Manager is seamlessly linked to **MAJIK** Contact Manager. This means that you can use Campaign Manager to automatically create Call Plans for the Companies and contacts nominated by running a campaign.

## Running Campaigns

- Use popular report writers such as Crystal and MS Access to format your letters and labels, and to extract the data of your choice from the Campaign file.
- Record responses to campaigns generated. This means that you can report on a campaign's effectiveness, and work out costs.
- **MAJIK** Campaign Manager is easy to use. A list of commands is used to generate campaigns that can be as simple or as complex as you require.

Campaign: BASIC Basic Call Plan Campaign

Line	Command	Details
10	CLR	Clear Result/Report File Clear Previous Results
20	EXT003	Company Extract - Match Profiles - All Contacts PRODUCT FLOOR TERRITORY AUCKLAND1
50	CNT	Count Selected Records
60	USRALO	Allocate Users By % (Must Run CNT First)
80	PRTREP	Print Report of Selected Accounts/Contacts Sort By: USER

Command	
ALPLN	Create A. Call Plan. (Must Allocate To User First)
CLR	Clear Result/Report File
CNT	Count Selected Records
DELPRO	Delete The Profile For Selected Records
EDIT	Edit Report File
EXACCT	Exclude Company Accounts From/To
EXNAME	Exclude Company Account Names From/To
EXPOST	Exclude PostCodes From/To
EXSORT	Exclude Company Sortkey From/To
EXT001	Contact Extract - Matching Profiles
EXT002	Contact Extract - Matching Profiles - All Contacts
EXT003	Company Extract - Match Profiles - All Contacts

Buttons: