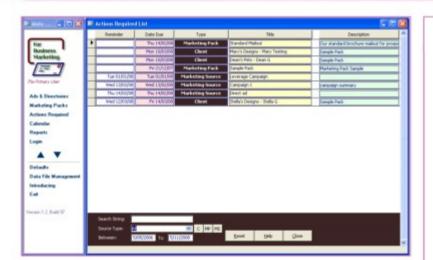
For Business Marketing - Focus: Drives your Marketing Campaigns



A well organised and structured marketing campaign will save you time, money and frustration, it will also enhance your business success. For a well structured marketing strategy and management tool that helps to drive your efforts - give our full featured marketing management software a try.

Based on time-tested marketing principles and techniques, For Business Marketing - Focus helps you to structure, manage and drive your marketing campaigns.



System Requirements

The following specifications are required in order to run this application:

- · Pentium PC or better (with mouse)
- 16 MB of RAM or higher (depending on Microsoft[®] Access version)
- SuperVGA monitor, 800 x 600 pixel resolution, 16 colours or better
- Approximately 25 MB of free hard drive space (not including the space required for the Microsoft® Office or Microsoft® Access)
- Microsoft[®] Windows[®] 95 or later

Use it straight out of the box

The straight 'out-of-the-box' version of For Business Marketing - Focus helps you manage:

- Prospects & Client Details.
- Client Relationships.
- Sales & Referral Tracking.
- Marketing Sources & Campaigns.
- Marketing Packs, Points of Contact, Required Actions and Results.

Or have it customised to your requirements

For Business Marketing - Focus can be customised to your specific requirements or we can embed certain components of For Business Marketing - Focus into your own Microsoft® Access database.

For a FREE demo version of this application, please contact us on (07) 3420 5457



OST t/a OST Database Group Address: 9 Koola St, Wishart, QLD 4122 Ph: (07) 3420 5457 Fax: 3420 5458 Mobile: 0404 465 185 Email: contact@ostdatabasegroup.com.au Web: www.ostdatabasegroup.com.au

"Drives Your Marketing Campaigns"

Business Marketing Focus

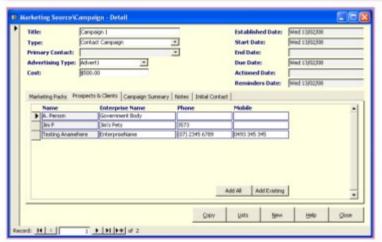
For Business Marketing - Focus provides facilities to record, manage and link:

- Marketing Sources and/or Campaigns.
- Marketing Packs, or points of contact within a given campaign.
- Extensive Prospect & Client details (see brochure for For Business Marketing - Glimpse for many of the features of this facility).

The diagram on the right depicts the links between these components.



With our unique template system, *For Business Marketing - Focus* can be customised for your specific needs.



A screenshot of the 'Marketing Source\Campaign Detail' screen



A screenshot of the 'Monthly Schedule' screen

Marketing Source (Campaign)

For Business Marketing - Focus manages all your marketing sources and campaigns, whether they be:

- Ads in newspapers, magazines and/or directories.
- Attendance and interaction at networking groups and events.
- Mail or email campaigns with multiple points of contact.
- Leverage marketing with existing prospects and clients.

Marketing Packs

The extended detail for each marketing campaign can be recorded and linked within the Marketing Pack facility:

- Items that are to be printed, assembled and mailed, emailed, or presented verbally.
- The target suspects, prospects and/or clients along with associated action dates and responses.

Reporting

Further facilities are provided to keep you organised and focused:

- An Action List screen to prompt you when Marketing Campaigns, Packs and/or Prospects & Clients require your attention.
- A calendar screen to display your past activity and future intent with groups of prospects and clients.
- A range of reports and reporting facilities for tracking, managing and analysing your marketing efforts.

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Specialists in Database Design, Development & Renovation

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