

# SkyDesk Campaigns

E-mail and social media marketing service by Fuji Xerox

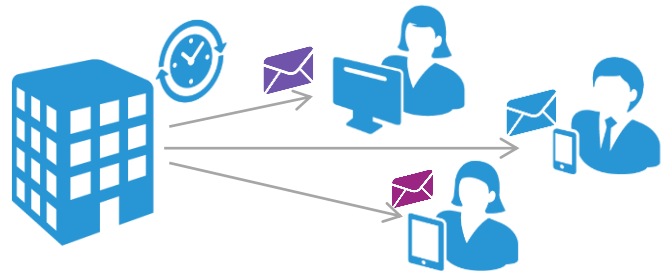
Reach out, engage and build long lasting relationships with your customers with SkyDesk Campaigns.



## E-mail Marketing made Easy

SkyDesk Campaign provide effortless and measurable way to reach out to your customers and engage them.

Email-Workflow from SkyDesk Campaigns lets you trigger actions in your mailing lists based on subscriber information. This gives you the best results when your e-mails are relevant to your targeted audience which helps to keep them engaged with your brand. You do not need to manually send e-mails everyday as the entire process is automated.



## Track Recipient Activity



Find out the number of recipients who had opened your email and which email campaign received positive response by checking the 'Forwards'

You can also track the most clicked links, which subscriber clicked on the links, and most opened e-mail, etc. With this information, you can adjust your subsequent marketing campaigns accordingly to achieve favorable outcomes.

## Pre-designed Templates

Choose from a variety of professional templates to match your promotional needs. You can customize the pre-loaded templates easily with the drag-and-drop editor to suit your needs.



## SkyDesk CRM Integration

Integration between your CRM system and your E-mail system is essential in order to make E-mail marketing communication process more effective. Synchronizing SkyDesk Campaigns with your SkyDesk CRM accounts to reach out to your leads, prospects and customers with ease, and enhancing your marketing strategy.



## Social Media

Share and promote your campaigns on social media platforms to engage and strengthen relationships with your audience. You can reach a wider audience by promoting campaigns on Facebook, Twitter and LinkedIn.



## Functions list

Plans	Number of mail address can be sent
SkyDesk Campaigns Subscribers 500	0 - 500
SkyDesk Campaigns Subscribers 1,000	501 – 1,000
SkyDesk Campaigns Subscribers 2500	1,001 – 2,500
SkyDesk Campaigns Subscribers 5000	2,501 – 5,000
SkyDesk Campaigns Subscribers 10000	5,001 – 10,000
SkyDesk Campaigns Subscribers 25000	10,001 – 25,000
SkyDesk Campaigns Subscribers 50000	25,001 – 50,000
SkyDesk Campaigns Subscribers 100000	50,001 – 100,000

### Functions (Applicable to all the plans)

NUMBER OF EMAILS	
Number of Emails	Unlimited
EMAIL MARKETING	
Schedule Email Campaigns	Schedule timing to send email campaigns.
Merge Tags	Personalize emails by using merge tags. (e.g. embed each contact name in emails)
A/B Testing	Test 2 types of email campaigns .
MARKETING AUTOMATION	
Workflows	Perform sequence of actions based on defined conditions.
Autoresponder based on Segments	Send series of automated messages based on segments.
EMAIL NEWSLETTERS	
Pre-designed Newsletter Templates	Various pre-designed templates for creating email.
Drag-and-Drop Editor	Drag-and-drop editor to design email.
Template Library	Save your designed templates.
SOCIAL MEDIA MARKETING	
Facebook Page Marketing	Create page campaign on your Facebook page.
Automatic Posting on Facebook, Twitter & LinkedIn	Integrate with Facebook, Twitter and LinkedIn. Post campaigns automatically.
CAMPAIGN TRACKING & REPORTING	
Recipient Activity Reports	Check reports on recipients' reactions of email campaigns. e.g. open rates, click-through rates, bounce emails, unsubscribes, location based reports and device specific reports.
Advanced Analytics	Track number of visitors to your website via email campaign with Google Analytics.
INTEGRATIONS	
SkyDesk CRM	Sync Leads and Contacts in SkyDesk CRM with Contacts in Campaigns.
Google Analytics	Track traffic from campaign emails to your website using Advanced Analytics with Google Analytics

WEB

<http://www.skydesk.sg/campaigns/index.html>

Fuji Xerox Singapore Pte Ltd

80 Anson Road #01-00 Fuji Xerox Towers, Singapore 079907

Tel: (65) 6766 8888 Fax: (65) 6239 2804

• For sales enquiries, please  
contact us at [skydesk-sales@fujixerox.com](mailto:skydesk-sales@fujixerox.com)



<http://www.skydesk.sg/>

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