

- BookWorks**
- Book & Product Fulfillment
 - Order Entry & Fulfillment
 - Reporting & Analysis
 - Job Costing
 - Customer Service
 - Royalties & Subsidiary Rights
 - Marketing & Campaign Management
 - A/R & Credit Control
 - e commerce
 - Sales Prospector
 - Publishing Accounting Systems

The Media Services Group, Ltd.

BookWorks Marketing & Campaign Management Module

BookWorks gives you substantial benefits when used as a tool for marketing. Your ability to easily get at product and customer information as well as creating and tracking campaigns and efforts are just the beginning of the kinds of useful functionality that will increase your business.

With BookWorks, you can leverage your existing customer base and create campaigns like: "Get a list of customers that bought a specific book last year and send a mailing promoting a different book at a special discount."

In order to maximize return on marketing dollar investments, Campaign Manager provides a set of powerful, integrated tools. The Campaign Manager is typically used by the direct mail specialist, allowing the user to track marketing, list and product response performance in order to optimize effort productivity.

As an integrated part of the BookWorks system, Campaign Manager data is updated with every order. Consequently, marketing specialists can make real-time decisions about campaign and effort strategies.

Easy to use extraction tool automatically tags the customer record, providing a thorough activity history within the customer's file, e.g., orders, customer service issues and promotions sent. The software is accessible from within the order entry module for full promotion disclosure and upselling scripts and information.



BookWorks has a robust set of direct mail and sales analysis features:

- Promotional activities tracked from effort to order and through receivables and payment
- Copy feature for quick and easy new campaign development
- Discounting by campaign code
- List importation tools with deduping
- Effort characteristic development and analysis by a variety of options, including demographics, geography, type, etc.
- Budgeting and forecasting facilities by effort with analysis against actual sales
- Comparative reporting by customer type
- Comprehensive history of efforts against order performance
- Cost of efforts vs. sales and profitability analysis, including % response and bad debt rates
- Daily reporting of orders by effort response
- Effort costing, including cost per thousand
- Key code analysis vs. cost reporting
- All information available on-line or in printouts

Important direct mail and list management features include:

- Mailing labels in any format
- Promotion packages developed within the software or from desktop PC software
- Selection criteria based on any field within the software, including interest, buying habit and influence, demographics, source, zip code, etc.
- Option to add key codes to label runs
- Editing and elimination of duplicate accounts
- Merging and purging of lists
- Nth select logic
- Auto updating of customer account by effort mailed
- Output to any standard media
- Full tracking of returns
- Campaign analysis, including anticipated response rates vs. actuals
- Tracks new customer vs. repeat customer data

