

LineTime

Contact Marketing
Your Marketing Assistant

*"Our client base is a huge and untapped source of business.
It's ridiculous that it does not get the attention it deserves.
We just don't seem to have the time or know-how to turn on the tap."*

Senior Partner, Major Leeds Law Firm

Over 80% of business comes from existing clients

Despite the fact that the vast majority of business comes from previous or current clients many firms spend a disproportionate amount of time and money trying to win new business, whilst ignoring their customer base.

The **Liberate Contact Marketing** module enables you to maximise the information you already have and to communicate quickly and easily with selected individuals or groups of clients.

Not only does it enable intelligent use of all existing client data, it also enables you to import data from contact lists for use in proactive direct marketing business development campaigns.

This integrated software module can be easily tailored to meet the specific needs of any organisation and has been designed to be easy to use by non-technical personnel.

Identify Marketing Opportunities

Using an English language query you can now intelligently interrogate all the data held in your Liberate marketing database and segment the client base as part of a niche marketing strategy.

For example:

- How many of your commercial clients who spent over £5,000 with you last year do not use you for debt collection or employment law?
- How many of your residential conveyancing clients have not asked you to make a Will for them?
- How many clients for whom you have prepared a Will have not been offered the opportunity of an Enduring Power of Attorney?
- Which of your clients would appreciate an invite to an evening at the theatre?

Win more business from existing clients and prospects

One factor that often prevents firms from being able to maximise the potential of their existing client base is the inability to easily access previously entered information. **Liberate Contact Marketing** runs alongside other applications and as part of the installation phase we will show you how to unlock the information you already have.

Identify client needs and improve client service

With **Liberate Contact Marketing** you can quickly and easily search client information and identify areas of interest appropriate to them. You can also specify a wide range of additional criteria. This might include, for example, the amount billed each year, size and type of organisation or information on personal interests and hobbies.

Target mailings to selected clients and contacts

Liberate **Contact Marketing** has an easy to use input facility that allows quick completion of profile data for new clients and contacts. This can then be integrated and cross-referenced with data from other Liberate applications and used for efficient and effective client communication by either **e-mail or post**.

Easy to Input Client & Contact Information

Liberate Contact Marketing has an easy to use input facility that allows quick completion of profile data for new clients and contacts.

This can then be integrated and cross-referenced with data from other **Liberate** applications.

The single **Liberate** database means that all client information Case, Financial or Personal is readily at hand for use in helping to develop new business.

The screenshot shows the 'Liberate Case Management - LBDemo Version 1.2.2129' window. It features a menu bar (File, Edit, View, Tools, Help) and a toolbar. The main area is a form with sections for 'General Info', 'Personal Information', 'Company Information', and 'Personal Interests'. The 'Personal Information' section includes fields for Gender, Spouse's Name, and three children (Chid 1, Chid 2, Chid 3). The 'Company Information' section includes fields for Company Turnover, Source of Info, Nature of Business, and Client Website Address. The 'Personal Interests' section has checkboxes for various activities like Art, Fashion, Football, Golf, Races, Rugby, and Theatre, along with checkboxes for 'Vegetarian', 'Vegan', and 'Other'. There is also a 'Types of Events' section with checkboxes for 'Makhot', 'Makhot by Email', 'Daytime Events', 'Evening Events', 'Formal Seminars', and 'Informal Networking'.

Target Mailings to Selected Clients

Having identified who you want to approach, you merely have to "point and click" to merge this list in order to prepare a targeted mailing.

- Using our marketing response monitor, you can collate all responses, appointments, record future actions and new business won
- You will be able to review the effectiveness of every marketing initiative with your existing clients and contacts
- Mail clients either 'en-masse' or individually, either electronically or by post

Event Management Made Easy

Whether you hold golf days, run business-themed seminars or organise other corporate functions, the Event Manager function within the Liberate Contact Marketing module will be invaluable.

Distinguish between commercial and private clients and tailor the marketing activity to meet your own specific requirements.

This powerful marketing facility will enable you to select who you want to invite, produce your invitations, monitor acceptances and responses, plan appropriate follow up and then intuitively offer suggestions for future contact.

The screenshot shows the 'Action - LBDemo Version 1.1.23' window. It features a menu bar (File, Edit, View, Tools, Help) and a toolbar. The main area displays a list of clients and contacts. The list has columns for 'Client Code', 'Company', 'Surname', 'Forename', 'Action?', 'Contact', and 'Notes'. The list is filtered by status, showing 34 quality contacts. The contacts are listed in a table format with checkboxes for 'Action?' and 'Contact'.

Client Code	Company	Surname	Forename	Action?	Contact	Notes
ABRD00002	Abbey Driving School	James	Gareth	<input type="checkbox"/>	<input type="checkbox"/>	155
ADE000040	Adena Row Fashion	Roux	Adena	<input type="checkbox"/>	<input type="checkbox"/>	155
AND000036	Anderson Consulting	Anderson	John	<input type="checkbox"/>	<input type="checkbox"/>	144
LIN0000007	Livington Communications	Holmes	Fiona	<input type="checkbox"/>	<input type="checkbox"/>	146
RVA0000089	Ryan	Ryan	Fiona	<input type="checkbox"/>	<input type="checkbox"/>	146
AGE0000085	Agnew Ltd	Bell	Angela	<input type="checkbox"/>	<input type="checkbox"/>	146
ALB0000041	Albion Dull	Ban	Alberto	<input type="checkbox"/>	<input type="checkbox"/>	167
ANT0000027	Antler Communications	Stephenson	Angelica	<input type="checkbox"/>	<input type="checkbox"/>	168
AUT0000037	Aulicase	Rubens	Martin	<input type="checkbox"/>	<input type="checkbox"/>	161
BED0000045	Bedford Furniture	Bedford	James	<input type="checkbox"/>	<input type="checkbox"/>	171
BUD0000030	Budget Interiors	Bowers	Jeremy	<input type="checkbox"/>	<input type="checkbox"/>	173
CEL0000038	Celebrations	Salby	Jessica	<input type="checkbox"/>	<input type="checkbox"/>	175
CLA0000049	Clark Construction Ltd	Tallon	James	<input type="checkbox"/>	<input type="checkbox"/>	178
CRB0000059	Carvers Building Merchants Plc	Craven	Nicola	<input type="checkbox"/>	<input type="checkbox"/>	178
MAR0000036	Mark James Financial Advisor	James	Mark	<input type="checkbox"/>	<input type="checkbox"/>	181
SHR0000074	Sharnock Electricals	Jameson	John	<input type="checkbox"/>	<input type="checkbox"/>	183
ALH0000020	Alhiza	Alhiza	Sabrina	<input type="checkbox"/>	<input type="checkbox"/>	189
AHS0000084	Ashwan	Ashwan	Scott	<input type="checkbox"/>	<input type="checkbox"/>	191
ACC0000050	Acclam Garage	Bradshaw	Jack	<input type="checkbox"/>	<input type="checkbox"/>	154
ADV0000053	Advance Enterprises Ltd	Hurter	Andrew	<input type="checkbox"/>	<input type="checkbox"/>	196
LIN0000007	Livington Communications	Livington	Nicola	<input type="checkbox"/>	<input type="checkbox"/>	150
SHR0000074	Sharnock Electricals	Brown	Tracy	<input type="checkbox"/>	<input type="checkbox"/>	158
SHR0000074	Sharnock Electricals	Noble	Helen	<input type="checkbox"/>	<input type="checkbox"/>	157
AGE0000085	Agnew Ltd	White	Nicola	<input type="checkbox"/>	<input type="checkbox"/>	165
AND0000036	Anderson Consulting	Wood	Fiona	<input type="checkbox"/>	<input type="checkbox"/>	168
AUT0000037	Aulicase	James	Shane	<input type="checkbox"/>	<input type="checkbox"/>	162
BAP0000052	Barratt Leeds Limited	Jones	Alan	<input type="checkbox"/>	<input type="checkbox"/>	170
BDG0000059	Bodena Plc	Perry	Derek	<input type="checkbox"/>	<input type="checkbox"/>	172
CAP0000056	Camrod Building Co	Francis	David	<input type="checkbox"/>	<input type="checkbox"/>	174
CLA0000042	Classic Designs	Cooper	Akron	<input type="checkbox"/>	<input type="checkbox"/>	177
CON0000060	Connect Stratford	Holland	Nicola	<input type="checkbox"/>	<input type="checkbox"/>	180
DAN0000046	Dianmode	Shaw	Helen	<input type="checkbox"/>	<input type="checkbox"/>	178
POT0000095	Potter International Ltd	Flett	Geoff	<input type="checkbox"/>	<input type="checkbox"/>	182
APP0000083	Appleby	Appleby	Jane	<input type="checkbox"/>	<input type="checkbox"/>	150

Target Prospective Clients & Improve PR

- Import lists of prospective clients or third party referrers into your marketing database
- Plan and execute selective direct marketing campaigns
- Improve your PR with those who need to know. Promote new services or simply tell clients your 'good news' quickly and easily

All Trademarks are acknowledged.