

# Automated Marketing Assistant<sup>®</sup>

## Save Valuable Time with Automated Email Software

Automated Marketing Assistant seamlessly integrates with Service Assistant<sup>®</sup> and Customer Assistant<sup>®</sup> Website to effortlessly connect with customers.

### How It Works

Automated Marketing Assistant<sup>®</sup> removes the burden of communicating to customers, prospects and lost customers with friendly and informative auto-generated emails and letters. These communications say what you don't always have time to effectively, easily, and automatically.

#### Key Features

- 50+ auto-generated emails and letters
- One-time setup in CAW dashboard
- Real-time analytics and activity feed in Command Center<sup>®</sup>
- Auto-sync with CAW, Service Assistant<sup>®</sup> and Command Center<sup>®</sup>
- Easy custom and customization features
- Auto-pay, prepay and one-time bill pay links in each email
- Monitor campaign performance from one easy-to-use dashboard

### Easy, One-Step Setup

This easy-to-use program only requires a quick, one-time setup in Automated Marketing Assistant<sup>®</sup> and uses data synchronization between Service Assistant<sup>®</sup> and Customer Assistant<sup>®</sup> Website to make the process as seamless as possible.

### Auto-Generated Emails based on Triggers

Say goodbye to manually sending emails one at a time. All emails and letters sent to customers are auto-generated and mailed based on triggers gathered from daily data input by production, office and sales teams – making life significantly easier.

### Multi-Purpose Emails

Use emails as a means of promotion to customers! There are many ways to maximize promotional efforts – introduce a referral program, promote Facebook and Twitter posts, share testimonials or even boost sales with a specific call to action.

### Alert Customers to Conditions

Alert customers with After-Service Emails! Following the onsite visit, inform lawn care customers to conditions found during service – along with a link to more information on the subject and what can be done about it.

### Command Center<sup>®</sup>

Command Center<sup>®</sup> is an interactive all-in-one marketing dashboard that integrates with Real Green Systems products. With the Command Center<sup>®</sup>, we've developed a scalable marketing solution that allows you to set up and track marketing campaigns. This flexibility allows you to send emails (AMA), manage your listings and reputation, listen to phone calls, and much more.

# 50+ Automated Communications Targeting 5 Major Sales Milestones

There's an Automated Marketing Assistant® communication for virtually every sales milestone from the initial welcome, through winning back a canceled customer or winning over a potential customer who rejected an estimate. Choose the milestone(s) you want to start with and keep building your automated communications program from there.

1

## Prospect

- Estimate Not Sold/Rejected Letters and Emails

2

## New Sale

- New Sale Confirmation Letters and Emails with Prepay Options
- Non-Serviceable Email

3

## Active

- Before Service Text and Email
- After Service Email
- Conditions Found (Code) Letter
- Payment Reminder Emails
- Credit Care Expiration Notice Email
- Service Renewal Letters and Emails
- CAW Registration Email

4

## Up Sell

- Service Renewal Confirmation Email/Letter
- Scheduled Email (Newsletter)
- Scheduled Upsell Emails and Postcards

5

## Win Back

- Cancel Letters and Emails
- Live Activity Feed