

# Efficient marketing

**A customer relationship management system – CRM – can be a vital tool in a company’s marketing strategy, writes Rhonda Ridge head of Ab initio which offers the AdminBase CRM system**

There are suggestions that, with the Labour Party’s house building ambitions, the industry will start to see signs of growth again in 2025. But with the market full of particularly hungry competition, companies need to be ready with powerful sales and marketing tactics to stand out and win business.

A fully integrated management system is a cost-effective way to maximise sales and marketing opportunities as well as improve efficiencies. This could be one of the most important tools for home improvement businesses to have in their armoury next year.

## Email strategies

With e-mail usage expected to grow again in 2025, there is little doubt that e-mail marketing will continue to play an important role in promotional strategies. To achieve tangible results in this area, targeted messaging, integration and monitoring are key.

A lot of businesses understand the benefits of e-mail marketing but find the hassle of sending campaigns and managing data too much of a barrier. Pulling out the right contacts from a database and exporting them into mailing software such as MailChimp, and then often manually updating any changes to the data back into your system, is time-consuming. However, if you can manage your e-mail campaigns within an integrated system, it suddenly becomes an easy and hugely useful tool.

## Targeted messages win sales

The AdminBase installer management system centralises data in an installation business so that all



Rhonda Ridge

The AdminBase system also makes it easier to send these marketing e-mails with its add-on facility, AdminBase Campaigns.

## AdminBase Campaigns

The AdminBase Campaigns feature can send bulk e-mails to contacts in the centralised database, so that there is no need to export and import data to a third-party piece of software. Installation businesses can add their own e-mail campaign designs into the system and send it to customers or prospects directly. And when responses come back in from the campaign, they can immediately be updated into the same system to ensure that all records are current. This add on feature is already proving a huge success with customers achieving an average open rate of 32.9% and a 1.6% click rate.

## Ongoing support

Once an enquiry turns into a sales appointment, the all-encompassing AdminBase CRM provides quotation documents and sales support as well as ongoing customer support throughout the life of the project. [www.abinitio.com/en/](http://www.abinitio.com/en/)

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updates inform one database. The database holds records of customers and prospects, with the capability to add leads manually straight into the system or automatically via other programs. Any changes made to a lead or project is live immediately and available to all relevant users. This means you can segregate leads sensibly using the most up-to-date information and easily contact different groups with targeted messages. For example, you might create a limited time offer in January but target that offer to people that have previously shown an interest in specific products.

# Keeping in touch

**For two or three decades, fabricators have increasingly come to rely on highly customised or even bespoke software solutions from Business Micros writes Nick Bailey, head of sales at the BM Group. That could all be about to change**

Our in-house programmers have become experts at adapting the manufacturing and pricing modules in our processing software Evolution, and even writing dedicated modules in our business management software EvoNET, to suit the specific needs of individual customers.

That's because, to an extent, fabricators have looked to use their software to create USPs and distinguish their offering from those of their competitors.

That's all starting to change though – partly with the advent of our BM TOUCH online quoting, ordering and lead generation platform. This has been deliberately created as a universal platform with standard features and options intended to work for everyone.

It is a big shift in mindset for many, but we are starting to see a definite move away from bespoke to standard BM software solutions, as fabricators come to appreciate the very significant benefits that come from that:

#### **Simpler support**

It is quicker and easier to access support on a standard product rather than on a bespoke one. A call or online chat with any of our support team will answer the vast majority of queries on TOUCH or on Evolution and EvoNET – because they are all likely to be things the team have come across before.

#### **Increased knowledge sharing**

As the number of TOUCH users increases to the levels we already see on our other products, so will system knowledge and experience across the industry. In the future, it will be even easier for users to share knowledge – and even tips – with others.

#### **Easier training and recruitment**

By keeping TOUCH universal, we can ensure that anyone who is trained to use TOUCH at one company will be able to use it just as effectively at another. It doesn't just reduce the amount of initial training required, it also makes for more easily transferrable skills when people change roles or jobs. And that applies to all our other software as well. If you use a standard version of Evolution or EvoNET, then it will be significantly easier for you to recruit fabrication or processing staff.

#### **Better value**

Our aim with TOUCH was always to build a system which would work for the whole sector and, in order to do



**Nick Bailey**

that, it had to have mass appeal and be affordable. The only way that we can guarantee that now and in the future is if we use our programming and operational resources as efficiently as possible.

BM TOUCH is a universal platform, but that doesn't mean that every fabricator's version of BM TOUCH is the same. The key strength of the software is that it is populated using real time product and pricing data – and that obviously depends on which systems and products are being manufactured.

From Business Micros' perspective, the focus for our programming teams – for Evolution and EvoNET as well as TOUCH is maintaining the databases for all the different window and door systems and ensuring that each fabricator's TOUCH system talks directly to their Evolution and EvoNET systems.

As we continue rolling out TOUCH to more customers – we're at 30+ TOUCH Portal users now – we are obviously listening closely to all the feedback we're getting about what users like about the current TOUCH features and functionality and what they would like to see added in the future.

Our team is responding to that feedback but on a much broader basis than previously. We are looking at engineering-in features where the benefits are for the majority of TOUCH users rather than just one, and where the cost of engineering those features still represents good value for all our users.

I am very encouraged by how positively customers are embracing that – particularly as it means prices will remain competitive. □

[www.store.bm-touch.co.uk](http://www.store.bm-touch.co.uk)

