Promotion Management

- Marketing campaigns can contain as many promotions as necessary, providing variety and flexibility in marketing efforts
- Flexible promotion setup, such as, type, use once, and start/end date, enables marketing staff to define restrictions you want to enforce
- Access to marketing flags and promotions directly from the Client window enables service counselors to pursue potential sales opportunities for clients on the fly
- Marketing flags let marketing staff identify groups of clients with common characteristics, which helps service counselors better service your clients' individual needs
- Seasonal controls and limitations on display frequency help ensure that marketing flags are pertinent and not repetitive
- Response rate tracking occurs automatically through AXIS Point-of-Sale sales activity, allowing marketing staff to analyze promotion results at any time
- Create target lists easily using AXIS Database Marketing and/or Make Your Own Report (MYOR) to use with marketing flags and promotions assignments
- Automated promotion and marketing flag assignments mean marketing staff never have to manually link individual clients to a promotion or marketing flag

AXIS
Integrated Solutions. Integrated Minds.

The AXIS Promotion Management (PM) component of AXIS Membership provides your marketing staff with the tools they require to actively market and run campaigns for your clients. Using Promotion Management's powerful features, marketing staff can assign marketing campaigns with multiple promotions to a group of targeted clients, track client response to campaigns, measure the overall effectiveness of particular promotions, and flag clients that meet certain criteria, for future marketing. Promotion Management automatically records which clients receive promotions and displays marketing and promotion information in AXIS Point-of-Sale screens.

Target Lists

Using AXIS Database Marketing (DBM), marketing staff can generate target lists for members sharing very detailed (or broad) characteristics. For example, they can build lists for members residing in a specific geographic area, for members within an age range, for members who travel frequently, have Plus coverage and have a renewal date in the next few months, for non-renewing members, and so on. Marketing staff can also generate lists for clients using AXIS Make Your Own Report (MYOR). Marketing staff can create target lists when they identify clients requiring particular marketing flags or assign overall campaigns or individual promotions to clients in a list.

Segmentation Codes

Using the target lists, marketing staff can assign user-defined segmentation codes to clients included in a list. Segmentation codes appear next to the Lifetime Value information in the Point-of-Sale Client screen, enabling counselors to suggest products that will meet the specifc needs of each client.

Promotion Assignments

Marketing personnel assign the appropriate promotion to the clients included in target lists. This tells PM which client will receive a specific promotion. By referencing the target list instead of the individual clients, users do not have to manually enter each client being offered the promotion—PM updates each client's profile automatically from the target list. When the clients respond to the promotion, counselors or backroom employees use AXIS to capture the response for each client.

Counselors can view details about the promotion and the client's history with the promotion directly from the Point-of-Sale Client screen.

Integration with Other AXIS Applications

When Promotion Management is in use, promotion information and marketing flags appear in the AXIS Point-of-Sale Client screen and other transactional Point-of-Sale screens.

Using DBM tools, your marketing staff can begin a detailed analysis of the characteristics of members who did or did not respond to a promotion or campaign. Make-Your-Own Report also provides the ability to create ad hoc member lists.

Customizing PM to Match Your Club's Initiatives

AXIS PM can collect specific data and facilitate all marketing campaigns or promotions in use by the club. Your marketing staff can match your club's marketing criteria using PM's configurations:

- Set up any number of marketing campaigns, which PM treats as a collection of individual promotions.
- Define as many promotion types as your club needs, which characterize promotion strategies. For example, a typical promotion type for promotions that are sent in the mail with membership renewal letters might be called "Member Mail", or a promotion type for direct marketing might be called "General Mail".
- To describe marketing criteria or client characteristics, define unique marketing flags (for example, "Snowbird", "Cruise", "European travel", etc.). PM also lets your marketing staff assign a priority to each flag, which determines the placement of the flag in the Client screen that is used by tellers and member service personnel. The highest priority flag appears in a prominent location on the Client screen, next to the client's Lifetime Value information.
- Set up an unlimited number of unique promotions. Each promotion belongs to an overall marketing campaign and is part of a promotion type. Users can identify promotions as one-time only, specify a time period for the promotion, and identify the types of clients that are eligible for the promotion, and set other promotion response tracking methods.
- Limit promotions to specific branches or Point-of-Sale service areas. For example, your club may want to make the promotion available to all service areas except Hotel and Car Reservations.

Generating PM Lists and Response Summary Reports

Related product sheets:

- Database Marketing
- Membership
- Lifetime Value

At any time, marketing staff can review their programs by generating lists of all active campaigns, promotion types, marketing flags or promotions. And, to help monitor the response rate of promotions and analyze the effectiveness of a campaign or promotion, PM provides a Response Summary Report. With the Response Summary Report, users can analyze each campaign and promotion by reviewing the reported numbers distributed to the target group, the response numbers and percentage of responses. The report's flexibility allows users to analyze the numbers at a campaign level only, or at a more detailed level, like the promotions within a specific campaign, all active promotions, or all promotions for all campaigns. All Response Summary Report data can either be printed or exported to an Excel spreadsheet for further data manipulation.