

Keeping track of sales leads and marketing spend

Birmingham Post: August 15th 2006

UK businesses are losing millions of pounds because they have no way of tracking their marketing spend and sales leads, claims Steve Vaughan, managing director of West Midlands firm Marketing Information Systems Ltd.

Mr Vaughan, who is based at Coventry University Technology Park, said: "Prior to starting up my own company, I managed a number of European marketing operations for North American blue chip firms.

"In each case, I found the customer relationship management software package used meant that we couldn't easily track sales leads and marketing spend.

"This was because different departments and countries weren't able to use the same system. Sales leads weren't being followed up and it was impossible to get a true measurement of marketing return on investment.

"They were effectively playing a guessing game which had a negative impact on profits and staff morale."

Frustrated at seeing so many companies battling with IT systems to support their sales and marketing activities, he developed new web-based software, called MKIS LOGIC™.

"It's all about doing the basics, and getting them right," he added.

"We've developed a practical business tool, designed around different people's roles, and it can be used anywhere over the internet.

"The bottom line is that marketing and sales operations are joined together, even if they don't realise it, and, above all, it shows that all-important return on investment. It's ideal for large, global companies with multiple offices and business partners, but also works well for SMEs."

(For Full Press Release – visit <http://icbirmingham.icnetwork.co.uk/> or click the direct link on the MKIS website: www.mkis.co.uk)

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