Marketing codes and sales activities

Menu: CRM ? Marketing codes and sales activities

What

Marketing codes only relate to sales. A marketing code can be entered for any event, product or service. This can be linked to a sales activity. Contacts are attached to the sales activities.

How are sales activities measured?

1. Add contacts to a company or supplier.
2. Create a marketing code for a specific event. (e.g. Las Vegas trade show)
3. Create a sales activity for each contact and link it to the marketing code. (e.g. 10 customers are at the Las Vegas show, each customer can be linked to a Sales Activity and this in turn can be linked to the Marketing Code).