

Salesforce.com Usage Increases with FreshDM

CHICAGO, Ill., June 17 (SEND2PRESS NEWSWIRE) – Allegro Communications, Inc., direct marketing firm and developer of FreshDM, recently announced that FreshDM is now available for Salesforce.com(R). Putting FreshDM in the hands of a company's sales team helps increase a company's user adoption of Salesforce and helps salespeople close more sales.



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FreshDM is an online application that allows users, such as marketing managers and sales representatives, to access the program and choose a direct mail campaign, add personalization, select or upload a mailing list, and send the materials to be produced and mailed. These direct mail materials can include postcards, letters, brochures, sell sheets, and complete direct mail packages.

According to Russ Graunke, CEO of Allegro, "We have been helping our clients develop results-driven direct marketing programs for 18 years. It was just a natural extension of these services to provide a company's sales staff with an on-demand system to create custom, highly relevant direct mail."

Several large insurance and financial services firms are already on board with FreshDM from Allegro. This new development allows companies to combine

the power of FreshDM with Salesforce.com.

FreshDM for Salesforce enables a company's sales team to do true one-to-one direct marketing. Salespeople get the most relevant and effective printed materials in the hands of customers and prospects at just the right time. FreshDM eliminates waste and costs associated with pre-printed materials, and helps companies track their mailings by viewing previous activity and reports.

Key features of FreshDM for Salesforce include:

- * Easy-to-use list selection and import from Salesforce.com
- * Enable variable on-demand versions of a company's creative materials
- * Eliminate waste and costs associated with pre-printed materials
- * No production quantity minimums – send one piece or 5,000 pieces.

According to Pete Poulton of Genworth Financial, "With FreshDM, we are able to create anything from a postcard, to an upscale 20-page brochure, and produce it on-demand with total customization – specific to our firm's products and personalized to our customer. Allegro does everything from customizing our interface through the whole print fulfillment process."

Allegro Communications, Inc. (www.allegrolink.com) is a direct marketing firm based in Chicago, Illinois, with 18 years experience helping clients create strategic, results-driven direct marketing communications. FreshDM is an online program that enables highly custom and personalized marketing materials to empower companies' sales teams, marketing managers, or agents.

All trademarks acknowledged.

News issued by: Allegro Communications, Inc.



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Original Image: https://www.send2press.com/wire/images/08-0617-FreshDM_72dpi.jpg

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Original Story ID: (4078) :: 2008-06-0617-003

Original Keywords: Allegro Communications Inc, FreshDM for Salesforce, direct marketing firm, CEO Russ Graunke, direct mail campaign, online application, direct marketing communications, postcards, letters, brochures, sell sheets, and complete direct mail packages Allegro Communications, Inc.