

# Marketing

TouchLogic's Automated Voice Messaging Platform Allows for Quick and Comprehensive Communication of Marketing Promotions to your Customers How do you effectively communicate new, expiring or time-sensitive marketing promotions to your customer base? This can be problematic, especially if your company is faced with budgetary and resource limitations that make it challenging to proactively up-sell and cross-sell to your existing customer base.

## How TouchLogic can Help with Marketing Campaigns

TouchLogic provides automated customer communication solutions that leverage current technology and the power of the telephone to allow businesses to convey information to large groups of customers in a timely and cost-effective manner.

Our fully hosted IVR solution assists businesses with their marketing campaigns by delivering professionally pre-recorded voice messages to a virtually unlimited number of customers. General or personalized messages can be delivered as outbound standalone messages, incorporated with inbound response, or integrated with existing call center services. Our voice messaging platform is an effective and low cost way to improve existing marketing campaign response rates, quickly measure ROI and maximize customer reach.

## Sample Marketing Applications

- Quickly conduct campaigns to promote new, expiring or time-sensitive offers,
- Complement existing direct mail campaigns to improve response rates,
- Assist with marketing retention efforts in a cost-effective and proactive manner,
- Easily and promptly measure campaign ROI. [Resources](#)
- Demos
- Case Studies