

MARKETING

Use Partner for Windows Marketing Partner to effectively manage all marketing activity across your firm

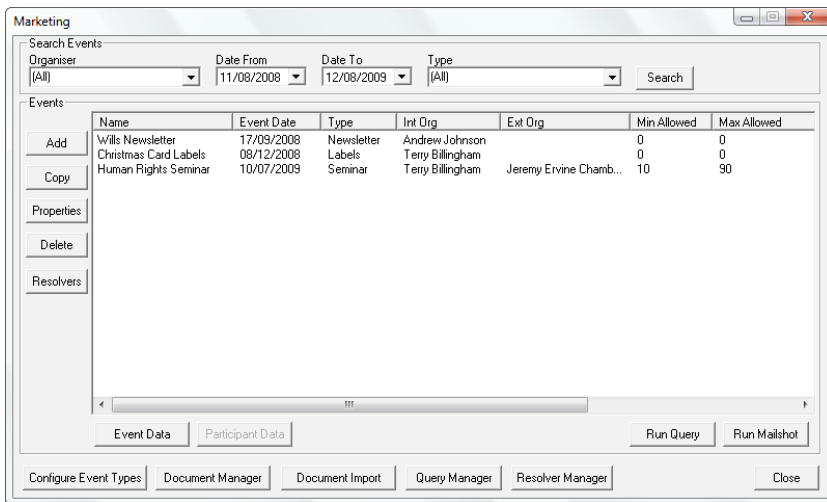
Good marketing has been shown to make a big difference to profitability. Increased competition and challenging times are two of the main reasons why firms are concentrating resources to promote and market their professional services effectively. Many practices have become more commercially focused, proactively seeking out new clients and business opportunities to ensure that their firms continue to grow and remain successful.

With this in mind, it is reassuring to know that Partner for Windows Marketing Partner is able to assist your firm in promoting your services to new or existing clients. Easy to use and designed to enable firms to develop and manage marketing campaigns, Marketing Partner is a practical tool that will handle anything from a simple mail shot to full campaigns for a series of events in multiple locations, where costs, income and responses can be tracked and analysed.

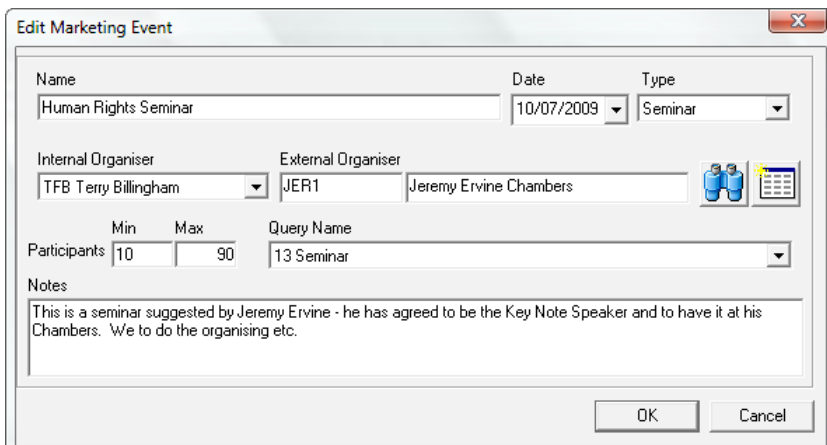
ABOUT PARTNER FOR WINDOWS

Partner for Windows is a comprehensive practice and case management system including accounting, case and document management, time recording and billing which together form a complete system to meet the back and front office requirements of a modern legal practice.

The extensive functionality of Partner for Windows can further be enhanced using a range of specialist third party solutions designed to address key business issues for the legal profession. Each of these solutions is seamlessly integrated into Partner for Windows to ensure that the single practice and case management database remains at the core of the system.



Manage marketing activities directly within Partner for Windows



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CONTACT

Sales: 01489 609010
Email: tfb@tikitt.com
Web: www.tikittfb.com

Postal Address:
 1-2 Kingdom Close
 Kingdom Business Park
 Segensworth East
 Fareham
 PO15 5TJ

A PARTNER FOR WINDOWS FACT SHEET

FEATURES

- Facilitates the production of mailing lists for issuing mail shots
- Automatically merges information and prints out the mail shot at the touch of a button
- A copy of campaign letters is stored against the respective client or prospect that received the letters, which can be seen by all users
- Enables data fields to be set up for specific campaigns or events to assist with tracking and reporting
- Campaign criteria can be stored for future use or altered for use in a different campaign
- Integrates with client or prospective client details in the database to show when an entity has been included in a campaign
- Full campaign history is retained
- Enables specific clients or prospects to be excluded from any campaign or event
- Reports can be written to include financial, marketing attendee or campaign data

ABOUT TIKITTFB

With more than 30 years of dedication to the legal profession, TikitTFB supports over 600 legal practices throughout the UK with managing risk, ensuring compliance and enhancing profitability using our award-winning Partner for Windows Practice and Case Management system.

Partner for Windows uses industry standard Microsoft technology, enabling the software to be smoothly integrated into existing infrastructures. Catering for firms of all shapes and sizes, Partner for Windows provides a flexible and comprehensive solution which can be readily tailored to meet the needs of practices now and in the future.

Part of the Tikit Group, provider of IT services and software to 90% of the UK's top 100 law firms, TikitTFB is well positioned to make magic circle technology accessible and affordable to large regional and high street firms.

To view the latest fact sheet on Marketing Partner please visit http://www.tfbplc.co.uk/assets/library/documents/Marketing_Partner.pdf

OTHER SOLUTIONS THAT INTEGRATE WITH PARTNER FOR WINDOWS MARKETING PARTNER ARE:

Referrals Register to identify sources of business
E-Merge for email communications
Case Manager for case and document management
Postroom Partner for document scanning and allocation
Crystal Reports for data mining and report development

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