



Marketing - DATA SHEET

Practice Management

- Time and Expense Entry
- Relationship Management
- CRM for Law Firms
- **Marketing**
- Collections
- Docketing
- Conflict Management
- 2-way integration with Microsoft® Outlook/Exchange

“WE NEEDED A MORE EFFECTIVE WAY TO ORGANIZE OUR CONTACTS FOR MARKETING CAMPAIGNS. RAINMAKER PROVIDED THIS AND MORE.”

- Director of Business Development

RainMaker’s **Marketing and Mail List Management** module was designed to allow firms to market to new, existing and potential clients through Marketing Mail Lists and Marketing Projects. Using this module, you will soon master the art of marketing to new, existing and potential clients.

Users can eliminate redundant entries on mail lists and keep up-to-date names, addresses and emails for every contact and employee. The Marketing module allows users to schedule events, track responses and send email Alerts as reminders of tasks to be completed.

Additionally, users can work more efficiently by organizing vital client, prospect, contact and employee information. By editing contact information in the Marketing module, users will precipitate global changes throughout the database. Since RainMaker provides two-way integration with Microsoft Outlook, all changes to contact information made within RainMaker are passed to your Microsoft Outlook contact file. In the same fashion, changes in Microsoft Outlook are passed to RainMaker.





RainMaker Platinum

File Edit Work Flow Reports Custom System Window Help

User Name: Cink, Stewart

Platinum Bar

- Time and Billing
- GL/AP
- Practice Mgt.
- Contacts
- Employees
- Entities
- Activities
- Conflicts
- Marketing Projects
- Marketing Mail Lists
- Reports
- Time Entry
- Timers
- Expense Entry
- Collections Wizard
- Collections
- My Favorites

Marketing Mail Lists

Mail List Type

Drag a column header here to group by that column.

Description	Office	Area of Practice	Department	Owner Name	Last U
2006 - Estate Pla	Dallas	(OLD) 301 ESTATE	Estate Planning/A	Fuyk, Jim	

None

- All
- abc
- def
- ghi
- jkl
- mno

Mail Merge

Merge Mail Lists: 2006 - Estate Planning Campaign

Form Description	File Name	User Name	Public
Estate Planning Se	C:\Documents and	Cink, Stewart	<input checked="" type="checkbox"/>

General Build a List

Owner Name: Fuyk, Jim

Area of Practice: (OLD) 301 ESTATE ADMINISTR

Department: Estate Planning/Administration

Name	Entity Name	Type
Glancy, Robert A.	Lionel Hampton v	Matter
Hicks, Jr., Ronald	Austin Pendelton	Matter
Krichel, President	Alan Lewis vs. Ge	Matter
Marchese, Couns	Basil Rathbone vs	Matter
Marchese, John C	Barbara Stanwyck	Matter
Manuca, Phiston	Fred & Jan vs. Tie	Matter

Build a Mail List # of Contacts: 15

View Contact Details View Employee Details View Entity Details

Status CAPS NUM





“We need a way to...”	RainMaker Platinum provided:
Merge our mailing lists together without duplicating names.	The ability to build new mail lists or merge mail lists together without the worry of creating duplicate names. The ability to select various criteria that a contact must meet to be on the mail list such as city, state, type of law, contact title, zip code, etc.
Easily export all contact data into a mail merge format for Microsoft® Word or WordPerfect.	An export wizard that provides an easy way to export the data into a mail merge format, used by word processing.
Setup and track all marketing projects. Also, we needed to customize our fields to track rating and surveys associated with the event.	A way to setup and track events. A mailing list can be associated with an event to send the invitations. This then provides the ability to track RSVP’s and document notes. Custom fields can be set up to track ratings and surveys.

Write Your Own Success Story

To learn more about the RainMaker Platinum Solution, please contact the sales department at 800.341.4012 x3413, legalinfo@rainmakerlegal.com or www.rainmakerlegal.com/contactus/.

