



ClickDimensions publishes Microsoft CRM Marketing Idea eBook

The top rated marketing automation solution starts 2012 with 60+ pages of marketing ideas for organizations that use Microsoft Dynamics CRM

ATLANTA – January 10, 2012 – ClickDimensions, developer of the most reviewed and 5-star rated [email marketing and marketing automation solution for Microsoft Dynamics CRM](#) (as reviewed by users on [Microsoft's Dynamics Marketplace](#)) has kicked off 2012 with a 60+ page Microsoft CRM Marketing Idea eBook. The eBook, which is available for free download at <http://www.clickdimensions.com/ebook/>, includes over 20 articles with ideas for marketers that use Microsoft Dynamics CRM. Topics in the eBook include:

- Creating and publishing a great newsletter every month
- Easily tracking the effectiveness of online advertisements
- Automating data work with the help of the crowd
- Combining live chat and web tracking
- Quantifying prospects' interest using lead grading and scoring
- Using LinkedIn ads to target group members

Content for the eBook has been developed over the last year in conjunction with the ClickDimensions Microsoft CRM Marketing blog, a top web destination for marketers that use Microsoft CRM.

“We love to provide our customers with more than just technology” stated ClickDimensions Chief Executive Officer John Gravely. “By publishing this eBook of marketing ideas and continuing to publish value added content to our Microsoft CRM marketing blog we are able to help all users of Microsoft CRM arrive at ways to more effectively execute in their roles as marketers.”

About ClickDimensions

ClickDimension's Marketing Automation for Microsoft Dynamics CRM empowers marketers to generate and qualify high quality leads while providing sales the ability to prioritize the best leads and opportunities. Providing Email Marketing, Web Tracking, Lead Scoring, Social Discovery, Campaign Tracking and Forms and Surveys ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions. For more information about ClickDimensions visit <http://www.clickdimensions.com>, read our blog at <http://blog.clickdimensions.com>, follow us on Twitter at <http://www.twitter.com/clickdimensions> or email press@clickdimensions.com