



ClickDimensions Releases the 2013 Microsoft CRM Marketing Idea eBook

Update to the popular marketing eBook contains 60% more Microsoft CRM marketing content

ATLANTA – November 30, 2012 – ClickDimensions, developer of the most reviewed and 5-star rated [email marketing and marketing automation solution for Microsoft Dynamics CRM](#), has published the 2013 edition of its Marketing with Microsoft CRM Idea eBook which can be downloaded at <http://www.clickdimensions.com/ebook>. The 2012 edition of the eBook has been downloaded over 5,000 times and the 2013 edition adds 60% new content for marketers using Microsoft CRM.

The 2013 Marketing with Microsoft CRM Idea eBook is divided into the following sections of 40 unique 'idea' articles:

- Email Marketing
- Online Advertising
- Web Analytics and Optimization
- Data and Research
- Social Media
- Sales Process and Performance
- Customer Service and Support
- Microsoft CRM Marketing Features
- Branding

Examples of articles in the eBook include:

- Put your prospects on auto-pilot with lead nurturing
- Easily track the effectiveness of your online ads
- Quantify your prospects' interest: Lead Grading and Scoring
- What is a good lead worth to you? The lead value calculation
- Use social media metrics to size up your competition
- KPIs, Forecasting and Dashboard ideas for Sales Managers using Microsoft CRM
- Getting real-time customer survey feedback (alerts) from CRM
- Increase your search rankings with off-page search engine optimization (SEO)
- Building dashboards to simplify the process of capturing metrics

"We published the 2012 edition of the eBook earlier this year and it quickly became a widely downloaded resource for marketers" commented ClickDimensions Chief Executive Officer John Gravely. "We enjoy authoring new marketing content and are happy to have expanded the eBook to include 40 articles each with a different idea to improve your sales and marketing efforts."



The eBook can be downloaded at <http://www.clickdimensions.com/ebook/>. Other original ClickDimensions content, including the Microsoft CRM Marketing ROI Quick Guide, can be downloaded at <http://www.clickdimensions.com/content/>.

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, Nurture Marketing, 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

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