

# WILKEN E-MARKETING SUITE

## COMMUNICATION AND PUBLIC RELATIONS

Organisations that deliver aid or collect donations have to offer their services where they are most needed. They have to **tailor them exactly to the requirements of their beneficiaries**. Efficient service delivery and capable membership and donation management ensure the survival of an organisation. Only organisations that **have earned the trust and confidence of their clients and supporters in the long run** will be able to compete in a crowded market.

Methodical and continuous communication and public relations work is the basis for long-term economical success. Knowing your current and future supporters, understanding their needs and interests, and keeping them informed with personalised information is an important ingredient of this ability.

The clearly identifiable position of your organisation in the market and the long-term care for its clients will become more and more important also in personnel management. Today, aid organisations have to present their strengths and benefits as an employer more clearly to professionals, potential apprentices, and volunteers. The competition for qualified personnel makes it necessary to

discover new ways of reaching these goals. Organisations that succeed in structuring their processes methodically and in a client-oriented fashion stand better chances to gradually improve their public image. Only those who strive to effectively communicate their cause will remain one step ahead of the competition.

### CONTINUOUS IMPROVEMENT – LONG-TERM SUCCESS

This is the point where Wilken E-Marketing Suite comes in. As a specialist for international development cooperation and the social economy, Wilken Ciwi offers a continuously learning, web-based software solution for customised communication with many different target groups.

Potential and actual supporters, members, multipliers, co-workers, volunteers, and applicants all have their profiles that are regularly expanded and refined. This data improves the effectiveness of public relations and fundraising as well as recruiting. Organisations can draw attention to their work and execute targeted campaigns to attract qualified personnel. Thanks to the long-standing experience of the specialists at Wilken Ciwi in international organisational management, these solutions are precisely tailored to the needs of various sectors in terms of their functionality.

Due to their modular structure, they also offer a cost-efficient value added and a high level of service.

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### AREAS OF APPLICATION:

- ✓ Campaign management
- ✓ Profile-based marketing
- ✓ Newsletter distribution
- ✓ Donation management
- ✓ Information delivery to co-workers, applicants, and volunteers
- ✓ Contact management
- ✓ Surveys

### ADDITIONAL DETAILS ABOUT WILKEN E-MARKETING SUITE:

- ✓ Individual content collection and presentation
- ✓ Multi-client and multi-language capabilities
- ✓ Personal, needs-based offers and modes of contact for various target groups
- ✓ Modular structure of all software components
- ✓ Integration into legacy IT solutions
- ✓ Comprehensive set of reporting and analysis tools
- ✓ Detailed rights and roles management for customised control over access rights
- ✓ Key component of a full CRM strategy
- ✓ Flexible interfaces to various other systems
- ✓ Various import and export functions and formats
- ✓ Structured client dialogue on the basis of individual profiles

### TARGETED DATA PROCESSING AND RELAYING USING WILKEN E-MARKETING SUITE

