

CampaignShortCuts®

CampaignShortCuts® provides cloud based software solutions, custom development, data services, hosting, consulting and training to meet today's business development and management needs through the use of advanced data and communication capabilities. Marketing and management activities can now effectively use the principals of Lincoln's rules for campaigning on a mass scale to achieve winning results in business to business and consumer focused marketing.



Developed from Lincoln's Rules

Key software development and service capabilities include:

- Cloud based contact, marketing, event, and project management applications
- Custom enhancements to packaged applications, along with custom development of new marketing focused applications
- Data manipulation, cleansing, integration and reporting solutions
- Market, advertisement, and communication focused training and consulting services

CampaignShortCuts® supports business and organizations with packaged applications, custom development, data manipulation, consulting and educational services to develop effective marketing campaigns and programs. Solution areas include:

CampaignShortCuts® Cloud Based Production Applications

- Business to Business Campaign Management
- Non-Profit / Consumer Campaign Management
- StayReady or Backup Solutions for Campaigns
- Call Center and Survey Solutions
- Interactive Phone Broadcast System
- Project Planning Application

Custom Software Development Services

- Custom Consumer or Individual Contact Surveys
- Custom Website Creation and Database Integration
- Custom Call Center Applications
- Mobile and Web Based Marketing Applications
- Online Merchant Service and Fund Collection Applications
- Custom Event Management Solutions

Consumer Research & Data Services

- Demographic Data Analysis
- Location Geocoding and Address Validation
- Geographic and Territory Analysis
- Custom Consumer Data Reporting Solutions



All of these capabilities can provide winning shortcuts to easily prepare and manage business to business and consumer focused marketing campaigns. In addition, applications, reports and custom solutions are hosted in the cloud for desktop web browsers and smart phone access.

CampaignShortCuts® software development background and hosting options:

Software Skills	Development	Hosting	Comments
Oracle Database	✓	✓	26 years developing Oracle solutions
MySQL Database		✓	10 years hosting and managing MySQL
Oracle Application Express	✓	✓	Development experience since first released in 2004
Oracle SQL & PL/SQL	✓	✓	26 years with Oracle & 30 years with SQL
Geocoding & Spatial Data	✓	✓	34 years working with Mapping Data
Data Matching & Cleansing	✓	✓	30 years with Data Preparation Solutions
Data Mining & Analysis	✓	✓	30 years with Data Warehousing, Mining & Analytic Solutions
Custom Reporting	✓	✓	30 years with SQL based Reporting
PHP Solutions	✓	✓	10 years hosting and managing PHP web pages & applications
Mobile Development	✓	✓	12 years developing mobile solutions
Web Development	✓	✓	Development experience since HTML 2.0 in 1995
WordPress Development	✓	✓	11 years of development activity
Email Environments		✓	33 years managing email environments
Hardware Environments		✓	35 years managing & architecting robust hw environments

Additional Services Available Include:	Application Services Include:
<ul style="list-style-type: none"> • Phone & Data Append Purchases • Consumer Data Purchases • Data Support on Campaigns • Online Email Blast Set-Up & Management • Customization of Web Volunteer Forms & Automated Emails • Online Advertisement Set-Up & Management • Website Analytics Set-up & Management • Phone Auto Polling & Robo-Calls • Marketing Training Classes and Custom Marketing & Data Workshops 	<ul style="list-style-type: none"> • Subscription based pricing with monthly or quarterly contracts • 99.9% Service Level Agreement for packaged applications and hosted environments • Includes 8 hours for training staff & phone support on packaged application subscriptions • Upload of contacts & supporters into packaged applications • Maintenance and upgrades while under contract for packaged applications

Contact **Stephen L. Smith** at Stephen@CampaignShortCuts.com for more information.