



Commence Offers Marketing Enablement Services

(Couples Software with Marketing Expertise)

For Immediate Release:

June 12, 2018 - Eatontown, NJ - Commence Corporation a leading provider of Customer Relationship Management software for small to mid-size businesses is now offering marketing enablement services coupled with its CRM application software. “We added Marketing functionality to our desktop and cloud CRM software says Todd Pape, Chief Technology officer at Commence, but its utilization is lower than expected. After discussing this with customers it become clear that a lack of internal resources and marketing experience has impeded their ability to take advantage of what the software can provide to their business. They also indicated that despite a desperate need to create effective marketing programs, they did not see this happening in the near term simply because they could not afford expensive marketing personnel on a full time basis. This led to a decision to offer this as a service coupled with our Marketing software”.

“Like many of our customers, Commence Corporation is in a highly competitive space, but we have the tools and experienced personnel on staff that has enabled us to successfully compete against industry giants. As such, we are quite confident that we can add a lot of value for our customers concluded Pape”.

The service is offered as a flat monthly fee at a fraction of the cost of a full time marketing employee. Areas of focus include; Search Engine Optimization, Content Creation and Distribution, Blogging, Presence on Social Sites, Mass e-mail and more. The objective is to provide customers with access to the tools and experienced marketing professionals that can create a consistent series of marketing messages that improve name recognition, generate more new business opportunities and drive more revenue. For more information visit <http://www.commence.com/marketing-enablement/> or call Commence Sales at 1-877-COMMENCE.

About Commence Corporation

Commence provides both desktop and cloud based Customer Relationship Management software for small to mid-size businesses. The company also offers a set of best practices designed help business improve sales execution and customer service. Commence CRM is used by several thousand people around the world to streamline sales, marketing, customer service and project management. Customers that utilize Commence CRM have realized significant improvements in workforce productivity, positive customer engagements and a reduction in operational cost.