

Marketing software ideas

If you were given the opportunity to create a product, without any limitations, that would help you in your marketing efforts, what would you envision?

Which processes (e.g. Customer Relationship Management, lead generation, AMPS, communication via email and web sites, and e-brochures, etc) do you think could be aided by an IT product?

This is a forum for marketers to identify their own needs thus allowing software developers to respond to these requests by providing or developing new products to fill those needs.

Feel free to respond with ideas for new products, comments on existing products and business marketing needs that you need filled."

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