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PRESS RELEASE

RedHorse Systems – Marketing Campaigns Go on 'Auto'

RedHorse Systems introduces business software that automates marketing campaigns with no need to purchase special marketing software. RedHorse CRM v3.2 allows small business to automatically respond to individuals with immediate and long term actions which are suited to their interests, using any of the campaign tools included in the software. The system can accept updates from websites to fine tune the marketing campaign, prospect by prospect.

La Quinta, CA, February 3, 2011:

RedHorse Systems Introduces Marketing Automation for Small Business

With today's introduction of RedHorse CRM v3.2, automated marketing systems are no longer solely the province of large companies. RedHorse Systems has added marketing automation to its small business system, creating a powerhouse marketing campaigns tool. By adding contact-centric workflow, RedHorse Systems gives the program the ability to automatically respond to individuals with immediate and long term actions which are suited to their interests, using any of the campaign tools included in the software. Workflow uses an independent engine and manager to permit continued operation whether or not the RedHorse CRM v3.2 program is active. It does so by linking with Windows background services.

Keeping Prospects Interested – All the way to the sale

“RedHorse CRM v3.2 continues our policy of including more business processes in our software with each release. It's well known that most prospects are lost through inattention by the selling company. Version 3.2 insures this can never happen,” said Connie Koch, founder. The software adjusts to changes made by the prospect, and makes sure the correct marketing actions happen, automatically.

“We have solved the email attachment limitation, expanding the ability of users to send large files. This gives us a real performance advantage over conventional systems. We have sent attachments as large as 50 megabytes,” said Koch. “Of course the recipient needs to have an inbox large enough to accept files of that size.”

As part of the upgrade, calendar speed was also improved. It now loads in one-third the time. Version 3.2 is also designed to automatically convert GoldMine® v9.0 files.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit <http://www.redhorsesystems.com>. RedHorse CRM is sold through a network of dedicated Value-Added-Resellers who configure the software to match each client's business processes.

About RedHorse Systems Inc.

RedHorse Systems is the developer of affordable small and medium sized business (SMB) software. RedHorse CRM integrates closely with both Microsoft® Outlook® and Intuit® QuickBooks® to create a complete business system which contains within it the abilities to do quoting and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns which include lead tracking.

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