PRODUCT PROPOSAL

MarketerERP

Marketing Management ERP System

Prepared by TondeSoft Ltd — a complete marketing management ERP built to unify sales intelligence, campaign execution, customer communication, automation, and analytics on a single, secure platform.

Prepared For	Prospective Client
Prepared By	TondeSoft Ltd
Product	MarketerERP — Marketing Management ERP
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Overview

MarketerERP is TondeSoft Ltd's marketing management ERP system, designed to bring every stage of the customer journey — discovery, engagement, conversion, and retention — into one connected platform. It replaces fragmented spreadsheets, chat apps, and point solutions with a single system of record that gives leadership real-time visibility and gives frontline teams the tools to work faster and smarter. The sections below outline the core modules that make up MarketerERP.

Core Modules & Features

01 Executive Dashboard

A real-time command centre that consolidates sales, marketing, and customer-engagement metrics into a single view. Executives can track KPIs, revenue trends, and team performance at a glance, enabling faster, evidence-based decision making without waiting on manual reports.

02 Business Discovery

A prospecting module that helps teams identify and profile potential business opportunities within target markets. It surfaces company information, industry context, and engagement signals to help sales and marketing teams prioritise the right accounts.

03 Business Search

A powerful search engine built into the platform for quickly locating businesses, contacts, leads, or records across the system. It reduces the time staff spend hunting for information and improves response times to customers and prospects.

04 Sales Intelligence

Delivers actionable insights on deals, pipelines, and customer behaviour. Sales teams gain visibility into which leads are most likely to convert, historical performance trends, and recommendations for the next best action to close deals faster.

05 Marketing Studio

A creative and campaign-management workspace for planning, designing, and launching marketing campaigns across multiple channels. It brings campaign planning, content creation, and performance tracking together in one place, reducing reliance on scattered external tools.

06 Omnichannel Inbox

Unifies customer conversations from email, social media, WhatsApp, and other channels into a single inbox. Teams can respond to every customer from one screen, ensuring no message is missed and every conversation has full context.

07 Bulk Messaging

Enables mass communication with customers and leads via SMS, email, or WhatsApp broadcasts. Ideal for promotions, announcements, and customer re-engagement campaigns, with delivery tracking to measure reach and effectiveness.

08 Tasks & Reminders

A built-in productivity module that helps teams stay organised by assigning tasks, setting deadlines, and triggering reminders. It ensures follow-ups on leads, campaigns, and customer requests are never forgotten.

09 Automation Studio

A workflow-automation engine that lets businesses design rules and triggers to automate repetitive marketing and sales processes — such as lead assignment, follow-up sequences, and notifications — freeing staff to focus on higher-value work.

10 Integration Engine

Connects MarketerERP with third-party platforms, payment gateways, and business tools, allowing data to flow seamlessly between systems. This keeps the organisation's technology stack synchronised and eliminates duplicate data entry.

11 AI Brain Console

An AI-powered control centre that applies machine learning to customer data, generating smart recommendations, predictive insights, and content assistance. It helps teams work smarter by surfacing patterns that would otherwise take hours to find manually.

12 Analytics & Data Warehouse

A centralised repository that stores and organises business data for deep analysis and reporting. It supports historical trend analysis, custom reports, and data-driven strategy across sales, marketing, and operations.

13 App Marketplace

An extensible ecosystem where businesses can discover and install add-on applications and plugins that extend MarketerERP's core functionality, tailoring the platform to specific industry or operational needs.

14 Developer Platform

Provides APIs, SDKs, and developer tools for businesses that wish to build custom features, integrations, or extensions on top of MarketerERP, giving technical teams full flexibility to extend the system.

15 Security & Compliance

Safeguards business and customer data with access controls, audit trails, and compliance features aligned to data-protection best practice. This gives businesses confidence that sensitive information is handled securely at every level.

For a live demonstration of MarketerERP or a tailored pricing proposal for your organisation, please reach out to TondeSoft Ltd on 0539228215 or WhatsApp 0275498774.

A closer look

MarketingERP | Visual overview



Industry / product visual

BUILT AROUND YOUR OPERATIONS

MarketingERP is part of the TondeSoft portfolio of practical business management solutions. The preceding catalogue outlines the functional areas and capabilities available for discussion and deployment.