

## Incremental Epic Fact Sheet Marketing

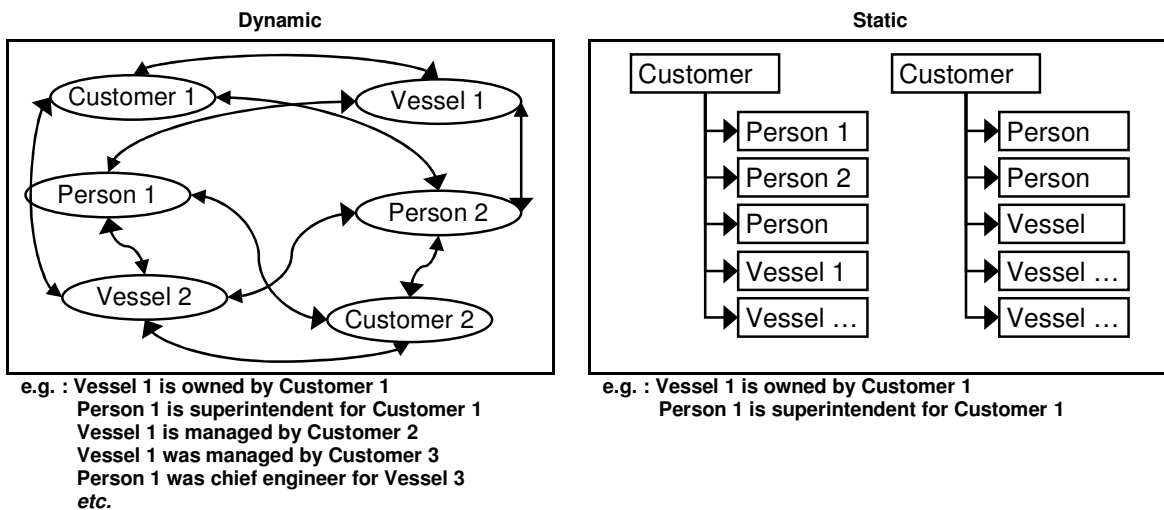
Incremental Epic's *marketing* plug-in helps you to manage your commercial relationships. This fact sheet gives an overview of this functionality.

### A Trading Community

Your yard operates within a *trading community* of ship owners, agents, agencies, suppliers etc. These companies have associated people and vessels. Such relationships are constantly changing. Effective marketing relies on an up-to-date knowledge of this community, alongside a retained history of what happened before.

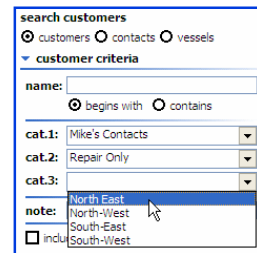
### Relationships, Not Just Addresses

Hence it is necessary not only to have contact details for all the parties in your trading community, but also how they interrelate currently and historically. Epic allows you a *dynamic* view of your market, rather than a *static* view:



### Search & Categories

Incremental Epic can naturally search through your marketing records. This can be enhanced by the use of categories that you are free to define, hence allowing you to subdivide your market any way you choose.



### Contact Histories

Incremental Epic also allows you to build up a contact history for any party. All records can have documents and date-stamped notes attached.

Other relevant fact sheets : [Documents](#)  
[External Integration](#)  
[GUI Friendliness](#)