



## RSM Services

RSM Belgium is specialized in audit, expertise, taxation, and consulting. With over 160 experienced professionals and 38 associates working across 6 offices and in the three regions of the country, RSM Belgium is part of a multinational network of accounting firms.

Business Solution  
Digital Marketing & CRM

Sector  
Consultancy

Collaborators  
50 - 249

Website  
[www.rsm.global](http://www.rsm.global)

### CHALLENGE

*The marketing department at RSM aims to have tools that allow them to improve the quality of their work and that can offer them flexibility and autonomy.*

*Initially, the RSM team wishes to take up three main challenges:*

- *Retaining their client base and generating new leads.*
- *Integrating the tool with their current database.*
- *Ensuring compliance with the new European General Data Protection Regulation (GDPR).*

*In addition, they aim to automate their processes through marketing automation and organize corporate events.*

### SOLUTION

After analysing the different solutions on the market, it appears that Eezee-it CRM & Marketing can meet their challenges and future goals.

In order to meet their challenges, a first marketing campaign was launched: the publication of their "Memento" on a dedicated mini site. In addition, with the help of Eezee-It, a two-way interconnection with their current database has been implemented.

The project is ongoing and RSM Belgium has the ambition to launch many other campaigns and to use the tool for email marketing and event.

## RESULTS

The first "Memento" campaign helped correct their databases, collect consents, retain customers, and attract new ones. Today, the team has powerful tools that allow them to launch new campaigns and achieve their marketing objectives.

**Sebastian Dupas**

Project Manager

[sebastian.dupas@eezee-it.com](mailto:sebastian.dupas@eezee-it.com)

+32 10 87 00 24



### Modules

CRM

Email Marketing

Events

Marketing Automation

Website