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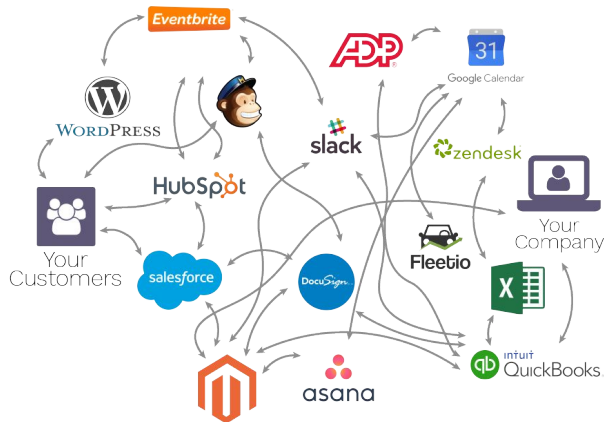
Rapsodoo  
**Lead & Web** Pack

CRM  
Website  
Marketing

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# Perchè odoo

*Da software stand-alone*



*A soluzione All-in-one*



Simplify the flow with

# odoo

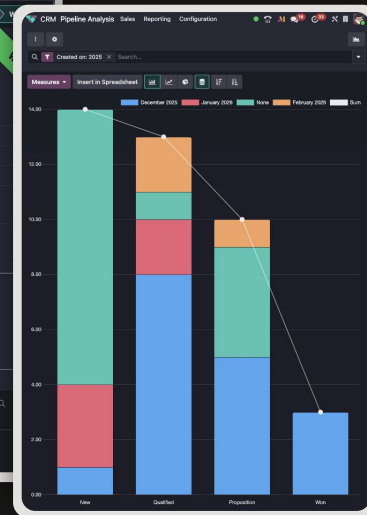
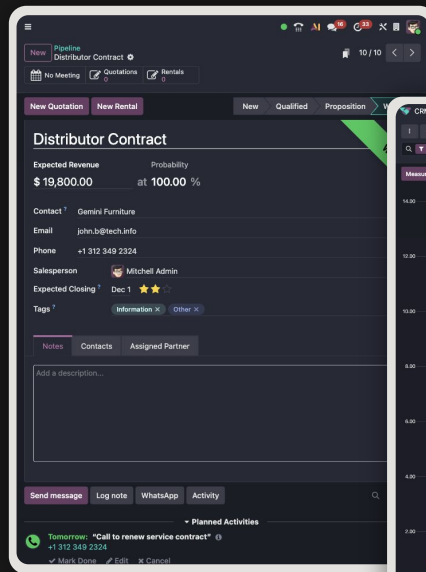
With the Rapsodoo CRM, Website & Marketing package, you transform **contact management**, **online presence**, and **promotional activities** into a **single, smooth, and efficient digital ecosystem**. Thanks to the Odoo platform, all information is connected: from the first website interaction to customer conversion, everything happens in a **transparent, measurable, and automated way**.

# Rapsodoo Lead & Web Pack



# CRM

  
RAPSDOO



**Modern, mobile-friendly user interface** with smart filters to provide a clearer overview of sales activities.



**The opportunity pipeline** can be managed using drag & drop functionality, and much more.



**Effective templates** that reduce low-value tasks and shorten operational time.



**Opportunity analysis** with advanced filters, groupings, dropdown menus, and more.



**CRM dashboard** to instantly view KPIs for the entire sales team.



**Incoming leads** are automatically created after email submissions, website visits, or online form completion.



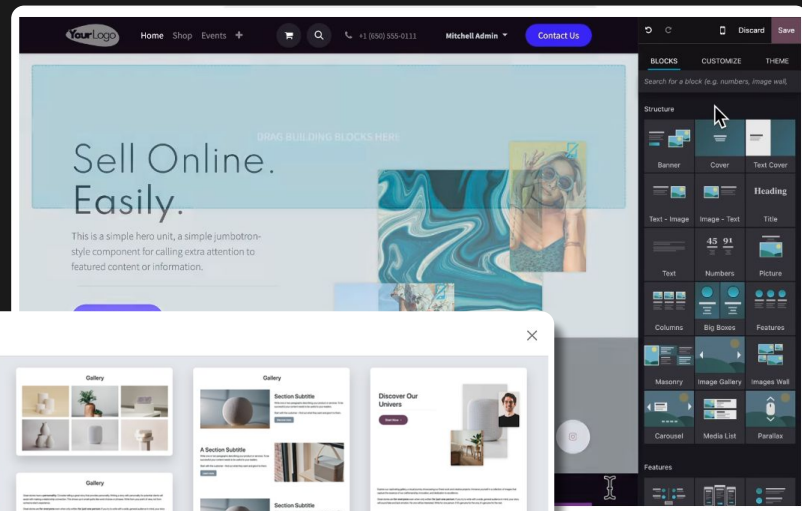
**Management of activities, deadlines, and reminders** with direct assignment to team members.



**Predefined or customizable dashboards** thanks to an advanced reporting system, ready to be shared with the team.



**Analysis of potential customers** to evaluate the return on investment (ROI) of your marketing campaigns.



**Drag & drop editor** to customize the website with simple drag-and-drop actions.



**Responsive design** that ensures websites are optimized for all devices, including smartphones and tablets.



**Built-in SEO features** to improve visibility on search engines.



**Blog and forum features** to create interactive content and engage visitors.



**Form builder to create custom forms** for collecting visitor information.

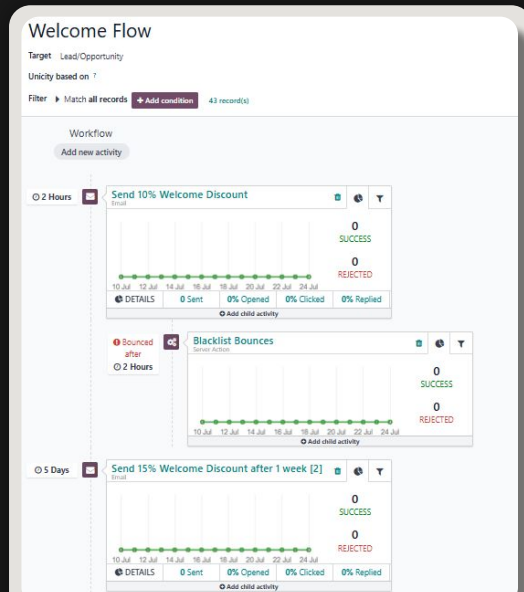


**Analytics and reporting to monitor** website performance through integrated analytical tools.



**Integration with other Odoo modules** such as CRM, Marketing, Sales, and additional Odoo apps for a unified experience.





**Email marketing** to create professional email campaigns using a drag & drop editor and customizable templates.



**Marketing automation** to build automated workflows that send personalized messages based on user behavior.



**WhatsApp marketing** for the automatic delivery of predefined templates within marketing automation flows.



**Advanced segmentation** using dynamic filters based on CRM data, sales data, and online behavior.



**Real-time tracking and analysis** of campaign performance (open rates, clicks, conversions).



**Integration with other Odoo modules** such as CRM, Sales, Website, E-commerce, and more for a true omnichannel marketing strategy.



# WhatsApp



WhatsApp Templates

New WhatsApp Template  
Event Reminder (Demo WhatsApp Account) 12 / 13

Messages 0

Submit for Approval Preview Draft Pending Approved

Name  
Event Reminder

Account Demo WhatsApp Account

Applies to Event Registration

Phone Field Phone

Category ? Utility

Users Accessible to all Users

Template Name event\_reminder

Language English

Header Type Location

Footer Message Write 'stop' to stop receiving messages

Body Buttons Variables

Hi {{(1)}},

As a reminder, \*{{(2)}}\* by \*{{(3)}}\* is approaching: \*{{(4)}}\* in \*{{(5)}}\*.

For more info {{(6)}}

See you there.

Send message Log note WhatsApp

WhatsApp Temp...

New

Name	Applies to	Created by	Status
Sale Orde...	Transfer	OdooBot	Draft
Referral S...	Referral LI...	OdooBot	Draft
Payment ...	Contact	OdooBot	Draft
Sale Order	Sales Order	OdooBot	Draft
POS Recel...	Point of S...	OdooBot	Draft
Point of S...	Point of S...	OdooBot	Draft
Delivery C...	Transfer	OdooBot	Draft
Payment ...	Payment	OdooBot	Draft
Invoice	Journal En...	OdooBot	Draft
Payment L...	Generate ...	OdooBot	Draft
Event Ticket	Event Regi...	OdooBot	Draft
Event Re...	Event Regi...	OdooBot	Draft



**Send and receive WhatsApp** messages directly from Odoo through an integrated interface.



**Message automation** for notifications, reminders, order confirmations, or appointments using Odoo workflows and predefined templates.



**Integrated CRM** for complete customer relationship management.



**Quick replies** using predefined messages and automated responses to improve customer service responsiveness.



**Conversation tracking and reporting**, including statistics on WhatsApp channel usage in marketing and sales campaigns.



**Security, privacy**, and compliance with data protection regulations.



# Project **PROPOSAL**



# Il progetto con Rapsodoo

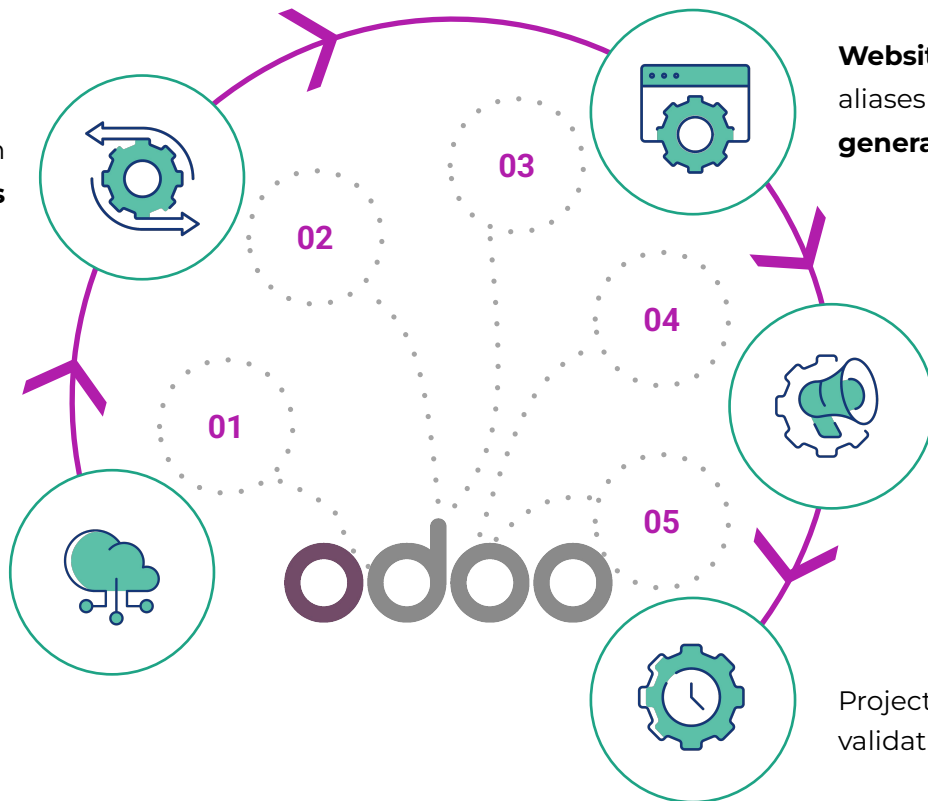
CRM configuration with  
**stages** and **automations**

**Website** creation and email  
aliases for **automatic lead  
generation**

Creation of **2 marketing  
campaigns** based on standard  
Odoo fields and integration  
with **WhatsApp Business**

Project testing and  
validation for **go-live**

**Cloud SaaS  
environment**  
configuration





# Economics

## Project

### Activity

- CRM configuration
- Website creation with forms for automatic lead generation
- Configuration of 2 marketing campaigns
- WhatsApp Business configuration
- Training for a total of 8 hours
- PDF guides for super users
- Turnkey project

### Drivers/metrics

One-off fee

### Implementation costs

€ 6,700.00

# Economics - OPEX

## Odoo Licensing + Cloud \*

### Activity

- Odoo licenses (10 users)
- Odoo.sh Cloud (1 worker – 60 GB storage)
- Production and testing

### Drivers/metrics

**1 Year**  
Commitment

### Implementation costs

**3k**  
(10 users + Odoo.sh)

## Support Assistance & Maintenance Service

### Activity

- Functional and technical support up to a maximum of 12 hours

### Drivers/metrics

### Implementation costs

**€ 1,700.00**



# Thanks

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