

MATCH MADE IN HEAVEN

Marry Your CRM & Your Marketing Automation Software

What is Marketing Automation?

A tool or suite of tools designed for organisations to drive lead generation, to more effectively market on multiple channels online (email, social media, website, etc.) and automate tasks such as:





DATA CAPTURE AND INTEGRATION



LEAD SCORING

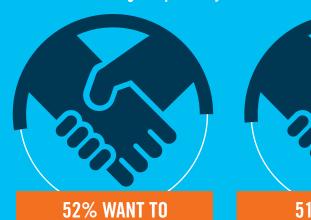


BUSINESSES THAT USE MARKETING AUTOMATION HAVE BEEN SHOWN TO **DELIVER 50% MORE** 'SALES READY' LEADS



Why should it integrate with CRM?

The easy answer is because the integration will provide a much greater return on your CRM investment. In a recent Marketing Sherpa survey, CMOs have confirmed that...



ACHIEVE OR INCREASE MEASURABLE ROI



51% WANT TO OPTIMISE THE SALES AND MARKETING FUNNEL



51% WANT TO GAIN GREATER AUDIENCE INSIGHT

The data gathered and shared between your marketing automation solution and your CRM system can enable you to do all of that. That's why you should integrate.

- ✓ Get better insight into buying habits of potential customers
- ✓ Build stronger customer relationships before the relationship is even solidified with a sale Send targeted messages and nurture leads to sales readiness
- Prioritise sales focus, help increase conversion and shorten the sales cycle
- ✓ Drive greater sales and marketing efficiency
- Review performance across the entire demand funnel, drive accountability and better decision making

How can Marketing Automation integrate with CRM?



conventions and standard fields.

It can capture data directly from web-forms, populate new contacts in line with naming



It can automatically score and allocate leads that are tracked in the CRM system.



keep track of and prove your lead generation activities.

It can capture the source of leads and the associated marketing campaign that generated it, enabling you to

teams a dramatic edge over the competition.

Why should you care?

... Because businesses that get sales and marketing aligned and use automated lead nurturing programmes alongside their CRM see 31.6% average year-over-year growth in annual company revenue.

... Because according to Gleanster, only 37% of organisations that lack alignment reach revenue goals and a mere 7% exceed them.

complementary tools that only reach their full potential when paired together. Each have a lot to offer on their own, but combined, they can give sales and marketing

Marketing Automation and Customer Relationship Management (CRM) are