

# WORKBOOKS GATORMAIL

A Marketing Automation solution to help generate leads, strengthen customer engagement and drive efficiency.

Marketing Automation and CRM systems are much like your sales and marketing teams - each has a defined role in a shared objective for your business. They may touch the same group of people in different ways and at different times, and are most effective when they work together.

Workbooks combines CRM and Marketing Automation in one solution. Part of the Workbooks suite, Workbooks GatorMail is an advanced email marketing solution enabling you to easily and efficiently send targeted marketing messages via email to any mailing list. How complex, dynamic or automated you want it to be is defined by you! And you can easily create workflows to engage customers throughout their entire journey.

## NEW BUSINESS



**Deliver personalised messages:** Segment your contacts based on their needs and interests, and target them with personalised and highly relevant messages.



**Nurture leads:** Drip compelling content to leads over time to turn a stagnant database into a sales generator. Set up a series of automated lead nurturing emails that get sent to prospects who might not be ready to buy just yet, keeping your brand top of mind. Set dynamic triggers and workflows to ensure no contact is left untouched.



**Gain greater insight:** Drive your contacts to take action with an email message, and learn more about them as they respond and head to your website. If you have Web Insights (part of the Workbooks suite too), you can track their behaviour as they browse your website. With fresh insight at your fingertips, you can engage with them in the most meaningful way.



**Sales and Marketing working together for success:** Sales can see what emails a contact has received or engaged with. At the same time, your marketing team can easily determine which contacts need to be nurtured, and which ones are already in the sales process. Both teams have visibility and insight and can operate in unison, for optimal impact.

# CUSTOMER RETENTION



**Maintain a personal touch as you scale:** Using Workbooks GatorMail you can send timely emails, check-in and follow-up with all of your customers, making sure no relationship is left unattended. You can personalise your content to address the specific needs and interests of your customers.



**Subscription renewal:** You can send customers an automated email series in the lead-up to their renewal date, reminding them of the impending renewal and encouraging them to take action. You can set up an automated series of emails that go out to customers starting the day they sign up, to educate them on how best to use your product - ensuring that they see the value and renew over and over again.



**Sell more:** You can easily segment your customers and promote additional products that would complement what they already have – driving increased revenue from your existing customer base.

# EFFICIENCY

With Workbooks, you get CRM and email in one solution! You can keep Sales and Marketing in sync, follow-up intelligently with prospects and customers, and convert more contacts into sales.

- No more data duplication and data silos
- Sales and Marketing get a complete view of customer interactions throughout the entire life cycle
- Smarter prospecting and better nurturing with responsive campaigns, workflows, segmentation and more
- Increase conversion rates and measure ROI. Know what is working and where to invest

## *features* INCLUDE:

- Mailing lists – including the ability to auto-populate mailing lists based on reports, e.g. customers due for renewal
- Easy to use 'Drag and Drop' editor for creating compelling email designs
- Multi-campaign types, including workflows, recurring, campaign series
- A/B split testing
- A rich library of HTML and plain text templates
- Open/click/bounce management and analysis
- Dynamic content
- Multi-language variants
- Inbox testing and anti-spam analysis
- Scheduled delivery
- A preference centre for managing email subscriptions and opt in/out