

TRIED AND TRUE CAMPAIGNS FOR MARKETING AUTOMATION & CRM

Start gathering data by determining what you want to collect, what you're going to use it for, and how you're going to get it. From there, launch campaigns that:

NURTURE EXISTING LEADS



CRM: Use a workflow to add certain leads to a Marketing List (new leads, completed phone calls, appointments).
MAP: Automate emails based on action taken in CRM (welcome, survey, confirmation).

FIND OPPORTUNITY WITH SOCIAL



CRM: Download Marketing Lists based on industry, job title, event attendees or products interest in/sold.
MAP: Upload lists to social media as a custom audience. Serve targeted content via social ads and follow up with email.

NURTURE NEW LEADS



CRM: Assign leads to sales only if they fill out a contact form. Separate content downloads from sales-ready submissions.
MAP: Automate content downloads with first touch from company and followups on behalf of a salesperson.

USE PERSONAL INFO FOR EMAILS



CRM: Create Marketing Lists based on personal information, like products sold, zip code, sales stage, or owner.
MAP: Segment your emails and target each group with unique content ("You might also like...", "Congrats on the purchase!" or promo for a region).

ENGAGE COLD EMAIL LISTS



CRM: Create Marketing Lists based on activities and time stamps (opportunity close, last activity date, modified on).
MAP: Ask for interaction in your emails to these lists (RSVP, "Get a special offer," "Subscribe").

USE LEAD SCORING FOR SALES



CRM: Create a Marketing List to drop leads that are ready for sales.
MAP: Determine what actions make a lead "sales ready," and use a workflow to import over all leads that reach a certain Lead Score.

A Marketing Automation Platform That's **BUILT FOR MARKETERS, BY MARKETERS.**

The emfluence Marketing Platform is so intuitive, you'll swear it was built just for you. Whether you're launching your own digital campaigns or managing a brand across a channel of resellers, it's perfect for:



Email
Marketing



Social
Engagement



Email
Automation



Landing
Pages



Surveys



Forms



Website
Tracking

**MAKE MARKETING
EASIER.**

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