

GOT CRM?

Here's Why You Need Marketing Automation, Too

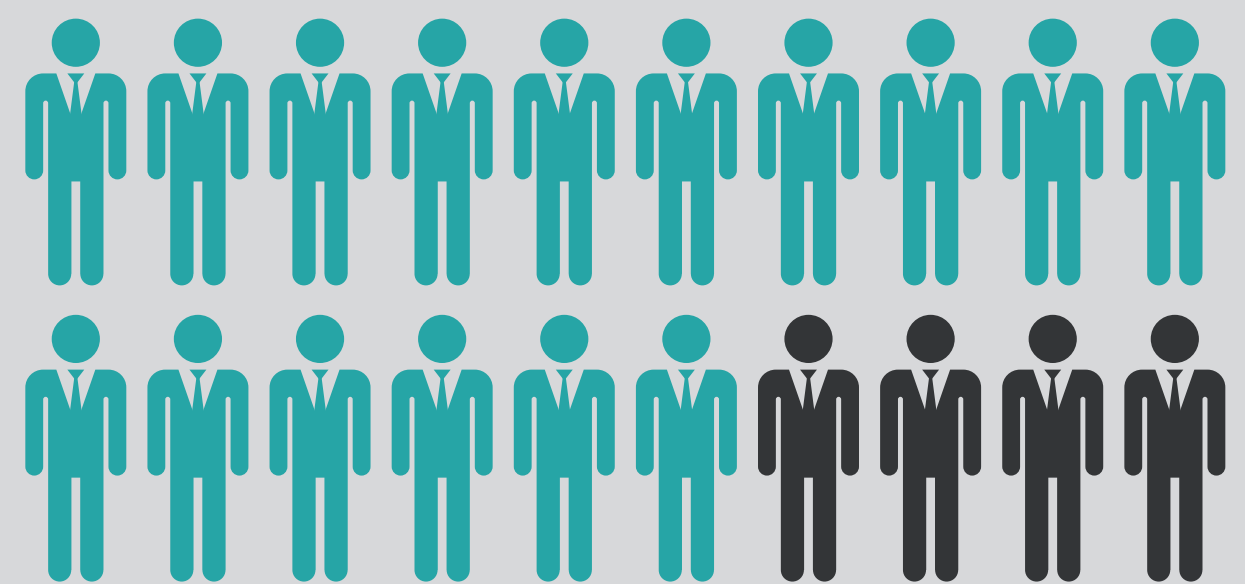
Even the most powerful CRM systems fail to empower marketers with the tools they need to support sales. You need to combine the right CRM with the right marketing automation platform to drive marketing/sales alignment and empower your team to exceed your goals.

NURTURE PROSPECTS AND LEADS

Digital marketers need the right tools to attract, target, and nurture prospects and leads. With an average of five decision makers involved in most sales cycles, marketers also need to drive meaningful conversations with various stakeholders.

The right marketing automation tool allows marketers to:

- 01 Identify and target prospects at the right time to turn information-seekers into leads
- 02 Conduct lead analysis and list segmentation for better lead nurturing
- 03 Score leads to evaluate a lead's interest and position within the sales funnel
- 04 Ensure the best opportunities get passed to sales



80% of marketers say their lead generation efforts are only slightly or somewhat effective

HARNESS THE POWER OF DATA

42% of B2B marketers state that a lack of quality data is their biggest barrier to lead generation



By combining CRM and marketing automation, you can equip your marketing and sales teams with the tools they need to deliver the right information and resources to seal the deal.

Good data empowers you to:

- ▶ Define and identify prospects
- ▶ Develop and strengthen relationships
- ▶ Deliver sales-ready leads to your CRM
- ▶ Better engage customers from anonymity to advocacy

ACCELERATE LEADS, ENGAGEMENT, AND ROI

A good CRM equips you with quality data, but Act-On's marketing automation platform provides the resources you need to personalize your marketing and convert leads into customers faster than ever.

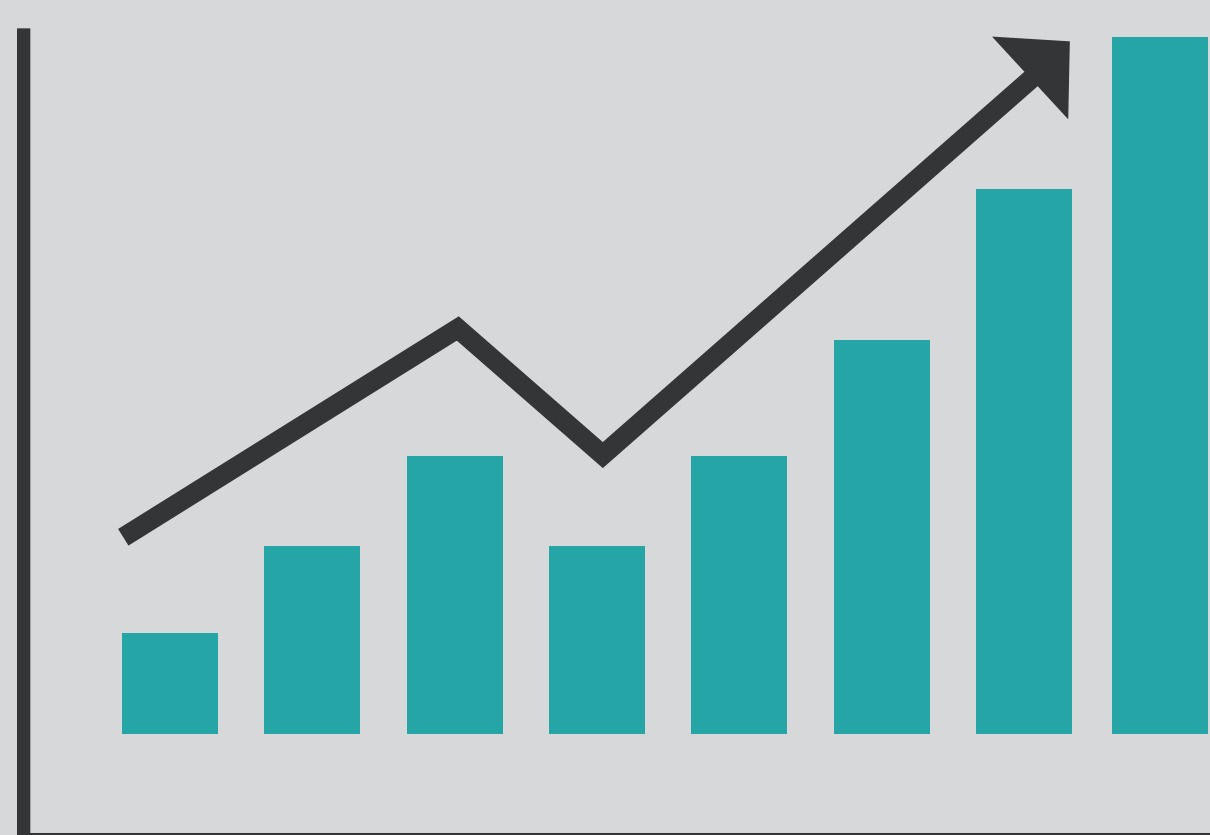
With Act-On, you can leverage the following to provide a unique customer experience and keep your leads moving from one phase of the sales cycle to the next:

- ▶ Craft trackable Act-On emails for sales
- ▶ Deliver the right content to the right person at the right time
- ▶ Develop forms that work with SharePoint, Wordpress, & Drupal
- ▶ Track and measure all campaigns across all channels
- ▶ Leverage data from your CRM
- ▶ Push data to your CRM
- ▶ Increase data visibility for Sales



84% of companies believe a CRM system is beneficial in determining the quality of leads

RAISE YOUR BOTTOM LINE



Connecting marketing automation with your CRM software empowers your Sales and Marketing teams to work better together and get results like never before.

This combination allows you to efficiently create, manage and track campaigns across multiple channels, so you can easily scale your marketing and maximize ROI.

For more information on why you should combine your CRM with the Act-On marketing automation platform, download our [Got CRM? eBook](#)

