eMarketing Automation and CRM Integration

Optimizing Leads From Your Web Site & Email Marketing

How to use GoldMine CRM and Email Marketing Automation software to capture and nurture leads, then convert them into loyal customers.

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Building Your Sales Funnel

The internet has revolutionized the game of business by allowing companies to compete for customers online without a large advertising budget. Using Search Engine Optimization (SEO) strategies for organic search and Search Engine Marketing (SEM) for paid search allows your website to get found by online visitors interested in your product or service.

But only a small percentage of these visitors are ready to buy when they land on your site. The rest are seeking to become more educated about a topic or are collecting information for a later buying decision. To be a part of an ongoing conversation with these "non-ready buyers," your website must first capture their attention and then compel them to provide their contact information so that you can initiate a follow-up.

Attracting Visitors and Capturing Leads

When visitors search and land on your website, you must have a relevant offer (demo, newsletter, ebook, webinar, etc.) that compels them to provide their information. This offer is known as a Call To Action (CTA). Examples of CTAs are "Sign-up for our Newsletter", "Attend a Webinar", "Free Consultation" or "Download Whitepaper."

Make sure the CTAs are noticeable on your website. Use bright buttons as attention grabbers. Next, plan ahead for how you'll track your leads. For example, when some companies receive web leads, they're alerted via email and the contact is added to their website's "back end" database, which may require a webmaster to access. Additionally, this almost always results in the need for double entry—into a spreadsheet, address book, accounting software or database in order to follow up. As with any manual tracking process, the risk of error, sustainability and neglect increases.

EVOLUTION OF LOYAL CUSTOMERS

Attract Visitors	Capture Leads	Nurture Prospects	Convert Sales	Retain Customers	More Sales
Use enticing calls to action to capture visitors with web forms	Load visitor information into your CRM & trigger follow-up	Use consistent targeted nuture campaigns	Turn browsers into buyers with consistent touches	Stay in front of your customers with relevant campaigns	Build relationships to grow your business

But what if this critical first step in the website sales funnel was automated so leads were not only captured, but entered into an easy to use database system, assigned to a sales rep for follow up and added to a lead nurturing campaign for automatic follow up?

Besides your website, only 2 business software tools are required to accomplish this automation:

1. CRM (Customer Relationship Management) Software
2. Email Marketing Automation Software

Without these 2 integrated tools, online lead management remains a manual process at best or, at worst, a manual process of managing multiple software programs that don't "talk" to each other.

GoldMine®, combined with **IntelliClick**, provide the tools that combine to handle both functions.

GoldMine helps companies track and organize contacts by current and prospective customer, manage sales leads and improve customer retention. It keeps details of your customer relationships in a single organized database, so the sales department never misses following up with a sales opportunity.

Powerful marketing features of **GoldMine** include:

- ✓ Native web import capabilities integrate your web site with the CRM database to add new leads in real time
- ✓ Automated Processes trigger workflow automation, enabling drip marketing campaigns from different conditions in your database
- ✓ The Document Management Center allows email templates to be prepared and stored for tracked campaigns and one off communication
- ✓ "Call To Action" hyperlinks engage your sales team with instant email and SMS notifications
- ✓ Web page navigation tracking prioritize opportunities based upon degree of interest and time spent on your site

"25% of companies do not have a form on their website to collect visitor information and generate leads." — Optify

Nurturing Web Prospects

When prospects are "hot," sales knows how to close them. If they're unqualified due to budget or "fit," sales eliminates them. And then there's the 22% of sales leads that will buy eventually, but aren't ready today. Sales doesn't want them (yet) and the company has invested too much to generate these leads to ignore them. They're perfect for lead nurturing.

Lead nurturing is a "stay-in-touch" process used to send relevant offers or more information to a website visitor who's demonstrated interest in your services. Lead activity, such as a web visit from a prospect who clicked-thru on a hyperlink from an email, is monitored as prospects heat up with interest over time.

Lead nurturing via email, also known as drip marketing, has 81% higher web conversions (2.89% vs. 1.6%) compared to other forms of B2B web traffic— even outperforming referrals, according to a study by web metrics company Optify.

With GoldMine and IntelliClick, all components of your drip marketing campaign reside in your database: *Template design, list targeting, work flow automation, tracking tools and reporting.*

Converting Sales

Finding the balance between your sales process and the prospect's buying process is challenging. Prospects may have their own purchasing cycle that doesn't match a company's nurturing cycle.

Most companies' marketing budgets and sales activities typically focus only on new lead acquisition. But marketing automation makes it easy to maintain relationships with cold leads until they are ready to move forward with you.

When a lead nurture recipient consistently responds to or engages with specific messages or calls to action (CTAs) on your website, sales reps have an opportunity to prioritize their follow-up calls by the prospects' buying readiness.

Retaining Customers for Life

Keeping happy customers is much less expensive than buying new ones. The marketing and support expenses alone to maintain a current customer are minimal compared to the expense of pursuing and acquiring a new customer.

The trifecta of digital business tools—website, database and marketing automation software—keep existing customers from being poached by the competition. Triggered drip marketing campaigns benefit new customers who want to learn about their solution provider and the other products or services available to help grow their businesses.

An educational and solution-oriented automated drip marketing campaign walks them through key features, cutting down on customer support requests, and demonstrating that they are valued and respected.

CRM and email marketing automation software allows your business to communicate more often and more effectively to maintain customer relationships for life.

Even More Sales

Cross-selling customers is another way to increase the value of customer retention. Savvy database marketers often data mine buyer info from their database to send relevant messages to customers based on their purchase and usage history.

The most important aspect of cross-selling is making sure your approach is built around serving your customer's best interests. Why would a customer want this next product from you? Always convey the value from the customer's point of view. How will it solve the customer's problem?

Be sure to stay relevant with what you are cross selling. The more you know about your customers by monitoring who they are, what they're buying, how they found you, and what their pain points are, the more effectively you will be able to target them for other products they may need.

About BAS / IntelliClick Software

Business Automation Solutions Inc. (BAS) is the developer of IntelliClick Software. Applying over 20 years of experience with CRM products such as GoldMine, BAS offers an email & web site marketing solution that leverages the power of CRM integration. IntelliClick Software is used by companies throughout the world, provides an on premise, interactive digital marketing solution. A combination of real time tracking of email and web site marketing, email & SMS alerts, "call to action" capabilities and comprehensive analytics distinguishes IntelliClick from other typical email service providers. http://www.intelliclicksoftware.com

About GoldMine Software

GoldMine is a leading provider of relationship management solutions designed for businesses. With over 1 million users managing over 1 billion relationships, GoldMine is one of the most widely used relationship management technologies in the world.

The GoldMine solution enables organizations to build enduring relationships that enhance business performance through the improvement of employee productivity, customer and partner loyalty, and better management of the entire business ecosystem. GoldMine is published by HEAT Software and is headquartered in Milpitas, California. http://www.goldmine.com/