

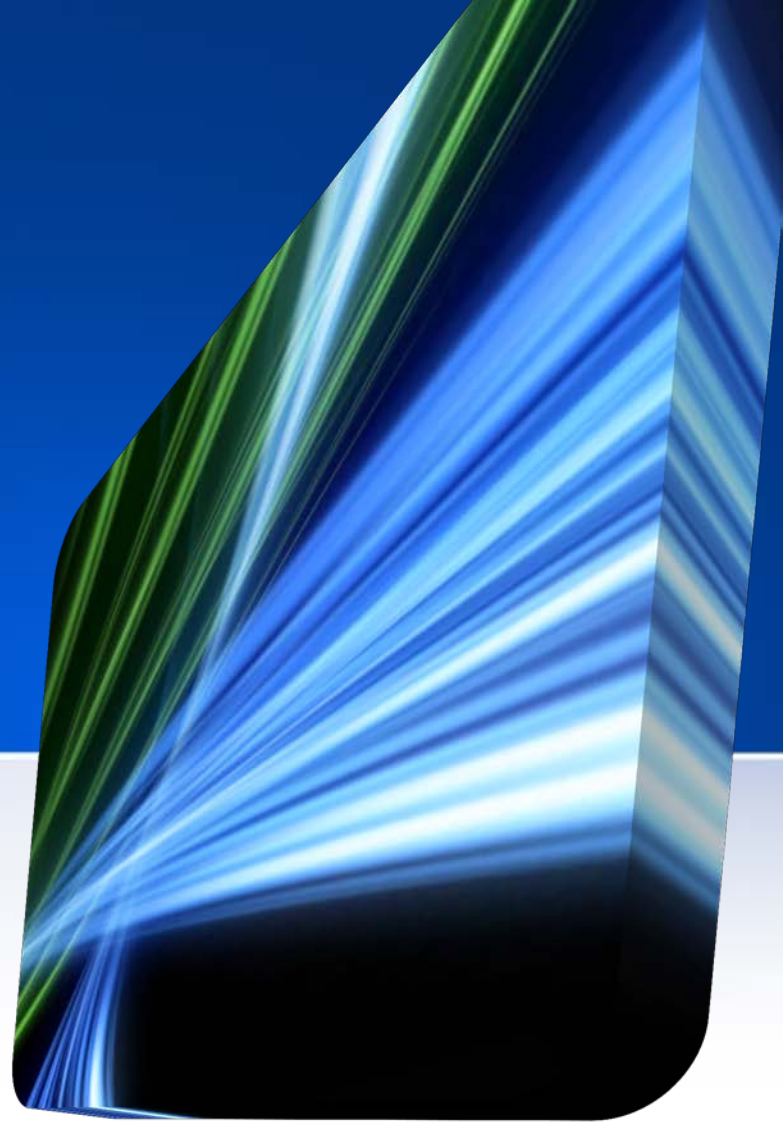
Marketing Automation Revolutionizes CRM

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Agenda



- Introductions
- About Net@Work
- About Salesfusion & Marketing Automation
- Key Points to Consider
- Demonstration
- Next Steps

Net@Work Solutions



**ERP/Accounting
Implementations**



**CRM & MA
Implementations**



**HRMS/Employer
Implementations**



**Web Development &
eCommerce**



**Mobile Application
Development**



**ECM
Implementations**



**Business Intelligence,
Analytics & Reporting**



**IT Infrastructure,
Phone & Managed
Services**

What is Marketing Automation?



We are the gears...



...to your marketing department

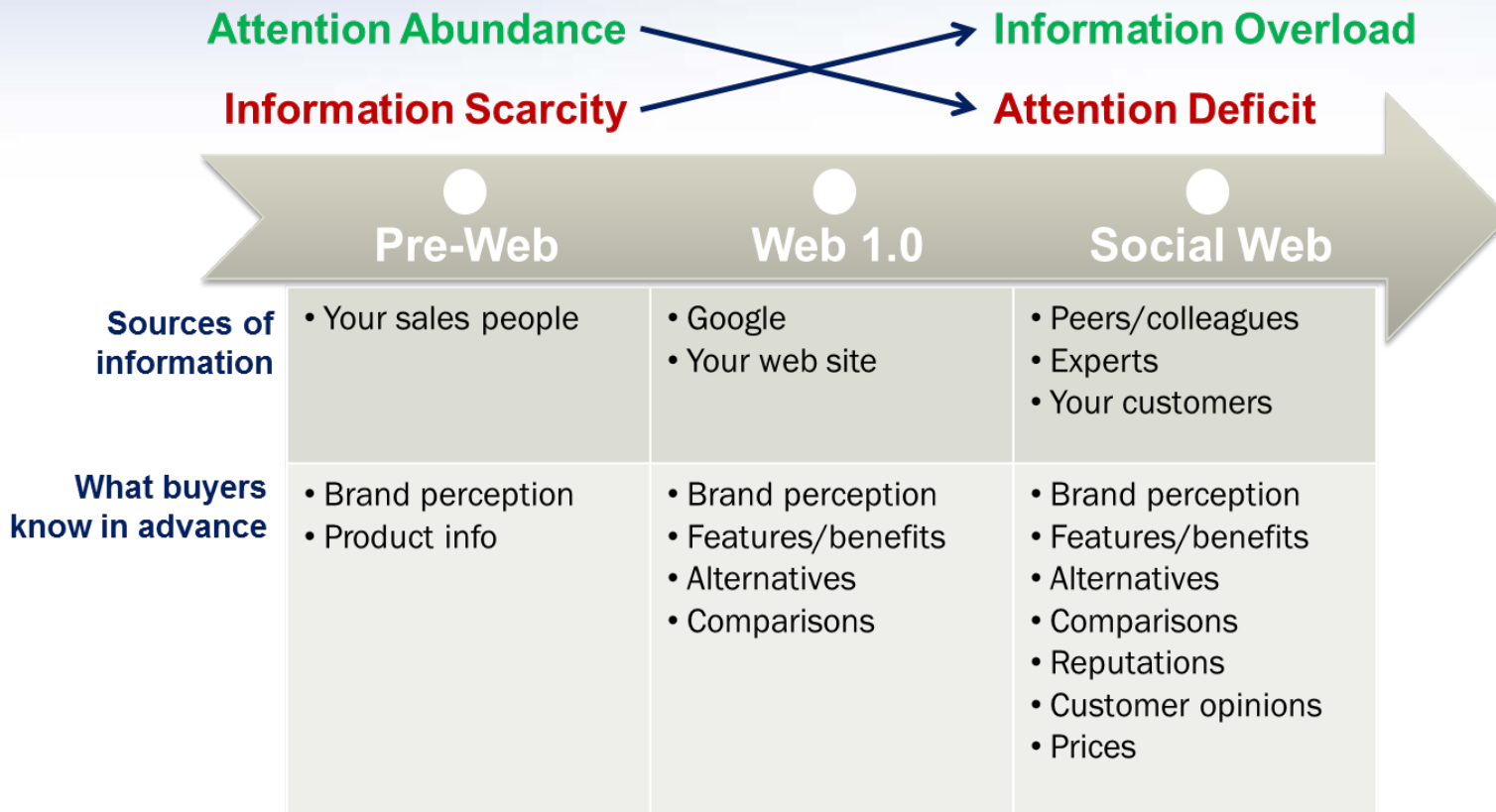
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Why is cold MA so important?



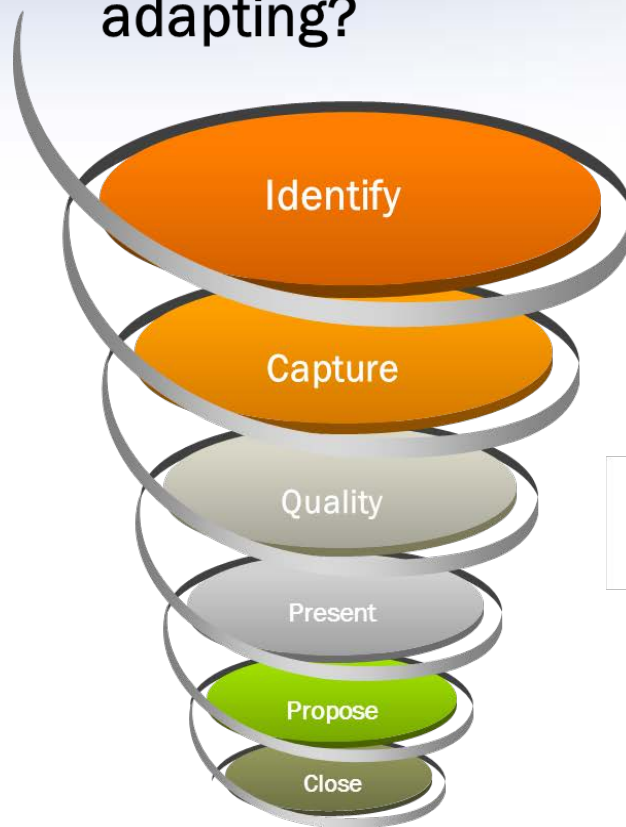
Buyers are in complete control of information



Adaptation



How are leading b2b sales/marketing teams adapting?



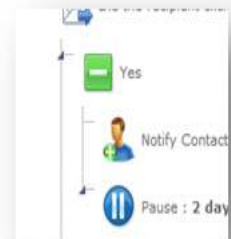
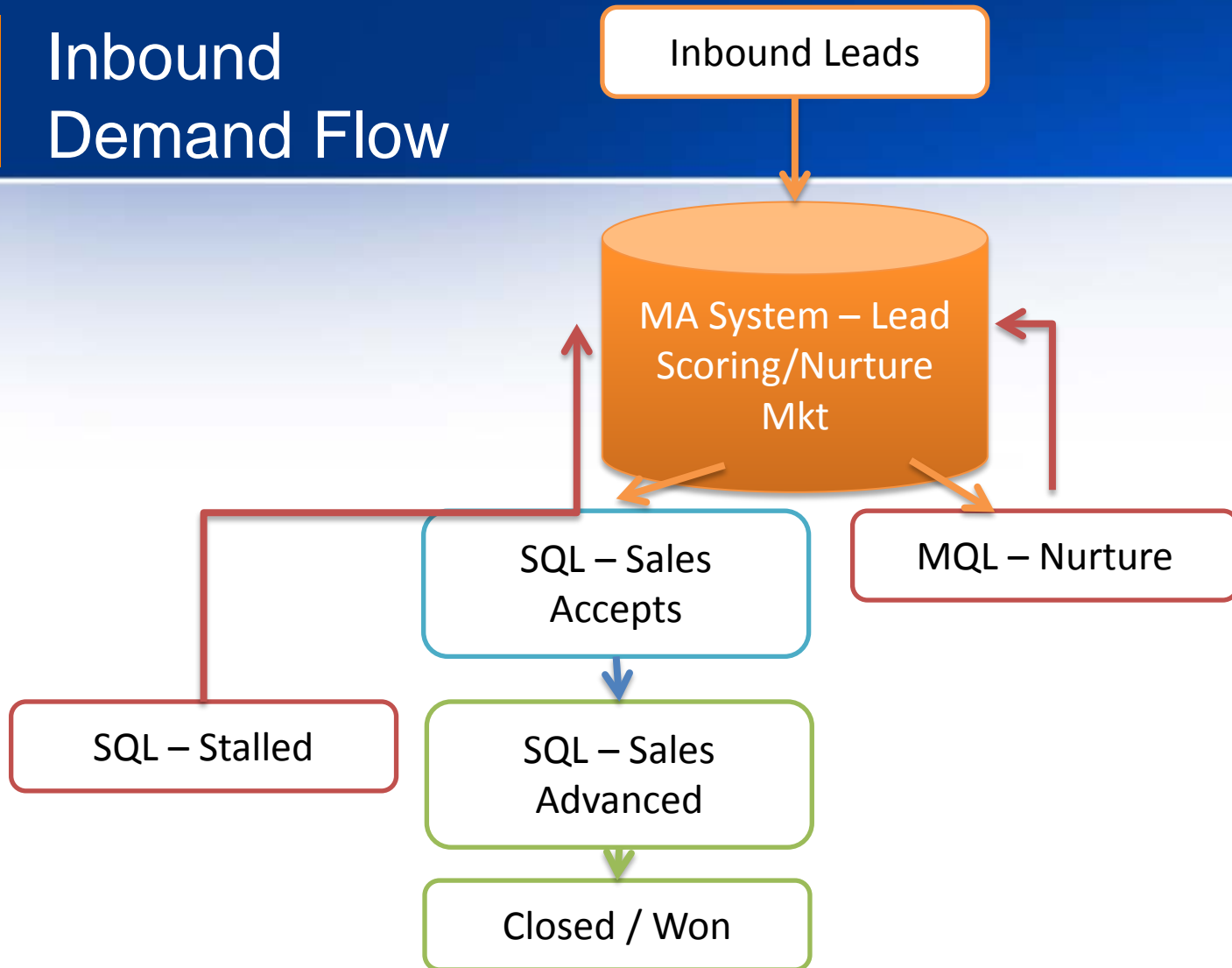
Marketing's Role

- Identify leads
- Generate leads
- Execute campaigns
- Pre-qualify leads
- Nurture leads
- Re-Market stale sales leads

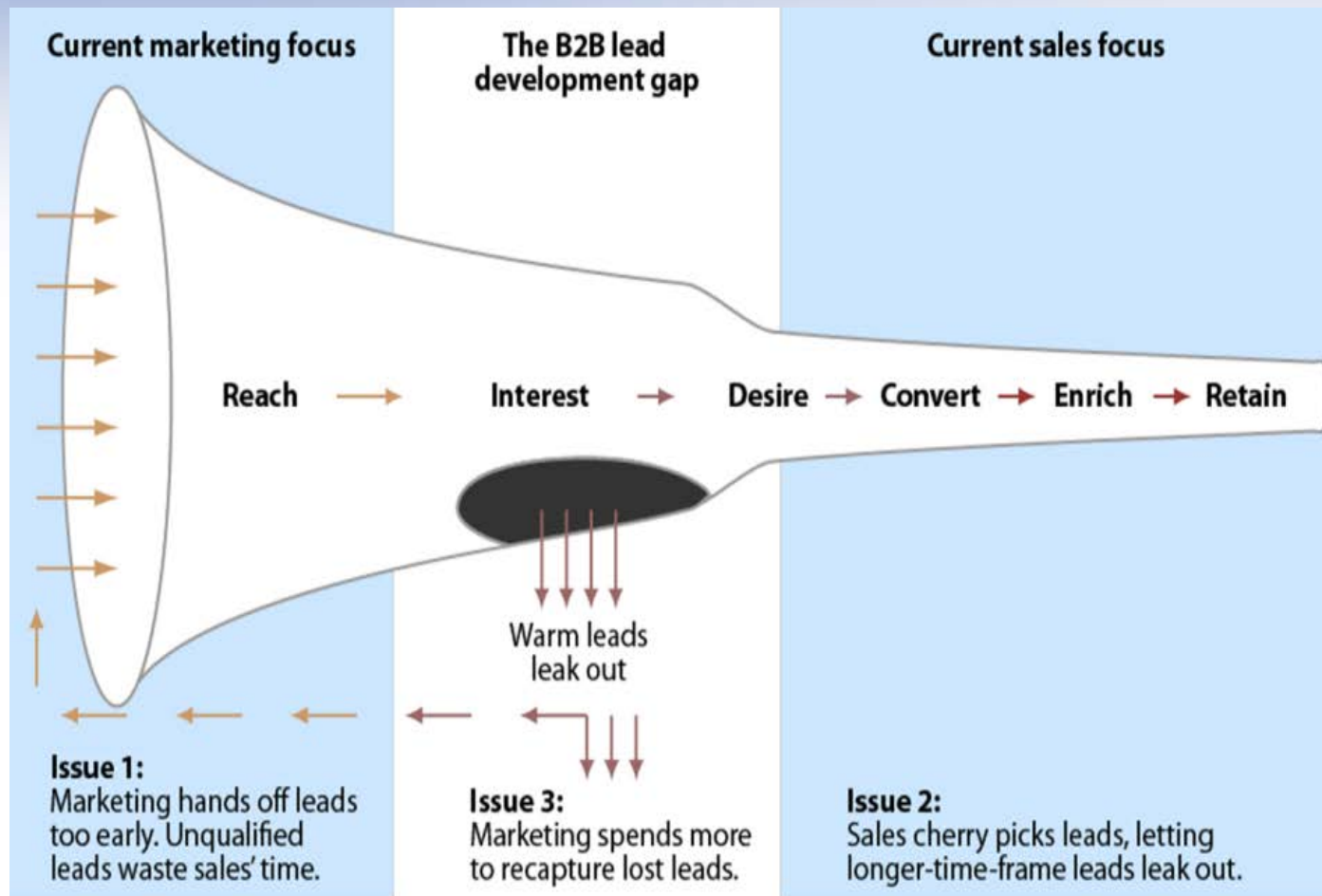
Sales' Role

- Complete lead qualification
- Present and propose solutions
- Propose pricing
- Execute contracts
- Close business
- Cross-sell

Inbound Demand Flow



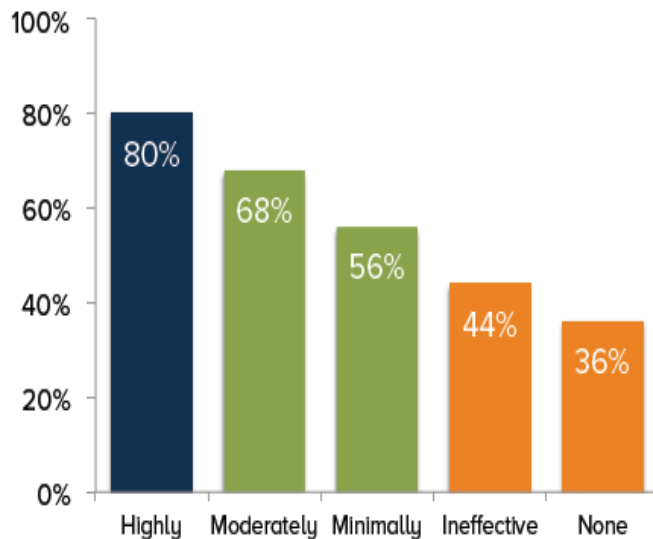
Historical flaws in marketing & sales alignment



Performance is high with aligned orgs



% Achieving Revenue Goals by Degree of Integration Between Key Sales & Marketing Systems



80% of companies with highly integrated sales & marketing systems achieved revenue goals.

These results demonstrate that the benefits of sales and marketing technologies are real and have an impact on revenue achievement.

A goal of this study is to understand how sales and marketing alignment impacts performance, and systems such as these represent an opportunity for alignment to occur through systems integration.

For this reason, the analysis of study data sought to determine the relationship between the effectiveness of integration and revenue achievement.

When it comes to revenue achievement, the message in the data is unmistakable: sales and marketing systems that are highly integrated provide a distinct advantage when it comes to revenue achievement.

Key Points to Consider



- The Marketing Landscape
- Lead Scoring & Predictive Models
- Prospect & Customer Nurturing
- Social Reach & Listening
- Event Promotion & Management
- The “Electronic Footprint”
- CRM Integration

Next Steps...

**Contact Net@Work
for more Information**

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