

Generation "O" Marketing

is proud to present
"SUCCESS"

Our Demand Generation / Marketing Automation Services

If you are in business than you probably already have a website, most likely you also have some type of database of prospects and clients, and you are communicating with them in some ways.

"SUCCESS" will help these components work together and leverage the "intelligence" that are currently hidden within the breakdown of these system communications.

We have successfully constructed numerous marketing automation infrastructures that involved CRM, web and marketing automation integration.



Generation "O" Marketing
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"SUCCESS" Marketing Automation Services

We can evaluate your current business process, identify your challenges, provide you with a road map of improvements based on best practices and guide you in the creation of your technical infrastructure to support your integrated and multimodule marketing plan that will meet your company's business needs.

"SUCCESS" Services Options

1. Evaluation of your current infrastructure 's state

- Systems evaluation (Web, CRM, Marketing Automation)
- Lead management and processes
- Database set up
- Scoring
- Nurturing programs
- Assignment rules
- Opportunity conversion process
- Measuring activities
- Reporting
- Collect information form sales and marketing
- Prepare written document of findings and suggestions for overhaul

2. Service #1 plus overhaul of your infrastructure

- If there is no marketing automation system in place then recommendations & implementation
- Create and execute scoring, lead qualification process, assignment rules, alerts, queues, lead management rules, metrics systems, reporting structure and dashboards
- Enable you to show marketing ROI and closed loop reporting

3. Building of three nurturing program in your automation system - stand alone service or added service to #1 and 2

- Dynamic campaigns with triggers based on attributes or actions
- Complex programs up to 3 triggers, 9 emails, 9 landing pages, and up to 3 forms

