LEAD GUERRILLA
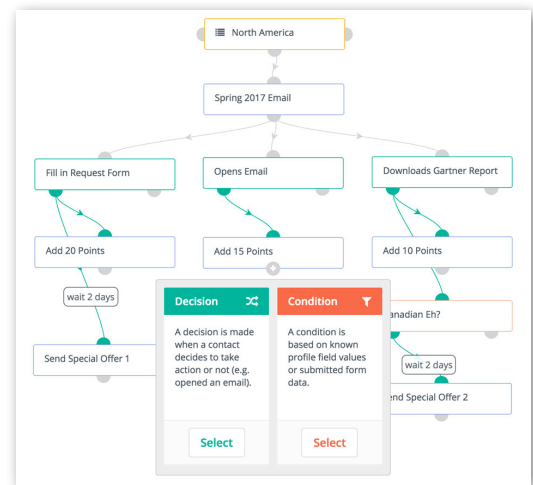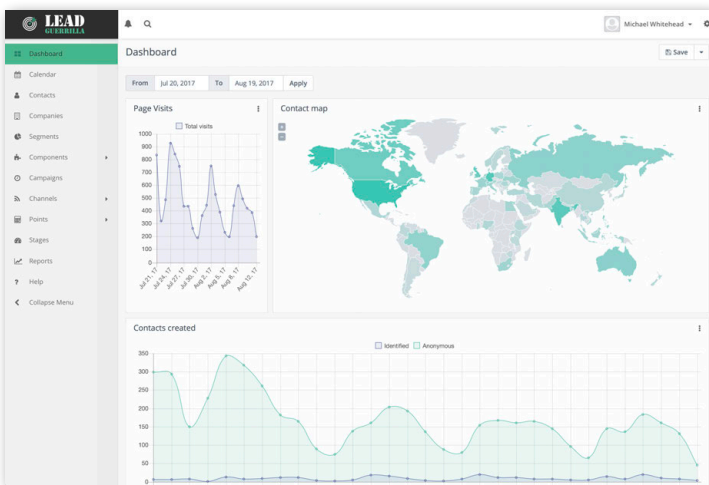
Finally: Pro Marketing Power You Can Afford!

Get your Guided Tour Today

Lead Guerrilla Makes Marketing Automation Your Competitive Advantage

MULTI-CHANNEL MARKETING

Grow your business while saving time with Lead Guerrilla marketing automation. Smart campaign workflows get your message out via Email, SMS/Text, Twitter and Web Notifications. Dashboards and analytics track performance of your newsletters, lead nurturing & more!

WEB FORMS & LANDING PAGES

Embed forms within your existing website or create dedicated landing pages. Measure and drive lead conversion with our mobile-friendly landing pages. Use our Pro templates or the Landing Page Builder, then track hits, visitor history and asset downloads.

LEAD TRACKING & SCORING

Website plugins for popular Web CMSs enable you to record and track identified/anonymous visitors, every webpage they visit, and then assign lead scoring for their page visits, chat sessions, Twitter activity, and Email opening. Then push hot leads to the CRM for Sales action!

Why Marketing Automation?

Technology change has presented a whole host of new opportunities for Sales, but also created a new level of complexity in the sales cycle plus many everyday tasks and responsibilities for sales reps.

To tackle these challenges, companies are leaning more and more on powerful tools like Marketing Automation systems to simplify their workflows and make their teams more effective.

Most marketing departments have to perform large volumes of repetitive tasks such as emails, texts, social media posts and monitoring, website monitoring, and updating client records. The technology of marketing automation makes these tasks easier, and ensures that they are performed more consistently, in a more timely manner, and with fewer resources. It then measures your results and helps you improve your marketing process, and your business performance.

While basic email marketing can be suitable for smaller, less sophisticated firms, increasingly organizations (specifically, their Marketing department) may need more powerful Marketing Automation features:

✓ Smart campaign workflow with decision tree capability for advanced Lead Nurturing

✓ Multi-channel campaigns via Email, Twitter, SMS Texts, and Web Notifications

✓ Lead segmentation & Scoring

✓ Website Chat Integration

✓ Track prospects as they visit webpages, open emails, or interact on social media

✓ Graphical editors for landing pages, emails and web lead forms

The One-Two Punch:

Clearly firms using Marketing Automation still need a CRM for Sales and general business management. And with both systems in place they have the opportunity to create a virtuous circle as data flows between the two systems to provide a single view of their customers across all their key business functions.

✓ Leads that generate a high lead score are brought to sales attention in the CRM

✓ Lead activities logged in the CRM (such as a specific product interest, getting a quote, or making a purchase) push updated lead status into Marketing Automation to ensure campaign communications stay relevant

✓ Customer data from the CRM can populate segments in Marketing Automation organized by customer size, location, product interest, etc .. to enable continuous customer communications for cross-selling, up-selling, or just staying top of mind.

The image below reflects how CRM and Marketing Automation can work together to harmonize your Sales and Marketing views of leads and customers, and enable your business to compete at the highest levels. If that like seems like an exciting prospect to you, we encourage you to learn more about Lead Guerrilla and its CRM stablemate 1CRM.

Key Features:

✓ Multi-Channel Campaigns reach prospects via email, text, Twitter and web notifications

✓ Track multiple types of lead activity - email opening, webpage visits, downloads, Twitter, and web chats

✓ Smart campaign workflow logic

✓ Dashboards & advanced reporting

✓ Template library included, plus a graphical template designer

✓ Plugins for most Content Management Systems to track website visitors

✓ Landing pages with A/B testing

✓ Enterprise-class marketing automation at Small/Medium business prices
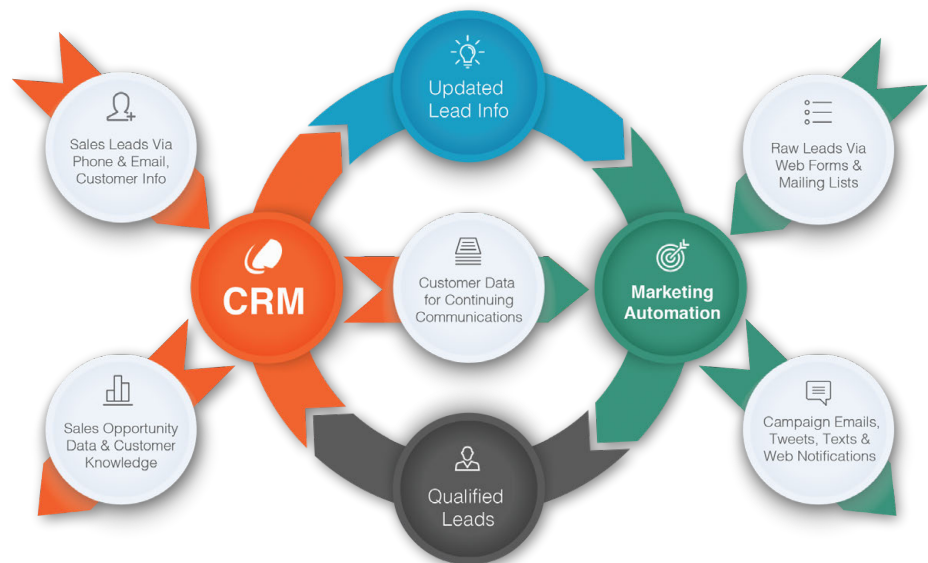
The Dynamic Duo: Marketing Automation and CRM

GET STARTED TODAY: Lead Guerrilla is affordable by businesses of any size, available in many languages, and designed to grow with your business. It gives your organization the ability to communicate with every prospect promptly, consistently, and cost effectively.

Together with our worldwide partner network, 1CRM Systems Corp. offers a wide range of Lead Guerrilla QuickStart services: installation, configuration, customization, training and support. Let us help you today!

✦ Call us at **(778) 432-2761** or email us at **info@leadguerrilla.com**

✦ Try our live online demo at **http://leadguerrilla.com/live-demo/**, or get a Guided Tour at **http://leadguerrilla.com/guided-tour/**