



## E-Marketing for Microsoft Dynamics CRM

### Beyond Email Blasting - the Nurture Email Solution

c360 provides an enhanced nurture marketing engine as part of its eMarketing Suite. The nurture marketing engine enables marketers to plan, execute and track conditional email marketing campaigns. These campaigns leverage email, lead scoring, web behavior and profile data to ensure the right messages are put in front of the right prospects at the right time.



#### DRIP EMAIL MARKETING FROM c360

Anybody can send an email blast. A myriad of solutions exist for this purpose and cost very little, for good reason: as a stand-alone solution, email blasting alone has proven a somewhat ineffective marketing channel. Smart marketers have been moving away from static email blasting solutions for some time to more robust drip email marketing and trigger email marketing solutions. c360 Email Marketing gives you a wealth of enhanced email marketing functionality that is tied into other critical marketing processes such as lead scoring, profiling, PPC Triggers and CRM integration to name a few.

#### Drip Marketing Designer

The Drip Marketing designer from c360 is a powerful yet easy to use solution for marketers that enables them to set up and manage far-reaching nurture marketing initiatives. The drip designer allows for assigning campaigns to dynamic segments and conditional responses to tiered email campaigns. Set it and forget it technology maximizes your email marketing programs while keeping the cost and time to manage these campaigns at a minimum.

DRIP Campaign						Open	Delete	Copy
ID	Campaign Name	Subject	From	Delivery Date	Activated			
1187	08122009 Nurture/Drip Marketing Webinar	Webinar invitation enclosed - Crank up the Lead Gen in Q4 with B2B Nurture Marketing	marketing@salesfusion.com	7/29/2009 11:20:00 AM	1			

  

Follow-Up Campaigns (Specific Date to Specific Groups)						New	Open	Delete	Copy
ID	Campaign Name	Subject	From	Delivery Date	Activated				
1188	081209 - Subject Swap for Nurture/Drip webinar	Hi ++FirstTime++, I wanted to let you know about a webinar we're hosting on 8/12 for Nurture Marketing	marketing@salesfusion.com	8/5/2009 1:30:00 PM	1				
1191	081209 - First Reminder Email - Nurture/Drip Marketing webinar	Reminder - you're registered for SalesFUSION's Nurture Marketing webinar on Wednesday, August 12th	Kevin.Miller@salesfusion.com	8/6/2009 11:30:00 AM	1				
1192	08122009 - Reminder #2 Email - Nurture/Drip Marketing Webinar	Reminder - B2B Nurture Marketing Webinar - Tomorrow at 2PM EST	Jamie.White@salesfusion.com	8/11/2009 11:00:00 AM	1				
1189	08122009- Subject Swap #2 for Nurture/Drip Webinar	Nurture Marketing Webinar - tomorrow at 2PM EST - Limited Seats Available - Register Now	marketing@salesfusion.com	8/11/2009 3:00:00 PM	1				
1193	08122009 - Reminder #3 Email - Nurture/Drip Marketing Webinar	Reminder - SalesFUSION's Nurture Marketing Webinar - Today at 2PM EDT	Jamie.White@salesfusion.com	8/12/2009 11:00:00 AM	1				
1201	08192009 - Live Demo - Nurture/Drip Marketing	Invitation Enclosed - SalesFUSION Live Demo - B2B Nurture and Drip Marketing	Jamie.White@salesfusion.com	8/13/2009 11:00:00 AM	1				
1202	08192009 - Live Demo Subject Swap	Exclusive Invitation Enclosed - LIVE Demo from SalesFUSION - how can Nurture Marketing can work for you!	Jamie.White@salesfusion.com	8/17/2009 3:00:00 PM	1				
1410	081709 Nurture Marketing White Paper - Entire DB - Testing new email feature	New Nurture Marketing white paper available to download from SalesFUSION	Kevin.Miller@salesfusion.com	8/18/2009 10:00:00 AM	1				
1203	08192009 - First Reminder email - Nurture/Drip Marketing Live Demo	Reminder - B2B Nurture and Drip Marketing Live Demo - Tomorrow at 2PM EDT	Jamie.White@salesfusion.com	8/18/2009 2:00:00 PM	1				
1432	081909 Live Demo Invite for White Paper Downloads	Thanks for grabbing our nurture white paper - we have a nurture demo today at 2PM EST	Jamie.White@salesfusion.com	8/19/2009 10:02:00 AM	1				

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Trigger Campaigns (Auto-Responders)						New	Open	Delete	Copy	Re-Sync
ID	Campaign Name	Subject	From	Trigger Days	Activated					
1200	08192009 - Nurture/Drip Marketing Live Demo confirmation	Your registration confirmation for our Live Demo - B2B Nurture/Drip Marketing	Jamie.White@salesfusion.com	0	1					

Drip email marketing is the primary component for c360's nurture marketing campaign technology. Drip Marketing allows the user to create a series of conditional emails that follow a straight or branched path. Each step in the campaign is either triggered by an activity or sent to a dynamic segment assigned to the campaign step.

The combination of drip email, trigger email and dynamic segments affords the user tremendous flexibility in how they set up pre-determined communications.

With the Drip Marketing designer, you can launch campaigns to leads based on the following nurture models

- ⇒ **Scoring-based** – Trigger campaigns to prospects based on changes in their lead scoring model. As a lead interacts with your company via the web or via campaign they accumulate a score and become a member of a scoring interest group. New membership in a scoring group can trigger enrollment in a multi-step campaign.
- ⇒ **Web Activity-based** – You can trigger automated campaigns as prospects interact with your web site. Base auto-responders and follow up email communications on the pages they view, the location, time on site or any other criteria you can think of. Examples are recent visits, long-deep browse sessions, document downloads.
- ⇒ **Campaign-based** – As prospects respond to campaigns, follow up or drip emails are triggered based on conditional behavior.
- ⇒ **Form/Survey-based** – How prospects answer questions in surveys and/or what information is captured will trigger or drive follow up emails and trigger tasks in CRM. Multiple choice questions in forms and surveys can trigger alternate campaign paths depending on how leads answer the questions. If someone answers Question 1 with A –then they are enrolled in campaign path A and so on.



### SALES ALTERING ENGINE

**Include sales in the lead nurturing process with CRM Accelerator. CRM Accelerator from c360 allows the marketer to notify sales of behavior/activity of leads and trigger tasks and follow up. Specifically, you can do the following:**

- ⇒ **Email Alerting** – Sales and account owners are instantly alerted when prospects achieve a certain nurture score or respond to various campaigns. Knowing when to follow up is as important as how to follow up. Sales is given valuable information about the prospect at the time of the alert to help guide relevant follow up.
- ⇒ **CRM integration** - c360 will push leads into your CRM application when appropriate. c360 can assign appropriate routing rules to ensure that leads are assigned for follow up when they reach an appropriate scoring level.
- ⇒ **CRM Task Assignment** – When leads respond a certain way or achieve a certain score, CRM Accelerator will create a lead in CRM and assign a follow up task to the assigned rep to ensure high-value leads are handled with urgency.