



E-Marketing for Microsoft Dynamics CRM

c360 E-Marketing Combines Traditional Email Blasts with Robust Trigger, Nurture and Drip Marketing Capabilities

Marketing uses tools such as email marketing, pay-per-click, landing pages for online campaigns, webinars and social media networking to drive leads to sales. All of these efforts may be managed through multiple tools and vendors which can take time and effort. Sales needs information when responses come in from these programs to react quickly and take advantage of high priority leads.

c360 E-Marketing consolidates the responses all these lead generation tools deliver and directly integrates into Microsoft Dynamics CRM. Marketing gets the visibility it needs to show program ROI and sales can improve its lead management with timely responses to prospects from campaigns - all from one tool.

KEY FEATURES AND BENEFITS

Integrated Email Marketing

c360 E-Marketing features an email marketing solution with 4,000 templates that combines traditional email blasts with robust trigger, nurture and drip marketing capabilities. Capable of handling a few hundred to a few million emails per month, this solution will improve your lead generation by giving you the ability to:

- Create multi-step email marketing campaigns and track responses in your CRM
- Create trigger emails that respond to prospects when they hit your website
- Deliver relevant sales/marketing collateral to the right leads at the right time



Overview of the complete c360 E-Marketing Solution and its Microsoft Dynamics CRM integration

Key Benefits

- ◆ Track all marketing responses and improve lead management through one tool, integrated with Microsoft CRM
- ◆ Improve lead quality through more timely response to campaigns and streamlined lead management
- ◆ Get visibility into marketing program performance to optimize marketing programs and generate more leads
- ◆ SaaS-based product keeps costs low and gets you up and running quickly

Web Analytics and Activity Tracking

E-marketing's web analytics and web forensics solution lets you know who's on your website and what they're looking at. Identify high value prospects by tracking web behavior in real time. Give sales a head start on their sales cycle with the capability to:

- Alert sales with Outlook Web Alerts
- Analyze web behavior of prospects to identify high-value leads
- Plan PPC Campaigns by analyzing how leads are getting to your site

Online Advertising and Social Media Tracking

E-marketing features eDialogs, a robust alternative to simple forms and surveys. With this solution, you can create great looking landing pages for PPC and SEM. In addition, you can direct social media traffic to branded pages that get a targeted message across. This feature helps marketing and sales to:

- Track ROI of web campaigns in real time to the opportunity record in CRM
- Capture and profile leads coming from social media
- Build landing pages that are specifically optimized to Google AdWords

KEY FEATURES AND BENEFITS

Lead Management

E-Marketing Lead Analyzer is a robust yet easy to use solution that helps marketers manage the flow of leads from marketing to sales. Intelligent lead scoring and routing empowers marketers by allowing them to set up a host of lead routing rules.

Rules in the system are commonly used to accomplish the following:

- Create multi-step email marketing campaigns and track responses in your CRM
- Create trigger emails that respond to prospects when they hit your website
- Deliver relevant sales/marketing collateral to the right leads at the right time.



Sample Dashboard Interface

A SIMPLIFIED APPROACH TO EFFECTIVE MARKETING PROGRAM AND LEAD MANAGEMENT

Improve Responsiveness and Lead Management, Regardless of Where the Lead Comes From

Whether you get a response through Pay-Per-Click, an email campaign or through a social media channel, E-Marketing will track and report on your program's success. Since this tool is integrated with Microsoft Dynamics CRM, all responses are automatically tagged in a lead/contact record in CRM. Marketers are able to easily sort and build nurture campaigns based on accurate data. Alerts enable sales to follow up with high priority contacts quickly, significantly reducing the response cycle time and improving lead follow up processes without creating an extra burden on either the marketing or sales teams.

The SaaS Advantage - Get Up and Running By the End of the Day

c360 E-Marketing is the only solution integrated with Microsoft Dynamics CRM that provides a singular tool for you to consolidate a view of the results of the full scope of your online marketing efforts, including email marketing, web tracking, social media, webinars and more. Because E-Marketing is also built on Software as a Service (SaaS) technology, you are able to take advantage of this robust solution and get up and running quickly and cost effectively. In most cases, c360 can have our customers up and running on this solution within a business day.

Learn More or Purchase E-Marketing for Microsoft Dynamics CRM

Are you interested in learning more about the c360 E-Marketing solution or registering for an demonstration? Contact c360 by emailing sales@c360.com or visit our website, www.c360.com for additional product information. If you wish to purchase E-Marketing, visit the c360 store, available through our website.