



Marketing Automation Technology



80% of marketers pass unqualified leads to sales

-According to research conducted by MarketingSherpa.

Benefits

- o Increase the number of qualified leads that are sent to sales
- o Improve sales conversions with greater intelligence on prospects
- o Decrease sales cycle time by nurturing leads before sending to sales
- o Build better sales forecasts with improved visibility into your sales pipeline
- o Increase revenue with better opportunities

Overview of Services

- o **Lead Nurturing** – move leads through the buy cycle faster by building automated nurturing campaigns that deliver targeted content
- o **Lead Scoring** – automatically score and prioritize leads for your sales team based on demographic and behavioral data
- o **CRM Integration** – seamlessly integrate your campaigns with your CRM system, making it easy to send qualified leads to sales, re-nurture leads that aren't ready to buy and track campaign ROI
- o **Online Behavior Tracking** – gather key behavioral data on your prospects by tracking what webpages they visit, how much time they spend on each page, which resources they download, etc.
- o **Lead Segmentation** – develop targeted nurturing campaigns by easily segmenting your database based on key demographic and/or behavioral criteria
- o **Email Marketing** – flexible and intuitive email designer allows you to create targeted messages, send emails on behalf of sales reps and track prospects' interaction with your content
- o **Landing Pages & Forms** – easily build landing pages to use in online marketing campaigns and create forms to capture new leads
- o **Automation Rules** – track your sales pipeline by automatically assigning qualification ratings to leads
- o **Sales Rep Alerts** – notify sales reps of lead activity in real time with automated email alerts
- o **Reporting & Analytics** – detailed reporting and analytics on website behavior, campaign engagement, leads sent to sales, campaign ROI and more...

What Our Clients Are Saying

"LeadLife's marketing automation software has given us greater insight into our prospects. By integrating LeadLife with our current marketing campaigns – both online and offline – we can track where leads are coming from, score their behavior and then prioritize only the most qualified leads for our sales team."

-Christine Smith
Director, Global Marketing
Aderant

Additional LeadLife Services

- o Strategy
- o Content Creation
- o Design
- o Lead Nurturing
- o Lead Process
- o Reporting & Analysis

Contact LeadLife

Interested in learning more about how LeadLife can improve your lead management strategy?

Give us a call at 1-800-680-6292, or visit us at www.leadlife.com.