



Simpleguide

Simpleview Marketing Automation

powered by **act-on**

To Get Unusual Results, Go Beyond Marketing as Usual

Take your marketing strategy to the next level. Do more with your communications in less time, and with greater returns. **Act-On's cloud-based Marketing Automation platform** is designed to make customer outreach more efficient and more likely to deliver demonstrable return on investment.



WHAT IS MARKETING AUTOMATION?

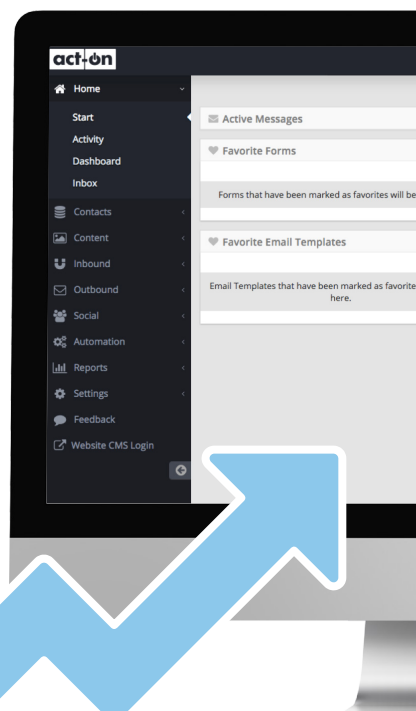
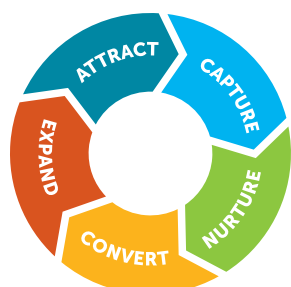


Automation is Key

Marketing automation allows you to direct and optimize the marketing experience throughout the entire customer lifecycle and show results at each stage. Act-On's suite of tools—from an email marketing hub and composer to automated nurture programs, lead scoring strategies, and real-time analytics—help DMOs of all sizes **orchestrate coordinated communications** across job roles to deliver more and more-qualified sales leads, personalize and automate messaging to customers, optimize resources, and improve results.

More than just emails

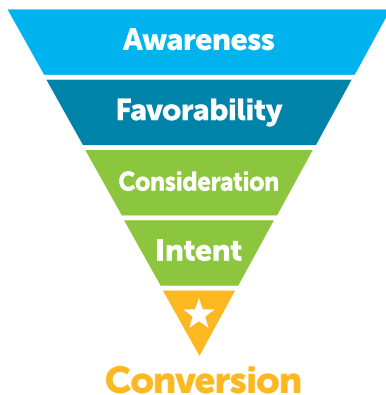
Many who use marketing automation begin by employing it to streamline, tailor, and automate email marketing, then they scale it in different directions based on their organization's goals. That is because marketing automation is much more than just scheduled, measured, targeted email marketing. Maximize your messaging power by personalizing content based on engagement results.



Go Beyond Email Marketing

Specifically, here's how marketing automation can work across many vital DMO job roles:

MEETING AND GROUP SALES



- **Prioritize Prospects.** Prioritize hot opportunities by establishing lead scores and personas for optimized messaging as contacts move through the sales funnel.
- **Get More Information for Better Communication.** Access in-depth, unified marketing insights for smarter sales communications and lead nurturing based on prospect engagement.
- **Receive More Efficient, Segmented Leads.** Focus first on the most viable segmented leads (hot/warm/cold/by source) as delivered by through the CRM integration with Act-On.
- **Close More Sales.** Focus energy and personalized messaging on sales-ready planners.

CONSUMER



- **Track Engagement.** Follow where and when consumers are responding to your efforts.
- **Maximize Your Messaging Power.** Personalize content based on engagement.
- **Target Content to Visitor Types.** Segment content by visitors and potential visitors over time.
- **Re-market with Relevant Content.** Optimize re-marketing messages over time to re-engage and bring visitors back.

MEMBERSHIP

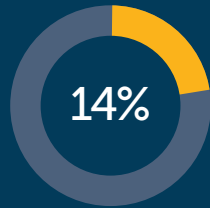


- **See What's Connecting.** View, evaluate, and understand membership engagement levels at each step of the marketing cycle by tracking which programs and content are most interesting and relevant to them.
- **Track What's Working.** Track potential new member journeys to personalize nurture messages each step of the way to encourage new memberships.

FAST FACTS

Personalized emails improve **click-through rates by 14%** and **conversion rates by 10%**

(ABERDEEN GROUP, 2015)



80% of marketing automation adopters saw their number of leads increase, and 77% saw the number of conversions increase.

(VENTUREBEAT INSIGHT, "MARKETING AUTOMATION, HOW TO MAKE THE RIGHT BUYING DECISION," 2015)

Q: WHAT SORT OF RESULTS SHOULD I EXPECT?

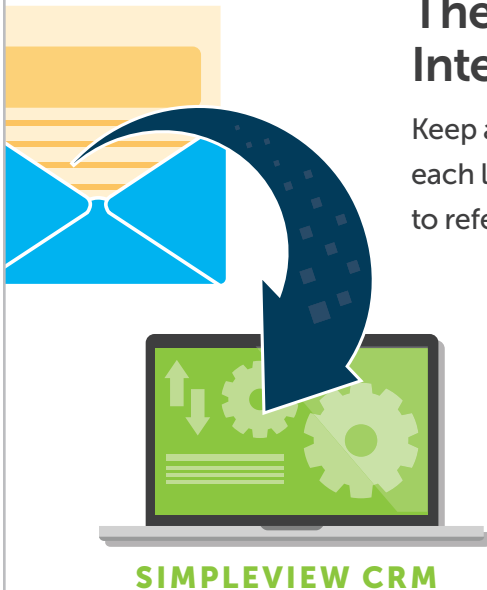


A: YOUR RESULTS MAY INCLUDE:

- Consistent, relevant messages based on each individual's demonstrated behaviors and interests
- More-qualified leads for meetings and group sales, as well as new member acquisition
- More time and budget to focus on marketing strategies, rather than on manual campaign management
- Reportable result increases tied to marketing efforts

The Benefits of Marketing Automation Integrated with your Simpleview CRM

Keep all contact information, histories, and a comprehensive understanding of each lead and contact in one place—your familiar CRM—for your entire team to reference more efficiently.



MARKETING can quickly escalate prioritized leads to Meeting Sales/Group Tour Sales through synced data within the CRM.



SALES REPS can remain in their CRM system while still accessing all the information and intelligence the automation platform provides; no switching back-and-forth between systems.



CURRENT AND PROSPECTIVE VISITORS then experience more effective and productive engagements with your organization.

Questions about Act-On Marketing Automation?

Contact sales@simpleviewinc.com or 520.575.1151

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