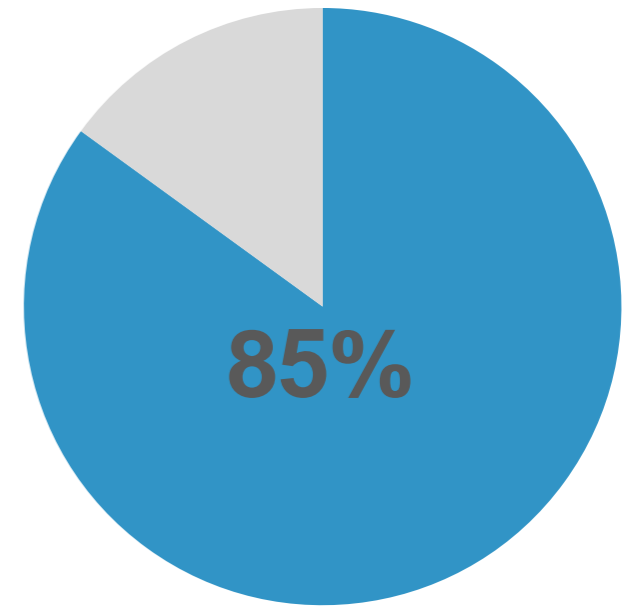


Putting YOU in the Driver's Seat

Marketing Automation

by
Lars Helgeson
Founder, GreenRope

Why do we care?

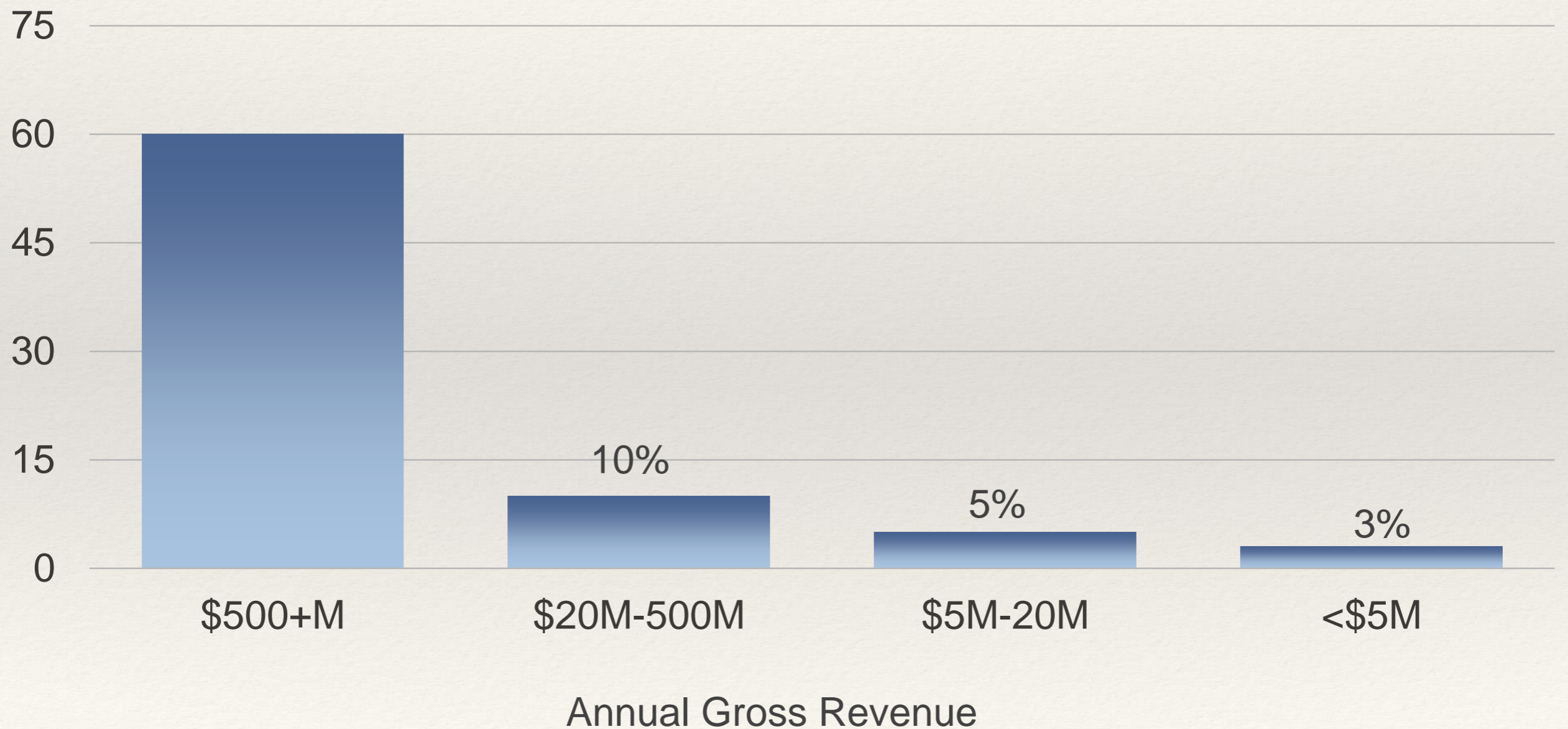


Everybody's Doing It
(or plans to)



Oh Really?

Percentage of Companies Using Marketing Automation in 2014

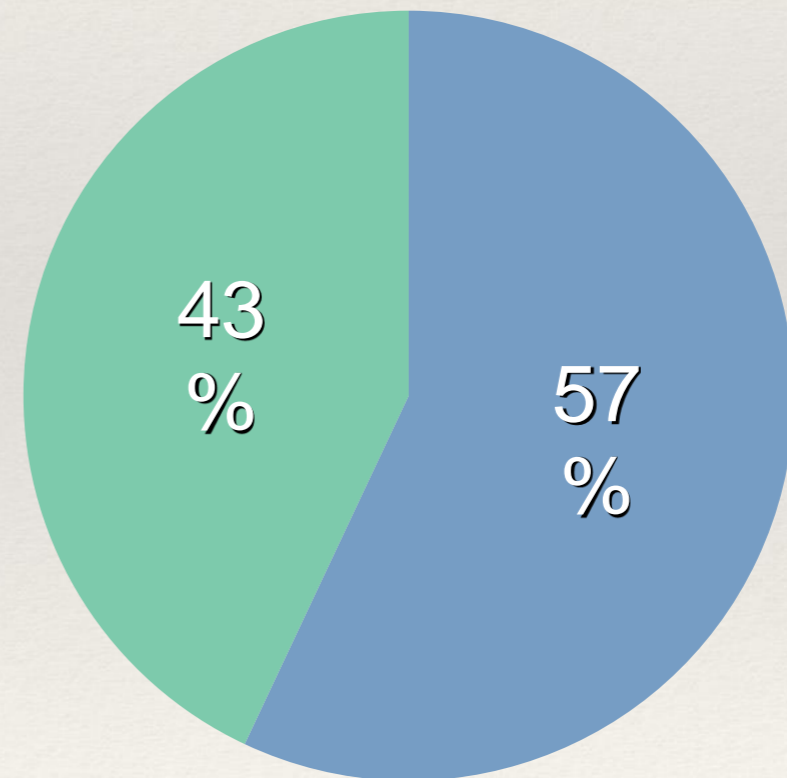


Not Reaching Your Potential?

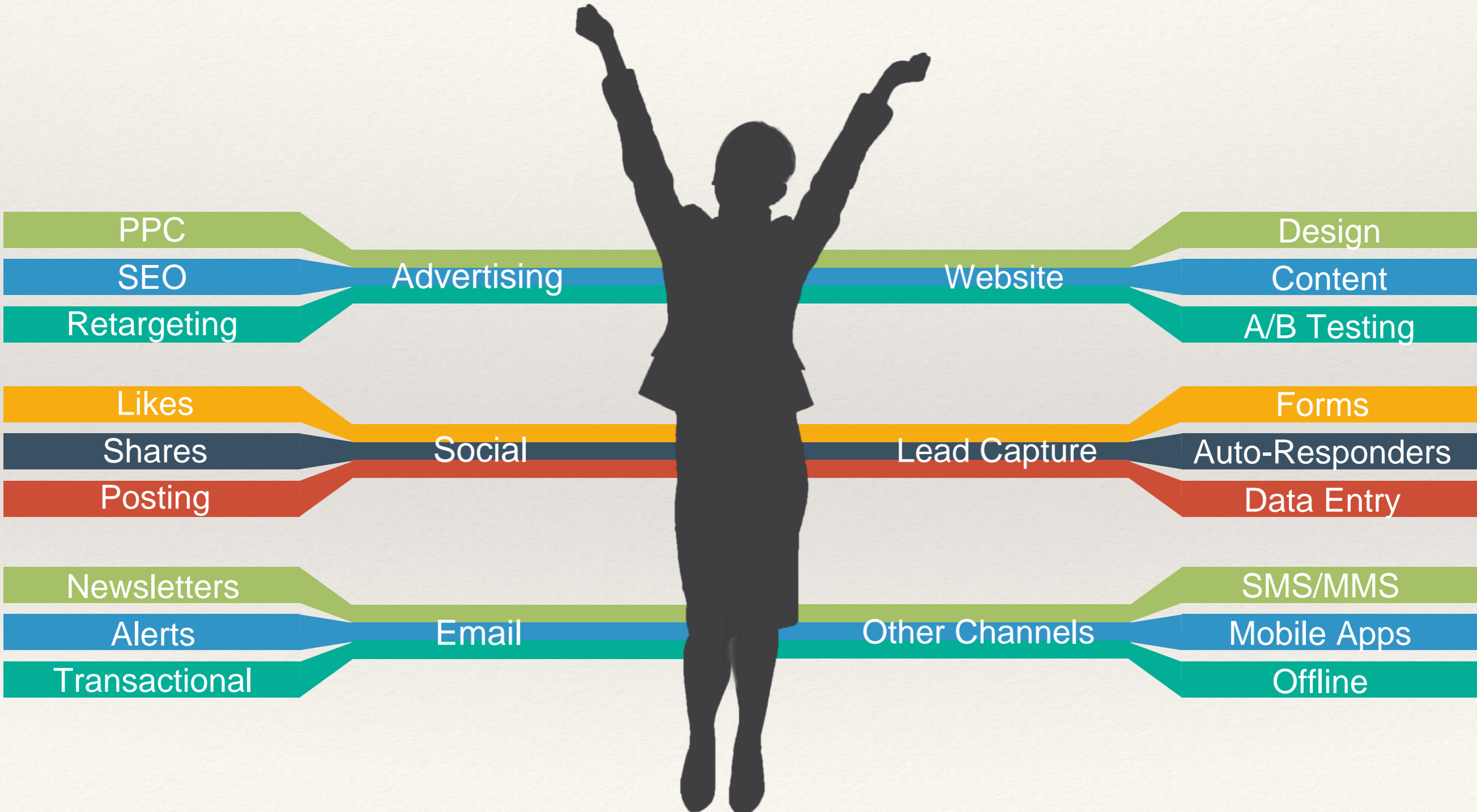
respondents admit their marketing infrastructure is separated by channel, not well-integrated, or lack

– Forrester Research & Oracle

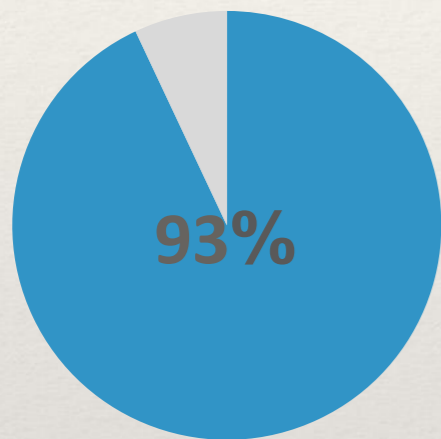
“Why You Need To Be A Modern Marketer” (2014)



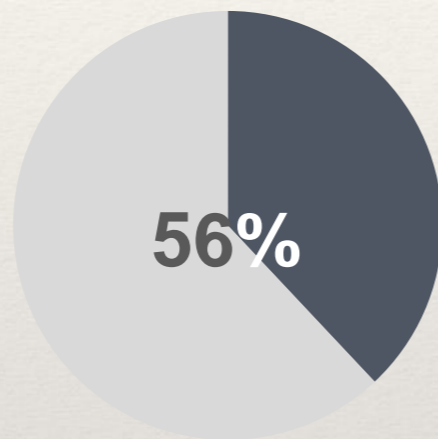
Marketers Workload



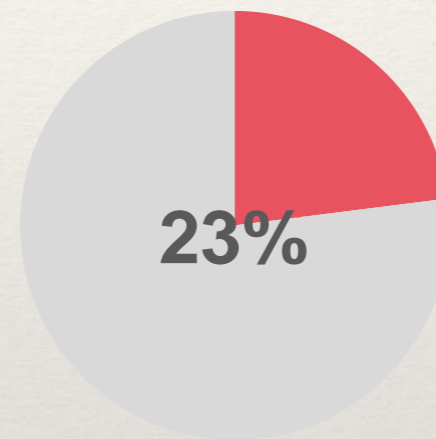
Marketers by the Numbers



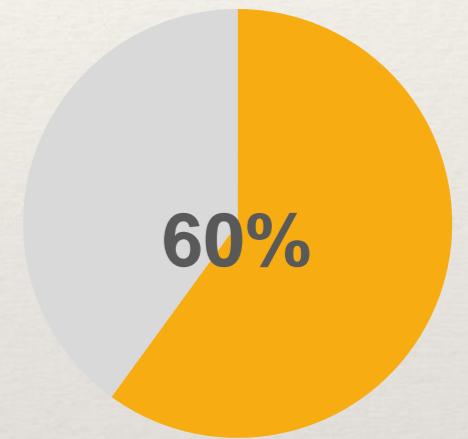
▼
Multi-Task in
meetings



▼
Eat at their desks



▼
Work more than 10
hours a day on
average



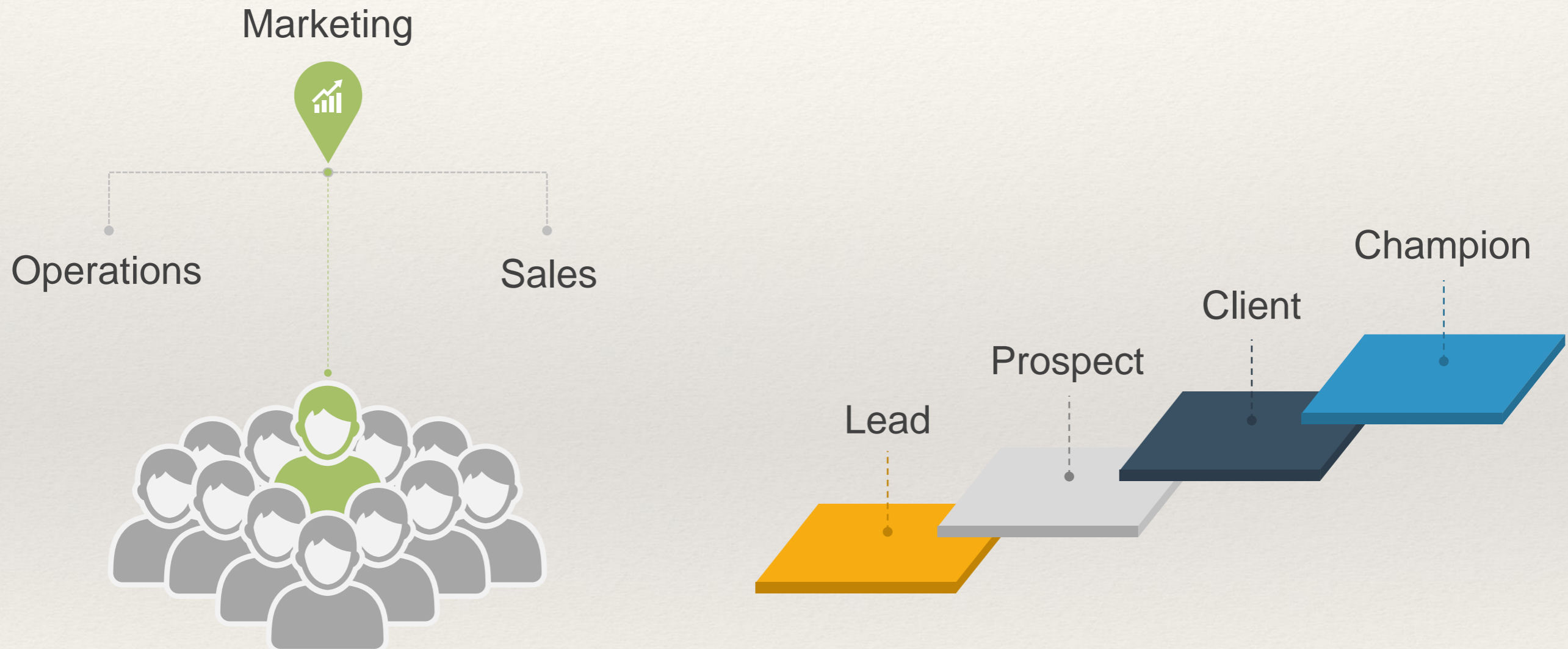
▼
Use 6 or more
programs

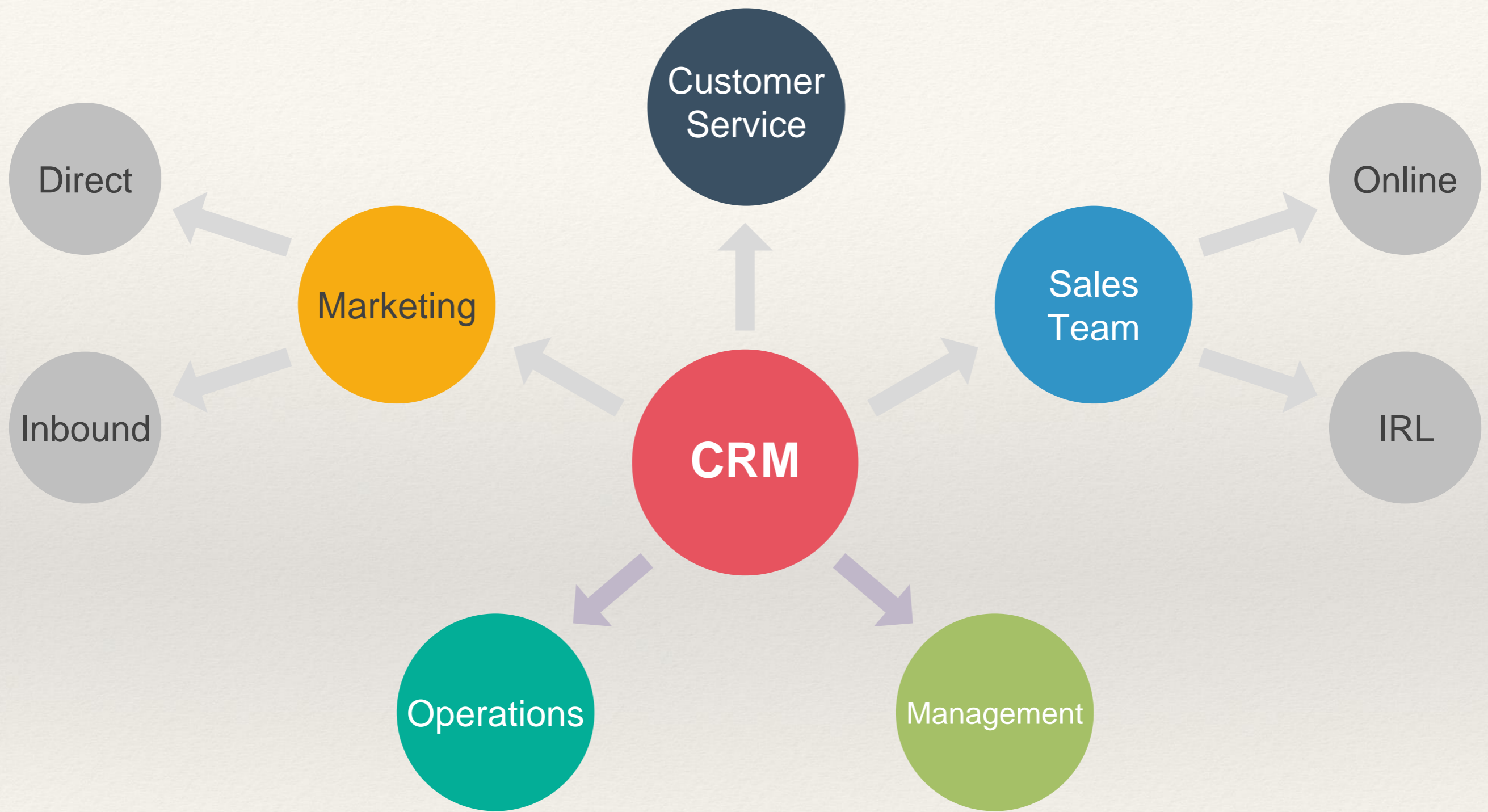




“The supreme art of war is to subdue the enemy without fighting.” - Sun Tzu

Working Together to a Common Goal





Tactics

“Move swift as the Wind and closely-formed as the Wood.
Attack like the Fire and be still as the Mountain.”

- Sun Tzu, The Art of War

Determine Your Triggers

Single Action
or
Score?

Forms (Newsletter, Lead Capture, Tickets)

Website Action (Pageviews, Video, Chat)

Phone (Inbound/Outbound Calls, SMS)

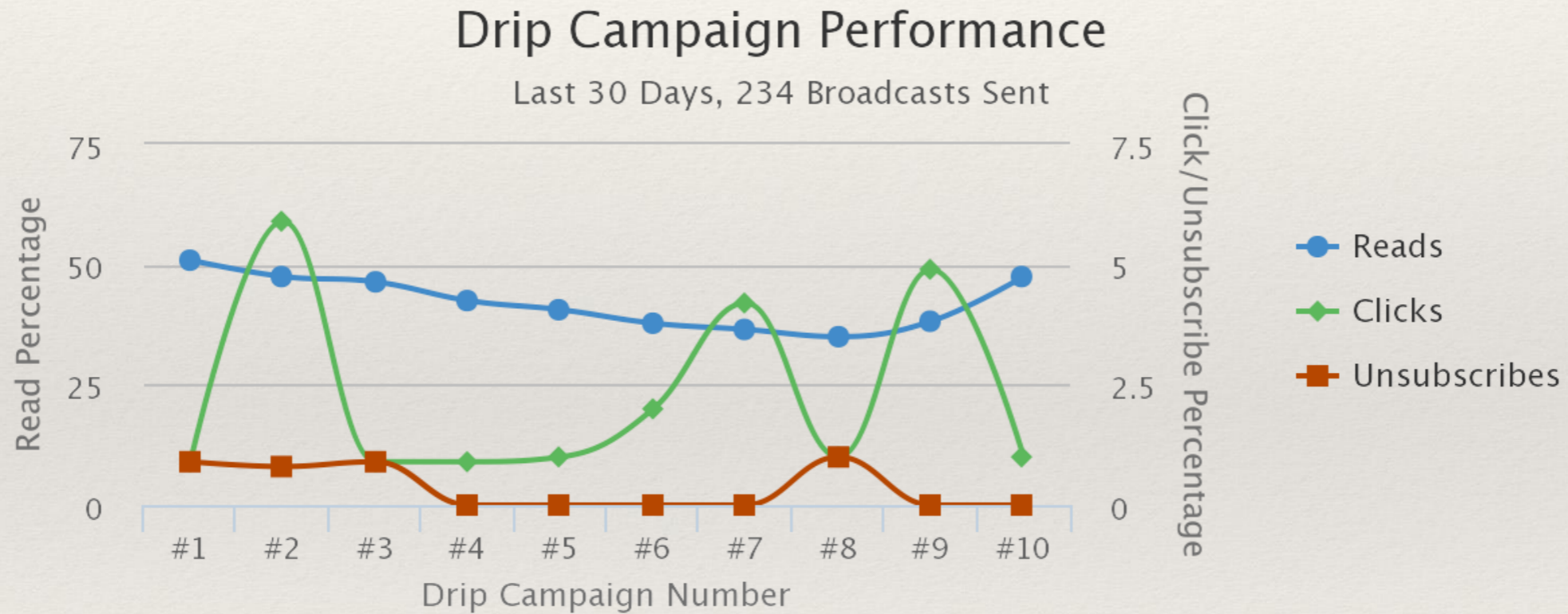
Email (Clicks, Reads, Scores), Social (Likes, Shares)

Conversions, Purchases, Abandonment



Build Your Workflows

Simplest Workflow - Drip Campaign



CRM Workflows

Download
Whitepaper

Add to Group
or Tag

Create
Conversion

Start Drip
Campaign

Purchase
Product

Schedule CRM
Followup

Send
Thank-You
Email

Send
Survey
Email


Attend
Event


Record
Preferences
in CRM

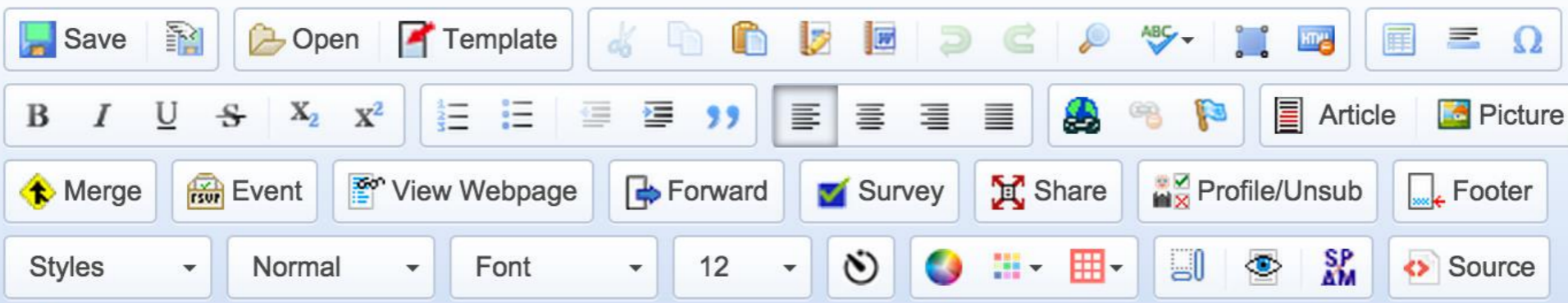
Send
Followup SMS
with Discount

Send Email
with link to
Video


Personalize Your Messaging

From: < > 

Subject: 



The toolbar contains various icons for text formatting (bold, italic, underline, strikethrough, subscript, superscript), alignment, indentation, bulleted and numbered lists, text color, background color, font size (set to 12), undo, redo, and source code. It also includes functional buttons for Save, Open, Template, Merge, Event, View Webpage, Forward, Survey, Share, Profile/Unsub, Footer, and Source.

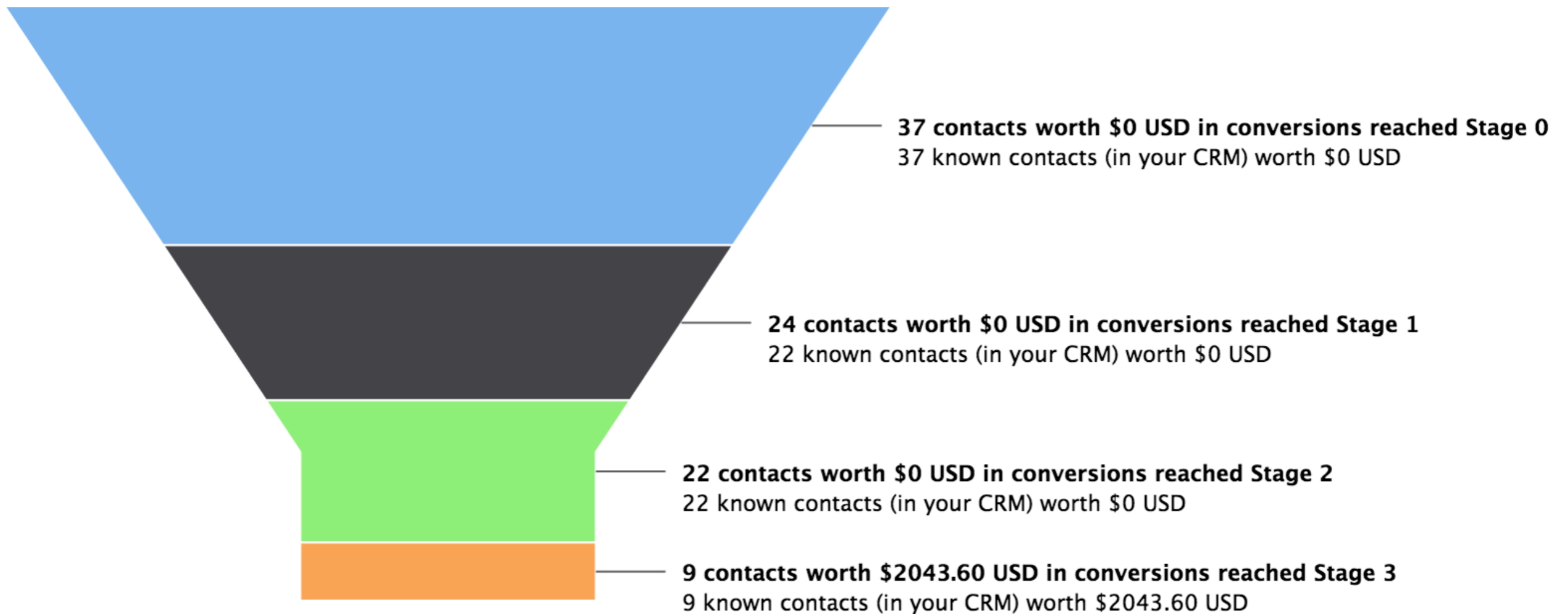


Hello

Thank you for taking the time to set up a GreenRope account. I would like to take this opportunity to express my appreciation for you and your interest in using GreenRope to manage your organization more effectively.

Help Manage the Funnel

Conversion Pipeline

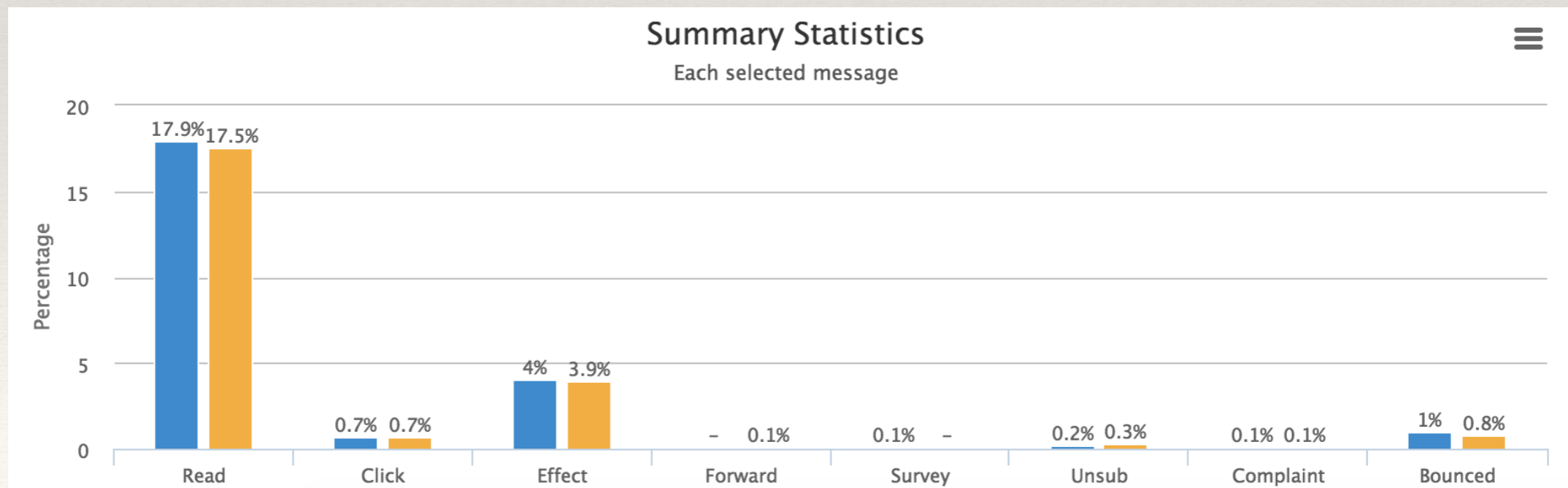


For each stage, measure time in stage and conversion rates

Test Test Test!



Test Webpages



Test Emails



Take control of the wheel

**Drive your
business to
paradise!**

It's up to you...

NOW GO DO IT!

Thank you!

Lars Helgeson
GreenRope