

# MARKETING AUTOMATION FOR SALESFORCE.COM



The single most important criteria for sales and marketing success is the alignment of the two teams. Working towards common goals in a coordinated way sounds easy enough – determine joint processes, define service level agreements and communicate regularly. The reality is that the need to create a consistent experience across all prospect and customer interactions and the amount of data involved makes it much harder than it sounds.

To facilitate the alignment, it is essential to integrate marketing automation with Salesforce.com. Without this integration, too much time and too many resources will be drained and leads will leak out of the funnel.

## Integrated Solution

- Create a two-way sync with Salesfusion and Salesforce.com, ensuring that the data your sales and marketing teams are working with is always correct
- Provide sales with visibility to marketing activities and templates to send trackable emails to leads and contacts
- Send automated alerts and create tasks in Salesforce so sales can follow up based on a contact's activity
- Blend marketing and sales actions with intelligent and automated nurtures to decrease funnel leakage
- Prioritize and manage follow up with lead scoring and management
- Track a lead through the complete sales cycle from creation to close with reporting and dashboards

## Salesfusion together with Salesforce.com

- Integration with Salesforce since 2007
- Fully supported out-of-the-box integrations are native
- Combines native and iFramed-based Integration
- All marketing data housed natively inside of Salesforce to help align sales and marketing
- Automatically replicates and synchronizes your Salesforce CRM database every 15 minutes or less

Salesfusion brings critical marketing data inside Salesforce.com with an out-of-the-box, native, fully-supported integration that is up and running in under an hour.

5 suggestions for creating sales and marketing alignment in your organization.

- 1 Leadership and Communication:** Articulate a vision and strategy to support efforts and improve communication.
- 2 Resources:** Invest in a marketing automation platform that natively integrates with Salesforce.com and facilitates alignment.
- 3 Discipline:** Have the discipline to fully implement marketing automation so it has the opportunity to deliver the promised benefits.
- 4 Processes:** Use your marketing automation platform and Salesforce.com to support and track key processes that support alignment and create a closed-loop experience, such as opportunity identification, lead scoring and lead nurturing.
- 5 Organization:** Put an organizational structure in place that provides the sales and marketing teams with the greatest opportunity to succeed. Consider outside support to de-risk the project.

Salesfusion makes enterprise-grade marketing automation accessible to everyone with a no-fail approach. Recognizing that marketing success depends not just on technology but also on expertise, processes and people, we provide a team of marketing experts in addition to our complete and easy-to-use marketing automation platform. Our solution includes all the features marketers need to create, manage and analyze marketing tactics and campaigns— including email & nurture marketing, lead scoring & management, website tracking & analytics, landing pages & forms, social media management, CRM integration and marketing dashboards.