

SOLUTION SPOTLIGHT:

Optimize your lead management process with lead scoring and routing

One of the primary benefits of marketing automation is that you can unify marketing and sales around a streamlined and fully optimized lead management process.

Feed Your Funnel

In addition to offering robust outbound capabilities, Salesfusion also offers the inbound functionality you need to organically pull people into your funnel. A combination of social publishing, SEO optimization and website tracking tools will help you identify and capture new prospects.

Track and Nurture Prospect Engagement

As new prospects are acquired, you can track their engagement and assign them a corresponding lead score. You can also use this information to add them to an appropriate nurture program designed around their identified interests, buyer persona or specific behaviors.

As you track and score their engagement, you'll be able to gauge each lead's readiness to buy based on their lead score. Once a lead reaches a predefined threshold, it's automatically routed to the right salesperson inside the CRM. This helps prioritize sales outreach around more mature leads.

Empower Sales with Actionable Intelligence

Hot leads are pushed to sales inside the CRM along with each lead's journey. Every email they've opened, event they've attended, webpage they've visited and so on is captured on the contact record. Your sales team will be able to quickly assess each contact's interests and customize their conversations around them.

If during sales outreach, the salesperson identifies that the lead isn't ready to buy yet, sales will have the ability to directly influence their journey from there on. They can push those leads back to marketing for further nurture, even adding them to specific campaigns, all from inside the CRM. This give and take between marketing and sales unifies them around common workflows and data, creating a significantly better experience for your buyers. It also offers a unified voice across your entire sales and marketing organization.

GET MORE OUT OF YOUR LEAD MANAGEMENT PROCESS:

- Drive greater alignment between your marketing and sales team with a single, unified funnel and lead management process.
- Increase your reach with inbound tools designed to help you pull new prospects into your funnel.
- Prioritize sales outreach by tracking and scoring lead engagement.
- Reduce sales cycles by surfacing real-time and actionable lead intelligence to sales.
- Improve conversion rates with a deliberate and targeted approach to lead management.

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Key Lead Management Features:

- Segment your prospect database based on interests, buyer personas, content engagement and online activity.
- Create real-time automated alerts for your sales team when prospects do something of significance, like complete a form, reach a certain score threshold or visit a specific webpage.
- Surface each contact's digital footprint on the contact and lead records inside CRM.
- Provide sales the ability to add or remove prospects from campaigns from inside the CRM.

Key Lead Scoring Features:

- Build multiple lead scoring models to adjust for differences in market segments.
- Create scoring models at both the contact and account levels.
- Build evergreen or temporary scoring models.
- Score based on web activity, emails, campaigns, forms, social and demographics.
- Create leads, tasks and opportunities in your CRM automatically from scores.
- Degrade scores over time due to absence of activity.
- Develop custom scoring alerts using scoring templates.
- Leverage our out-of-box best practice scoring model.
- Integrate scoring with your CRM.