

## Leverage our marketing operations experts as an extension of your team

Salesfusion's Marketing Concierge Program does the heavy lifting for you. As a managed service, this program augments your marketing efforts with a customized and consultative approach.

Most marketers have previously used a "DIY" or do-it-yourself approach, where they license a marketing automation platform and operate it in-house. Many others want to take advantage of marketing automation to grow their businesses but do not have the resources to operate a platform in-house. In those cases, Salesfusion provides its "DIFM" or do-it-for-me approach, where Salesfusion handles the tactical campaign execution and reporting, while the client focuses on program and content creation.

## The Difference in DIY and DIFM

Category	Description	Responsibilities	
		DIY	DIFM
Platform	Development and maintenance of the marketing automation platform	Salesfusion	Salesfusion
Support	Providing phone and web support for users of the platform	Salesfusion	Salesfusion
Marketing Operations	Marketing automation expertise, including "how" to use a platform	You	Salesfusion
Process	Establishing the methods for how to move leads through the funnel (scoring, nurturing, etc.)	You	You, with guidance from Salesfusion
Measurement	KPIs and reporting on campaign performance and marketing results	You	Salesfusion
Brand / Message	How you want your company to be perceived and what you have to say as well as visual identity (logo, colors, etc)	You	You
Prospects	The lists of who you to target in campaigns	You	You
Content	<ul style="list-style-type: none"> <li>Email copy (subject lines, headlines, etc)</li> <li>Landing page copy</li> <li>Asset / Offer creation</li> </ul>	You	You, with guidance from Salesfusion
Plan (Campaigns)	The campaigns that you want to execute including the flow, offers, etc	You	You, with guidance from Salesfusion

Marketing success depends not just on technology, but also on expertise, processes and people. So we provide our clients a team of marketing experts who are eager to collaborate to achieve goals by providing the tools, support and advice needed at an affordable price.

## Sounds great, but what do I get?

As experienced marketers, we know that there is no such thing as “one size fits all” for marketing programs. When we do it for you as part of our Marketing Concierge Program, Salesfusion works alongside our clients to tailor each “DIFM” program to the customer’s unique needs.

Examples of services we provide in the Marketing Concierge Program:

- Design email and landing page templates
- Build and execute nurture campaigns
- Develop and implement lead scoring profiles
- Build and manage event execution
- Perform A/B testing on emails
- Create and manage campaign reports
- Strategize and consult to ensure marketing goals are met

Once we understand your marketing goals, our team tailors a proposal -- including scope, timelines, and pricing -- for your review. It is all customizable and done in a way that you can take it back in-house whenever you are ready.