

MARKETING AUTOMATION FOR BULLHORN CRM



While customer relationship management (CRM) and applicant tracking systems (ATS) are the lifeblood of recruiters, they have previously offered limited integration via middleware to marketing automation and lacked key functionality. The reality is that recruiters work with both contacts and candidates, as well as current and prospective clients, requiring them to find a way to deliver an enhanced experience and build personal relationships with recruits and new clients in a scalable way.

To facilitate these specific needs, it is essential to integrate marketing automation with Bullhorn CRM. Integration between the two solutions provides a seamless experience for recruiters to leverage the power of recruiting alongside the value of a personalized marketing approach.

Integrated Solution

- Create a two-way sync of key elements with Salesfusion and Bullhorn, including leads, contacts, candidates, opportunities
- Provide sales with visibility to marketing activities and templates to send trackable emails to leads and contacts
- Send automated alerts in Bullhorn 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 Bullhorn

- Integration with Bullhorn since 2016
- Out-of-the-box integrations are fully supported and developed in-house
- Intuitive iFrame available on leads, contacts and candidates
- Provides candidate syncing specifically for specialized recruiting firms

Bullhorn offers staffing and recruiting firms integration that allows sales, recruiting and marketing to complete the communication loop by syncing candidates, along with leads and contacts directly into the MAP.