

EMERGING BUSINESS PROGRAM



You may have dreams of becoming the next unicorn but it's not as simple as build it and they will come.

You need to have a solid marketing strategy, tools to support your efforts and resources to take full advantage of them. But, if you are like other emerging businesses, you struggle with having the time to optimize marketing given all the other aspects of business needing your attention. The problem is, your larger competitors have access to the best tools and have teams in place to take advantage of them.

Marketing Tools to Generate More Qualified Leads

Marketing Automation allows you to streamline the creation, management and analysis of campaigns and leads so you can win more business.

- Drive inbound traffic and uncover new prospects
- Nurture relationships with automated campaigns
- Identify the most engaged leads and companies
- Score and prioritize leads for sales follow up
- Track all campaigns in one place
- Analyze performance and report ROI

Software WITH a Service

Anyone can sell you software as a service but if you don't have the bandwidth or expertise to use it, what's the point?

That is why we offer our marketing platform WITH a service. Working as an extension of your team, we collaborate to execute campaigns on your behalf.

Examples of services we provide in addition to our platform:

- Create one-off, direct response emails to warm cold leads
- Design and send monthly newsletters to stay top of mind with your contacts
- Create website landing pages
- Build and execute nurture campaigns
- Develop and implement lead scoring profiles
- Build and manage the execution of webinars
- Perform A/B testing on emails
- Create and manage campaign reports and analysis
- Strategize and consult to ensure marketing goals are met

What you'll get:

By augmenting your marketing efforts with a customized and consultative approach, you can focus on strategy and other key activities while leaving the heavy lifting to us. Our Emerging Business Program includes:

- Access to a complete marketing automation platform with functionality for lead scoring, lead management, CRM integration, automated nurture campaigns, event management and account-based marketing for up to 5000 contacts
- 10 hours per month of marketing operations support to execute campaigns and build templates
- Custom email template
- Custom landing page template
- Lead scoring profile to prioritize leads
- CRM Integration (or use our contact management system)
- All the support you need to be successful

What it costs:

For emerging businesses, we offer an all-in-one package that includes 5,000 contacts on our platform and 10 hours of managed services for \$1500 per month on an annual contract.