

# CRM that Drives Growth

"We are so happy to proactively drive cross-selling opportunities"

Boost your digital capabilities to drive business growth, focusing on enhancing your digital strategy and closing the gap between execution and results. It strengthens marketing and sales connections, ensuring effective operations.


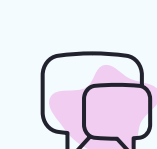

## Empellor Marketing Builder

The Empellor Marketing Builder empowers SMBs to enhance their digital capabilities, leveraging Dynamics 365 Marketing to drive business growth. This tool streamlines operations, improves sales and marketing alignment, and ensures your digital strategy delivers impactful results.

### What we offer :

Empellor Marketing Builder is perfect for SMBs looking to drive business growth through automation, streamlining, and data. It gives your marketing team the tools to attract and nurture leads and personalize customer engagement.

Developed for SMBs with some experience in digital marketing seeking to:

-  Align and enhance your digital strategy to fully utilize the capabilities of Dynamics 365 Marketing
-  Close the gap between execution and results with your digital strategy
-  Enhance the connection between the marketing and sales teams

Elevate **Digital** Capabilities  
That Drive **Business Growth**

**Total Implementation:**  
\$35,000 + 4 weeks



# Why Empellor Marketing Builder?

## Empellor Marketing Builder Features:

### The Basics

- ✓ App installation
- ✓ Initial Configuration
- ✓ Connect to Website
- ✓ Deploy Website Forms
- ✓ ZoomInfo Integration
- ✓ Preference Center Setup
- ✓ Landing Pages Setup
- ✓ Redirect URLs Created
- ✓ Content Library Setup
- ✓ Hootsuite Integration & Configuration

### Empellor CRM Optimizations

- ✓ Form Submission Notifications
- ✓ Enhanced Lead Scores
- ✓ Lead, Contact, Company Tagging
- ✓ Lead Lifecycle Processing
- ✓ Enhanced Lead Scoring

### Reporting & Analytics

- ✓ Lead Performance
- ✓ Website Performance
- ✓ Marketing Strategy Analysis
- ✓ Revenue Attribution

### Advanced Configuration

- ✓ Lead Management Process
- ✓ Lead Management Process
- ✓ SMS Configuration
- ✓ LinkedIn Campaign Setup
- ✓ Initial Customer Journey Setup
- ✓ Lead Attribution

### Empellor Marketing Builder Monthly For 3 Months

- ✓ Follow-on Virtual Coaching (90 minutes)
- ✓ Dynamics 365 Marketing Training (2 hours)

### 1-DAY VIRTUAL WORKSHOP

#### Morning: Foundation

- ✓ Your Marketing & Sales Challenge, Goals
- ✓ Why Marketing is the New Sales
- ✓ Segmenting your Target Audiences
- ✓ Customer Journey and the Role of Content

#### Afternoon: Action

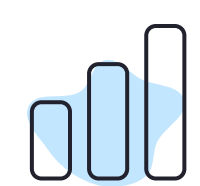
- ✓ Sales Targets » Marketing Targets
- ✓ The Lead Generation Engine
- ✓ Converting Leads to Pipeline
- ✓ Putting it in Action

### Training

#### 3 Months Follow-On Coaching & Training

- ✓ Lead Management & Scoring
- ✓ Marketing Form & Landing Pages
- ✓ Customer Journeys
- ✓ Marketing Email Design & Best Practices
- ✓ Events
- ✓ Surveys
- ✓ LinkedIn Campaigns
- ✓ Social Media

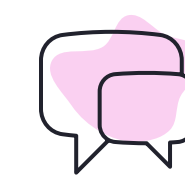
## Achieve More With Microsoft Dynamics 365 Customer Insights



Easily view all your customer details in one place, simplifying how you manage relationships.



Create uniquely personalized experiences for each customer using smart, AI-driven insights.



Improve your marketing efforts by targeting specific groups with up-to-date, detailed customer segmentation.



Anticipate and fulfill your customers' future needs by leveraging predictive analytics to stay one step ahead.



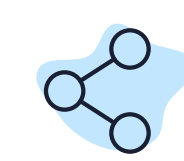
Save time and reduce costs by automating the collection and analysis of your customer data.



Make faster, better-informed business decisions with access to real-time insights and comprehensive dashboards



Effortlessly scale and adapt your business tools as your company grows, ensuring smooth transitions.



Enhance your workflow by seamlessly integrating with other Microsoft products and various third-party applications.

**Empellor CRM Promise:**  
Deliver a CRM that drives growth.

We guarantee that you will be able to move your business forward with ease and transparency using Dynamics 365 Sales. Let CRM become the lifeblood of your organization.

**Let's Talk!** Empellor CRM | [www.empellorcrm.com](http://www.empellorcrm.com) | [info@empellorcrm.com](mailto:info@empellorcrm.com) | 303-482-2909