

# CRM that Drives Growth

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

Empellor Marketing Starter is your partner, capable of engaging on all levels to define and build your digital strategy. It integrates sales and marketing strategies to accelerate business growth, enhance team skills, and strengthen customer loyalty,




## Empellor Marketing Starter

Designed for SMBs new to digital marketing, this program rapidly develops your strategy and team skills, seamlessly integrating marketing and sales to boost growth and customer loyalty. Empellor Marketing Starter focuses on cost-effective solutions to win more business.

### What we offer :

Unlock your business's potential with a tool that sharpens digital marketing strategies and fast-tracks your team's skills, creating a strong link between your marketing funnel and sales pipeline.

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

-  Fully develop a digital marketing strategy and plan that drives the strategic goals of the business
-  Fast track the development of the digital marketing skills of your team
-  Build a strong connection between the marketing funnel and sales pipeline at the start

Unify **Sales And Marketing Goals And Execution**

**Total Implementation:**  
\$50,000 + 4 weeks



# Why Empellor Marketing Starter?

## Empellor Marketing Starter 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 Starter Monthly For 6 Months

- ✓ Follow-on Virtual Coaching (90 minutes)
- ✓ Dynamics 365 Marketing Training (2 hours)
- ✓ Optimization & Support (10 hours)

### 2-Day Virtual Workshop

#### Day 1: Foundation

- ✓ Your Marketing & Sales Challenge, Goals
- ✓ Why Marketing is the New Sales
- ✓ Segmenting your Target Audiences
- ✓ Customer Journey and the Role of Content
- ✓ Account-Based Marketing
- ✓ Audit: Website, Content Review

#### Day 2: Action

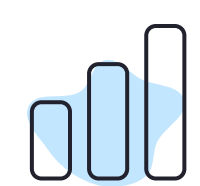
- ✓ Sales Targets » Marketing Targets
- ✓ The Lead Generation Engine
- ✓ Converting Leads to Pipeline
- ✓ Putting it in Action

### Training

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

- ✓ Lead Management & Scoring
- ✓ Marketing Form & Landing Pages
- ✓ Lead & Contact Segmentation
- ✓ 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.



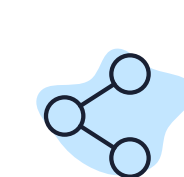
Save time and reduce costs by automating the collection and analysis of your customer data.



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