



MarketingAutomation

Feed Your Sales Funnel With Qualified Leads That Drive Revenue Growth. Maximize Customer Touchpoints Across Multiple Channels.

Convert More Leads, Retain Valuable Customers, And Create Brand Ambassadors. Deliver Value At Every Step Through High Quality Lead Generation Programs.

Replace manual, repetitive processes with efficient marketing automation systems without losing the personal touch. **WSI's marketing automation** solution is designed to connect multiple touchpoints across communication channels to build engagement and drive conversion. Marketing automation is a fully integrated solution using email marketing, landing pages, campaign management, lead scoring, social media tools, CRM integration and analytics. Put simply, it simplifies the sales and marketing cycle. While the ultimate goal is to sell more, the way to get there is through providing a consistently positive experience for your online customers. Hence, marketing automation must make it easy to connect with your human target audience, not with robots!

Collecting data is an outcome of marketing automation, but more important is the slew of actionable insights that data provides. Your WSI marketing automation campaign is feature-rich and result oriented:

- ▶ An integrated solution incorporating the ideal mix of online nurturing and conversion tools
- ▶ Has the powerful capability to customize content and delivery mechanisms for various audiences across several channels
- ▶ Ability to segment and categorize leads based on common behavioral patterns, geography, demographics, and more
- ▶ A high degree of compatibility to your existing systems and processes
- ▶ Offers a consistently high user experience across multiple channels and platforms
- ▶ Allows for closed-loop reporting and a 360-degree view of your lead generation campaign
- ▶ Ensures mechanisms for testing and analytics at every step of the process

If your business is focused on revenue growth and expansion of your customer base, WSI marketing automation campaigns will steer you towards achieving these goals:

- Save time by automating manual processes for structured, step-by-step selling
- Allow your business to deliver specific, custom-tailored offers that build engagement and encourage action by giving customers what they want, when they want it
- Enable personalization and customization of your email content to speak to various segments of your target audience
- Make the buyers' decision making process faster and more efficient through relevant content, delivered at the right time through the right channels
- Reduce the risk and cost of having to update or retire existing systems and processes through smooth integration of your WSI marketing
- Maximize results for your demand generation initiatives and nurturing programs to drive more sales
- Better alignment of sales and marketing departments for collective lead generation success
- Avoid costly mistakes through quick and easy course correction based on testing and analytics

Accelerate your lead generation campaign results and deliver positive customer experiences with marketing automation systems that engage, delight and optimize customer lifetime value.

For more information on how to optimize a competitive analysis for your online business, contact our team now!



**Marketing Automation is just one of the many ways
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Pay-Per-Click Advertising**
- ▶ **Social Media Marketing**
- ▶ **Web Analytics**
- ▶ **Social Selling**
- ▶ **Content Marketing**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Search Engine Optimization**
- ▶ **Inbound Marketing**
- ▶ **Competitive Analysis**
- ▶ **eCommerce**

Contact us today so you can experience how we take digital marketing to the next level.

