

Digital Marketing & Sales Tools Overview Seminar

offered by Shellhammer Systems Inc.

Over the last 5 or so years the world of marketing and sales has changed dramatically, led primarily by Google and the advent of search keyword auctions and web site analytics. How do we as sellers capitalize on this change and read the new "Digital Body Language"? In this half-day seminar we introduce and discuss the digital tools available to businesses of every size. Using tools for e-mail marketing, web site visit tracking, landing page development, webinar event management, drip marketing, lead scoring, CRM integration and campaign analytics, you will be able to better respond to your customers needs.

We have all been caught by the buzz of "social" marketing accentuated by the likes of Twitter and Facebook ... but there are a great many new tools that can be tied to actual pipeline and revenue growth and that can provide real return on investment. You don't have to spend a lot of money to setup an end to end solution that aligns your product teams with your marketing teams and ultimately with your sales and delivery team in the field. Every part of your organization can be "on message" all the time.

We look at tools in each stage of the customer acquisition pipeline:

- Email marketing tools i.e. ConstantContact, Vertical Response or MailChimp
- Landing page optimization tools i.e. LiveBall, OnDialog or Optimost (Autonomy)
- Webinar event management i.e. GoToWebinar or ReadyTalk
- Drip marketing and demand generation tools i.e. Marketo, Eloqua or Pardot
- Lead targeting & list tools i.e. ReachForce or SalesGenie
- Web analytics tools i.e. Omniture, Birst, WebTrends or Google Analytics
- Integrating all of these with low cost sales automation & CRM tools i.e. Salesforce.com, SugarCRM or SalesLogix

How many of these tools are you currently using? Just getting started with one or two of these tools can give you a new insight into your market and how your potential customers want to work with you. Aligning and coordinating all the ways you touch them leads to easily measurable results.

Give us a call for more details or if you would like to schedule a session for your organization.



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www.shellhammersystems.com
888.622.9896
info@shellhammer.com