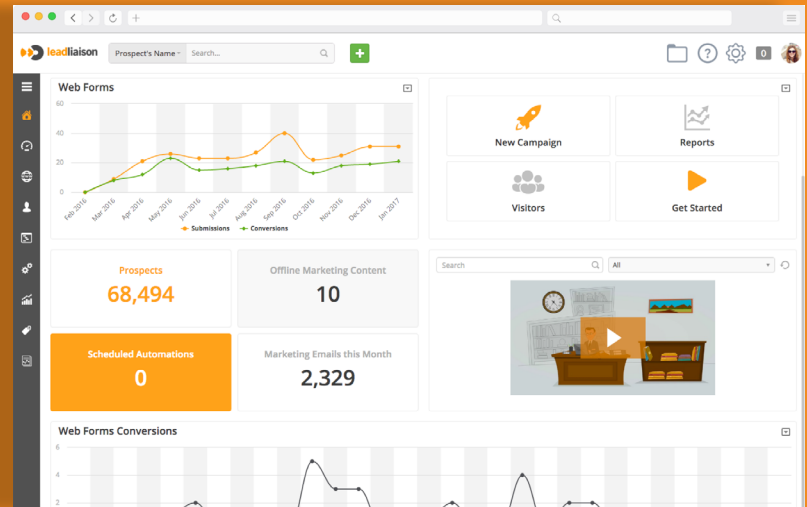


Why do companies of all sizes use Lead Liaison's marketing automation?

Because it works! Understanding the buyer's journey and having a communication platform to launch sophisticated marketing campaigns is essential for sales and marketers.

"Nurturing shortens sales cycles by 23% and increases deal sizes by 47%"



With marketing automation you can support your sales team by launching multi-channel marketing campaigns using a powerful communication engine. The system monitors all engagement and enriches profiles using social insights. Sales gets more insight into buyer behaviors and interests and marketing is able to measure ROI.

As a Lead Liaison customer using marketing automation you'll benefit from:



AUTOMATION

Lead Liaison provides the industry's most advanced automation that will help your company establish process, structure, and scalability across sales and marketing. Hyper-target prospects based on engagement, demographics, and social info and trigger responsive marketing based on engagement.



MARKETING ROI

Marketing teams are often times thought of as a cost center. Without a deep understanding of the return on your company's investment in marketing, it's impossible to defend the perception. In depth ROI reporting will help you justify marketing spend and prove marketing's impact.



BUYER'S JOURNEYS

Your sales team will have access to prospect profiles that reveal key interests and buying behavior, helping them better focus and time their follow up. Salespeople will also receive daily lead reports and timely "Buy Signals" with all insight pushed into your CRM.




MARKETING COMMUNICATIONS

A powerful communications engine will assist you in sending out multi-channel marketing campaigns using email, postcards, handwritten letters, text messages, and more that build strong relationships with customers, prospects, and partners. Sales will love it, as touch points can be delivered on their behalf.

Ready to Get Started?

Contact us today. We're ready to help!

 info@leadliaison.com

 (888) 895-3237