

Blending Marketing and Your CRM

CRM has long been used by many businesses. After all, it has significant value in the management of customers and the associated data. But the world is changing and so is the way we do business. Today's customer is actually 57 percent into the buying cycle before they even talk to anyone from the company. Now more than ever before, when a customer reaches out, a marketer must be there through all the steps.

When the right CRM software is used it will allow your marketers to plan and execute campaigns across a number of channels from beginning to end, and then it will allow you to measure the effectiveness of those campaigns. CRM can allow you to build your sales pipeline across numerous channels and to demonstrate in real time the impact of your marketing investment.

With the ability to streamline, plan and execute you can create an integrated plan to fit your budget and then track and analyze across all of your channels. You'll be able to reach your prospects through digital methods, email, social networking and more traditional means. You can collaborate processes and manage them across all your marketing team from one platform. Marketing has never been easier.

Because you can now easily design the journey of your customer or prospect, the recipient is receiving highly targeted content whether it's a newsletter or a special offer. You can now easily create different channels to target different markets. In addition, you can make your emails interactive so that you can record valuable information based on the actions of the recipient. This additional information helps you to even fine tune your target markets even further.

You can seamlessly build your sales pipeline and follow your prospects through that pipeline. You can boost the interest of prospects through multistage marketing campaigns that deliver personalized content. With CRM, you can combine your marketing and sales funnels.

CRM allows you to keep the sales team in the loop. You can easily provide your sales team with access to the marketing calendar so they know exactly what campaigns are running and what to expect coming down the pipe.

One of the most powerful tools you have available is marketing analytics. You can now easily measure ROI and get a real time view of your effectiveness. These clear views of your marketing campaigns mean you can quickly change or fine-tune any campaign based on its performance.

Marketing is essential to the success of your business and CRM should play an important role in today's marketing strategies. Don't get left out in the cold.

How to Improve Your CRM to Benefit Your Marketing

If you want to succeed with your business, you need loyal customers and brand loyalty. Building customer relationships is critical, as is feedback. But you need to be able to balance what they want with

2. Improve the Quality of Revenue Tracking

When your CRM and marketing automation system are integrated, ROI reporting on campaigns is far easier. Bi directional syncing means that campaigns you create in your marketing automation platform map directly back to your CRM software. This allows closed deals to be tied back to the campaign they occurred in. Closed loop reporting increases the quality of the reporting and allows for accurately measuring ROI and projected revenue, tracking marketing spends, and attributing revenue to a specific marketing campaign.

3. Allows for More Targeted Messages to Occur

The majority of buyers want to receive different targeted content at every state of research. In fact, a recent study said 77% want this (Pardot's 2013 State of Demand Generation Study). This behavioral information that marketing automation tool collects can be used to send a targeted message to your prospects. These emails can be very personalized and they can attract the interest of the prospect at the various stages of the buying cycle. The creation of one on one email communication based on criteria will increase the relevance of your emails and that's going to make customers happy.

There are many other benefits to incorporating CRM with marketing automation, but these three key points should be enough to get your attention. Much of today's marketing is carried out through email and social media, as well as, a company website. The combination of these two tools can increase the effectiveness of your marketing campaigns.

How to Achieve Success with Social CRM

We live in a hyper social world and that's also where you will find your customers sharing their opinions, offering compliments and voicing their complaints about your products/services. Facebook and Twitter are the two most commonly used social networks but there are many others. It is difficult to separate customer relationship management from social media management; however, just having social CRM alone isn't adequate. You will need to choose a management solution that fits your company and then develop guidelines and strategies that work within it.

Let's look at how you can create a successful social CRM strategy.

1. You Need the Right Resources

Social networks allow you an opportunity like never before to deliver your customers great service. However, your team is setup to solve problems it can be a frustrating experience for your customers. Consumers are extremely impatient with hold times on the phone, but they are also becoming impatient with how social help requests are handled, so keep this in mind.

2. You Need a Solid Platform to Conduct Social CRM

In addition, CRM marketing lets you track the performance of your campaign(s) so you can easily make changes. You can track on a number of parameters, which give you the flexibility to see what you need to see. You can access this information online or create reports for upper management. You can also present that information in your report in a dynamic fashion so that management can quickly grasp your successes. This makes it much easier to ask for a bigger marketing budget, when they can clearly see that the ROI is good.

CRM marketing is a powerful tool that is often overlooked or underutilized. The information that is available to you in your CRM database creates a powerful profile of who your customer is and it makes it easier to target new customers along with your existing customers. This is especially true if you take advantage of social networking and begin to incorporate that information into your CRM marketing. Don't miss out on a powerful way to increase the effectiveness of your marketing.

How to Automate Your Marketing Campaigns Using CRM

One of the most underused tools in marketing is the CRM system. Many companies are running anywhere from a handful to thousands of campaigns at one time and each must be managed. There can be campaigns to sell a new product, there can be campaigns for new customers, there can be cross selling, and the list goes on. Trying to manage multiple campaigns that are all different can be time consuming, even when it's just a handful. The error rate is also high and sometimes it's virtually impossible to manage.

What makes things even trickier is that successful campaigns need you to be able to have access to all of the information at one time, not have to pick and choose from various places. These campaigns can become very complex and so the best way to take care of them is simply to take advantage of your CRM system.

A CRM system that is well run can help you run smoothly, improve your marketing campaign response rate, remove most of the challenges, and improve your ROI.

Target Market

You will be able to target your market with ease. Select candidates based on purchases, demographics, responses to a survey or any other way you want. Choose one or more criteria to include to pull your marketing campaign recipients right out of your database. Targeted marketing is always far more effective at bringing people into the pipeline than just random marketing.

Manage Execution

Even the best campaign will not do well if you cannot systematically execute it. CRM can help you to track your campaigns on a real time basis so you know exactly what is going on at any time. It can help you to maintain a schedule for your marketing campaigns and you can even set them to automatically