

Marketing Automation Fasttrack

With more than 20 years of experience in implementing CRM systems, we know what is needed to achieve results. With each implementation we look at specific goals, wishes and requirements for your organization.



Dynamics 365 for Marketing

Microsoft Dynamics 365 for Marketing helps you to increase the results of your marketing campaigns. It offers a lot of possibilities such as generating new leads, starting 1-on-1 campaigns for a better conversion and also organizing events with a good follow-up through automated marketing and sales. You are able to create new campaigns and templates yourself without asking for help from your colleagues or the technical department. It offers you the opportunity to create smarter and more effective campaigns.



1-on-1 marketing with Customer Journeys

You are able to easily create a unique customer journey for both existing customers and (potential) leads. The customer journey is an important part of marketing. By defining useful segments and filters, you can inform customers and leads at the right time through automated campaigns.



More leads with automated lead generation

Dynamics 365 for Marketing helps you generate leads through various channels such as your website, specific landing pages or LinkedIn ads, for example. The leads are offered to qualify and follow up on the basis of a score model. This allows converting unknown visitors into customers.



Events and follow-ups

Whether you want to organize a webinar or a customer event on location. Dynamics 365 for Marketing supports you through the entire process from pre-announcement to registration and evaluations. Depending on the type of event, you can set up your own templates, reminder emails and confirmations. This takes a lot of manual work off your hands and you can follow up the event professionally together with your sales colleagues.



Insight and result-oriented management

Dynamics 365 for Marketing provides central insight into the results and conversion. This eliminates, for example, manual steps and overviews in Excel and offers an up-to-date insight into the result of your marketing budget. Thanks to the seamless cooperation with Dynamics 365 for Sales, the sales and marketing departments reinforce each other. Automatically forwarding leads to the right colleague ensures that no more contact is lost.



Email marketing

Customize your templates to create personalized emails. The system offers possibilities to create your own layout using easily accessible building blocks in the built-in e-mail editor.

Landing page

Custom templates let you design and craft landing pages. You can have this fully in line with current marketing campaigns. Again, there is a built-in page editor that is suitable for every marketer.

A / B Testing

By making the right segmentation within the target group, it is possible to apply a / b tests and monitor the results in a clear dashboard. This makes it relatively easy to optimize campaigns with the results achieved.

Linkedin link

By integrating LinkedIn it is possible to run campaigns within linkedin from Dynamics for Marketing. All leads can be easily imported into Dynamics 365.

Customer journey

Make a customer journey fully applied to the target group you selected. Make use of both demographic and behavioral information. If necessary, use the results of the customer journey as a starting point for a new customer journey.

Connecting processes

Connect sales and marketing processes so that all relevant information about contacts can be shared with various departments. This makes it possible to anticipate quickly on sales opportunities.

Data enrichment

Because both Sales and Marketing work in the same database and all data is stored centrally, this data becomes much more valuable for your organization. Information such as how contacts respond to a campaign is stored and analyzed. Custom made offers can be used even more accurately.

Effective lead generation

It is difficult for organizations to continuously provide the Sales department with the right leads and to approach them at the right time. By automating this process within the marketing department through lead scoring, marketing can make the difference in lead generation. By monitoring the behavior of leads, this provides sales clout and increases the chance of success.