

MARKETING AUTOMATION & CRM INTEGRATION SERVICES

Marketing and Sales alignment is key to every successful Marketing Operations programme. Sharing marketing data with sales, provides accurate up-to-the minute information on how marketing campaigns are influencing deals as well as providing valuable prospect insight.

CRMT provides both the strategic guidance, technical expertise and practical experience to ensure your integration project succeeds. We also advocate many of the current best practice frameworks offered by organisations such as Sirius Decisions to ensure integration is fit and agile to deliver on both marketing and sales typical key performance indicators.



Sales can now review prospect activity such as...

- Website visits
- Form submissions
- Email opt out/ unsubscribes
- Email click-throughs
- Content downloads

...from within your CRM platform.



Benefits for Sales

- Alignment with Marketing
- Ability to nurture leads to sales-readiness
- A single source of truth
- Deeper prospect insight and real-time activity updates
- Increased efficiency between marketing and sales
- Quantifiable ROI and boosted sales performance



Benefits for Marketing

- Alignment with Sales
- Improved lead generation
- Better campaign ROI reporting
- Deeper insight into buyers' behaviour and interests
- Easier to target and segment marketing communications
- Automated lead qualification and assignment through lead scoring

B2B Marketers who implement marketing automation increase their sales-pipeline contribution by 10%.

- Forrester Research

CRMT have a wealth of experience in integrating marketing automation (Eloqua, Marketo or Pardot) with CRM platforms (Salesforce.com, Microsoft CRM, Oracle and even custom environments) using a collaborative process between the Marketing and Sales team ensuring the relevant data is passed between the two platforms at the right time.

Integration of these two platforms is key to:

- Increase the value and return on your marketing investment.
- Share important and key lead information with your sales organisation.
- Synchronise data that matters.
- Segment your marketing database using the latest updates from your CRM instance.

Key Object Data can be shared between the two platforms including:

- Leads
- Contacts
- Accounts
- Campaigns
- Custom Objects
- Campaign members
- Opportunities

Marketing activity is shared with the Sales organisation through a Contact Activity Overview web link. Sales representatives can review additional details about a particular marketing activity, all from within CRM.

“Research shows that when a sales organization has easy access to marketing data, teams sell more confidently, improve close rates and deal values. Closer alignment between the two departments can lead Sales becoming 67% better at closing deals and generate 209% more revenue from Marketing”

Ebook: ‘Jumpstart Revenue Growth with Sales and Marketing Alignment’, Marketo

Key technology platforms:



About CRMT

CRMT is a Marketing Operations consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that’s metric-driven, process-minded and very tech-savvy. We sit plumb between marketing, sales and IT and work with business leaders to maximise the investments they’ve already made in people and technology to drive marketing effectiveness and efficiency.

Interested in our marketing automation & CRM integration services?

Contact us today for further information on how we can get your Marketing and Sales teams aligned at info@crmtechnologies.com or call +44 (0) 118 945 0030.