



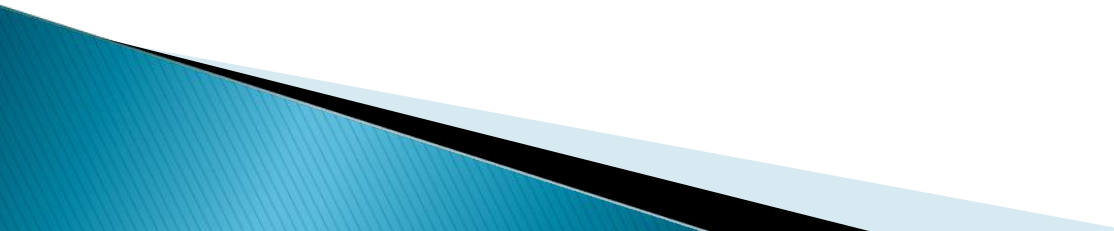
During presentation, We kindly request that you refrain from cell phone use.



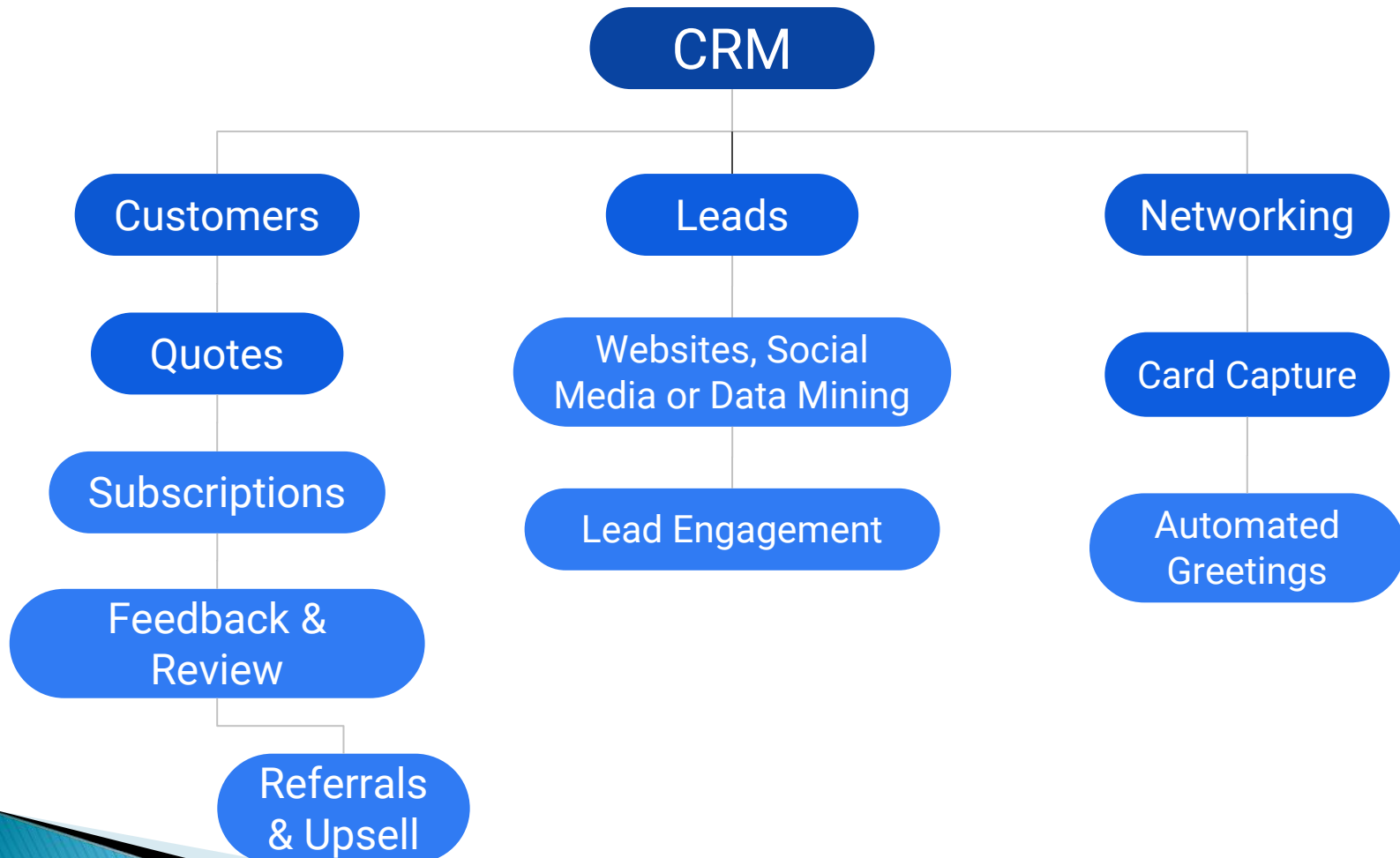
Why Should My Small Business Use a CRM?

Presented by:
Huzaiifa Sadiq
Marketing Automation Champ
huzaiifa@magintl.biz

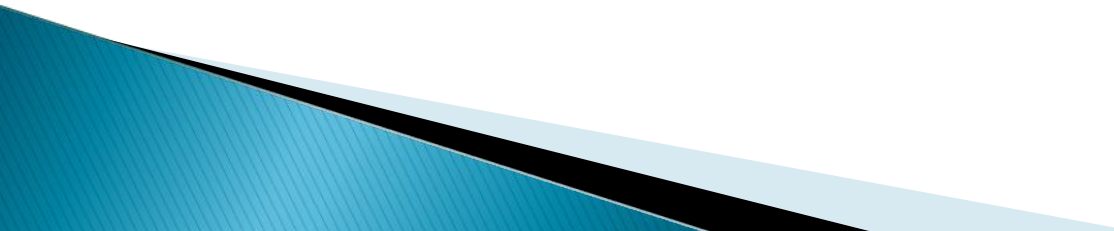
During this session you will discover...

- ▶ Ways that CRM software benefits your organization (beyond direct sales)
 - ▶ How CRM software improves an organization's relational intelligence and how that translates to increased revenue
 - ▶ The value of using a strong sophisticated software system for managing your contacts, and how it can save you time, effort, and money
 - ▶ What are my Customer Relationship Management (CRM) choices?
- 

What Is A CRM?



Why Use a CRM?

- ▶ Our prospects are ***everywhere*** – you must track them!
 - ▶ Insights & Analytics
 - ▶ Reports, Campaign Activities and Engagement
 - ▶ Generating Tasks, monitor lead activities and take an appropriate action.
- 

Why Use a CRM?

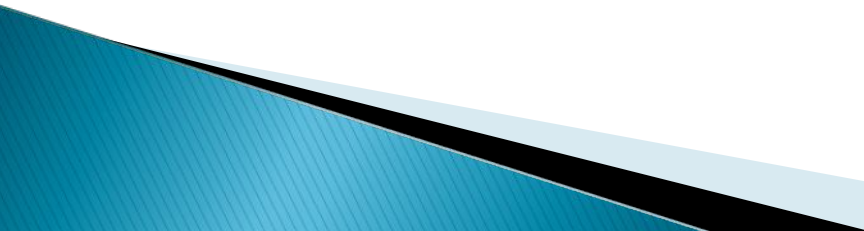
- ▶ CRM helps you to organize, arrange, and optimize *how* and *when* you “touch” your prospects and customers.
- ▶ It acts as a backend engine that keeps a watchful eye on your interactions with your contacts and provides helpful ways to refine and repurpose that content in an immensely useful way
- ▶ **BIG PLUS** – Consumers state that they prefer doing business with businesses that can personalize content to their individual needs

While you can customize or personalize content in mass email systems like ConstantContact, Aweber or MailChimp they do not have the tracking or followup triggering functions of a strong CRM.

Why Use a CRM?

- ▶ A strong CRM is important because if you want to scale your business – you need to care about your prospects and customers and Track Activity!

That means:

- Having a single source for all contact information, notes, appointments and tasks
 - Tracking who opened what message
 - Tracking who clicked what Call To Action (CTA)
 - Tracking who bought what and...
 - Studying the metrics collected by the CRM
- 

STATISTICS

A recent study by Infusionsoft and LeadPages found...



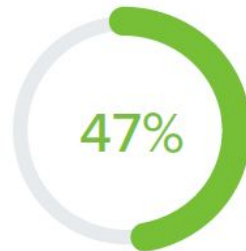
Only 24% of small businesses use CRM

Further, our research also found that of those not using CRM, over half use Outlook (or a similar email client) to manage their contacts, which limits the functionality primarily to un-trackable email and calendaring.

And moreover (!)



1 out of 5 respondents (20.6%) don't track their contacts at all.



Nearly half (47 percent) of small business owners handle marketing efforts on their own.

STATISTICS

FACT: Customers Want Personalized Treatment From Brands



73%

of consumers say they prefer to do business with retailers who use personal information to make their shopping experience more relevant.

Source: Digital Trends

75%

of consumers like it when brands personalise messaging and offers

Source: Janrain



40%

of consumers say personal relevance is the single biggest single factor that determines if an e-mail is read.

Source: Braffon

14%

improvement in click-through rates with personalised e-mails

Source: Aberdeen Group



10%

improvement in conversion rates with personalised e-mails

Source: Aberdeen Group

Personalize Your Brand Messages

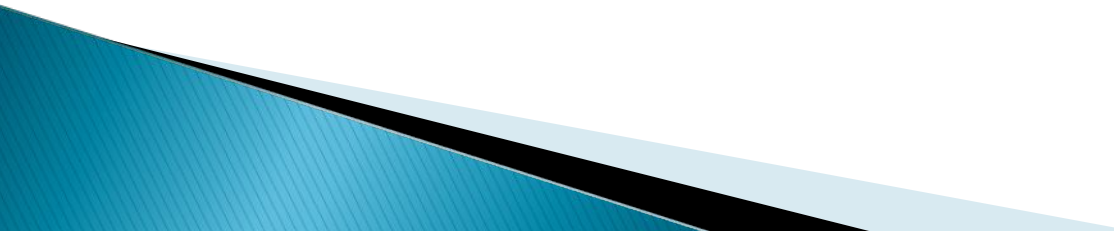
- ▶ Statistically speaking, **personalizing** your messages results in **40 percent chance** of getting your e-mail read and a **14 percent improvement** in your **click through rate**, as seen from the prior infographic by Contentrific
- ▶ To set yourself apart from the competition, personalizing your brand messages using data from a strong CRM is the way to go
- ▶ A **Demand Metric study** found that **78 percent of consumers perceive a relationship** between themselves and a company that uses custom content. People are getting more and more accustomed to personalized interactions with brands, which means **you have to personalize to be successful**

CRM is YOUR System of Record

- ▶ Data Security!
 - CRM supports your whole business by securely storing and managing your data on secure servers
- ▶ Your data is likely segregated in silos – Arg!
 - Marketing holds one set of prospect data and sales has another set of customers
 - You/your assistants manage appointment data with contacts and vendors
 - Maybe a social media manager/contractor handles yet other set of contacts for social outreach

When you use CRM as the standard system of record, you solve the data overlap problem

CRM & Automation

- ▶ Each of the CRMs introduced earlier, include ability to make use of web forms and email marketing campaigns
 - ▶ When you combine the power of CRM to handle personalization and lead scoring/ tracking with efficiency of marketing automation to deliver campaigns to targeted segments of your list, you suddenly have a robust sales and marketing machine
- 

CRM & Automation

- ▶ Imagine the time-savings – use automation for processes outside of sales...
 - Internal To-Do Management
 - Simple task automation for yourself and your staff
 - External Vendor Management
 - Automate your requests
 - Delivery scheduling

What's Available

- ▶ CRM vendors which have CRM, Email Marketing & Campaign functionality:

Name	Description
Infusionsoft	Strong CRM, Sales & Marketing Tool specifically for small business with coaching/set-up training included. Entry-level includes 4 Users, 5000 contact records, complete CRM functionality and visually intuitive highly customizable campaigns.
ONTRAPORT	Strong CRM, Sales & Marketing Tool with a small business edition – 1 User, 1000 contact records, limited CRM functionality, if/then rule based campaigns; add-ons needed for ONTRApages/ ONTRAforms/ ONTRAmail.
Salesforce	Enterprise sales and marketing platform with strong CRM, email sending and tracking; opportunity tracking and marketing automation with tracking. Entry-level package for small businesses requires 100 employees/users minimum.
Act!	Modest CRM platform for unlimited Users and Contact Records; Act!marketing upgrade needed for email marketing and Act!Pro or Act!Premium upgrade needed for functionality to match three vendors above.

What's Available

- ▶ CRM vendors which have both CRM & Email Marketing functionality:

Name	Description
HubSpot	Inbound modest CRM with sales pipeline marketing tools. All customers get as many Users as needed and up to 1M Contact Records with access to the marketing tools in a limited capacity.
Hatchback	Modest CRM with limited email marketing, intelligent action campaigns and lead management tools. Entry-level for 1 Users, 750 Contact Records includes Quick Start Training.
GreenRope	Offer three suites – Sales, Marketing and Operational (modest CRM). 7 Levels available; Starter – Unlimited Users and 1,000 Contact Records. Onboarding and training available for fee(s).
Active Campaign	Modest CRM, Sales & Marketing Tool with scaled pricing dependent upon number of Contact Records needed. Unlimited Users and training available based on investment.

Others Agree!

- ▶ Additional Information

Recent Article:

<http://www.bigcontacts.com/news/9-staggering-statistics-that-will-motivate-you-to-invest-in-crm-software-for-your-small-business>

- ▶ Software Advice™ Reviews:

http://www.softwareadvice.com/crm/small-business-comparison/?layout=var_so0


- ▶ Clate Mask Article on Email Marketing in 2020:

<http://www.inc.com/clate-mask/email-marketing-in-the-year-2020.html?cid=email>

CRMs Pay For Themselves

- ▶ A strong CRM offers you the ability to handle personalization on a huge scale = you can grow your revenue the right way

Every \$1 spent on CRM = \$8.71 in revenue

- ▶ CRM is a *Nucleus Research*  human resources by:
 - Injecting efficiency into the sales process to save you time and money
 - Tracking and organizing numerous customer details in segmented lists so you can do targeted promotions
 - Helping maintain personalized interactions with leads and customers
 - Providing more targeted lead nurturing and lead scoring so that you know what leads to focus your time on

Summary

Did you know that businesses see 451% growth in qualified leads after successfully adopting a CRM?

The successful adoption of a CRM system provides killer benefits for both your business and your team.

If you are interested in more information or would like to set up a complimentary conversation regarding how a CRM with Marketing Automation can help you to get organized, save time and make sales... please visit this URL!

<http://ScheduleCompConvo>