

The Right Tools for the Job

A Guide to the Best Tools Every Marketing Manager Should Know About...



*tools for marketing
managers that manage
hundreds to thousands
of locations...*

The Right Tools for the Job

A Guide to the Best Tools Every Marketing Manager (in Charge of Hundreds to Thousands of Locations) Should Know About

Having the right tools is essential for running a smooth marketing campaign, especially when dealing with hundreds to thousands of locations. We have compiled a list

of the best online marketing tools aimed at providing marketing managers with a comprehensive list for all the tools they'll need when marketing multiple locations

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Brand: Brand Image



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Brand Image: Your brand is your most important asset, so make sure it is represented well by your locations online. In order to ensure the consistent use of your brand, many big companies invest in brand image software that allows them to provide locations and franchises with up-to-date images, commercials and other assets to be used in advertising.

Brand Image Tools:

BrandCentre:

Accessible at any time, from anywhere in the world, a Brand Centre helps you to build your brand from the inside, substantially increasing the efficiency and transparency of your marketing processes.
<http://www.adgistics.com/BrandCentre>

MarComcentral:

A web-based marketing asset managing tool that centralizes, localizes, and distribute marketing materials across the globe.
www.marcomcentral.com

NutshellMail:

NutshellMail from Constant Contact tracks your brand's social media activity and delivers a summary to your email inbox on your schedule.
www.nutshellmail.com

FranConnect:

Franchise software with the most useful and extensive franchise solutions available today.
www.franconnect.com

BrandCentre

"Brand Centre helps you to build your brand from the inside, substantially increasing the efficiency and transparency of your marketing processes."

FranConnect

"FranConnect's integrated suite of software applications allow franchise organizations to manage all aspects of their operations"

Pro Tips:

- 1) Your locations may not be as savvy as you are when it comes to marketing, so make sure they receive training and can ask questions about how to utilize your brand assets. Style guides and acceptable use policies can be helpful as well, as long as they are easy to understand.
- 2) Make usage of current logos a mandatory action that each location must take and impose penalties when they are in violation of brand standards. Enforcing across many locations can be difficult if done manually, so automation software may come in handy here.

Need Help?

Our company helps hundreds of marketing managers just like you manage their locations' online marketing. Find out more at:



www.crossfuse.com

Brand: Online Reputation



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Online Reputation: When someone is searching for your brand, are all of the results they see positive? Protecting your reputation is important, use tools to receive proactive notifications whenever you or your locations are mentioned online. Remember, your best offense is good defense.

Rep Tool List:

Trackur:

Monitors your reputation, mentions, PR campaigns, employees, and competition.
www.trackur.com

Google Alerts:

Monitor keywords from the latest web and news results. You can receive updates via email as they occur.
www.google.com/alerts

Who's Talkin':

A social media search tool that allows users to search for conversations surrounding the topics that they care about most.
www.whostalkin.com

Social Mention:

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a competitor.
www.socialmention.com

Trackur

trackur

PRICING TOUR WHY TRACKUR? API BLOG HELP

Accurate Social Media Monitoring in Just 60 Seconds

the specialists in AFFORDABLE social media monitoring tools, with EASY set up and ACCURATE results.

Find out what conversations you're missing!

Go Ahead, Try It Now

THE SPECIALISTS IN SOCIAL MEDIA MONITORING

Monitor your reputation, your new mentions, your PR campaigns, your employees or your competitors. Trackur is social media monitoring tool for every size of any company or business.

"More than 50,000+ registered users trust Trackur to monitor 10+ million media mentions a day across more than 100+ million news sites, blogs, forums, Twitter, Google+ and Facebook!"

Socialmention

socialmention

Real-time social media search and analysis.

SEARCH [input field] [GO]

Twitter: Action, Baby, Ben, Fun, Victor, D. Shady, Tera, Brand, Super, African, and others. JFK, Twitter

Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a competing news story, a competitor, or the latest on a celebrity.

Click on alert

Realtime Buzz Widget

Showing real-time buzz on your site or blog.

Get the widget

"Social Mention is a social media search and analysis platform that aggregates user generated content from across the universe into a single stream of information"

Pro Tips:

- 1) Your reputation online is very important, so be sure to check for mentions of your company name, brand name and key employee names consistently. Use a mix of automated tools and quick searches to assess any areas in need of improvement. If a negative mention of your brand is in the top 10 search results for your brand name, hire search engine optimization help to promote positive results.
- 2) Not all tools pick up on every mention of your brand name or search keywords, so it doesn't hurt to employ multiple tools to get the job done. We recommend using a free tool and a paid tool to compare results and better understand the reputation landscape.

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Content:

Content Syndication



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Content Syndication: One of the most difficult aspects of managing a big brand with multiple locations is to make sure that they consistently convey your approved messages. This can be difficult with hundreds or thousands of locations, unless you invest in technology that allows you to syndicate your content to your partners and resellers.

Content Tool List:

WebTree Pro:

Manage site revisions with WebTree Pro's one-many functionality. Takes the headaches out of multiple location edits.

www.webtreepro.com

Sharedvue:

Make your web content available with the touch of a button with SharedVue's Syndic8. Available for all kinds of web content formats.

www.sharedvue.com

DealerSyndicator:

Syndicate your blogs, page content, and more with a centralized publishing dashboard from DealerSyndicator.

www.dealersyndicator.com

Zinfi:

Make changes across all locations, or smaller segments with only a few clicks on Zinfi's content management module.

www.zinfi.com

SharedVue



"SharedVue provides web content syndication to the websites of resellers, dealers, channel distributors, retail locations or B to B locations through a proprietary Cloud Marketing platform."

Zinfi



The Content Management Module enables the partners to syndicate content through a few clicks. Enabling channel partners to automatically update their website with consistent and comprehensive information.

Pro Tips:

- 1) Content syndication services vary in sophistication and technology for content delivery. Some work by embedding JavaScript or iFrames on a site to pull in content while others use server side programming languages to integrate with websites. Server side technologies work best for seamless integration and search engine optimization.
- 2) With hundreds to thousands of partners and locations, creating consistent content across the web is important. Make sure that all of your partners are using the system and syndicating content properly. Provide webinars or other training materials on how to implement successfully.

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Content: Blogging



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Blogging: The best way to bring visitors to your website is to create fresh, compelling and thought-provoking content on a consistent basis. The easy way to accomplish this is by creating a blog for your website. Fortunately, there are many tools to help with this process and make things fairly painless. Learn about how blogging can help your business.

Blog Tool List

Blogger:

Blogger provides an intuitive interface to publish your content and connect with other bloggers across the web.
www.blogger.com

WordPress:

Build attractive blogs with little to no design experience through WordPress' library of themes and plug-ins. Provides great integrations for a variety of softwares and other websites.
www.wordpress.org

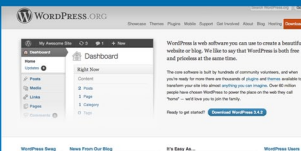
Feedburner:

Provides custom RSS feeds and management tools to bloggers and other web publishers.
feedburner.google.com/

Squarespace:

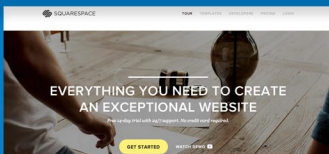
Get started with an award-winning design for your blog right away. Squarespace comes loaded with great templates and features to help you get moving fast.
www.squarespace.com

WordPress



"The WordPress core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of plug-ins and themes available to transform your site into almost anything you can imagine."

Squarespace



"Squarespace provides elegant solutions that set new standards for online publishing. By focusing our efforts on the fusion of design and engineering, we strive to create long-lasting products that delight and surprise our customers."

Pro Tips:

- 1) Set up your blog objectives in advance. If you want to share your posts via social media, ensure that this is configured before launching your first post. Take time to experiment with the variety of features available before choosing a platform. Also make sure you install a web analytics tool to track activity coming to your site.
- 2) Make sure that the tool you choose enhances your ability to post content, instead of getting in the way. Your software should be there to power your content, but content is the key to blog adoption. Make sure that you are able to focus on creating great content instead of overcoming technical hurdles.

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Website: Mobile Web



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Mobile Web: With anywhere between 15 and 25% of your website visitors coming in through a mobile device, it is becoming important to make sure that their experience is tailored to their needs. This often means getting straight to the point and giving them the information they need. Make sure your website fits well into smaller screen sizes and that calls to action are reasonably achieved.

Mobile Tool List:

Mobify:

A mobile technology platform that converts existing websites into a version optimized for mobile phones and tablets.

www.mobify.com

Wirenode:

Create rich mobile pages and mobile websites with minimal effort. Include images, mobilize your blog from RSS and do much more.

www.wirenode.com

Mobile Studio 2012:

A useful tool for testing Web apps targeting the iOS family of mobile devices.

www.electricplum.com

mobiReady:

The mobiReady testing tool evaluates device-readiness using industry best practices & standards and offers a free report.

www.ready.mobi

Mobify

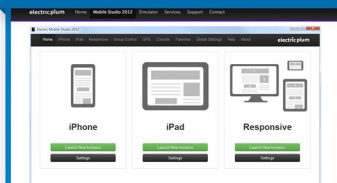


"Mobify products power the adaptive web experiences of the leading brands in the world. We help businesses who want to connect with their customers in all the ways their customers want to connect with them."

Pro Tips:

- 1) Is mobile right for you? Not necessarily every business needs to have a mobile version of their website, this is why its so important to take the steps in figuring out whether or not your business should implement a mobile site.
- 2) Use your web analytics tool to see the percent of mobile traffic. If it is greater than 20%, seriously consider implementing a dedicated mobile page.
- 3) Make sure you test your mobile site on various mobile devices to make sure it achieves your desired outcome across multiple platforms.

mobiReady



"The Mobile Web, Responsive Design, iPhone, and iPad Simulator powerhouse suites are built for Mobile Web Professionals, and hobbyist alike."

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Website: Store Locator



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Store Locator: Make sure its easy for your customers to find your products or services locally with easy to use store locator. Use software that allows all of your locations to be found by looking at a map, entering a zip code, or IP based targeting.

Store Locator Tool's:

Crossfuse:

Provides more than the average store locator. Crossfuse is a platform that helps marketing managers tackle every marketing problem that comes with managing marketing for multiple locations .
www.crossfuse.com

GeoSprawl:

Store Locator Web Based Software for your business locations.
www.geosprawl.com

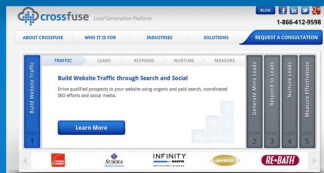
Ultimate Locator:

Is an advanced store locator package that installs on your website and allows you to manage your store locator system.
www.ultimatelocator.com

MetaLocator:

MetaLocator allows for the feature-rich search, display and management of a list of persons, places or things on your Web site in a highly configurable and simple manner.
www.metalocator.com

Crossfuse



"An Online Lead Generation Platform build to help marketing managers and businesses manage and consolidate their online marketing efforts"

Pro Tips:

- 1) Off the shelf store locator software may sound appealing, but it does not generate new leads if the software is not installed properly. Utilize web forms for contacting a location or tracking phone numbers to understand performance. SEO can also suffer from poor store locator software.
- 2) Each location should have a unique site or microsite created from your store locator tool to improve visibility for search, while also providing a destination for each of your locations. You can also use this page to share photos, store hours, contact information and more.

MetaLocator



"Your locations can be displayed in hundreds of ways. Add a store locator to your Web site that includes a complete mobile app in 3 easy steps."

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Traffic: (LSEO) Local Search



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Local Search: There are thousands of websites dedicated to providing information about brick and mortar businesses. While many receive information about your business from centralized sources, it is important that you claim and optimize your locations with the major services.

Local SEO Tool List:

Get Listed:

See how your business is listed on Google, Bing, and other major local search engines. They also offer great info on how to get started with LSEO. www.getlisted.org

Yext PowerListings:

Yext updates and syncs your location data all over the web. Through Yext, you are able to systematically submit location data to multiple places at once. www.yext.com

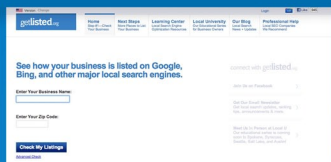
Whitespark:

Whitespark local citation finder is a great tool to discover where to list your business for better local search rankings. www.whitespark.ca/local-citation-finder

Localeze:

Localeze ensures local business listings are constantly optimized for maximum Local Search performance. www.localeze.com

GetListed



"We offer an easy-to-use online tool that makes the process of claiming business listings at Google Places, Bing Local, other prominent local search engines more efficient."

Pro Tips:

- 1) Claiming hundreds to thousands of listings via phone is a painstaking process that takes patience and attention to detail. Try bulk uploading listings to directories whenever possible.
- 2) Use Excel to keep track of information about each of your listings, and formulas to update your data to fit the unique layouts of each directory service
- 3) Do a quick check on getlisted.org to see what listings you have already claimed and what listings you still need to claim and optimize.

Localeze



"Manage your Local Business Listings identities all while improving find-ability and reaching more customers"

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Traffic:

Search Engine Optimization



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SEO Tools: When making a purchasing decision, 79% of people will use a search engine to research service providers and products. Organic search can drive countless visitors to your website free of charge when you rank well for your brand name, locations and related searches.

SEO Tool List:

RavenTools:

Build and Manage Online Marketing with Raven's SEO Tools and Social Media Tools. Perform Keyword Research for SEO and Report on Social Media all in one.
www.raventools.com

SEOMoz:

The most popular provider of SEO software. Our easy to use tools and tutorials make search engine optimization accessible to everyone.
www.seomoz.com

Screaming Frog:

A small desktop program (PC or Mac) which crawls websites links, images, CSS, script and apps from an SEO perspective.
www.screamingfrog.co.uk

Majestic SEO:

Link intelligence tools for SEO and Web PR and Marketing. Site Explorer shows inbound link and site summary data.
www.majesticseo.com

SEOMOZ



"SEOMoz is the most popular provider of SEO software. Our easy to use tools and tutorials make search engine optimization accessible to everyone"

MajesticSEO



"Link intelligence tools for SEO and Internet PR and Marketing. Site Explorer shows inbound link and site summary data."

Pro Tips:

- 1) When you make major changes to your website, make sure that each of your pages are redirected to their equivalent page on the new website. In addition, crawl your website every time you make a major revision to the site to make sure that key pages are still able to be discovered by search engines.
- 2) Link building takes a lot of time and effort. Start with low hanging fruit by reaching out to peer organizations, your subsidiaries, as well as your locations to build links in bulk. If your locations all have their own websites, have them link to your organization immediately.

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Traffic:

Pay Per Click (PPC)



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PPC: The single most dependable tool for generating new leads for your business is paid search advertising. The reason is simple: when someone types a query into a search engine, they are raising their hand and seeking an answer to their question. If your product or service provides that answer, then you can capture new business leads through paid search.

PPC Tool List:

AdWords:

Google provides excellent tools to help implement PPC campaigns as well as a platform to advertise on the most used search engine.

www.adwords.com

WordStream

Provides Internet marketing software and tools which are designed to make your search marketing campaigns more organized and more profitable.

www.wordstream.com

SpyFu:

Hosts multiple SEM tools in one place: Advanced keyword tools. Professional SEO reports. Extensive library of tutorials & tips. PPC competitor analysis.

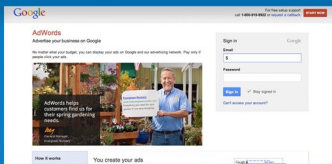
www.spyfu.com

Acquisio:

Great Tool for PPC bid management, search retargeting and facebook ad management.

www.acquisio.com

Google AdWords

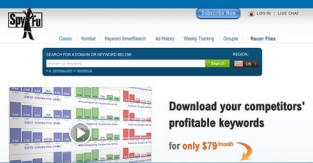


Google AdWords is the premiere Pay Per Click advertising platform, representing about 80% of available search opportunities. They also provide several tools to make you a better advertiser!

Pro Tips:

- 1) There are many efficiencies to be had with paid search. Most campaigns run at about 25% efficiency, so use keyword match types, quality scores and landing pages to improve your results.
- 2) Make sure that you track conversions (leads) from your campaigns with tracking pixels, as well as installing Google Analytics to measure how traffic interacts with your site.

SpyFu



Learn what your competitors are spending online using tools like SpyFu to estimate their online ad spend. SpyFu can help you understand if you need to increase your budget or not.

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Traffic: Social Media



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Social Media: With social media being a part of everyday life its critical your company is properly represented on these various platforms. Here are some of the best tools to implement and track your social media efforts.

Social Tool List:

Hootsuite:

Hootsuite is a social media dashboard that lets you monitor your streams, lists and post to multiple social networks, like Facebook, LinkedIn and Twitter.
www.hootsuite.com

Buffer:

Buffer makes it super easy to share any page you're reading. Keep your Buffer topped up and we automatically share posts for you through the day.
www.bufferapp.com

Pageleaver:

Pageleaver provides detailed analytics around your Facebook brand or business page that goes beyond Facebook Insights.
www.pageleaver.com

Topsy:

Is a social media search engine, that lets you search social media to find people that are talking about you.
www.plus.topsy.com

Hootsuite

"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."

Pro Tips:

- 1) Rather than scrambling to create social media posts every day, create a months' worth of posts and slowly distribute throughout the month. Programs like Hootsuite allow you to future date when posts are published so you can create months' worth of social content in one sitting.
- 2) Not sure what to write about? When creating fresh content month over month, a time will come when you're completely lost as to what to post next, use Topsy to find the latest trends and to see what your customers are talking about.

Topsy

"Searches content published on Twitter and the web, sorted by relevance or date."

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Traffic: Display Advertising



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Display Advertising: Create awareness of your brand through display advertising at a national, regional or local level. Display advertising brings your ads directly to where your customers are going, and does so in a visually intriguing way.

Display Ad Tool List:

Google Display Network:

Makes advertising on websites to promote your business, easy and effective. Also offers great tools to get your started.
www.google.com/ads/displaynetwork

Ad Planner:

Offers quick research about audiences and placements and is helpful at the beginning of the research phase.
www.google.com/adplanner

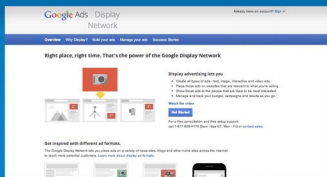
What Runs Where:

Lets you to track your competition, alerting you when they launch new text or banner ads across over 40 ad networks.
www.whatrunswhere.com

DoubleClick:

An ad technology foundation to create, transact, and manage digital advertising for the world's buyers, creators and sellers.
www.google.com/doubleclick

Google Display Network



"The Google Display Network lets you place ads on a variety of news sites, blogs and other niche sites across the internet to reach more potential customers"

DoubleClick



"DoubleClick offers technology products and services for display advertising that helps simplify even the most complex online campaigns"

Pro Tips:

- 1) Display advertising can be expensive if not optimized, so make sure that your budgets and expectations are defined before you start a program. Targeting is important for display ads to be successful as well. Improve your performance through very focused targeting of audiences.
- 2) Remarketing has become the newest way to utilize display advertising and it has been proven to bring great success by showing display advertisements to people who have previously visited your website or other web properties. Use remarketing to confidently draw in visitors who have already interacted with your site.

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Traffic: Ratings and Reviews



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Ratings and Reviews: Besides carrying a significant weight on SEO, ratings and reviews can also have an impact on your customers buying behavior. Making sure your locations are properly indexed on these sites is a great first step to driving more conversion for your locations sites.

R & R Tool List:

Yelp:

Is an online urban city guide that helps people find cool places to eat, shop, drink, relax and play.

www.yelp.com

Google Places:

Not only do these results appear when customers Google search something but they are the most visited review site, make sure your listed.

www.google.com/places

Foursquare:

Is a location-based social app where customers can review businesses.

www.foursquare.com

City Search:

Is an online city guide that provides info about businesses.

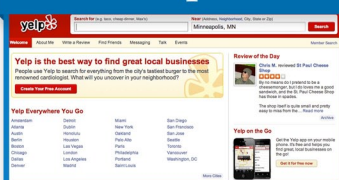
www.citysearch.com

Localeze:

Localeze lets you easily certify and manage your Local Search presence across the Web.

www.localeze.com

Yelp



"Yelp Business Accounts allow businesses to share information with the Yelp Community. Simply put, it's word of mouth -- amplified."

Pro Tips:

1) *You can build up your products and services all you want, how ever potential customers are often most motivated by testimonials from current or former customers who have had great experiences with your companies. Encourage satisfied customers to review your locations with all of the services we recommend.*

2) *Ratings and reviews are accepted by many sites online, and the best sites to focus efforts on are those that syndicate to other sites as well. Your efforts will multiply if you can have review information show up in multiple places with just a single positive review.*

City Search



"A place where customers can review your business, be proactive and make sure your listing is present and accurate."

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www.crossfuse.com

Leads: CRM Systems



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CRM Systems: Customer relations management system (CRM) has become a vital part of the modern sales process, it allows companies to track incoming leads all the way through the buying process. You can even use cloud-based systems to tie into your other marketing activities such as lead nurturing and email marketing.

CRM Tool List:

SalesForce:

CRM combines business processes, people, and technology to achieve this single goal: getting and keeping customers.

www.salesforce.com

ACT:

Sage ACT! makes it easy for you to manage anything and everything related to your contacts and calendar.

na.sage.com/sage-act

Siebel:

The world's most complete customer relationship management (CRM) solution, Oracle's Siebel CRM helps organizations differentiate their businesses to achieve maximum top-and bottom-line growth.

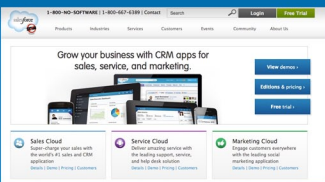
<http://goo.gl/1xVUK>

SugarCRM:

Is a CRM platform, designed to help your business communicate with prospects, share sales information, close deals and keep customers happy.

www.sugarcrm.com

SalesForce

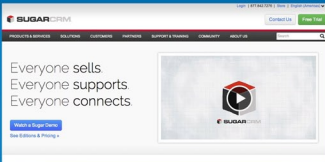


"Sell more effectively with better sales tracking and real-time visibility. With Salesforce, every step of a sale is tracked in one convenient place"

Pro Tips:

- 1) Integrate your CRM system into your website to make sure that all leads you generate are captured and stored in a database. Many CRM systems allow you to do this through a web to lead form or special API for websites.
- 2) Take advantage of the integration products available for CRM systems like Salesforce.com. An already powerful tool becomes unstoppable when it integrates with your entire lead generation, sales and customer feedback processes.

SugarCRM



"We're the world's fastest-growing customer relationship management company because we make CRM simple."

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www.crossfuse.com

Leads: Lead Nurturing



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Lead Nurturing: Not all of the leads you generate are ready to buy today. In fact, as many as 75% of your leads may not purchase right away. Use marketing automation and lead nurturing to stay in front of these prospects in an efficient and automated way.

Lead Nurturing Tools:

Silverpop:

Silverpop provides leading edge lead nurturing technology that is used by many top companies to help influence new sales. Lead scoring and CRM integrations make the tool flexible for many uses
www.silverpop.com

Crossfuse:

Crossfuse helps companies bridge the gap between their online marketing efforts by creating an efficient, sustainable online lead generation system!
www.crossfuse.com

Marketo:

Marketo has quickly become a market leader in marketing automation by providing a powerful and easy to use tool that resonates with marketers.
www.marketo.com

Hubspot:

Small to medium sized businesses use Hubspot to create landing pages, capture leads and follow up with leads.
www.hubspot.com/

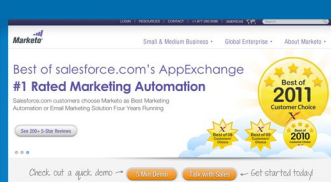
16

Silverpop



"Increase relevance and drive revenue with Silverpop, the best of marketing automation, social, email and mobile."

Marketo



"Marketo helps you continue the dialogue with prospects and leads and keeps your brand at the top of their short list when they're ready buy."

Pro Tips:

- 1) Lead Nurturing requires a lot of attention to detail and configuration to be done ubiquitously, but when all systems are integrated, the results can be tremendous. Segment your list of prospects by the salesperson and include the photo of your salesperson in your emails. Make your emails human and believable for the best results.
- 2) Integrate your marketing automation tool with your CRM database platform and synchronize data bi-directionally for a consistent view of your customers. Also integrate your CRM and marketing automation tools with the forms on your website to allow for an end-to-end lead follow up experience

Need Help?

Our company helps hundreds of marketing managers just like you manage their locations' online marketing. Find out more at:



www.crossfuse.com

Leads: Email Newsletter



A Guide to the Best Tools Every Marketing Manager Should Know About...

Brand

Content

Website

Traffic

Leads

Measurement

Email Newsletter: Keep in front of your current customers and past prospects by sending an email newsletter on a weekly or monthly basis. This is a great opportunity to up-sell them into your other service offerings, launch new products or services, and even convince skeptical prospective customers to purchase from you.

Email Tool List:

Responsys:

Responsys' award-winning solutions provide everything you need to drive great email results: dynamic content, personalization, targeting, automation, reporting and analysis.

www.responsesys.com

ExactTarget:

An email platform that can fit any size business. ExactTarget grows with your business and can custom-fit your business' email marketing needs.

www.exacttarget.com

Silverpop:

Silverpop manages many different aspects of your email marketing campaigns. Whether SPAM scoring or ensuring deliverability, Silverpop is a trusted email platform.

www.silverpop.com

MailChimp:

Use pre-designed and customizable templates with MailChimp that attract and engage your database. Free and Paid plans available as your business expands.

www.mailchimp.com

ExactTarget



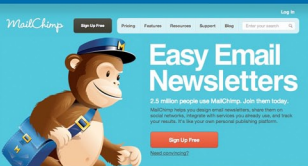
"ExactTarget is a leading global provider of email marketing and cross-channel interactive marketing software-as-a-service solutions that empower organizations of all sizes"

Pro Tips:

1) Email newsletters are an excellent way to drive repeat visitors to your site, as long as your emails are engaging to recipients, targeted to their interests and don't wind up in the SPAM folder. Make sure you are familiar with the nuances of email marketing before deploying a large initiative. This way you can make sure the email is deliverable to everyone.

2) Commit to at least a monthly schedule. Newsletters can get stale or lose users if you only send a message every 6 months, so get in the habit of sending newsletters at least once a month. You can find content from other sources of inspiration, like whitepapers, blog posts or other marketing collateral you have developed.

MailChimp



"If you've never sent an email newsletter, try our pre-designed templates. If you're an HTML pro, we'll get out of the way so you can customize your own campaign from square one."

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www.crossfuse.com

Measure: Analytics



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Analytics: Measurement of your marketing programs should not be an afterthought. The digital world is much more measurable than its analog contemporaries, and smart marketers take advantage of this by measuring the activity of their prospective and current customers.

Analytics Tool List:

Google Analytics:

G.A. is a free service offered by Google that generates detailed statistics about the visitors to your website.
www.google.com/analytics

Woopra:

Is a leading real-time web analytics and targeted customer engagement service.
www.woopra.com

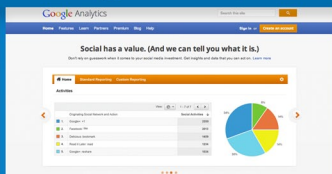
Adobe SiteCatalyst:

Provides marketers with actionable, real-time web analytics intelligence about digital strategies and marketing initiatives.
www.majesticseo.com

Crazy Egg:

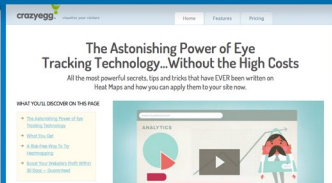
Offers a great heat mapping tools that allow you to visually understand user behavior.
www.crazyegg.com

Google Analytics



"Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications."

Crazy Egg



"Crazy Egg tells you where people are clicking on your site and which areas on a site page could use improvement."

Pro Tips:

- 1) Reporting and Web analytics tools are set up as a one-size fits all dashboard for all kinds of businesses. They are not centered around the specific needs for lead generation sites and need to be configured to show data properly. Create custom dashboards to focus on the areas most important for your objectives.
- 2) Align your website reporting around your marketing objective and then run reports to help understand how you achieved against this objective. You can do this by setting up goals within your analytics tool and tracking how well your site visitors achieve these goals. For lead generation sites, the primary goal will be a lead being generated.

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Measure:

Phone Call Tracking



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Phone Call Tracking: When an opportunity comes to your company through the phone, make sure that you are tracking this activity back to the marketing source that generated the inquiry. This can be done cost effectively by using phone call tracking systems to keep track of all incoming leads and using their robust reporting tools to understand which sources drive the best leads and sales opportunities.

Call Tracking Tools:

Marchex Voicestar:

The Marchex Call Analytics platform provides data and insights such as the number and type of calls driven from your mobile, online and offline ad campaigns.

www.marchex.com

IfbyPhone:

With Ifbyphone, you manage, measure, and automate voice interactions with your prospects.

www.ifbyphone.com

AvidTrak:

AvidTrak is a web-based software platform which dispenses trackable telephone numbers that are used to track inbound phone call conversions.

www.avidtrak.com

Mongoose Metrics:

Mongoose Metrics is the innovative leader in enterprise phone call tracking and paid search phone optimization.

www.mongoosemetrics.com

"Our mobile advertising platform delivers new customer calls directly to your business. Our technology tracks and analyzes these calls to maximize your ad campaign performance."

"Phone Call Conversion Tracking for Print Media, Internet Banner Ads, Pay Per Click Search Engine Marketing Campaigns and Search Engine Optimization Initiatives."

Pro Tips:

- 1) If your industry allows it, record all incoming phone calls so that you can listen to how well your sales process is working. You will learn a lot about your sales process and can use this information as a training tool. You can also learn about wrong numbers, call wait times and more.
- 2) When reporting on performance, either listen to each call to determine quality of leads or report only on calls that last a minimum amount of time. This could be 60-90 seconds or more. For lead generation, a certain amount of time needs to pass to be considered a valid lead, so this helps provide a better indicator of quality of leads.

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www.crossfuse.com



The Marketing Checklist

Use this Checklist to Keep Track of your Progress

Brand

☐

Brand Image

☐

Online Reputation

Content

☐

Content Syndication

☐

Blogging

Website

☐

Mobile Web

☐

Store Locator

Traffic

☐

Local Search

☐

SEO

Traffic cont...

☐

PPC

☐

Social Media

☐

Display Advertising

☐

Ratings and Reviews

Leads

☐

CRM Systems

☐

Lead Nurturing

☐

Email Newsletter

Measurement

☐

Analytics

☐

Phone Call Tracking

CROSSFUSE



Build Website
Traffic Through
Search and Social



Generate More
Leads by Testing
Everything



Nurture Leads
Until They are
Ready



Respond
To Leads
Immediately



Measure Online
Marketing
Effectiveness