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Being smart regarding DATA?

Fundamentals of Technology

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- Collecting, Storing, & Analyzing Data
- Tracking Lead Generation
- Increasing Efficiency
- Enhancing Marketing Efforts
- Improving Decision Making

Collecting, Storing, & Analyzing Data

Increasing Efficiency

- Saves time & money
- Everything is all in one system
- Pulls reports quickly
 - No longer doing them by hand
 - Save & automate reports
- Keeps employees engaged
- Helps recognize priority tasks



Improving Decision Making

Improving Decision Making

- Easy access to reports
- Quicker decisions are made
- Helps management make data driven decisions for business growth

Enhancing Marketing Efforts

Enhancing Marketing Efforts

- Storing Contacts
- Tracking Engagement
- Automating Communications
- Managing Newsletter Subscribers
- Finding trends quicker, making better marketing decisions

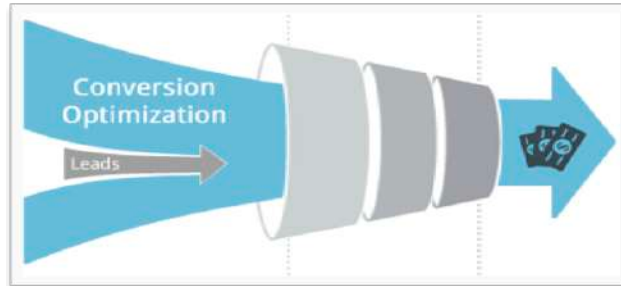
ROI Analysis

- Look at return on investment of tradeshow/exhibition participation and other initiatives
- This can be quantified by using a CRM system, versus your “gut feeling”



Lead Scoring/Funnel Optimization

- Through analysis of the data you've accumulated and cross referencing with other data sources (for example, Act-On), you can identify the opportunities with the highest probability for success
 - Ranging simple criteria to more advanced techniques



Beyond Single Events

- Leverage delegate data to make further connections and expand the economic social impact beyond a single event



CMS Testimonial

“I want to tell you how thrilled we are still with our website. It’s the best site we’ve ever build and the proof is in the results. Analytically, we know it is driving massive traffic to our members and growing the number of requests for our collateral. We are so proud of the way this has all turned out.”

James Minton, VP of Communications at Visit Anchorage

Marketing Automation

Marketing Automation

- Streamline, tailor, and automate email marketing and other campaigns
- Track engagement
- Maximize your messaging power by personalizing content
- Report results to tie back into your marketing efforts



Email Marketing



Web Tracking



Lead Scoring



Nurture Marketing



SMS Messaging



Campaign Tracking



Form Capture



Surveys



Landing Pages



Social Discovery



Integrations
(GoToWebinar)

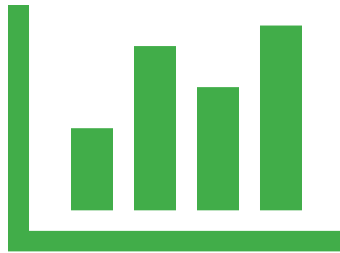


Training & Support

Google Analytics

Google Analytics

- It's FREE!
- Find out how your visitors are locating your website
- Identify which pages and links your visitors click the most
- Visitor segmentation for marketing pushes
- Fine tune your website based on Google Analytics reports



Questions?