sugarcrm

The Dynamic Duo

CRM + Marketing Automation Working Together

While CRM keeps track of your sales processes, marketing automation engages your prospects and customers. CRM captures your sales process on a one-to-one relationship basis, while marketing automation executes it at scale.

The fact is, world-class sales and marketing organizations need to unite to unite forces to succeed and scale by integrating CRM and Marketing Automation!

A Fragile Alliance

The Sales/Marketing Conundrum

Sales thinks the leads are unqualified, therefore they don't follow-up

The marketing team is frustrated with the sales team

Marketing provides leads to the sales team

The sales team is frustrated with the marketing team

Wasted effort, poor performance, bitterness and despair.

Common Sales and Marketing Mistakes

NO STRATEGY

There is no strategy in place to manage the lead transfer process smoothly from marketing to sales and back again.

UNKNOWN ANALYTICS

There are no metrics and you have inconsistent data to base your measurements on.

SILOED SOFTWARE

Marketing uses many different tools, while sales uses a CRM as a contact manager. In most cases, marketing tools do not speak to CRM tools.

sugar sell

sugar market

Uniting Forces

Although a successful organization needs both a CRM and marketing automation system, having these two platforms operate independently of each other poses another challenge — there still exists a silo of information between the two teams and their respective platforms.

Marketing automation software such as Sugar Market can deeply and seamlessly integrate with CRM software like Sugar Sell, providing a complete, closed-loop system for multi-channel lead generation, management, and revenue contribution.

The Power of Synchronized Data to Win Every Sales Battle

Sugar Market's native, out-of-the-box integration with Sugar Sell allows sales and marketing teams to set up automatic bi-directional synchronization between the two platforms.

This makes it easier for marketing to deliver more highly qualified, sales-ready leads, while allowing sales to access prioritized leads and activity history, in real-time — without leaving their software of choice!

The Dynamic Duo Rises

By working together, CRM and marketing automation can:

REMOVE SILOS

Sales and marketing are able to have a more open line of communication, boosting efficiency, and improving collaboration efforts. Without it, teams will experience a great deal of duplication of their efforts.

FOSTER TRUST

If, for instance, a salesperson could log into Sugar Sell to view a specific lead and see which webinar that lead attended, confirm that they were sent a newsletter and clicked on the company's website, the sales team will gain trust that marketing is doing their part.

CREATE ATTRIBUTION

Campaigns created in Sugar Market trace back to Sugar Sell, enabling you to attribute closed sales to the marketing campaigns that prompted them. This enables you to make more informed marketing decisions going forward.

A Long-Lasting League

Integrating CRM and marketing automation allows marketers to scale by affording them the ability to create, automate, and measure campaigns — reaching the right person, with the right message, at the right time.

Additionally, sales teams become an equal partner in defining lead qualification. They can also see exactly why a lead has been qualified and assigned to them, prioritize contact with prospects, and have more informed conversations to close the sale faster.

There's no other way to guarantee this level of intelligence than through a deep integration between your CRM and marketing automation systems.

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