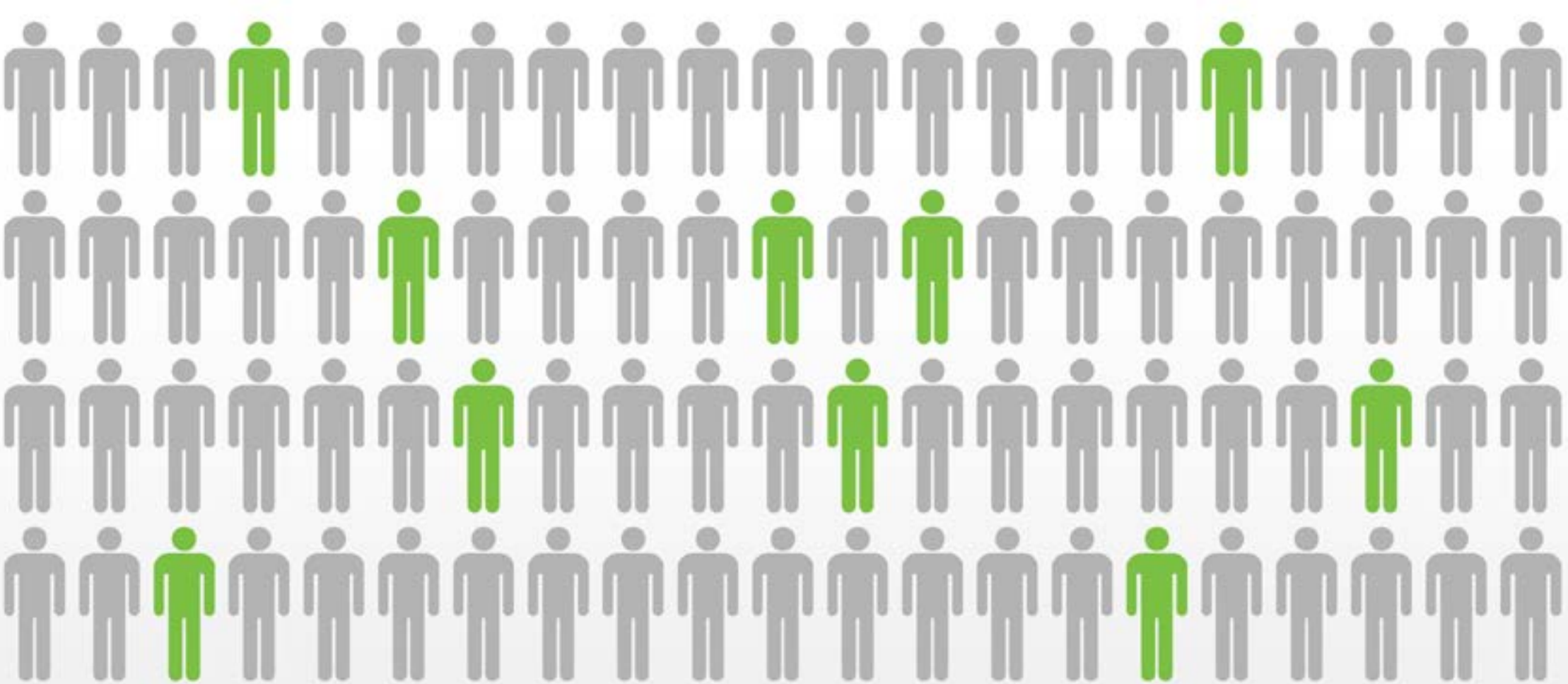
eTrigue

Intelligent Demand Generation™



THE GUIDE TO SMB SUCCESS IN LEAD GENERATION

Making Marketing Automation Work for You

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Foreword

> “Mid-sized marketers that stick to the fundamental principles of **prospect engagement**, **clean data** and **compelling content** across multiple channels are most likely to achieve long-term success.”

For small and mid-sized marketers looking to grow revenue, deploying marketing automation for generating qualified leads can be the perfect answer. After all, the right leads can help organisations of all sizes better target customer segments and create highly compelling marketing campaigns.

The good news is small and mid-tier marketers need not invest in overly-complex and resource-intensive marketing automation systems to gain access to world-class lead generation tools. Rather, thanks to easy-to-use features such as drag-and-drop interfaces and simultaneous campaign views, any marketer can get a campaign up and running in a short period of time and with limited training.

However, the secret to lead generation success is not about relying on tools with sophisticated theories and indecipherable user manuals. Instead, mid-sized marketers that stick to the fundamental principles of prospect engagement, clean data and compelling content across multiple channels are most likely to achieve long-term success. It’s a back-to-basics approach of connecting with a targeted list of prospects via a relevant stream of content that promises to deliver a maximum return on investment.

Despite the successful expansion of marketing automation across many verticals, some small to mid-sized organisations continue to be intimidated by the prospect of rolling out new systems. However, as case studies continue to show, these tools are helping marketers better engage prospects and generate leads, and are winning over a new generation of SMB marketers.

Since the latest versions of marketing automation systems are designed for ease of use and don’t require hefty investments in IT infrastructure, they enable the fast action growing businesses require. And because these modern-day marketing automation tools are nimble, marketers have the flexibility to change campaigns on the fly without having to start from scratch.

Andrew Gaffney
Editor, DemandGen Report

Overview: Can I Afford to Live with/without Marketing Automation?

> "Modern-day marketing automation tools are nimble, marketers have the flexibility to **change campaigns on the fly** without having to start from scratch."

For all the hesitations around marketing automation systems, it's encouraging to know that marketers are well along in their adoption of lead-generation practices. According to a study by BtoB magazine entitled "2013 Lead Generation: Optimum Techniques for Managing Lead Generation Campaigns," 71% of respondents said they are at least moderate participants in some form of lead generation, while 47% are "very" or "fully" involved.

Yet analysts reveal that 75% of companies never move beyond using marketing automation for batch-and-blast emails. That represents a real missed opportunity for many marketers, especially given the fact that more and more buyers are expecting multi-touch, multi-channel engagement from solution providers.

To help small and mid-sized marketers move beyond simply blasting out emails, the latest generation of marketing automation tools are not only generating a steady flow of new leads, they are also fostering greater collaboration between sales and marketing by helping to establish processes for lead nurturing, providing sales with lead alerts and measuring cross-campaign effectiveness.

Marketing automation affords an **opportunity** for improved and measurable processes around every aspect of customer acquisition, from **attracting** new **prospects** with streamlined form creation, to **nurturing** leads with triggered outbound communications, to scoring and routing **qualified** leads to sales.

Success

Set realistic **goals**, build a **reliable** database, create great **content**.

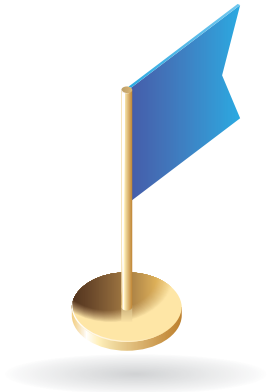
The following e-book will show you how to achieve small and mid-market success in lead generation and lead nurturing by setting realistic goals, building a reliable database and creating great content. The best part: we'll show you how to segment customers, tailor your marketing messages and track campaigns with your existing marketing team resources and minimal IT investment.

Marketing Automation

Automates the tasks and processes that marketers accomplish every day.

- Identify prospects
- Capture prospect information
- Generate leads
- Track prospect activities and actions
- Engage prospects with content
- Create relationships
- Alert sales at the right time
- Track success

CHAPTER 1:
Setting Specific (and Realistic) Goals



What Are Realistic and Achievable Goals for Marketing Automation?

Setting Specific (and Realistic) Goals

The first step to generating quality leads involves targeting and segmenting your preferred audience. Imagine a marketing campaign that delivers digital nappy coupons to a household without any children. Or how about sending a white paper to a prospect that just downloaded the very same document moments earlier? It's a recipe for marketing disaster. Not only are such untargeted campaigns a waste of time for your sales reps, and a loss of precious company resources, but they also risk angering prospects and tarnishing your brand.

Fortunately, there are ways to better satisfy your customers' and prospects' needs and demonstrate how your products and services can address their specific pain points. The trick is taking advantage of a marketing automation system's targeting and segmentation features. These innovative tools can help a small or mid-sized organisation create a 360-degree view of a lead in order to pinpoint where they are in the buying process, whether they're open to receive another email or white paper, and what type of content is most likely to drive sales.

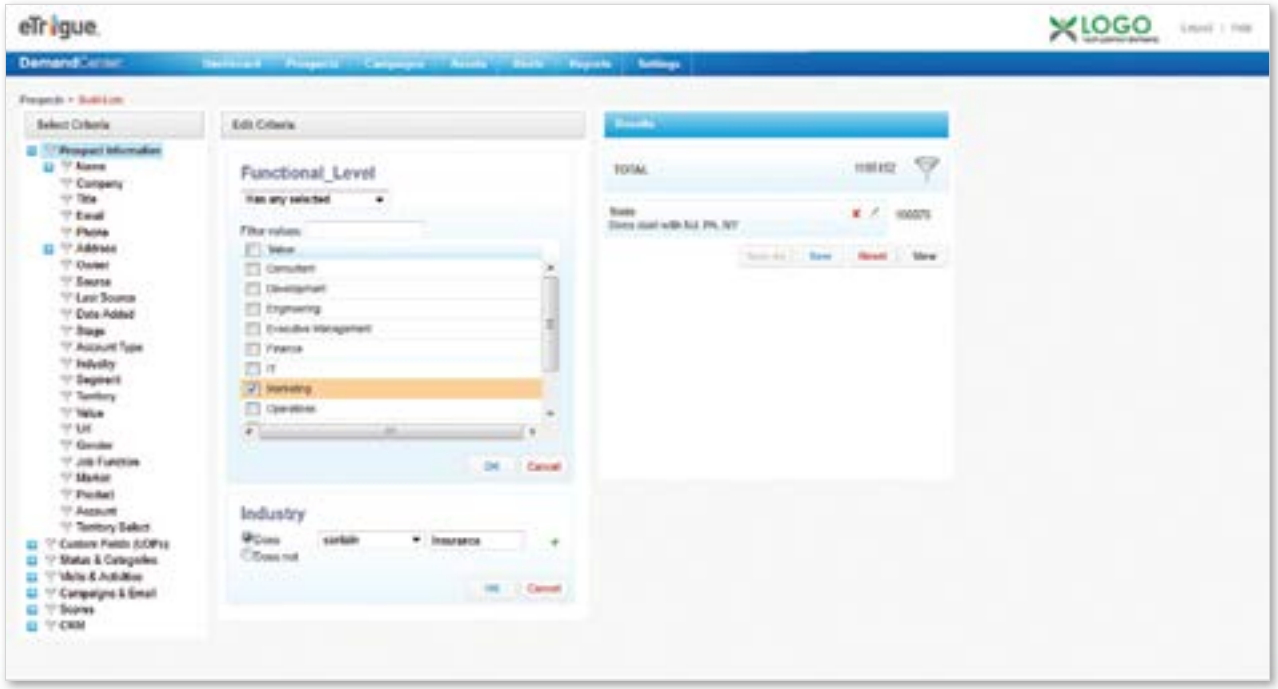
Building out buyer profiles is easy enough. Using targeting and segmentation tools, marketers can create individual profiles based on data such as website visits, email responses, survey information and demographics.

In turn, marketers can gain a better understanding of the audience they wish to address and establish specific goals based on fleshed-out buyer profiles.

Using **targeting** and **segmentation** tools, marketers can create **individual** profiles based on data such as website **visits**, email responses, survey information and **demographics**

In fact, the best marketers should be able to describe their preferred audience and articulate the specific goals they wish to accomplish through targeting and segmentation. Although priorities may vary, examples of these goals include:

- To nurture all prospects in a database.
- To accelerate communication with individuals that express the greatest interest in a particular product or service.
- To automatically forward the contact information of individuals who demonstrate a certain level of activity to sales teams and to encourage engagement when these buying signs surface.



Profile and segment your audiences quickly through a search-based list builder.

The reality is marketers can now detect when a buyer interacts with a brand and can use progressive profiling to assist in asking further questions that will help to expand their buyer profile.

For example, if a marketer detects that a prospect has visited their site and checked out a case study, a relevant follow-up would be to send a follow-up email offering a few other client examples and ask a few additional questions to learn more about their buying preferences. Alternatively, a sales rep may recognise that it's time to pick up the phone and contact a hot prospect directly. Either way, targeting and segmenting leads, and following them closely, lets marketers identify the types of customers sales reps require to generate revenue.

Targeting and segmentation can **help** small and mid-sized businesses create a **360-degree** view of a lead in order to **pinpoint** where they are in the buying process

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Marketing automation lets you know which landing pages and assets are converting visitors into known-prospects.

CHAPTER 2:
Covering Your Addressable Universe



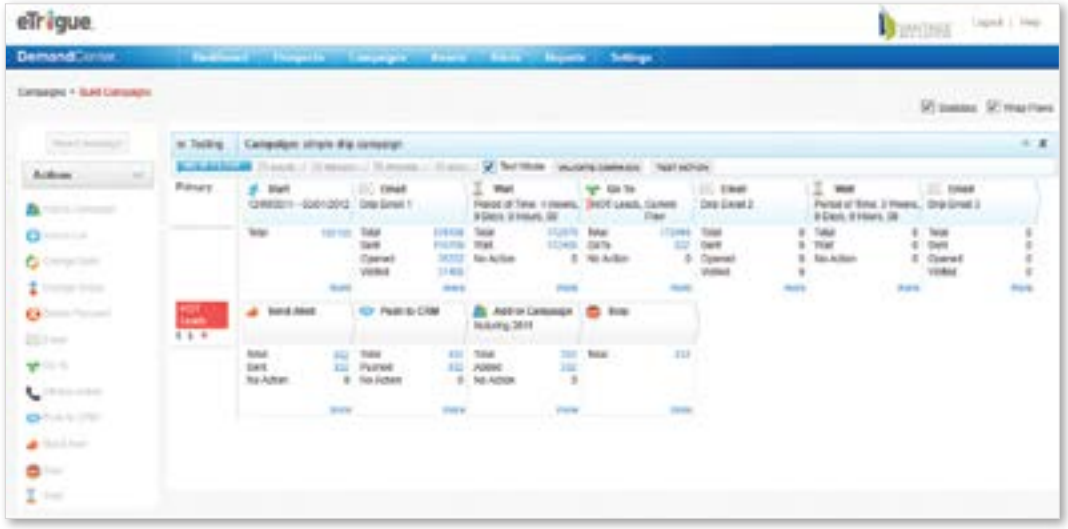
How Big Is the Market I'm Targeting or How Can I Maximise My Addressable Universe?

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Covering Your Addressable Universe

Long gone are the days of managing hundreds of prospects and customers with Excel spreadsheets. Small and mid-sized marketers looking to drive sales are replacing outdated, error-prone manual processes with automated systems that can be more easily segmented based on real-time intelligence.

Using powerful search-based interfaces and robust databases, marketers can manage the information they collect about a prospect, lead or customer as well as easily access demographic and marketing activities with the click of a button.



Building effective lead generation campaigns in marketing automation should be as simple as dragging and dropping the actions you need into the campaign editor.

Segmentation is essentially the **identification** of subsets of buyers within a market that share similar needs and demonstrate **similar** buyer **behaviour.**

But it takes more than bits and bytes to define target audiences, launch campaigns and track customer engagement. These days, there's no underestimating the importance of accessing your database and developing strategies to expand, supplement and augment your customers on an ongoing basis.

For example, an IT consulting firm operating in Canada should take the necessary steps to ensure that its database is up-to-date with the right mix of potential buyers—prospects in geographically relevant areas who are in need of IT support services such as systems integration.

In fact, as organisations rely more and more on email and other electronic channels to communicate with leads, it's imperative that they keep their contact databases up to date. It's an ongoing challenge that requires marketers to be smart about how they collect information.

Luckily, these simple steps can ensure marketers achieve success in lead generation:

- Test the efficacy of your database on an ongoing basis. This includes flagging bad emails, reviewing why some bounce and painting a clear picture of what emails are being sent and to whom. That's because out-dated data and inaccurate form-fills can create inconsistencies that can cause sales reps to miss important customers or overlook prospects.
- Take advantage of search tools that allow you to update records on the fly with minimal IT involvement. For example, marketers should be able to search each field of a database for common errors like variations in title and abbreviations in order to maintain the most accurate database possible.
- Constantly clean, augment and segment your database. One way to improve data cleanliness is to leverage automatic de-duplication and advanced search features to eliminate imperfect data. Sorting, profiling and segmenting your marketing database using search features on a regular basis can also keep your customer records ready for action.

CHAPTER 3:
Getting on Message



How Can I Make Sure My Messaging Is on Target?

Simple, automated drip campaigns gently work your prospects

If the prospect reacts to one of the mailings you can move them into more specific nurture campaigns and start to score their interest and turn them into leads when appropriate.

Getting on Message

There are a lot of things a great marketing automation system can do: it can help you segment your customers, align sales and marketing and build precise marketing campaigns. But there's one thing even the most sophisticated marketing automation tool can't accomplish: create compelling content.

To be certain, when it comes to generating leads, content is king. For marketers, that means taking what you've learned about your prospects—from purchasing history to channel preferences—and creating relevant, high-quality content, from compelling emails to information-packed white papers. By creating top-notch messaging, and combining it with a marketing automation system, marketers can make sure the right leads get into the right campaign.



A Drip campaign is a series of relevant messages that are sent out over time to campaign participants.

Interest area “A”



Interest area “B”



DPT Labs creates informative and educational content that are sent to prospects based on their specific interest areas. These compelling articles and white papers are created to focus on the work DPT Labs is accomplishing, industry topics and for topics that customers and sales reps are interested in.

Sometimes that’s easier said than done. For this reason, it’s critical that marketers choose the right channel, the right message and the right time of delivery to cater to customers’ preferences. In fact, relevance is key to creating and delivering great content, especially when it’s based on the intelligence you’ve gathered through proper lead nurturing.

For example, if a particular lead has recently downloaded a white paper, chances are, it’s a hot button topic for him and that sending him more content along the same lines can help drive greater interest. Delivering content might also help identify where a prospect is in the buying cycle. The question becomes was he simply reviewing a site’s job board or did he go straight to pricing pages? The answer can help determine a prospect’s needs or intent and determine how they should be treated. Looking for these types of buying signals can help ensure that your messaging is both relevant and intelligent.

Once these buying signals have been detected, the next step is to test and validate content. Marketers need to experiment with subject lines, headlines, images and tone to see what really resonates with prospects or, conversely, what compels them to reach for the delete button. By determining the most popular types of content, marketers can then either ramp up their delivery times or provide content that delves deeper into the topic at hand.

The best part about creating content, though, is that you don’t need to focus on breadth and depth. Rather, producing a few pieces to get the ball rolling is an excellent modular approach to creating curated content and a great way for a small or mid-sized marketer to get started without an on-staff writer or enterprise-size budget.

CHAPTER 4:
Putting Processes in Place



What Kinds of Processes Will I Need to Change/Adapt in Order to Succeed with Automation?

72% of marketers responded that **"increasing revenue"** was the most compelling reason to implement marketing automation.

Putting Processes in Place

Like it or not, marketing and sales need to work together to successfully target the right prospects and increase the flow of qualified leads. For all the squabbles and disagreements that can arise, the reality is marketing must be aligned with an organisation's long-term business goals to promote growth.

One of the smartest ways to achieve sales and marketing alignment is through marketing automation. That's because marketing automation helps small and mid-sized organisations get to know their leads better by capturing unique insight into their behaviour.

For example, one of the first process changes that takes place with a successful marketing automation deployment is both the sales and marketing teams agreeing on a common definition of what is actually a "lead." This common definition helps establish alignment on lead criteria such as target titles, industries, company sizes, etc.

Once agreement is established for what a lead looks like, the next steps are agreeing on what actions leads need to take before they deemed to be ready for a conversation with sales.

Tools such as lead scoring and lead nurturing enable marketers to work hand-in-hand with sales reps to establish complementary goals and agree on processes related to targeting customers, content creation and messaging. Next, once prospects are fully understood, marketers can begin creating messaging and content tailored to their special needs. In turn, sales reps are handed carefully managed and nurtured leads that are ripe for action and far along in the decision-making process.

But that's not all. Many marketing automation tools include innovative features that can spur greater alignment. For example, messaging capabilities can enable marketing to deliver messages that appear as if they're coming directly from sales. And built-in alert features let sales reps reach leads when it counts the most—right in the midst of a purchasing decision. Regardless of the feature, these tools can help ease the friction that exists between sales and marketing for some common wins.

CHAPTER 5:
Revving the Right Engine



How Can I Be Sure I'm Revving the Right Engines within an Automation System?

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Revving the Right Engine

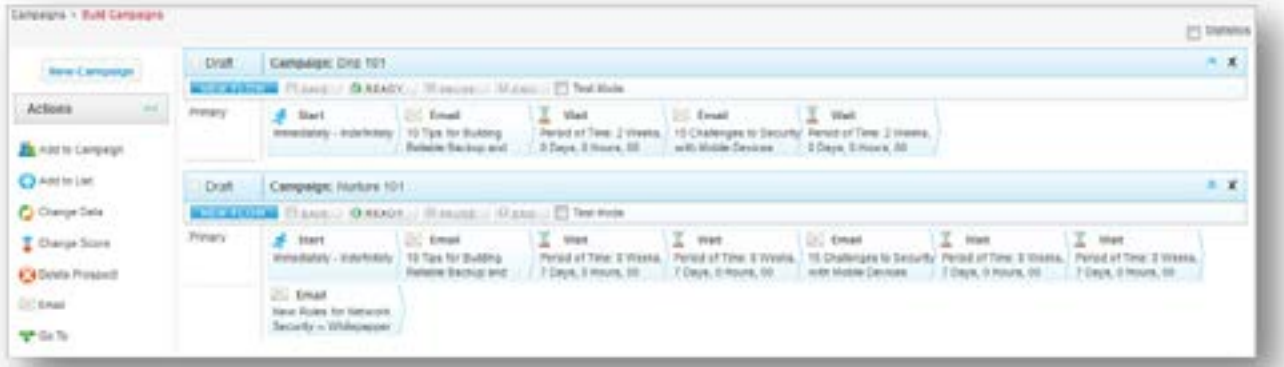
Objective

To **identify** likely buyers and increase the **probability** of moving a prospect through to a **successful** sale.

Exploring a marketing automation system's technical bells and whistles can be an overwhelming experience for a small or mid-sized marketer. However, exhaustive experimentation can be whittled down into three key functionalities a savvy marketer must use for successful lead generation. These features include real-time alerts, powerful forms and tracking capabilities.

Campaign Building and Operation:

Marketers need to be able to build simple and complex campaigns on screen and to test them immediately. Stop, start, pause, test, reconfigure, change, correct—they're all modifications that marketers should be able to make on the fly without having to erase prior work or to start all over again. What's more, excellent campaigns should be easy to clone for reuse and for future projects.



Marketing automation campaigns are a series of steps. A flexible tool lets you quickly storyboard, test and execute marketing automation campaigns. At any point changes can be made on the fly without having to stop and start all over again.

Real-time Alerts:

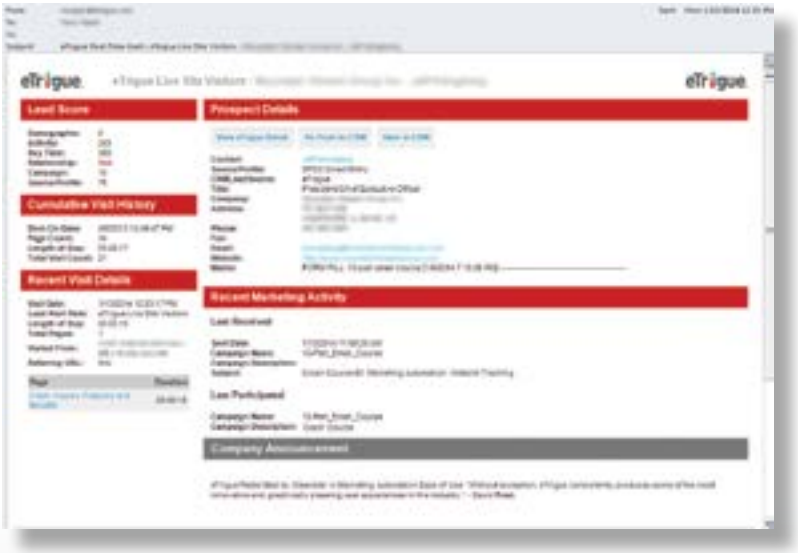
Knowing when to engage a prospect shouldn't be a guessing game. A real-time lead alert informs a sales rep when the time is right to effectively engage with a prospect and how. For example, is a prospect simply researching a product or is he ready to buy? A real-time alert delivers a detailed prospect snapshot directly to a sales rep with information including what pages they viewed, their buying history and how ready they are to close a deal.

Deliver Actionable Information so Sales Can Close

Alert sales personnel about which prospects are likely to be receptive based on overall prospect activity and interest, as well as demographic information on the prospect.

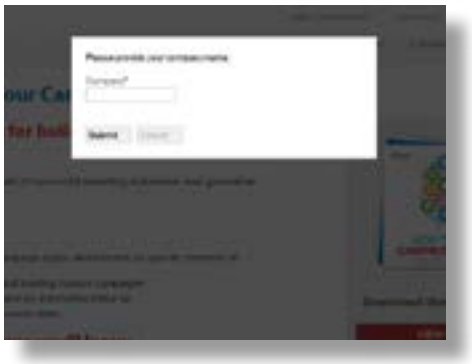
Real-time lead alerts gives you and your sales team the knowledge needed to effectively engage with prospects. Knowing when your prospects are researching a buying decision lets you engage with them at the right time.

eTrigue's real-time lead alerts deliver a detailed prospect history and visit snapshot directly to any user, so you'll know when your company is top-of-mind.











Powerful Forms:

The wrong question on the right form can easily alienate prospects. Yet marketers must find a way to gather intelligence about potential customers without asking ridiculous questions. There is a solution: a marketing automation's built-in dynamic progressive form builder can help marketers carefully build a form that collects information, from email addresses to buying preferences, using questions that are applicable to a particular prospect. The result is a significantly reduced risk of form abandonment.

Alert sales personnel about which prospects are likely to be receptive based on overall prospect activity and interest, as well as demographic information on the prospect.

Dynamic Progressive Forms

Advanced marketing automation platforms include Dynamic Progressive form capability to prevent prospects from being asked:

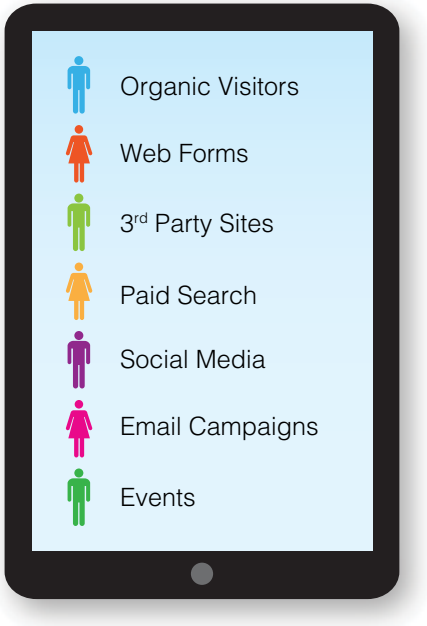
- Questions they've previously answered
- Inappropriate questions

- **Dynamic Progressive forms** decide each time if and when a question is appropriate based on criteria set in the marketing automation system. Contextual logic allows you to skip irrelevant questions and only present questions that are applicable to the individual prospect.

Dynamic Progressive forms makes your forms simple and appropriate so you can stop annoying visitors with too-long forms. Contextual logic allows you to present questions that are applicable to individual prospects, lets you skip irrelevant questions and lets you stop asking redundant questions.

eTrigue Dynamic Progressive forms poses questions based upon known demographic or firmographic data for each visitor.

Web Visitors



Anonymous Tracking

"Domain Information"

Visits
1
2
3
4

Known Tracking

"JohnDoe@Acme.com"

Visits
1
2
3
4

Tracking Capabilities:

Keeping tabs on prospects is another well-paved path to lead generation success. By tracking behaviour from web page visits, email opens, landing pages and forms, markets can reveal prospect interests and identify unique buying behaviours based on visit intensity, frequency and duration. Better yet, tracking lets marketers determine where prospects have originated and which source offers the best close rates. And sales teams can receive real-time alerts in response to tracked activity type.

Together, it's a combination of key functionalities that involves a tracking mechanism to flag who's visiting a website, forms that capture visitors the moment they want more premium content and alerts that let sales reps know when customers are about to make a purchase.

- **Website tracking** provides a full set of statistics that help you monitor, track and understand individual visitors' time on your website—down to the pages they visit and how long they view them.

CHAPTER 6:
From the Real World



Intradyn







Building a Comprehensive, Closed-Loop Marketing Process

How can you move beyond email blasts and gain a more integrated and comprehensive lead process?

For Intradyn's COO Adnan Olia, the functional goals of increasing brand awareness, building consistent lead nurturing processes, and efficiently integrating marketing actions with Salesforce CRM guided his roadmap.

"We're interested in responsive and intelligent ways to manage and enhance our lead flow." Intradyn deployed marketing automation in order to gain a more integrated and comprehensive lead process than was possible with email alone.

The marketing group at Intradyn communicates Intradyn's exceptional value message to prospects and industry observers via newsletters, blogs, educational webcasts and site content. IT prospects are sent specific campaign messages using marketing automation which can track engagement and interest. Leads and subscriptions are also captured in the marketing automation system for any new visitors.

Intradyn conducts a series of webinars targeted at specific areas of interest. The webinar invitation flow and registrations are handled within marketing automation. Invitations feature a simple unadorned look in order to make the available choices clear to the largely IT audience.

- **About Intradyn:** Intradyn offers cutting-edge storage strategies and has more than 10 years of experience in creating next-generation network and email archiving solutions. **www.intradyn.com**

DPT Laboratories







Thought Leadership

Becoming a recognised thought leader in the highly sophisticated pharmaceutical development and manufacturing industry requires an ongoing dialogue with many different constituencies. To build a conversation within the industry and to strengthen its reputation as a thought leader, DPT Laboratories deployed marketing automation to educate and inform, as well as to ensure continuous communication with interested parties.

According to DPT's Marketing manager, Craig Zabojnik, "We wanted to use our marketing and communications to educate the industry and reflect our values of being a creative and nimble organisation." DPT built an aggressive content marketing programme—the DPT Learning Series—that addresses different specialisations and audiences. "Our marketing automation programmes help us communicate the right information to our audience, at the appropriate time. We also gain an accurate view of how well received our communications are."

Each programme in the DPT Learning Series includes a range of vehicles; webcasts, white papers, site content, infographics, events and email communication. DPT meters the content out over time, while asking for only minimal information in return from their audience. The audience is built by linking to a universe of media partners that drive visitors to DPT, and by direct outreach. Prospects subscribe to DPT specialty education tracks via forms or are entered by requesting that a salesperson subscribe them, which sales can accomplish directly from within Salesforce CRM system.

Several educational programmes are always available—including general-interest programmes, and specialised programmes similar to DPT's "Quality by Design" programme. Ongoing webinars address timely subjects that lend themselves to a two-way dialogue with prospects. Zabojnik and his small group are responsible for the programmes and responsible for nurturing prospects and identifying quality leads. Marketing automation makes it possible to coordinate and automate all of these efforts in the most efficient way possible.

- **About DPT Laboratories:** DPT Laboratories is a pharmaceutical contract development and manufacturing organisation with a specialised focus on semi-solid and liquid dosage forms. **www.dptlabs.com**

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B2 Marketing







Reactivation Campaign

How can you rekindle awareness and interest among prospects that might not be ready to buy—or prospects that haven't shown any activity in a long while?

B2 Marketing designed and executed an innovative reactivation campaign for Vigilix to re-awaken long-dormant prospect records.

According to B2 Marketing's Bob Vogel, "The results were spectacular; with 17% open rates and an 8.4% visit rate to Vigilix's website. Visits resulted in conversions that became tracked leads for further follow-up by the sales force."

The reactivation campaign consisted of 5 parts and was conducted over a 30-day period. Each step featured an email with a unique focus that led to a unique landing page.

A prospect that opened an email and then clicked through to the corresponding landing page was then automatically promoted out of the email campaign and placed into a new campaign flow.

Sales reps received real-time notification through a lead alert while the leads were automatically pushed into the CRM system.

The sophisticated logic in use in the campaign included workflow that programmatically pulls visitors out of the campaign in order to prevent additional emails from coming out of the campaign. These actions also help avoid any overlap of sales calls.

- **About B2 Marketing:** B2 Marketing provides turnkey marketing kits focused on selling specific IT products, services and solutions to a wide range of sophisticated clients. **www.b-2-marketing.com**

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CHAPTER 7:
Conclusion



Conclusion

Marketing automation bridges the divide between marketing and sales

Deploy

Upload Database

Capture Leads

Campaign

Alert

Measure

Today's marketing automation tools are jam-packed with bells and whistles. But the truth is small and mid-sized marketers need not invest in high-priced tools, nor subscribe to lofty philosophies, to achieve lead generation success. Rather, a back-to-basics approach is key to connecting with a targeted list of prospects via a relevant stream of content. This easy-to-follow strategy entails five key principles:

- Setting specific (and realistic) goals
- Covering your addressable universe
- Getting on message
- Putting processes in place
- Revving the right engine

To be sure, sophisticated tools can be tempting. But carefully segmenting your preferred audience, maintaining a reliable database, creating relevant content, ensuring sales and marketing alignment and taking advantage of key functionalities like alerts, forms and tracking are far more likely to help you generate leads and drive sales. Better yet, a flexible marketing automation tools that allows marketers to make changes on the fly without having to build a campaign from scratch can easily help extend a campaign's value and return on investment.

In the end, generating real leads can spur growth and kick-start a small or mid-sized company's success. The secret is focusing on high-quality leads by creating campaigns based on targeted audiences, clean data, compelling content, reliable business processes and top-notch functionalities.

Get Started

"Start small, start simply—**but start.**"

Worried it's too daunting?

It's probably no more complicated than what you may already be doing today across several disparate systems.

Just start small and start simply, by essentially replicating the processes and programmes you currently have running, and then build on your success over time.

Getting started is as easy as these six simple steps.

Step 1: Deploy

It starts with a cookie. You'll place the marketing automation vendor's first-party cookie (small piece of code) on your website pages. This cookie is similar to the code from an analytics vendor like Google, and it acts as the tracking mechanism for site visitors. You'll begin to collect visitor information right away. The cookie also tracks anonymous visitors, whose history will be updated with their identity once they fill out a form or respond to one of your emails.

Step 2: Upload a database

Upload your existing database into the marketing automation system so you can send campaign emails and begin to identify site visitors. When prospects visit your site in response to campaign emails that you send them, the visit is noted in the system. A record of all of the pages that they viewed is recorded, as well as the duration of their visit. All subsequent visits will be recorded as well.

Step 3: Create forms and offers to use on your site

Create a few offers for premium content that you already have (white papers, case studies, webcast recordings, special offers, events, etc.) and build pages with forms or Dynamic Progressive forms so you can capture the identity of prospects who are interested in them.

Step 4: Build a campaign

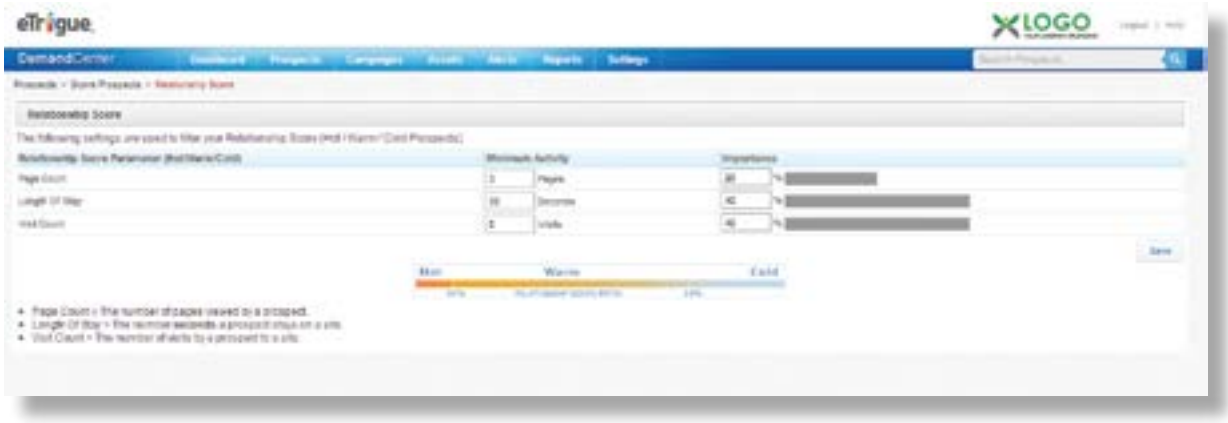
Creating your first campaign is as easy as creating a few emails and landing pages for your campaign offers. Select the list segments you would like to mail to, and then build a simple campaign that carries out your instructions for when to mail, and what to do after a prospect visits. Audience list selection and segmentation is straightforward and allows you to select the right people to communicate to, by title, by job function, by persona—or any other demographic information you choose.

Step 5: Set up lead alerts (and score leads)

When specific prospects meet pre-determined conditions that you define as “showing interest,” the marketing automation system can be set up to alert your sales or inside-sales people. Lead scoring is a simple way of looking at prospect activity across many dimensions in order to trigger alerts only when specific conditions, such as number of visits, demographic profile, or job title, etc. meet certain criteria.

Step 6: Measure

You can easily see how well things are working with marketing automation. You can track prospect activity and view the progress of prospects through the various phases of your campaigns. Measurements and reporting can be as sophisticated as you need, but just start simply and grow your sophistication over time.



eTrigue helps you automatically qualify potential leads by scoring each individual prospect based on their engagement with your company, demographic profile, and timing. With multiple scoring techniques to choose from, eTrigue DemandCenter 3-D lead scoring allows you to understand how each prospect moved to the front of the line.

Marketing Automation for the Rest of Us™

Get an inside track in the race for more qualified leads with eTrigue® DemandCenter® Marketing Automation.

Consistently rated as the ease-of-use leader in marketing automation, we accelerate the way marketing and sales teams generate qualified leads and close sales.

DemandCenter makes it easy to create and execute powerful multi-channel demand generation campaigns for mid-market firms to the largest enterprise. No matter how small your marketing team, eTrigue delivers—without the need for dedicated staff or expensive and time-consuming IT integration.

learn more

Contact

Whether your organisation's revenue is under a million or well into the billions, marketing automation will drive quantifiable results.

For organisations seeking a competitive advantage to help fuel growth, marketing automation is critical, bringing repeatability, measurability, and intelligence to your marketing campaigns.

Brought to you by

DemandGen Report

eTrigue Intelligent Demand Generation™

- eTrigue 30-day free trial. Go >
- Watch a quick Video Demo. Go >
- One lesson a day over 10 days. Go >

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