



RAPID RESULTS FOR MARKETING

DREAM BIG | IDEATE | START SMALL | DELIVER FAST

Work with our team of experts to deliver the base capability of Microsoft Dynamics 365 Marketing, providing a great platform for future growth.

Rapid results for Dynamics 365 Marketing

Connect your marketing to your sales, unify marketing communications, segment your customers, nurture your leads, and manage your events.

Customer Engagement in today's digital ecosystem requires authentic personal engagement on multiple levels. Dynamics 365 for Marketing empowers your marketing teams to drive quicker results through configurable templates, reusable content blocks and intuitive design tools. Thereby enabling them to focus on building high impact campaigns with personalised messages to nurture demand, and build relationships at scale with Dynamics 365 Marketing.

With Dynamics 365 Marketing you can use built in privacy features to help you comply with GDPR regulations. You can align your sales efforts to your marketing through shared data with your Dynamics 365 Sales data. Track and prioritise leads across multiple touch points with lead scoring models and sales readiness grades and manage your events all in one unified solution.

Rapid Results Deployment

Our Rapid Results for Dynamics 365 Marketing uses the core capabilities required to deliver immediate results to your people, providing a base platform upon which additional capabilities can be added in the future. All this can happen within a short timeframe at a fixed cost, and without the risk associated with a lengthy and complex implementation.

Following recognised industry best practice, Rapid Results for Dynamics 365 Marketing focuses on delivering the base capability in the first stage of a customer relationship management and marketing automation project, whilst allowing you to configure your specific business process and data elements required to meet your business objectives and grow.

Implementation Process

Our team of experienced consultants are here to help, included in our rapid results implementation is a half day assessment to ensure we get to know you and your business. We then provide confirmation of how the Rapid Results solution fits your needs and a demonstration of key capabilities that will help you extract immediate benefit.

Our Rapid Results has a defined scope, templates and a proven implementation methodology to drive rapid benefits and time-to-value. Once we have configured the solution, we will work with you to validate the expected outputs and benefits achieved. We will help you create initial email templates for email marketing, and define base customer segments and customer journeys. We will then look at training your team to take advantage of the solution and deliver great results! Finally, we will provide initial help to transition and settle your team on the solution and then review your progress towards your objectives after one month.



Connect your business



Focus on what's important



Unify communications



Start to plan and grow

KEY FEATURES

Multi-Channel Campaigns

Create campaign artefacts for use within your marketing campaigns, including email templates landing pages and forms. Easily create compelling emails and track back analytics.

Lead Nurturing

Easily create behaviour based lead nurturing journeys through the intuitive campaign designer. Prioritise leads and get a 360 degree view of your leads through the use of Customer Insights.

Embedded Intelligence

Powerful lead scoring models, dynamic segmentation rules and customer insights drive intelligence into every action and experience.

ADDITIONAL SERVICE/PRODUCTS

Customer Insights

Unify and connect with data from multiple sources, to gain a true 360 degree view of your customer, in order to segment them better that can then be leveraged in your Marketing Campaigns.

Event Management

Simplify event management with an events portal, attendance tracking, speaker management, and venue logistics planning.

LinkedIn Lead Gen Forms

Import leads generated with LinkedIn's lead tools directly into Dynamics 365.

Power Apps Portals

The Marketing app can use Dynamics 365 Portals to publish its event website, marketing pages, and online surveys. Or publish your marketing pages and/or event portal on your own website/CMS.

Surveys

Drive customer feedback through Forms Pro.

Power Platform

Build Apps and enable innovation, leverage the power of the Power Platform through automating flows with Power Automate and utilising Power Apps to solve custom business processes.

Talk to us today

Contact us today for a demonstration and discussion of how Rapid Results for Marketing can transform the productivity of your business.

To find out more, please email Australia: contact@empired.com or New Zealand: enquiry@intergen.co.nz

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