

BETACH SOLUTIONS

# MARKETING EXPRESS™

Bring all your marketing together.

# THERE'S BEEN A VALUE SHIFT

Find your focus.

## 2021 TOP SEVEN TRENDS – MEET HUMAN NEEDS

1. **PURPOSE:** Flourishing brands will be those that know why they exist and who they are built to serve.
2. **AGILITY:** Successful marketers will be those who invest in agile marketing strategies.
3. **HUMAN CONNECTIONS:** Making authentic connections is now more important than speed-to-market or efficiency.
4. **TRUST:** Trust arises when what's promised is what's delivered.
5. **PARTICIPATION:** Customer engagement at a deeper level, going beyond passive responses.
6. **FUSION:** This trend recognizes the power of innovative business partnerships.
7. **TALENT TRANSFORMATION:** Marketing teams need to develop new talent models to differentiate themselves in a rapidly evolving digital environment.



# HOW DOES THAT IMPACT YOU?

This is what you should be thinking about:

1. **STAYING EFFECTIVE IN THE AGE OF E-COMMERCE** – if you're not prepared for it, prepare to fall behind
2. **ENGAGING AT-HOME CONSUMERS** – the 'at home' lifestyle will remain a driver of change, and potentially new opportunity, this means discovering where and how to become a welcome part of our at-home lives.
3. **SUCCEEDING IN THE CLOSED WEB** – are you spending your money on what touches the customer?
4. **STRUCTURING FOR VOLATILITY** – businesses will continue to feel the disruptions into 2021, is your business ready?
5. **FINDING THE WHITE SPACE IN WELLNESS** - adapting to emerging consumer priorities around both physical and mental wellbeing.
6. **PERSONALIZING YOUR CUSTOMER'S JOURNEY** – have you taken an omnichannel mindset?



# HOW DOES THAT TRANSLATE?

What does this look like for your marketing department?

1. **SEO AND EMAIL CONTINUE TO GROW.** More people are online than ever, the ways people find information haven't changed. SEO is still the gatekeeper of internet content, and email is still the primary way to nurture an audience.
2. **ADVANCED SEGMENTATION IS TABLE-STAKES.** Marketing is about presenting the right message to the right person at the right time – and segmentation makes that possible.
3. **ACCOUNT-BASED MARKETING GOES MAINSTREAM.** ABM involves identifying and targeting the specific accounts you want to sell to. *Here's why it works:* Hits a pre-qualified audience, allows for your message to be personalized, and incorporates multiple touch points.
4. **CONVERSION POINTS EXPAND.** More conversion points will lead to more sales. Allow for easier contact segmentation and more customized messages.
5. **B2B TACTICS LOOK MORE LIKE B2C TACTICS.** In a world wary of misinformation – brands are a vehicle for building trust because they create the possibility of a relationship.



# WHAT IS MARKETING EXPRESSTM?

How can we help you make that happen.

**Marketing Express™** is a prepackaged Dynamics 365 implementation designed to get your marketing team up and running on marketing quickly.

Follow your leads easily through every stage of their journey:

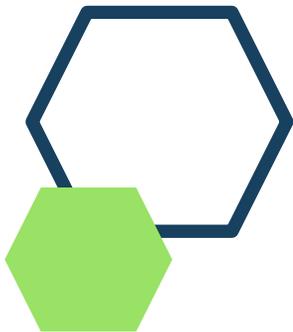
- **Deliver** the right message at the right time to the right people through the right channel
- **Segment** your target group in detail based on multiple criteria
- **Automate** frequent and time-consuming marketing processes
- **Operate** cross-channel or multichannel marketing effectively
- **Manage** your events - keep track of participants, speakers, rooms and costs
- **Maintain an overview** with intuitive dashboards and advanced marketing analytics



# HOW TO GET STARTED?

Choosing the right fit.

- **Book a discovery call with us** – help us get to know your business so we can find the right solution for you
- **Marketing demo** – learn how we can tailor a solution to align with your business needs
- **Rapid deployment** – on-boarding training, and post-live support



**Book a call with us**

info@betach.com

**BETACH SOLUTIONS**  
**MARKETING EXPRESS™**

**Nurture your customer relationships on a deeper level—personalize their experiences.**

**CAPABILITIES - INCLUDED**

- Insights dashboard
- CRM
- Customer journeys
- Segmentation
- Email designer
- Pre-made templates
- Social-post calendar
- Event management portal
- Lead scoring
- Marketing forms
- Website analytics
- LinkedIn campaign manager

**CAPABILITIES - OPTIONAL**

- Sales Express™
- Customer portal
- eCommerce integrations

**EXTENSIONS**

- Social HP
  - Configuration of social channels
- Microsoft Power Virtual Agents
  - Optional (additional costs): Bot setup
- Graphic design services
  - Content services

**Select the package that suits your needs:**

**FOUNDATIONS**  
Starting at \$7500

**SUPPORT SERVICES**

**Support & Secure**

- Standard training plan - 8hrs
  - Onboarding training
- Condensed business process review
- Post go-live end user support
- Post go-live solution refinement

**Ongoing Support**

- New release training
- System administration
- User management

Further customizations and support can be added on for additional costs

**ENHANCED**  
Starting at \$11500

- Newsletter template setup
- LinkedIn campaign setup
- Customer journey architecture
- Website integration
- Custom reports & dashboards
- Event setup
- Event portal customizations
- Power BI workshop

**SUPPORT SERVICES**

**Support & Secure**

- Foundation+
- Enhanced training plan - 16hrs

**Ongoing Support**

- Foundation+
  - Quarterly custom check-ins
  - System administration

**BETACH SOLUTIONS** Dynamics 365 Marketing **Microsoft**