TOP 10 REASONS to Integrate Your Email Marketing with Your CRM

10 Clean Database

Increased communication and data synchronization will help you keep your database clean by referring back to your marketing campaigns.

9 Real Time Analysis of Customer Behavior

The data from your email marketing gives your sales reps the ability to use customized data in their calls. They can see what emails the customers received, opened, and clicked on.

8 Confirmation of Data

By keeping your data up to date in your CRM, your email marketing will be much more effective since it pulls from the same source. Sales reps and customer service agents can update data in one place and their email address and lists can be updated as well.

7 Improved Manageability

Think of a one stop shop -- all of your customer information and data will be stored in one place. This makes CRM and email marketing more manageable and valuable for businesses of all sizes.

6 Overall Efficiency

By integrating, you are able to drastically cut down on time spent "connecting the dots" between multiple sources. Efficiency translates to less time and more revenue.

5 New Prospect Collection

Using forms on your website which allow visitors to sign up to receive your communications is a no-brainer. The form is filled out, your database it updated, emails go out and ROI goes up.

4 Targeted Messages

Your CRM is a goldmine of information. Using the data you already have, you can tailor email content to segments of your database. When your email marketing is integrated, there is no exporting lists… just sending.

3 Lead Qualification

Many email marketing systems provide a lead scoring system which shows you the email recipients who are most interested in your email offer. Sales reps will be able to easily segment their calls depending on how hot/warm/cold their leads are as this data is funneled into your CRM.

2 Automate Lead Distribution

Getting leads into the hands of the right sales rep gets much easier when it is automated. Linking your email marketing and CRM makes this process more seamless.

1 Return on Investment

When you integrate your email marketing and your CRM you can better see the return on investment of email marketing campaigns. Email marketing makes tracking the conversions of leads to actual sales a snap.