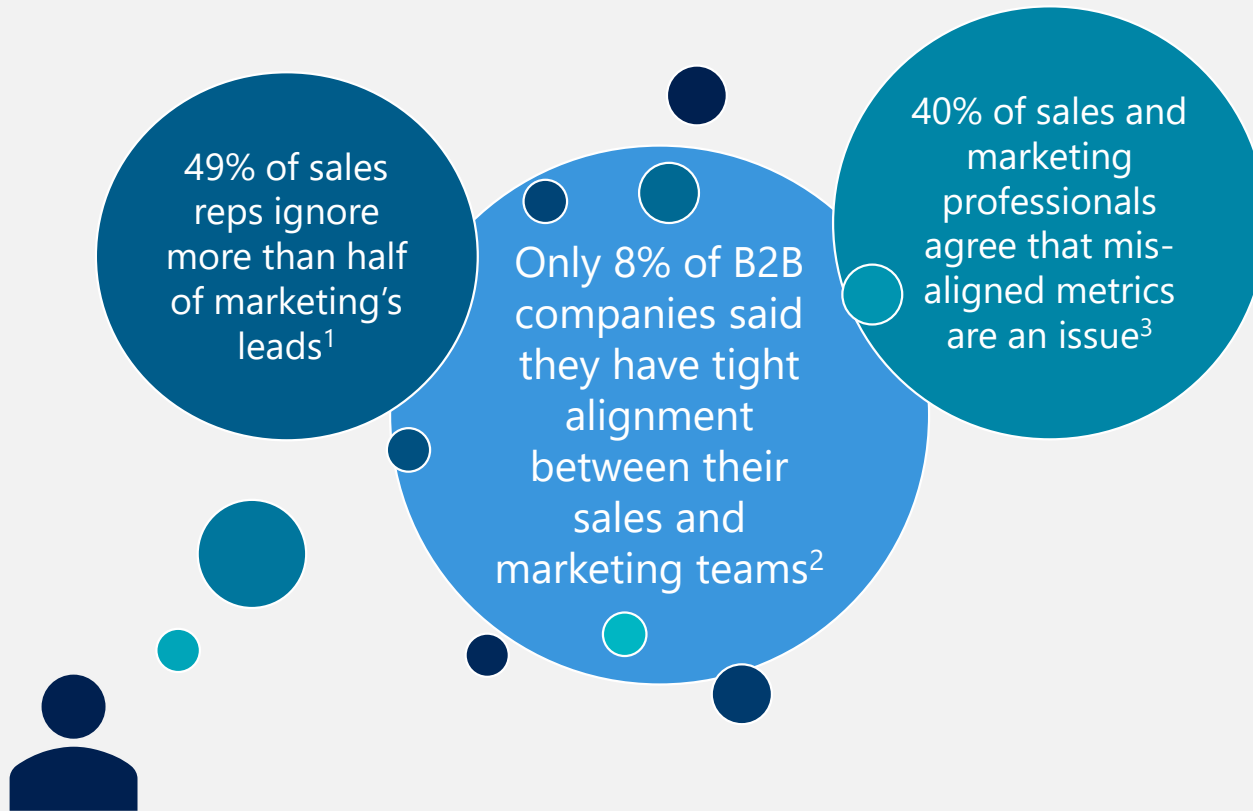


# Top Ways Marketing Can Help Sales Succeed

# Marketing and Sales Pain Points



- **Poor quality** of leads and **no visibility** to sales conversion
- **Differing** understanding and definitions (i.e. what is a qualified lead?)
- **Inconsistent views** of leads and customer activity due to **non-integrated technology**
- **No shared** understanding of the Buyer Journey
- **Conflicting or misaligned** performance objectives (KPI's)
- **Degree of control** over the brand (content customization)



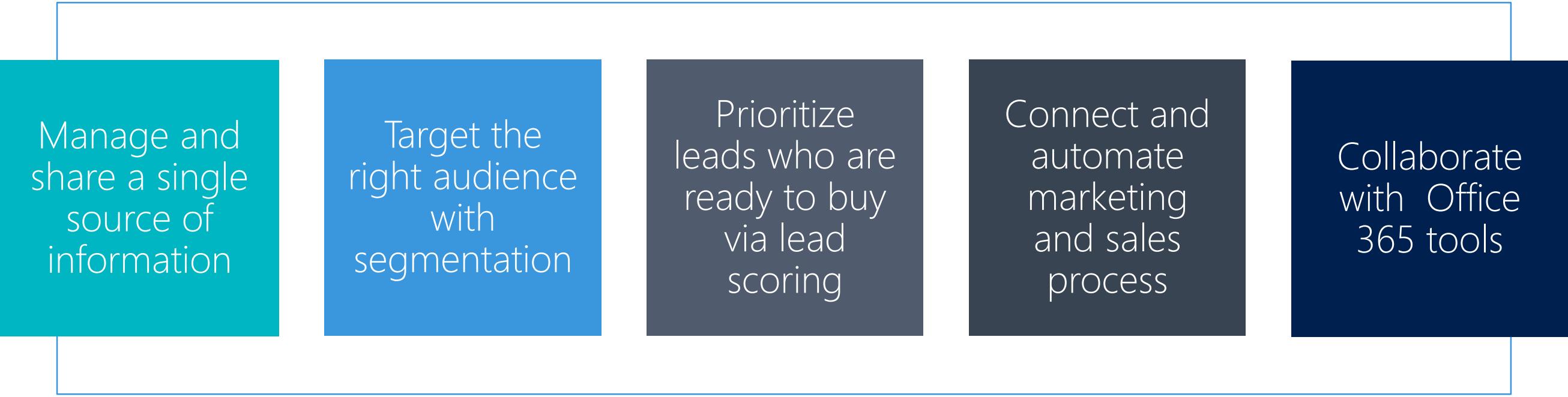
Sources:

[1] CEB - <https://www.cebglobal.com/blogs/b2b-marketing-how-to-get-sales-teams-to-use-your-leads>

[2] CEB - <https://www.cebglobal.com/blogs/b2b-marketing-how-to-get-sales-teams-to-use-your-leads>

[3] Inside view - <http://learnmore.insideview.com/top-3-reasons-for-sales-and-marketing-alignment-infographic.html>

# Integrated Sales and Marketing applications from Dynamics 365



Manage and  
share a single  
source of  
information

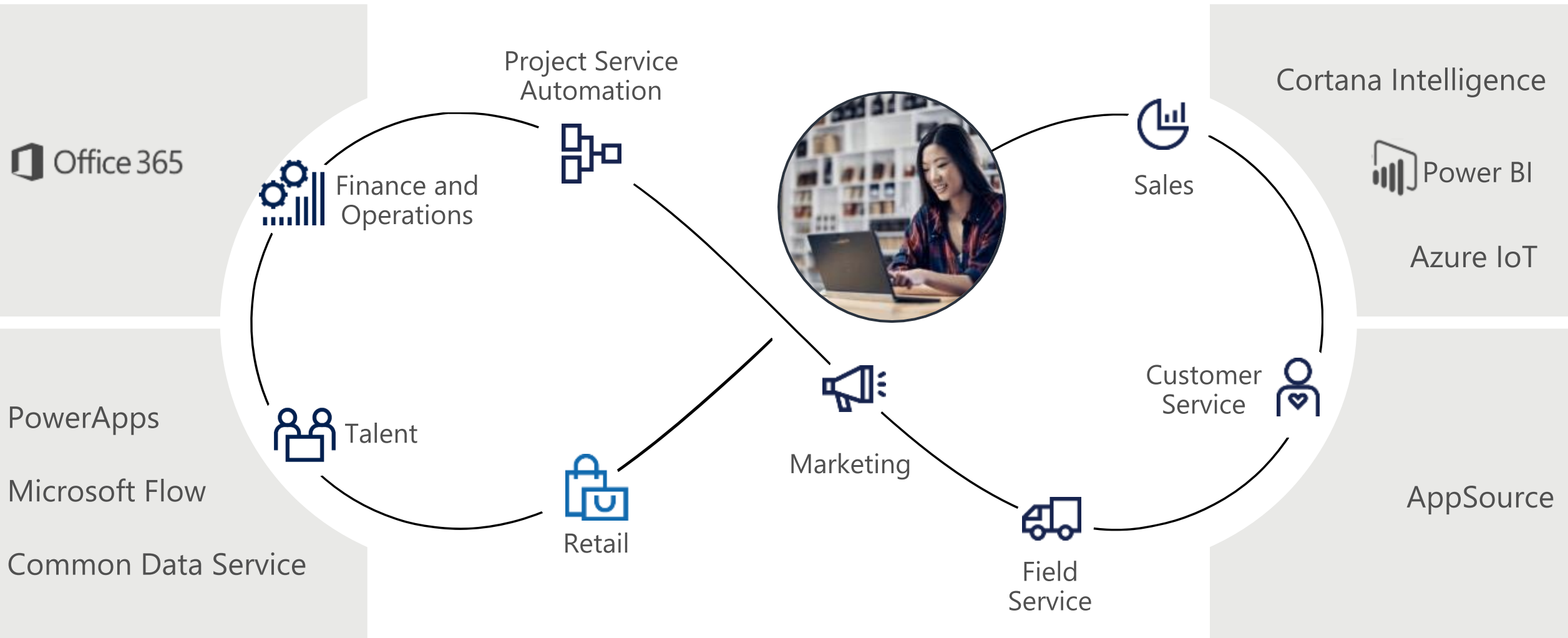
Target the  
right audience  
with  
segmentation

Prioritize  
leads who are  
ready to buy  
via lead  
scoring

Connect and  
automate  
marketing  
and sales  
process

Collaborate  
with Office  
365 tools

# Microsoft Dynamics 365 Applications

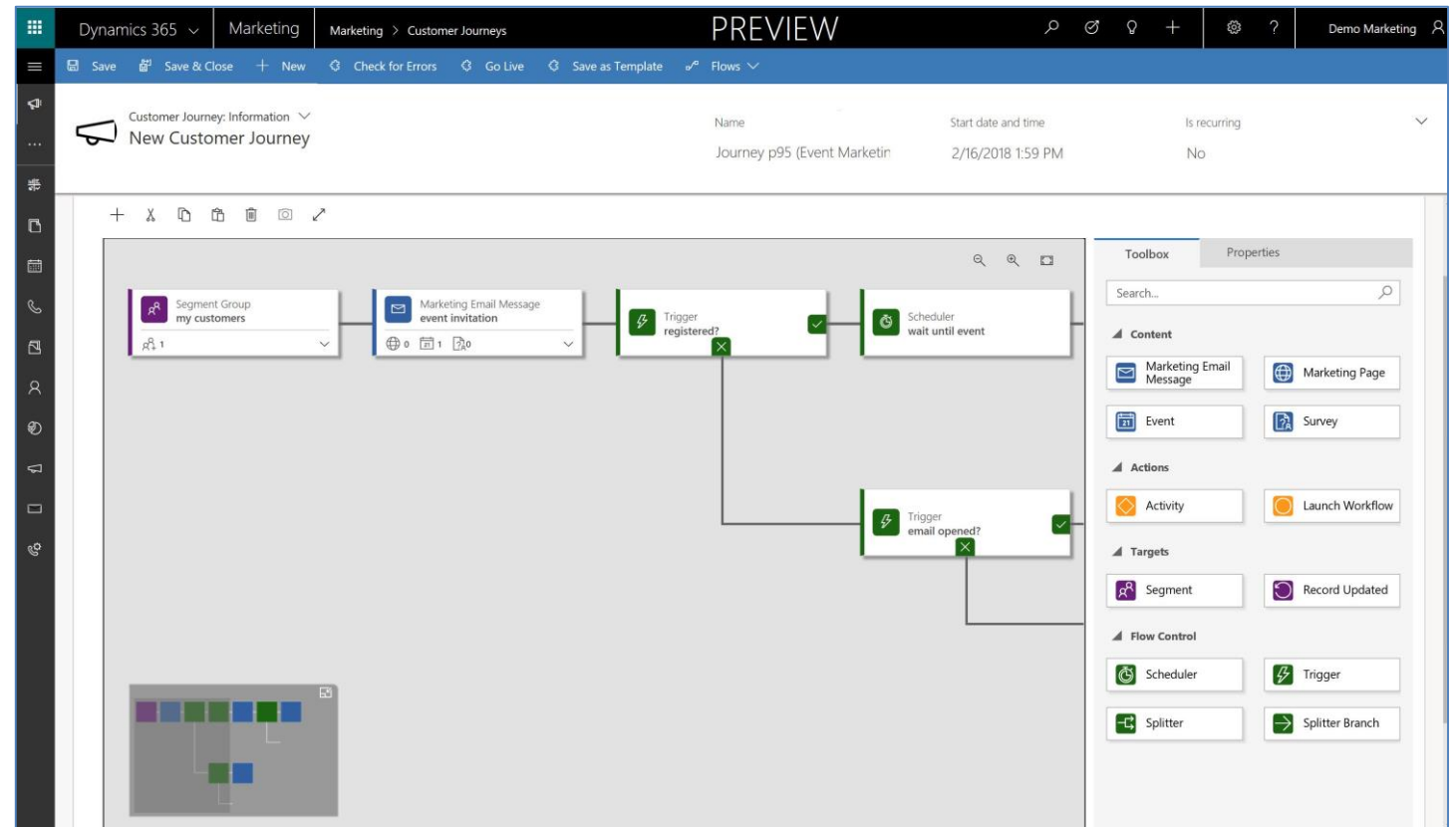


# Benefits of Marketing and Sales Alignment

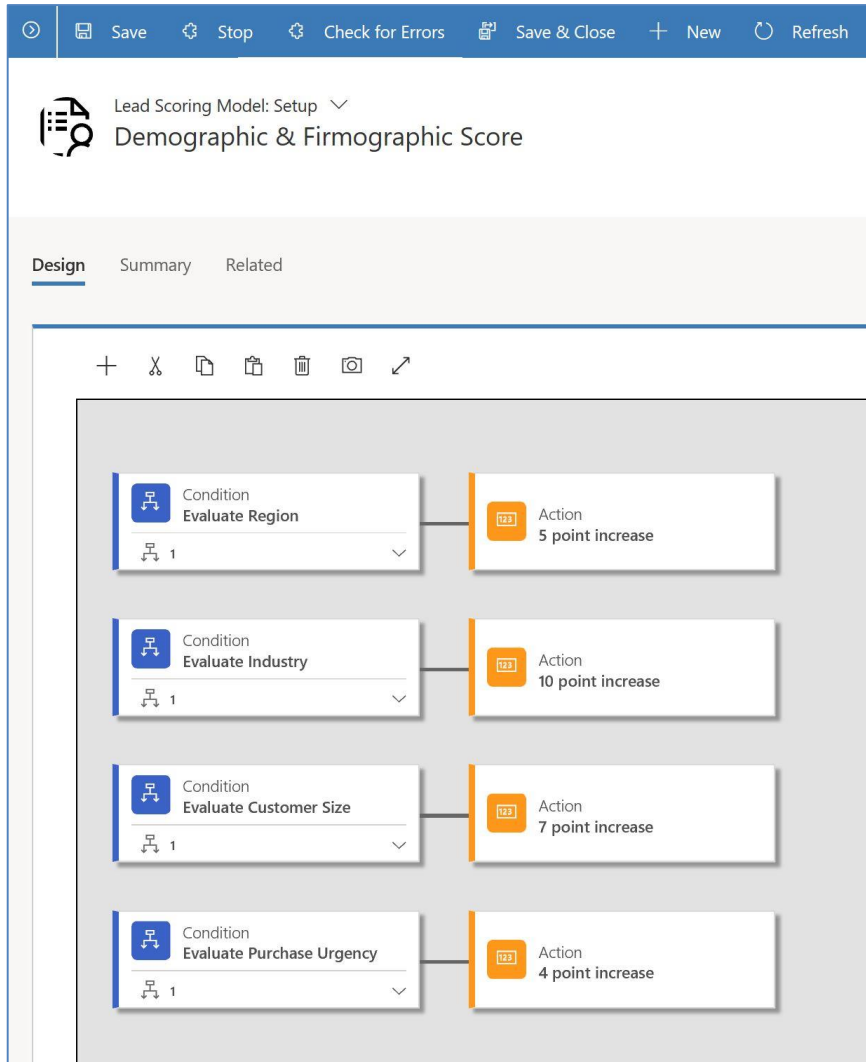


# Coordinated Customer Engagement

- Build highly customized nurture programs
- Use out-of-the-box Customer Journey templates to quickly execute a new campaign



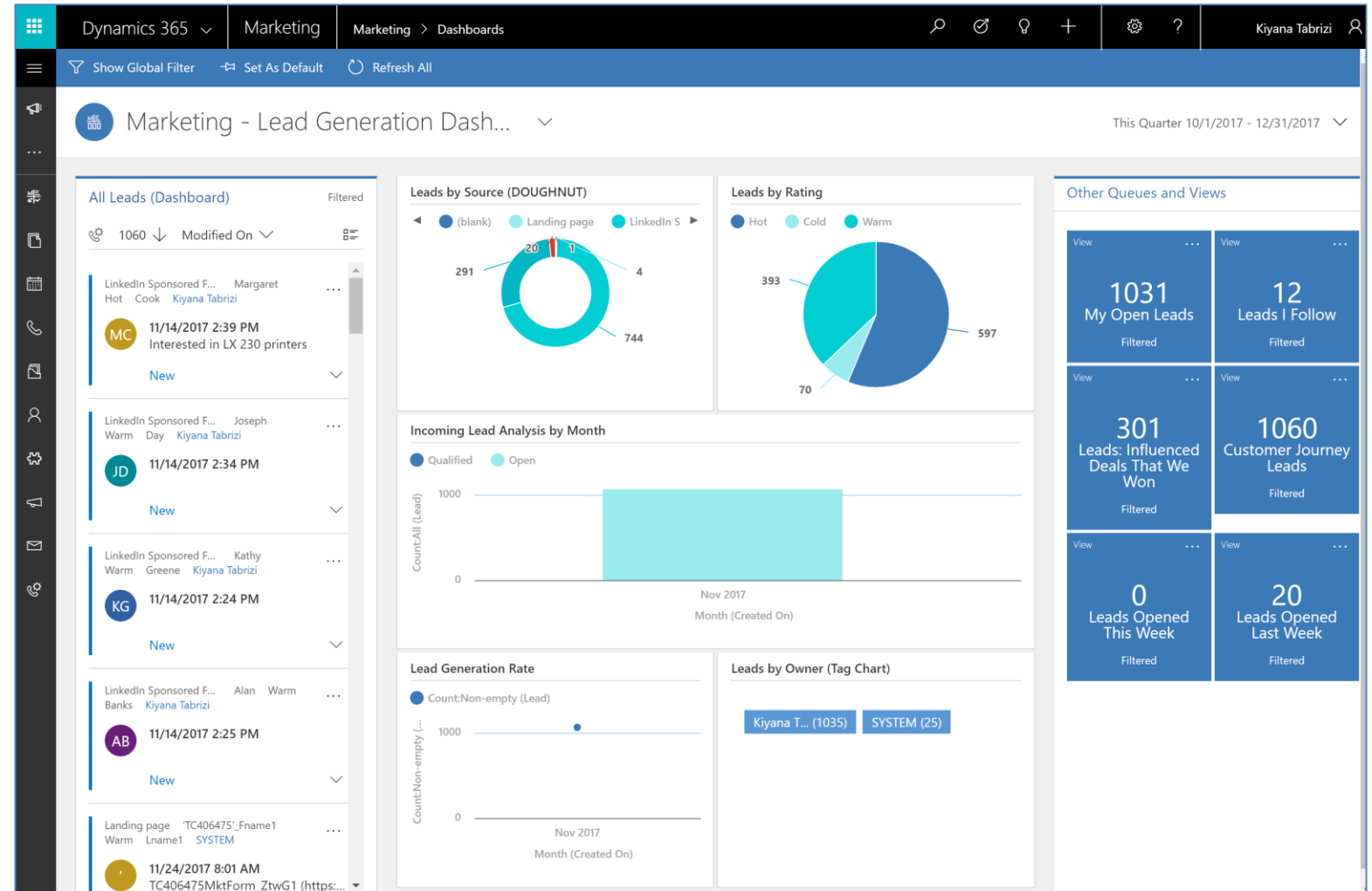
# Better Targeting and Lead Prioritization



- Derive a detailed understanding of contacts across many dimensions
- Nurture prospects and customers with tailored and dynamic contents and deliver valuable insights to sales
- Apply multiple lead scoring models to prioritize leads

# More Leads and Marketing Attributed Revenue

- Identify and track anonymous and non-anonymous visitors
- A complete picture of contact engagement history and all steps taken that lead to revenue





# Sales and Marketing Scenarios

	When solutions are not integrated	When sales and marketing are integrated
Launch a New Product or Enter a New Market	<ul style="list-style-type: none"><li>• Unable to quickly identify qualified buyers for a new product or within a new market to seek payback for launch efforts</li></ul>	<ul style="list-style-type: none"><li>• Maintain control over product launch campaign flow</li><li>• Identify qualified leads and pass seamlessly to sales</li></ul>
Organize Events	<ul style="list-style-type: none"><li>• Limited visibility to event details, attendance at events to follow up with new leads</li><li>• Capture and manually enter participant data for post-webinar nurturing</li></ul>	<ul style="list-style-type: none"><li>• Manage events from start to finish</li><li>• A single source of information for event coordination</li><li>• Integrated with webinar providers out-of-box</li></ul>
Manage Content-based Campaigns	<ul style="list-style-type: none"><li>• Challenge to maintain and apply segment specific content</li><li>• Send "one-off" emails to each prospect manually</li></ul>	<ul style="list-style-type: none"><li>• Incorporate content-based programs into Customer Journey</li><li>• Navigate prospects automatically to the content they desire</li></ul>
Survey Your Customers	<ul style="list-style-type: none"><li>• Independent survey tools leave response data disconnected from the rest of customer contact record</li></ul>	<ul style="list-style-type: none"><li>• Create and run surveys and gain actionable insights</li><li>• Enrich understanding of survey participants</li></ul>

# Summary

- Sales and marketing applications from Dynamics 365 help align teams with
  - Common data,
  - Connected business processes
  - Collaboration with Office 365 tools
- Improve buyers experience and customer engagement throughout the sale cycle.



# Next steps

Visit [Dynamics 365 for Marketing](#) to try the application

Technical details about the application are available in our [documentation page](#)

[Connect](#) with Microsoft experts or local Dynamics 365 partners



