

*You may be thinking:*  
**"I don't need Marketing  
Automation - I use  
Constant Contact"**

(or MailChimp or any other email service provider)

**SLIGHTLY MAD**





**Email service providers (ESPs) have their place when it comes to sending email blasts, but they don't offer the deep dive analytics that a marketing automation platform can to track exactly where contacts have traveled through the sales funnel.**

With Slightly Mad, you can see where your prospect traveled from landing page, to website, to social media posts AND score these behaviors in real time - so that you can provide relevant, targeted content based on their behaviors.

It's not possible to do marketing automation with email service providers. A marketing automation platform provides an end-to-end picture of the customer journey, from first contact to conversion (sale!).



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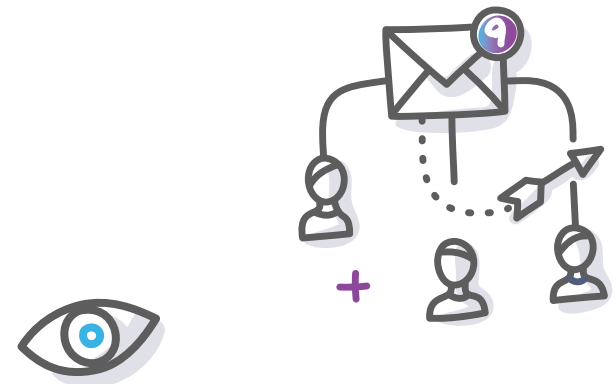
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## Behavior-Based Emails

By sending triggered follow-up emails based on a lead's activity, we allow you to deliver the right content to the right person at the right time.



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*Example*



## A lead visits a particular product page on your website three times,

indicating that he or she is interested in making a purchase. At this point, your lead receives an email (which was pre-programmed to send upon the lead's third visit to that page) offering a discount on that item, and he or she moves further down the pipeline towards sale!



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# What's The Difference?

## Marketing Automation vs. Email Service Providers (like MailChimp)

*A comparison of marketing automation's easy-to-learn functions with Email service providers (ESP) such as MailChimp, ConstantContact and Vertical Response.*

### Generate More Leads

CRM MA

- Importing lists of contacts
- VisitorID for identifying anonymous web traffic
- Dynamic form fields for building complete contact profiles
- Third-party and native-form integration
- Simple CSS adoption to make your forms blend in
- Automatically connect on social media
- Qualify leads based on position in sales cycle
- Schedule an email to a single contact for future delivery

### Drive Sales

CRM MA

- CRM integrations
- Easy-to-use email designer
- Notification sent to sales team of a leads online activity
- Automatically segment your leads based on their behavior
- Targeted messages for near one-on-one communication
- An illustrated timeline of all emails each contact received
- Increased engagement with segmented messages

### Prove ROI

CRM MA

- Open rate and click through rate tracking
- Website behavior reports
- Identification of contact's position in sales process
- Online and offline monitoring of leads activity
- Automatic return on investment calculations



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## Sales Notifications

By notifying your sales force of activity, they can be ready at a moment's notice to say the right thing, based on what your lead has been viewing, this makes EVERY conversation better and more meaningful.



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*Example*





## Your client operates an apartment community and has unoccupied one-bedroom units to fill.

Your sales force receives a notification as soon as a lead has visited three pages about one-bedrooms - **NOW** your sales force can spend their valuable time only targeting leads who are most likely to convert.



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## About Slightly Mad

Slightly Mad is a Long Island Advertising Agency specializing in Brand Identity, Strategic Marketing and Planning.

Today, it's harder and harder to be a successful marketer. Effectively reaching a target audience has become increasingly difficult given the explosion of ad messaging, fragmentation of media outlets, and the ever-expanding universe of emerging media. To make matters worse, customers are more skeptical than ever about being marketed to, and today's economy certainly doesn't help. We believe today's marketing realities call for a dramatically different approach and agency model - one that embraces and leverages your company and brand's natural strengths to help it reach its full potential. We believe it's time to get back to the basics of business and brand building - and it's time to really use technology instead of chasing it.

In our groundbreaking new agency model, gone are the days of the standard agency markup, traditional media commission structure, and the one-size-fits-all strategic and creative approach. Gone are the cubicles, the bureaucracy of limiting job descriptions, and reluctance to "pitch in," and gone (for good) are the A, B, and C agency teams. At Slightly Mad, we are all part of a sharply-focused strategic and creative solution.



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# Why Slightly Mad and not the other guys?

Sure, Salesforce offers their proprietary marketing automation platform (Pardot) and it's good! But to date we have not seen it able to fully integrate social media management with marketing automation (like we can).

By integrating social media seamlessly, we are able to increase brand awareness, generate leads, and boost customer engagement and identify hot prospects by by scoring based on social engagement; trigger sales notifications, emails and other automations based on social activity; and measure the end-to-end ROI of their social marketing strategies ON ONE PLATFORM and in ways stand-alone social tools cannot.

And, if we're talking about the software alone - our solution is significantly less expensive with lower monthly costs and a very low initial commitment (vs the \$27, 000 upfront commitment required by Pardot).

But, by far the most important reason is that at the end of the day, it is just a software platform, it doesn't come with the highly skilled HUMAN features that Slightly Mad builds in like strategy, storytelling and execution.



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# *Not sure if Marketing Automation is right for you?*

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help you decide.

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