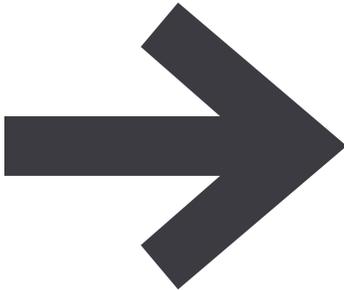


# Top signs to know you've outgrown basic email marketing





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# Email marketing campaigns are an important link in the sales to marketing chain.

Reaching out to customers leads to greater engagement, and greater engagement results in increased sales.

The problem is, sending the same email to your entire customer database limits the impact of that outreach. Information and insights are key to making an impact with customers, and most basic email marketing solutions are limited in what they can offer. While basic email campaigns make it possible to take this first step with customers, basic email marketing solutions can't provide information about who those customers are, what those customers are looking for, and where those customers are in their sales journey.

Generalized email campaigns produce uninspiring responses, which can cost you sales opportunities.

This e-book provides you with the information you need to evaluate your existing email marketing strategy for signs you've outgrown basic email marketing campaigns.

# 4 signs that basic email marketing is holding you back

Basic email marketing solutions offer the ability to build a mailing list, quickly create emails from templates, and send emails at scale. For companies with small mailing lists composed of customers who are more or less in the same place in the sales process, this approach works fine. Basic solutions provide limited information such as bounces, opens, and click-through rates, but these are just the beginning of what's possible.

Basic email marketing solutions are just that—basic. If you want to expand the impact of your email marketing campaigns, choose a solution that delivers the information you need, when and how you need it. Read on to learn what's possible, and how to determine whether your basic email marketing solution is meeting your needs.



Sign 1 /

## Third-party applications

To compensate for the limitations of basic email marketing solutions, some companies turn to third-party solutions to bridge the gap in functionality. Patching together multiple applications can seem like the easiest way to get the information you need, but there are drawbacks to this approach:

- Compensating for basic email marketing solutions with third-party applications increases your marketing expenditure. It's more expensive to try to get the features you need from multiple applications than it is to use one application designed to do it all with one intuitive, integrated interface.
- It's more complicated. Third-party applications bog down business processes with redundancies, integration issues, and added training requirements.

Stop wasting valuable time and money trying to fill in the gaps of an incomplete solution —adopt technology that offers all the functionality you need in one complete solution.



Sign 2 /

## Limited sources for generating leads

Good marketing strategies focus on a variety of sources for lead generation. The valuable data collected from multi-channel marketing provides a treasure trove of information that can and should be used to reach customers in the most effective way possible.

Basic email marketing solutions fall short in this area—they're simply unequipped. Implementing third-party solutions can help, but integrating a third-party application with both a basic email marketing solution and your existing customer relationship management (CRM) software is a difficult, and sometimes impossible, process.

The best way to optimize the results of your multi-channel campaigns is to integrate their results with your CRM records.

Track customer survey responses, event attendance, LinkedIn data, and website visits, and store all of it in a common database. This gives your marketing team access to high-quality leads, allowing them to create more personalized email marketing campaigns.

Collecting and storing this valuable information in one place makes it easier to formulate email marketing strategies that your customers will respond to. The result is improved marketing campaign outcomes and increased customer response.



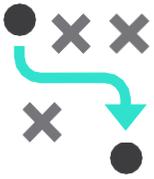
Sign 3 /

## Siloed data and processes for sales and marketing

Email campaign marketing is a strategy used by both sales and marketing teams, but these teams often work in silos. They're two sides of the same coin, forced to work from separate and occasionally conflicting sources of information. This leads to limited effectiveness and missed sales opportunities.

Marketing teams need the ability to drive leads by tailoring messages to the audience and tracking responses in real time. For sales teams, scoring those leads and nurturing them through the sales process is paramount. Basic email campaign solutions offer limited data, and are neither designed nor intended to get sales and marketing teams on the same page.

A marketing solution that integrates marketing automation like email campaigns with your CRM software gives sales and marketing teams a unified platform, allowing them to collaborate for better results. With more useful customer data updating in real time, sales and marketing teams can work together to source and score leads, synchronize data from multiple channels, and use detailed lead information to engage customers. Better collaboration leads to more effective email marketing strategies, which in turn yield increased customer engagement and sales.



Sign 4 /

## Unnecessary confusion and mistakes

Sales, marketing, and customer service teams using separate software platforms make decisions and determine strategies based on different sets of data.

Conflicting information on disconnected platforms causes unnecessary confusion and mistakes.

Stop trying to make multiple solutions from various vendors work by offering your team a single version of truth. A fully integrated platform with solutions specifically designed for sales, marketing, and customer service like Dynamics 365 offers a single version of truth with powerful tools and common databases so that everyone has access to the same information.

# Dynamics 365 Marketing: A full- featured marketing solution

Go beyond basic email marketing solutions with Dynamics 365 Marketing. This fully integrated marketing solution is easy to use, offers embedded intelligence, and works seamlessly with Dynamics 365 Sales and Office 365 tools to connect your sales and marketing teams.



Expand the impact of your email marketing campaigns with a marketing solution that offers:

- A single integrated software experience that simplifies and streamlines your applications.
- The ability to plan, develop, and execute multi-channel automated campaigns, and collect the results of those campaigns into your CRM database.
- A unified platform that updates in real time to empower your sales and marketing teams to collaborate seamlessly for better results.
- Organize event logistics, schedule speakers, send invitations with attendance tracking, integrate webinars, and create a unique and personalized experience for each event attendee with the Dynamics 365 Marketing event portal.
- Integrated customer insights that makes contact segmentation and interactions easy.
- Marketing insights displayed in dashboards and pre-built Power BI content packs to make it easy to send reports, workbooks, and data sets to your teams based on information that updates in real time.

## See how Dynamics 365 Marketing stacks up to the competition

Reach and engage customers with a scalable collection of tools designed to help you deliver timely and personalized content. Compare the features offered by Dynamics 365 Marketing to the features offered by basic email marketing solutions:

| Capability   | Dynamics 365 Marketing | Mailchimp | Constant Contact |
|--|------------------------|-----------|------------------|
| Email marketing service                                | X                      | X         | X                |
| Email templates  | X                      | X         | X                |
| Email Inbox preview                                    | X                      |           |                  |
| Marketing pages  | X                      | X         | X                |
| Campaign automation                                    | X                      | X         |                  |
| Social media/blog tracking                             | X                      | X         |                  |
| Web tracking   | X                      | X         | X                |
| Surveys  | X                      |           | X                |
| Segment on all contact attributes or behaviors         | X                      |           |                  |
| Lead scoring   | X                      |           |                  |
| LinkedIn integration                                   | X                      |           |                  |
| Events planning  | X                      |           |                  |
| Events portal  | X                      |           |                  |
| Built on same platform as Dynamics for 365 Sales (CRM) | X                      |           |                  |



## Real- world scenarios

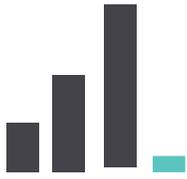
Email marketing campaigns play a crucial role in many sales strategies. Basic email marketing solutions can help you reach customers, but there's so much more a marketing solution can do to help you reach your goals.

### **Orchestrate the launch of a new product**

A successful launch campaign should be triggered by responses to digital or traditional ads, or through targeted segmentation based on key customer purchase history. Basic email marketing solutions can't deliver on any of these needs. This makes it difficult to engage with prospects and customers across every touchpoint using website content, email offers, launch party events, and customer feedback surveys. The right email marketing solution makes coordinating new product launches easy from inception to after party.

### **Event planning**

Planning an event is a massive undertaking, and a huge opportunity to reach new customers. All basic email marketing solutions can do is send invitations. While there are third-party applications that can fill in the gaps, the information collected by these applications can't be integrated with the other systems your company uses, which leads to complications when trying to plan a large corporate event. The right marketing solution simplifies this process and makes it possible to get the best results.



## Drive better business results

Bridge marketing and sales with a single, connected platform to produce powerful results. Do more with Dynamics 365 Marketing.

### **Deploy quickly**

Dynamics 365 Marketing shares the same platform as Dynamics 365 Sales, which means less wasted time trying to work around connectors.

### **Get sales and marketing on the same page**

Dynamics 365 Marketing offers a shared database of information and a comprehensive view of customers.

### **Accelerate sales**

Get advanced lead scoring based on customer email, web, survey, event, and offline sales interactions.

### **Learn about your customers**

Track and analyze customer interactions with out-of-the-box analytics and reporting.

### **Bring all your business technologies together on one platform**

Dynamics 365 Marketing works seamlessly with Microsoft Power BI and the full collection of Dynamics 365 applications. Maximize your efficiency with Dynamics 365 workflow and custom attributes and entities.

# Transitioning to Dynamics 365 Marketing is easy

It's cloud-based—there's no software to install. An intuitive interface and out-of-the-box templates ensure marketing teams are immediately productive.

Looking for industry expertise? Dynamics 365 Marketing includes access to a vast network of Dynamics 365-certified partners who can evaluate your specific business needs and help tailor a solution that works for you. Say goodbye to integration issues with third-party applications, and hello to a seamless, foundational solution that's designed to help you turn business prospects into business relationships.

Make the switch now.

<https://dynamics.microsoft.com/en-us/marketing/overview/>

