

Feature Article

Read the humorous but informative, "Why Sales Throws Marketing Under the Bus (and how to avoid fatalities)" by Silverpop for more information on why it is so critical for marketing and sales to come together to increase sales and become more profitable.

CRM Connect Blog

Over 50% of CRM implementations fail. CRM vendors advertise huge advantages to your customers and your business with significant ROI's. So why do so many companies fail?

[Read More](#)

Tip of the Month

Lead nurturing and Salesforce.com can be customized and implemented for SMB's to offer increased sales, reduced cost/lead and increased productivity. CRM Connect can work with you to create a lead nurturing program that will benefit you and your prospects.

Contact Us

www.crmconnect.ca
info@crmconnect.ca
905-330-9878
Twitter
LinkedIn

Eighty percent of surveyed organizations plan on having lead nurturing programs in 2010*

It's high time that sales and marketing departments team up and realize that if one wins, both win. Successful lead nurturing has given best-in-class companies an average of 28% year-over-year increase in revenue and now, it has hit mainstream, states Aberdeen Group in their recent lead nurturing report*.

Tie in lead nurturing with salesforce automation to help eliminate departmental silos and create an environment needed to implement lead-nurturing campaigns. You could enjoy superior results within 6 to 12 months according to the Aberdeen Group.

*Aberdeen report: ["Lead Nurturing: The Secret to Successful Lead Generation."](#)

Lead Nurturing: A "must have" for building a leak-proof pipeline and increasing sales



According to MarketingSherpa and Marketo, the value of lead nurturing far outweighs the costs of implementation:

- 20% more sales opportunities
- 225% increase in volume of prospects that convert to sales opportunities
- 150% increase in contact to lead conversion ratio.
- 2x increase in bid-win ratio

[View Webinar](#)

Social media buzz for lead generation

From Craig Stark, Social Media Wave

There are many proven models for using Social Media for driving new business. Many companies still have not gone beyond the traditional, dated Internet marketing models of relying on search engines and downloadable .pdf documents to drive leads into their CRM systems. Even some of the most reliable "forms generated" leads can get a flat to predictably linear low rate of return on leads.

[Read more on how social media can increase sales](#)

Next newsletter will focus on strengthening customer relationships. Read how one company increased service revenue by 300% with a marketing strategy focused on customers.

To opt-out please reply with "unsubscribe" in subject line

