

freeagent crm

Marketing Guide



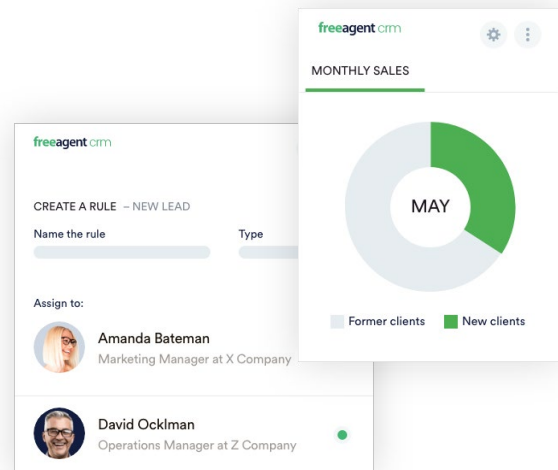
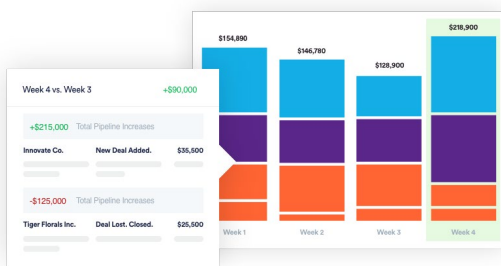
FreeAgent for Marketing

Marketing will always use its own toolset in addition to; it needs its own budget for campaign management, analytics, etc.

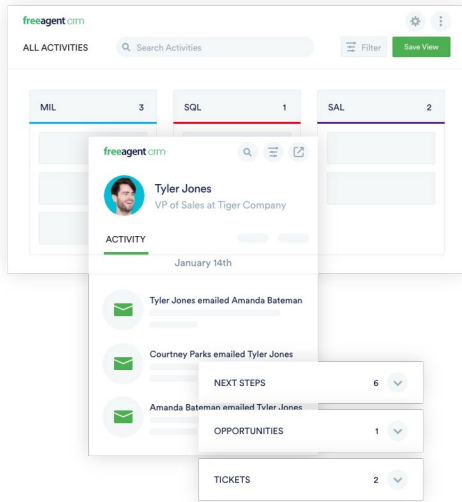
However, marketing has historically been underserved by the company CRM, and FreeAgent changes that. FreeAgent is a powerful addition to the marketing tech stack. It helps boost key KPI's with:

Full-Funnel Visibility, Marketing-Sales Alignment, Enforce Brand and Organize Sales Enablement, Marketing Project Management.

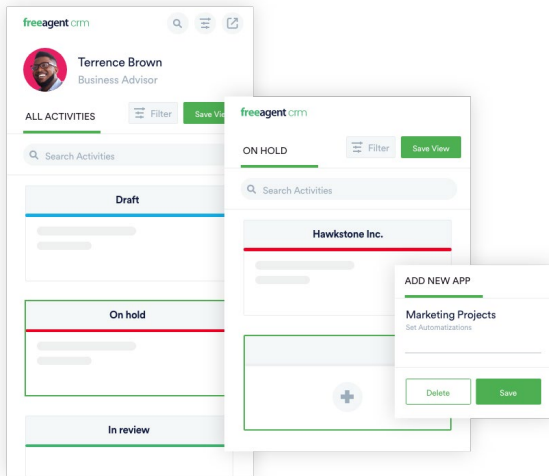
- Target your ICP: easily export data from your most successful customers to target your campaigns directly to lookalike audiences.
- Know what happens to your leads after the hand-off to sales; view volume and quality of interactions by lead, see how quickly leads are qualified and gain more insight about leads that are disqualified, re-marketed, or scored low by sales.



- Ensure brand consistency across all interactions and content; oversee email templates and access Activity Timelines for visibility into low-funnel and post-funnel interactions.



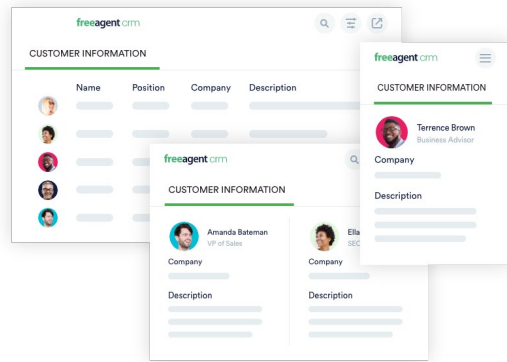
- Share real-time reports and dashboards.



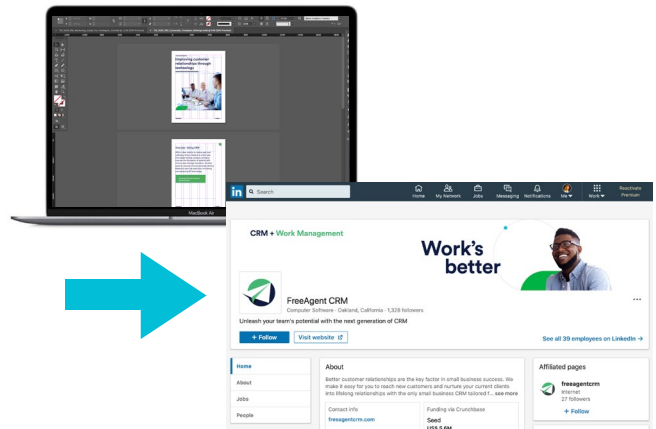
- Integrated with Mailchimp.



- Empowers marketing-sales alignment - reduce mystery and friction between departments when you see what they see.



- Manage marketing projects from Design to Delivery to Campaign launch.





Thank You!



Contact Us:
freeagentcrm.com