

NGRPulse

**An All-in-One
Marketing Platform**

NGR | Helping
Businesses **Grow**

AGENDA

- 1 Inbound Marketing & NGRPulse
- 2 NGRPulse vs. Traditional Marketing Automation
- 3 Expected Results and ROI
- 4 The NGRPulse Marketing Platform
- 5 The NGRPulse Sales Platform

1. Inbound Marketing & NGRPulse

What is inbound marketing?

The way we live has changed.

	1990	2000	2010
Hours Worked	9-5	8-6+	Whenever
Office	4 Walls	Open Cubicles	iPhone
Internet	None	Email & Web Research	Everything in the Cloud
Learn About Products	Tradeshows, Ads, Print Publications, Sales Reps	Tradeshows & Google	Social Media, Google

THE OLD MARKETING PLAYBOOK IS BROKEN.



86%
skip TV ads



91%
unsubscribe
from email



44%
of direct mail is
never opened

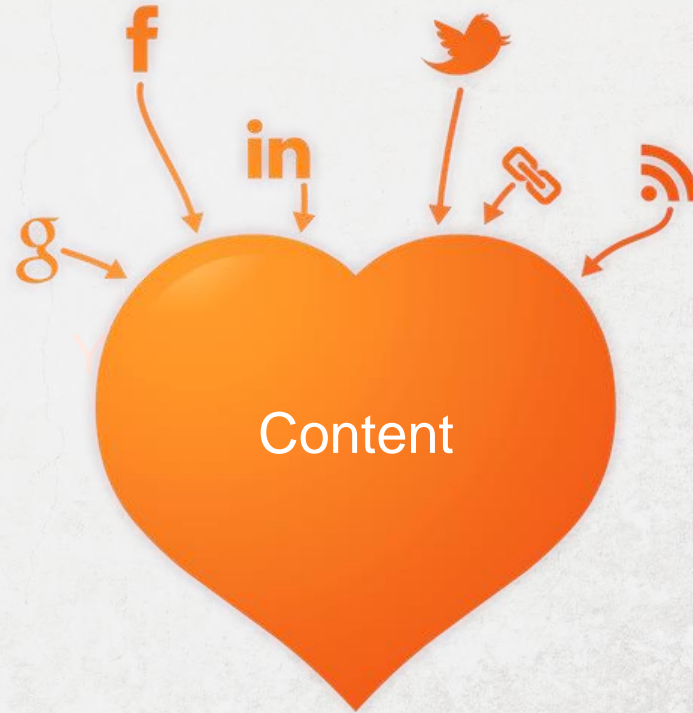


200M
on the
Do Not Call list

Inbound updates the playbook based on the way people buy today.

Get Found Online:

- Website pages
- Blog articles
- Social media messages
- All optimized to drive qualified leads to your site.



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- Social media messages
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Understand Your Buyers:

- Personalize your marketing
- Identify buyer needs
- Understand what content pulls leads through sales funnel

Personalized multi-channel marketing with NGRPulse.



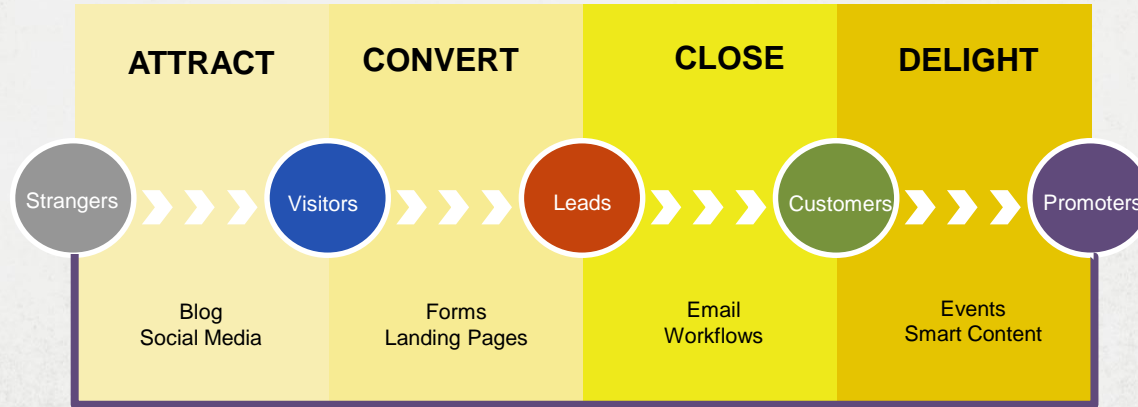
Now, why do inbound
marketing with NGRPulse?

NGRPulse

NGRPulse's strength is that it is one-stop solution... It can power and drive not only a customer engagement strategy, but also serve as an actual blogging, website and support platform.

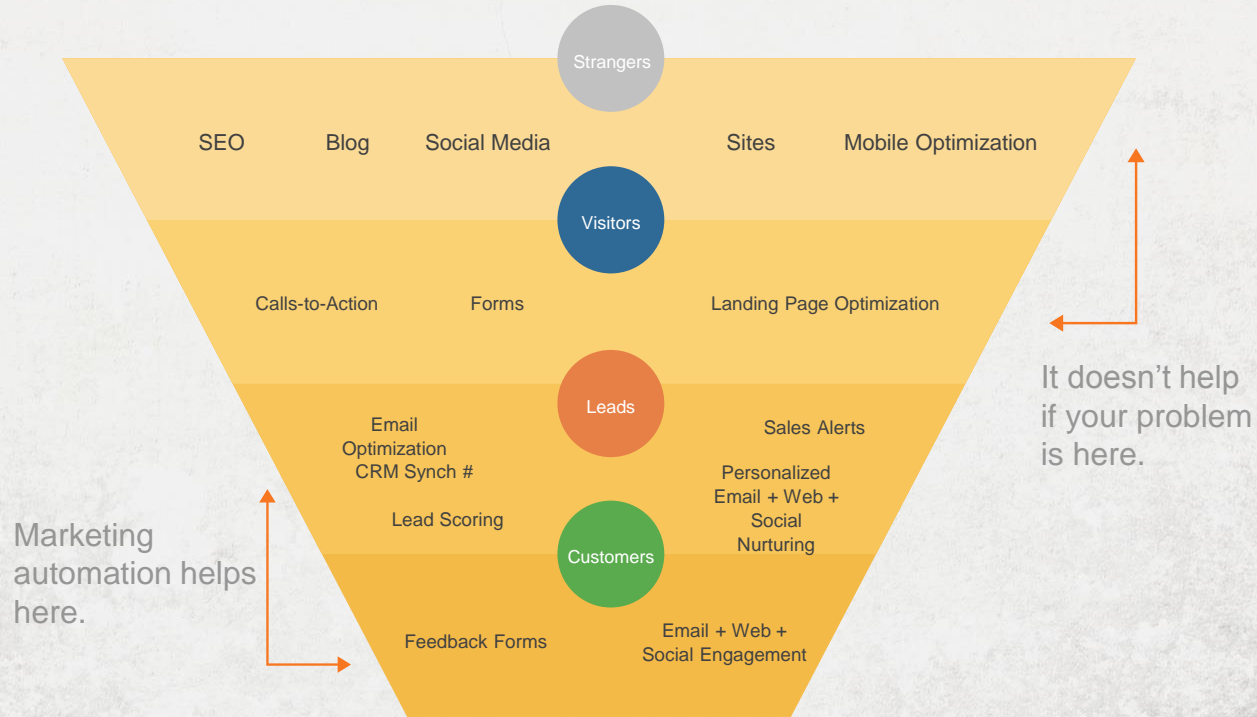
2. NGRPulse vs Traditional Marketing Automation

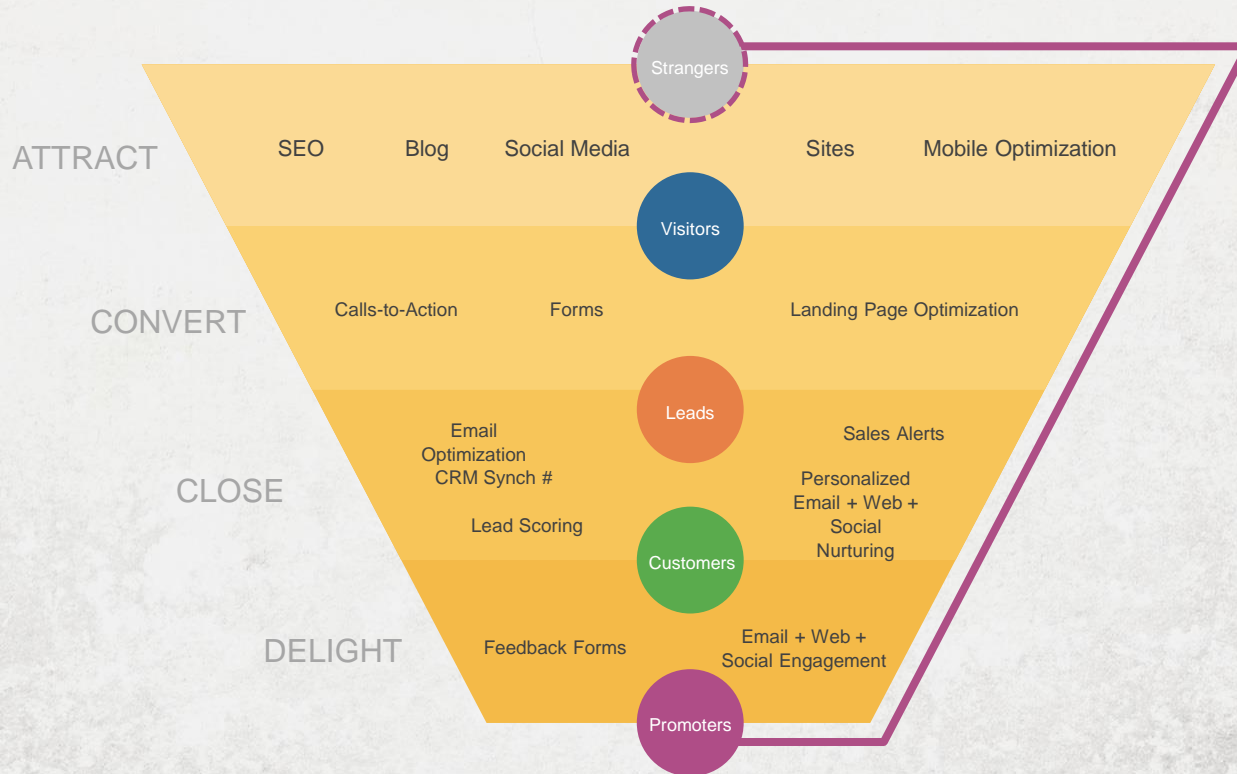
Traditional marketing automation software doesn't address your whole marketing funnel.



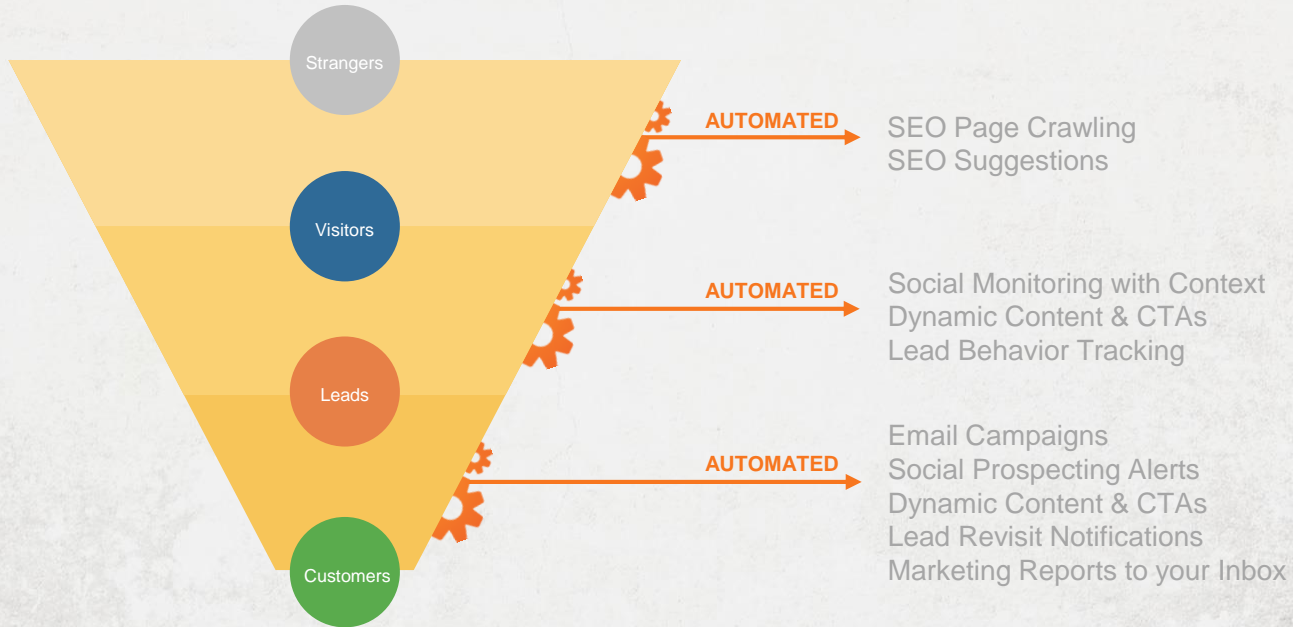
with **NGRPulse**

NGRPulse is an all-in-one marketing platform designed to generate more traffic, leads and customers.





NGRPulse's marketing automation goes beyond email, simplifying processes at every stage of the funnel.



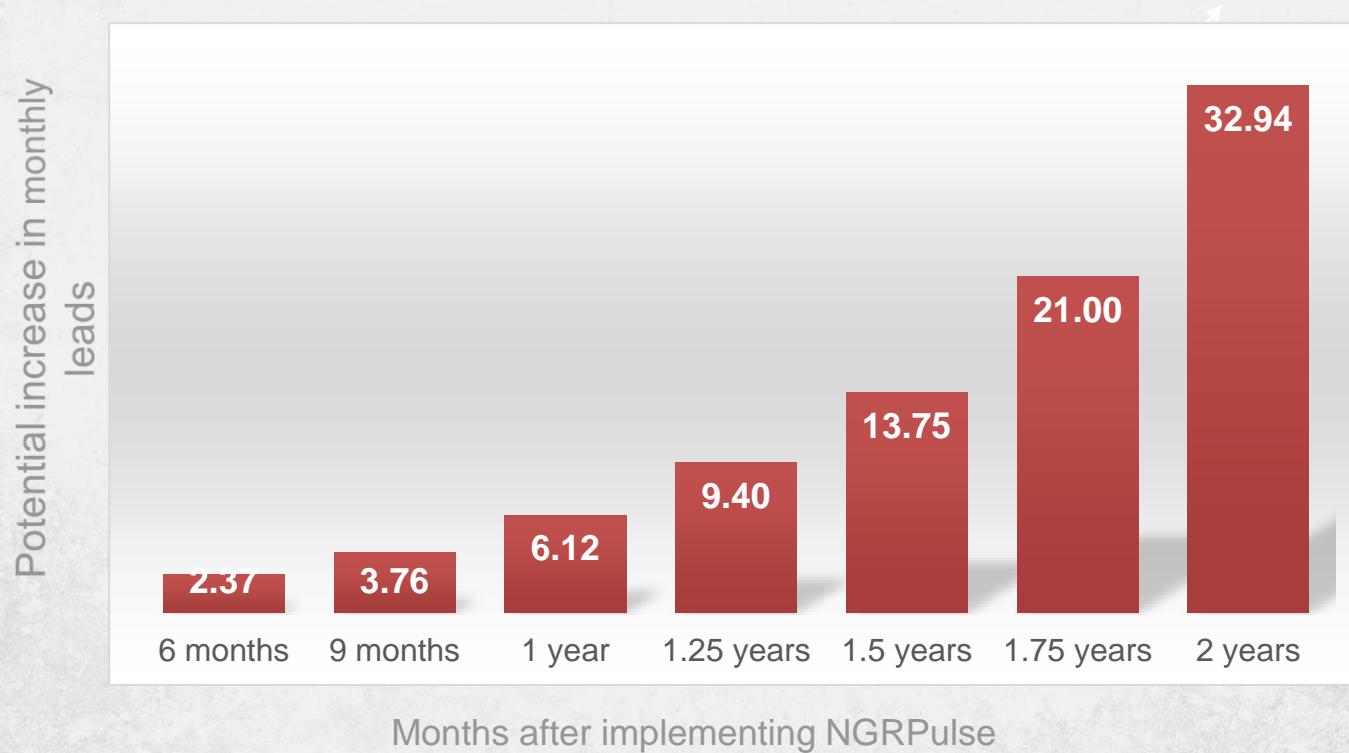
NGRPulse's All-in-One
Marketing Platform

3. Potential Results & ROI

Potential Customer ROI after using NGRPulse for 1 Year



NGRPulse users may see early results grow over time



4. NGRPulse for Marketing

Tools to Attract Visitors



Blogging

Easily create remarkable content that will help your business get found.



Social Inbox

Publish and see Social Analytics across Facebook, LinkedIn, Twitter and other networks.



SEO

Improve your search rankings and get found by quality leads.

& More...

Keywords



Discover which keywords will bring the best organic traffic to your site and analyze your paid search campaigns.

Keywords Ranked in Top 3	Keywords Ranked in Top 10	Contacts Generated
528	803	648

Sorted by:	Visits	Rank
<input type="checkbox"/> NGRPulse Added September 1st	519	1

- Track which keywords drive the best visitors & leads
- View difficulty, current rank and search volume
- Get recommendations for low-hanging fruit and long-tail keywords
- Compare your rankings to competitors

Blogging



Create long-lasting marketing assets by publishing blog articles optimized to get found and generate leads.

- Create content to develop your thought leadership and get found online
- View detailed SEO recommendations for improving your content as you type
- Automatically publish to your social media accounts
- Automatically optimized for mobile devices with responsive design

SEARCH ENGINE OPTIMIZATION [Suggestions] [Optimized] [All]

YOU'RE WRITING ABOUT
x big data Add more keywords...

TITLE OPTIMIZATIONS

"The State of Big Data - 3 Big Milestones & 3 Big Things to Come" has 0 keywords in the title. SEO IMPACT: ●●●
Use one of your target keywords in your post title to get a solid SEO boost.

"The State of Big Data - 3 Big Milestones & 3 Big Things to Come" is 72 characters. SEO IMPACT: ●●●
Titles with more than 70 characters end up awkwardly truncated in search engine results. Don't be awkward. Shorten that title up a bit.

BODY OPTIMIZATIONS

You have 2 target keywords in your post. SEO IMPACT: ●●●
Spectacular! You've got keywords in the body of your post. What a pro.

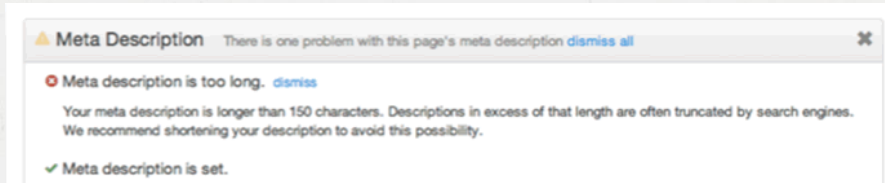
Your post includes 0 internal links. SEO IMPACT: ●●●
Link a few key words and phrases to related pages on your website to improve your overall SEO.

Full Post View Main List View SEO View

Page Performance



View recommendations in key SEO areas for optimizing your pages and generating quality inbound links.



- Crawl your pages for SEO on-the-spot
- See detailed SEO reports for each of your pages
- Receive specific recommendations for improving your pages
- View metrics on page views, ranked keywords, inbound links, clicks, and social media

Social Media Publishing



Publish and track messages across multiple platforms and accounts with suggested times for increasing reach.

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Social Media Compose a message

Interacting as BIGLYTICS

Here's our recommendations for best #bigdata blogs to follow:

Today at 3:00 PM Attach 90

Today, Monday, December 16th

December 2013

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

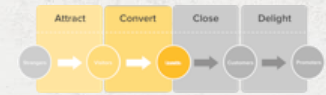
Post now 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM

Select campaign New Schedule (1)

Robert McKay @MeinM14 Nice post from @BIGlytic: Consider These Factors When Buying Manufacturing Big Data Analytics <https://biglytics.com/ebook/buying-big-data#bigdata>

- Publish across multiple accounts and social media sites
- Bulk upload social messages in advance
- Schedule multiple posts at a time
- See suggested times for increasing engagement
- Shorten and track links automatically
- View click and engagement data for your leads

Social Media Monitoring



Monitor the social activity of your leads and customers.

Rob Marks @bigdata1
FOLLOWS YOU

1,867 FOLLOWERS 1,788 FOLLOWING

Customer
View Contact

Email:
rob@mybigdata.net

Salesforce Owner:
Dan MacAdam

Company
My Big Data

Social History
20 stream matches
6 interactions
View All

More Details

In Salesforce

Thanks @KellyGOxford and @TheTaylorDL for sharing the ebook #bigdata 23 hrs

Reply Retweet Favorite Share Email

Kelly Oxford @KellyGOxford Feb 3

Great post on #bigdata & analytics from @TheDataGuyRM via @BIGlytics
<https://biglytics.com/ebook/history-big-data> thanks @TheTaylorDL

Taylor DeLuca @TheTaylorDL Feb 3

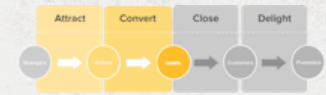
Hey @KellyOxford you'll love this from @BIGlytics A History of Big Data
<https://biglytics.com/ebook/history-big-data> #bigdata

Link to this message

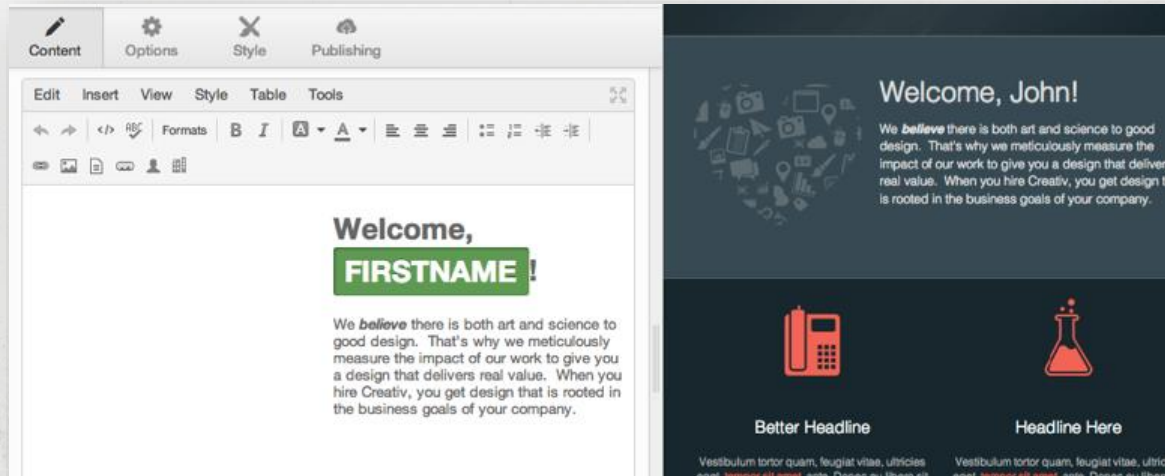
Customer
View Contact

- Create monitoring streams of targeted contacts, such as a sales reps list of leads or leads who are unresponsive over email
- View your history of interactions
- Get more information about who the person is before responding
- Get pre-populated suggested streams for you to monitor

Website Management (CMS)

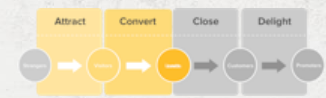


Take control of your website and personalize content to your leads with NGRPulse. Easily create sites that look great on any device.

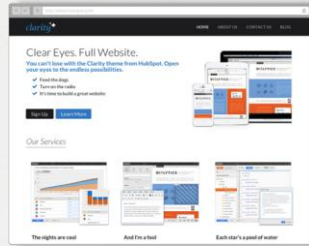


- Spin up pages without IT or developers
- Easy-to-use WYSIWYG editor
- Personalize entire blocks of content based on who is viewing your site
- Automatically optimized for all mobile devices with responsive design

Themes

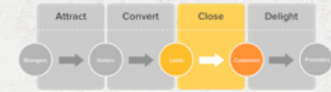


Create a beautiful website with the click of a button so you can focus on your content.



- “Out of the box” website includes everything needed for a website (templates, style sheets, navigation, etc.)
- No coding required to create or integrate
- Easily customize your website
- Launch in no time by simply filling in your content

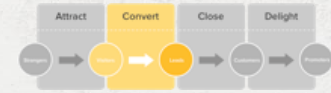
Anonymous Personalization



Personalize your content from the moment someone sets foot on your site by device, country, or referral source.

- Show different content to your visitors from the moment they set foot on your site
- Personalize your content, forms, and CTAs based on country, device, or referral source
- Show your visitors different content based on specific source data (Twitter, referring URLs, email campaigns)
- Use personalization across email, webpages, and landing pages.
- Easily edit Smart Content in a WYSIWYG editor – no coding or embedding required.

Tools to Convert Leads



Calls-to-Action

Build beautiful buttons and callouts to convert traffic to leads in a snap



Landing Pages

Create more pages that improve conversion rates and generate leads.



Forms

Ask the right questions at the right time to optimize lead conversions.



Lead Management

Segment leads based on their activity across your site and other channels.

& More...

Calls-to-Action



Build professional CTAs in minutes to convert your visitors into leads, complete with A/B testing and personalized Smart CTAs.

Status	Preview	Views	Views → Clicks	Clicks	Clicks → Submissions	Submissions	Updated
Free Trial Smart CTA							
●		24.4k	28.5%	6,954	21.0%	1,460	2:00pm
Blog- Product Launch	Variation test group						
●		10.2k	20.1%				
●		10.6k	19.4%				

Overall Performance

19,445 views → 173 clicks → 107 submissions

0.9% → 61.8%

Variation 1

FREE EBOOK: Optimizing Your Email Marketing for Conversions

9,720 views → 98 clicks → 60 submissions

1.0% → 61.2%

Variation 2

FREE EBOOK: Optimizing Your Email Marketing for Conversions

9,725 views → 75 clicks → 47 submissions

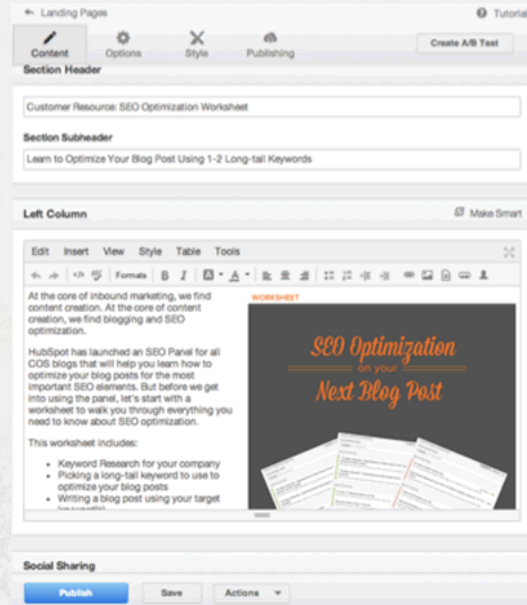
0.8% → 62.7%

- A/B test CTAs and track results
- Display Smart CTAs based on contact properties
- Analyze clicks and conversions on CTAs for increased conversion opportunities

Landing Pages

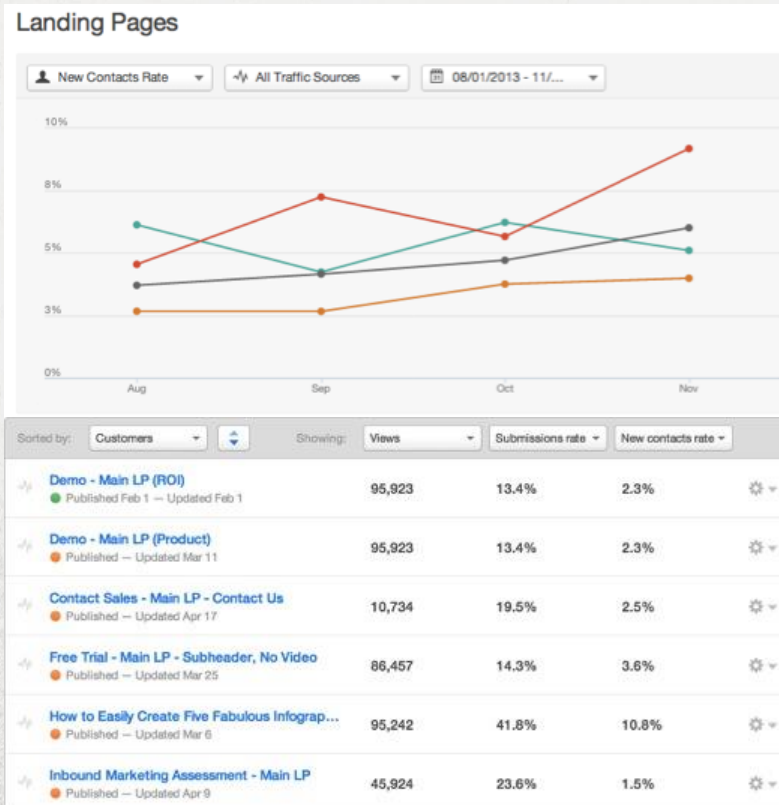
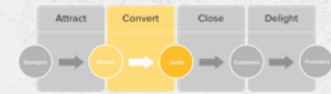


Capture inbound leads through your website with landing pages that are easy to customize, A/B test, personalize, and track.



- Build optimized landing pages in minutes without a developer
- Choose from multiple, already-optimized templates.
- Integrate with your CTAs, Contacts, Smart Content, and Social Media accounts easily

Landing Pages (Analytics)



- A/B test your Landing Pages and track the results
- View detailed conversion and source analytics for your Landing Pages
- See which channels bring your Landing Pages the most views, leads, and customers
- See which pieces of content bring in the most viewers, new contacts and customers.

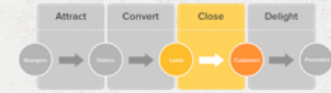
Forms



Collect valuable information on your leads for segmentation, personalization, and follow up by your sales team. Increase conversions with Smart Fields and Progressive Profiling.

- Build optimized forms with custom fields for collecting data on your leads
- Hide fields if data has been captured previously
- Set new lead notifications and sync data with NGRPulse CRM
- Embed forms on any page

Tools to Close Customers



Email

Personalize your emails with any field from your marketing database.



Marketing Automation

Use marketing automation to trigger timed follow up emails to your contacts.



Analytics

See which traffic sources are generating the most leads, plus other insights.

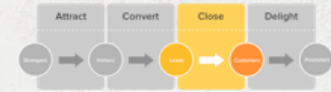


NGRERP Sync

Use NGRERP data to segment contacts, personalize email, and more.

& More...

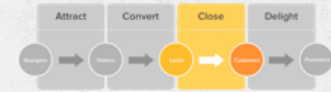
Contacts Database



Manage all of your contacts and leads in one, centralized database complete with robust profiles containing CRM data, website, email, and social media history and more.

- View a detailed timeline of every interaction a lead has had with your brand
- Use this data to segment, personalize your marketing, and create lead scoring

List Management and Segmentation



Target your leads by segmenting based on information they've given you and how they've engaged with you for truly personalized marketing.

- Segment your leads based on a contact's demographic information from forms or behavioral data from all of your marketing channels.
- Segment on social behaviors, site analytics, and more
- Score leads off of the same criteria
- Create static and dynamic Smart Lists
- Choose which leads get synced to Salesforce

What type of list do you want?

- Smart list** - add contacts continuously according to rules you set
- Static list** - add contacts manually

Include contacts who meet all of these requirements:

Contact Property	Industry	is any of
------------------	----------	-----------

Also, include contacts who meet all of these requirements:

Form Submission	Contact has filled out	any form
Page View	Contact	has visited (part of URL)

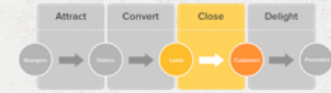
is any of

- is none of (simply has this property)
- (simply does not have this property)

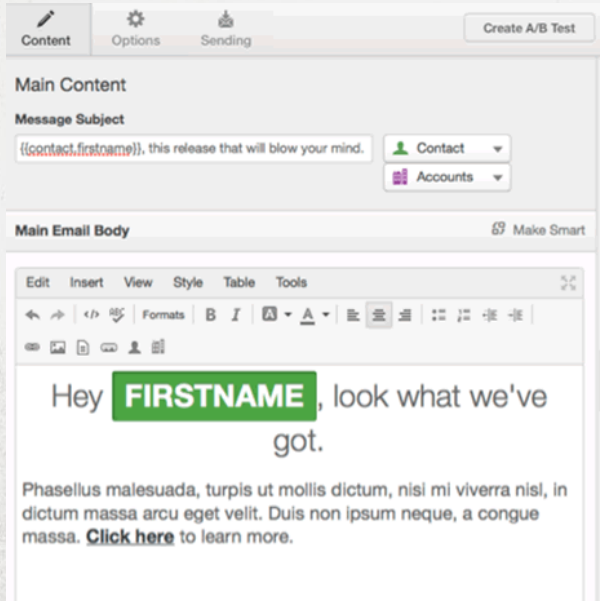
On any date [Refine](#)

On any date [Refine](#)

Email

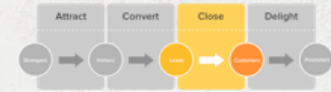


Send personalized, beautiful emails that your prospects will look forward to receiving and measure which messages are most effective.



- A/B test elements to optimize open and click-through rates
- Personalize your message, sender, and subject lines
- Preview in other email client inboxes
- Choose from a variety of pre-tested, mobile optimized templates

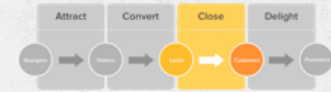
Email Optimizer



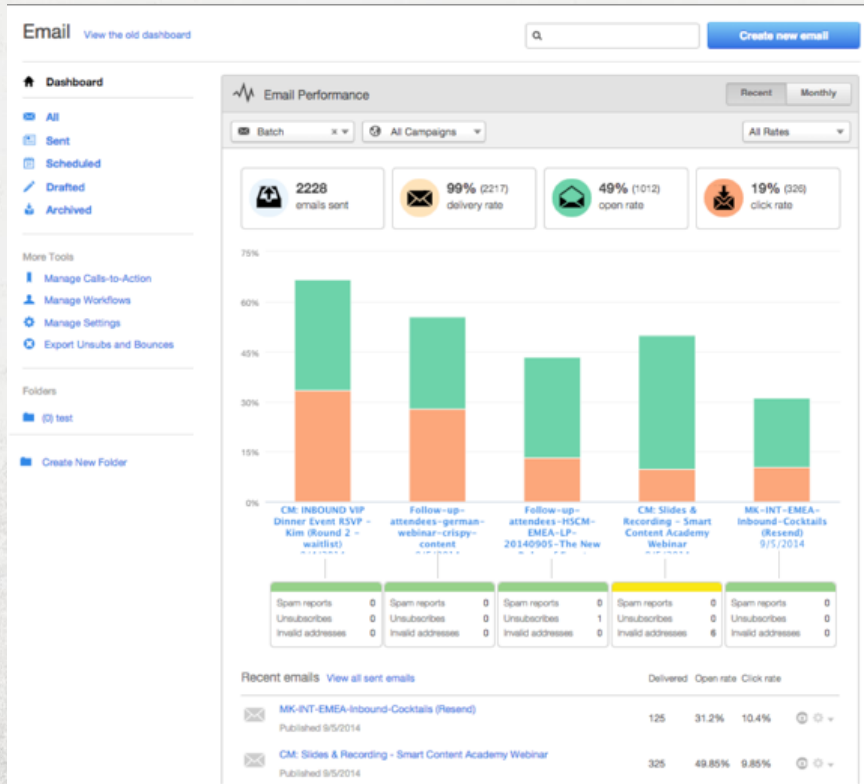
Learn how to optimize your emails based on real-time recommendations.

- Get suggestions on how to improve your emails right from the email editor
- After you gather data on your email performance, NGRPulse will provide recommendations for the timing of your emails based on your data
- Use the Optimizer as a checklist to make sure you included every email optimization before sending

Email Analytics

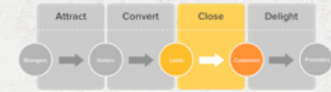


Access all of your email tools from one screen while also getting an overview of all your important email metrics.



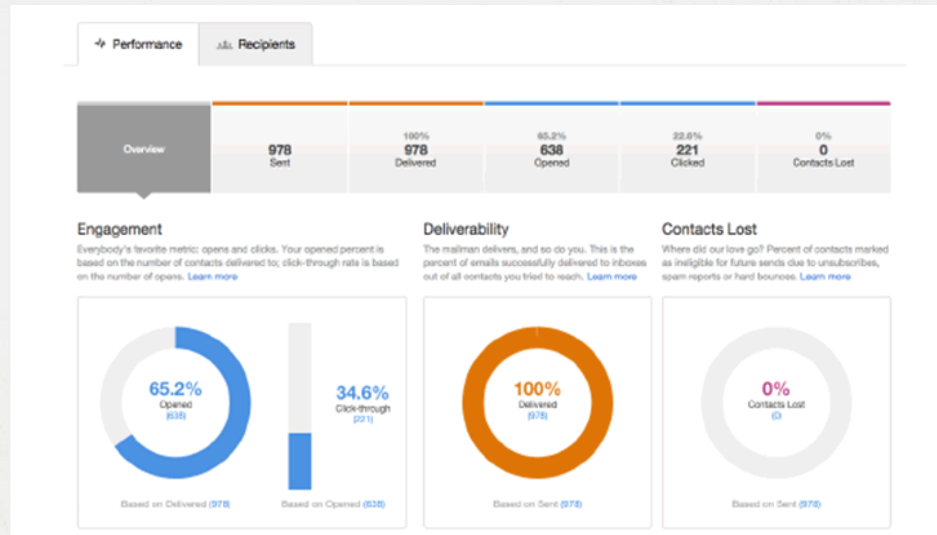
- Access everything related to email in one centralized location.
- Keep track of all important email metrics including spam reports, unsubscribes, and contact churn.
- Compare emails to one another by graphing their performance.
- Filter your emails based on campaign and email type to segment your results.

Email Analytics

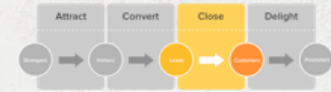


See a high-level overview of your email's performance, broken down into the key categories of engagement, deliverability, and contacts lost.

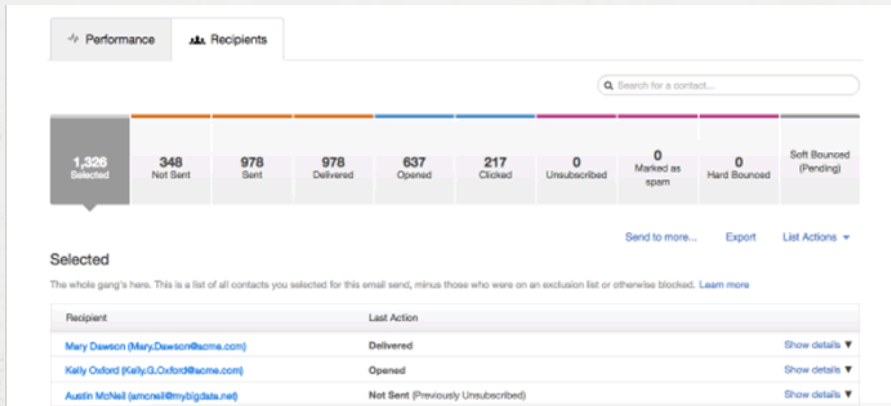
- See key email performance metrics at a glance in the Overview tab.
- Drill down to details on sent, delivered, opened, clicked, and contacts lost.
- Track your email's engagement (opens and clicks) over time, and break it down by email client and device.



Email Analytics

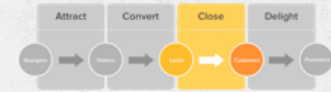


See how many new leads and customers your emails generated, along with high-level open and click through rates.



- Find out how recipients engaged with your email, and save lists for further nurturing.
- Filter recipient list to dig into each type of engagement (opened, clicked, etc).
- See detailed email events for each recipient, including specific link clicks and email client and device information.

Email A/B Testing



Test variations of your emails to make data-driven decisions about the content you send to your database.

- Test any element of your emails, including both content and design.
- Choose which metric decides the winner of your A/B test
- HubSpot automatically sends the winner to the rest of your list.



A/B Test Sample
Set the size of your test group.

A 15% | **B** 15% | **Winning Version** 70%

Choose
Select contact
Clicks

Version
Set with 1,000
Send

Time to
Set a time after the

Version
Set with after the
Send

EMAIL PREVIEW:
From: mary@biglytics.com
To: You
Subject: Download BIGLYTICS Big Data eBook
Date: December 31, 2013 3:14 PM

BIGLYTICS

Hi FIRST NAME,

Interested in learning more about Big Data? Download the free BIGLYTICS RELEVANT_EBOOK_DOWNLOAD and find some useful tips for CONTACT_COMPANY. I'd love to know what you think. You can reach me at the information below with questions or ideas.

Best,
REPNAME
REPPHONE

BIGLYTICS FREE EBOOK
An Introduction to Big Data

AN INTRODUCTION **LEARN MORE**

Hi Mac,

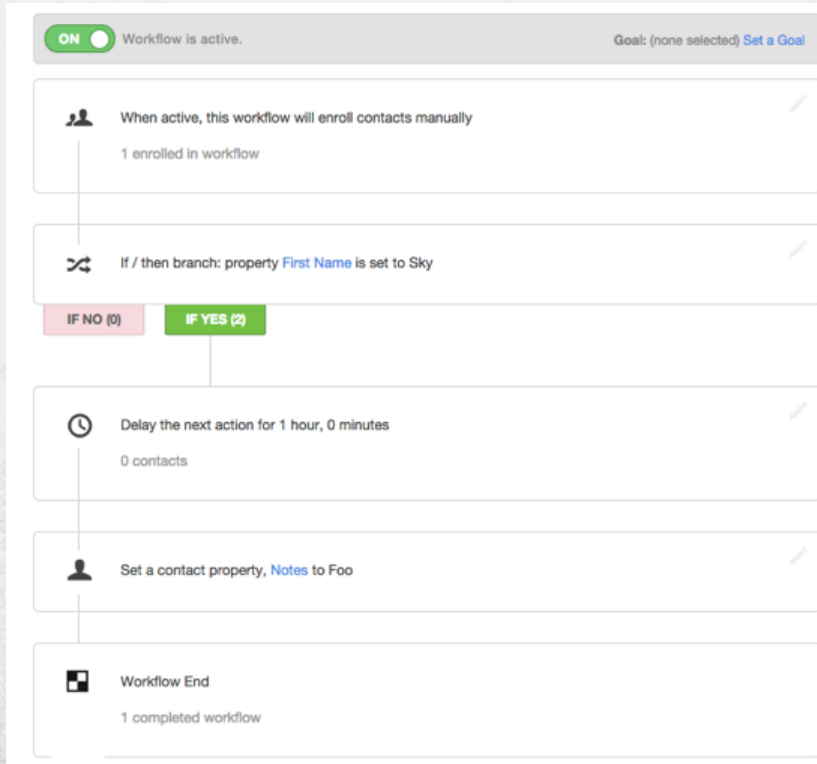
Interested in learning more about Big Data? Download the free BIGLYTICS *An Introduction to Big Data* eBook and find some useful tips for Dawson Technologies. I'd love to know what you think. You can reach me at the information below with questions or ideas.

[Preview in other inboxes](#) [View as Contact...](#)

Lead Nurturing

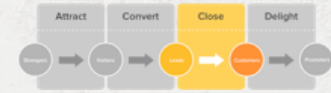


Trigger email messages and activities within your contact records or CRM to automate your marketing strategies.



- Trigger emails, change any contact property, and segment your database all through automation
- Move leads easily in and out of campaigns as they achieve certain goals or take certain actions
- View detailed engagement data for each step of your campaign
- Create conditional checks against every workflow step for optimization (commonly known as branching)

Marketing Automation



Trigger email messages and activities within your contact records or CRM to personalize and automate your marketing strategies.

ON Workflow is active. Goal: (none selected) [Set a Goal](#)

- When active, this workflow will enroll contacts manually**
1 enrolled in workflow
- If / then branch: property First Name is set to Sky**
IF NO (0) IF YES (2)
- Delay the next action for 1 hour, 0 minutes**
0 contacts
- Set a contact property, Notes to Foo**
- Workflow End**
1 completed workflow

- Base your automation campaigns on goals, such as becoming an opportunity or customer
- Move leads easily in and out of campaigns as they achieve the goals you've set.
- View detailed engagement data for each Workflow step
- Create conditional checks against every workflow step for optimization (commonly known as branching)

Campaigns

View every asset in your inbound marketing campaign in one screen and report on it's progress across every channel.

Social Prospecting Workbook

20,535 / 250,000 Visits	353 / 7,500 Contacts	
----------------------------	-------------------------	--

13 Landing Pages	20,502 Visits	346 Contacts
2 Calls-to-Action	1,774 CTA Views	34 CTA Clicks
3 Emails	1,017 Sent	408 Open
4 Blog Posts	1,859 Views	33 CTA Clicks
5 Social Messages	57 Facebook Clicks	206 Twitter Clicks
2 Keywords	3 Visits	2 Contacts
2 Pay-per-click	14 Visits	3 Contacts
1 Other Source	16 Visits	2 Contacts
1 Workflow	1 Total started	1 Joined goal list

Define Campaign Details

Define your campaign's goals, target audience, timeframe and add any additional details.

- Goals and timeline**
Define what is the goal this campaign is trying to achieve over a specific timeframe.
- Personas, budget, and notes**
Define who this campaign is targeting and add any other details like budget and internal notes.

Convert Contacts

Create the marketing assets that will help you convert prospects into contacts or contacts into qualified leads.

- Target keywords**
Target specific keywords with your campaign, so you get found organically.
- Create landing and thank-you pages**
In this step you can create the landing and thank-you pages that will present a platform for your offer.

Promote Campaign

Drive traffic to your campaign through social media messages, emails, and blog posts.

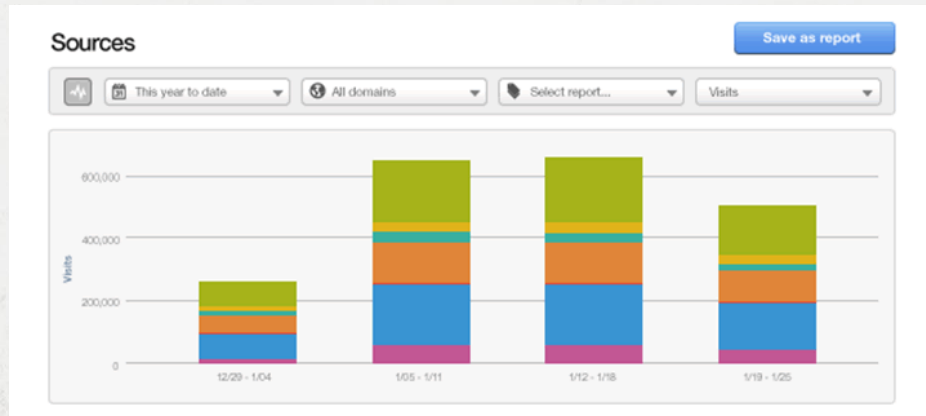
- Create email**
Build a marketing email aligned with your landing page so you can promote the offer to your existing contacts.
- Create a call-to-action**
Create a call-to-action that you can use on your blog or other site pages. It's designed to promote the offer.
- Create a blog post**
Feature your campaign as a blog post with a call-to-action to your marketing offer.
- Create social media messages**
Spread the word about this campaign through social media.
- Paid campaign**
Create a tracking URL to monitor PPC performance tied to this campaign.
- Other sources**
Create a tracking URL to monitor any other sources sending traffic and contacts to your campaign.

Nurture Contacts

- Set high-level visit, contact and customer goals for your campaign
- Get a guided tour of creating a campaign in NGRPulse
- Create, organize manage and analyze your camping on from central place
- Understanding of how each component of a marketing campaign affects your top-level goals
- Better inform your future marketing campaigns with historical at-a-glance data

Sources

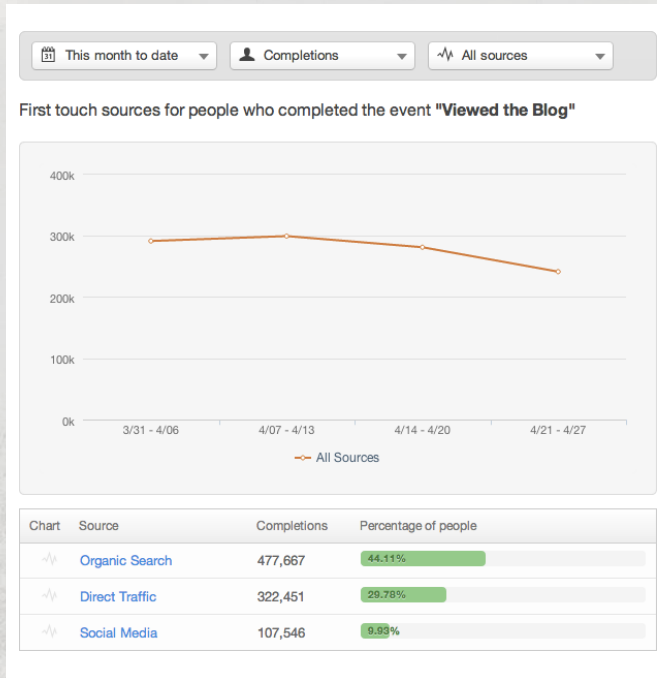
Analyze which of your marketing activities are driving the highest ROI in terms of visits, leads, and customers.



- Track how your marketing is performing in terms of visitors, leads & customers
- Measure the ROI of your marketing campaigns
- Drill into detailed reports on your performance
- Compare the effectiveness of your marketing channels

Event Analytics

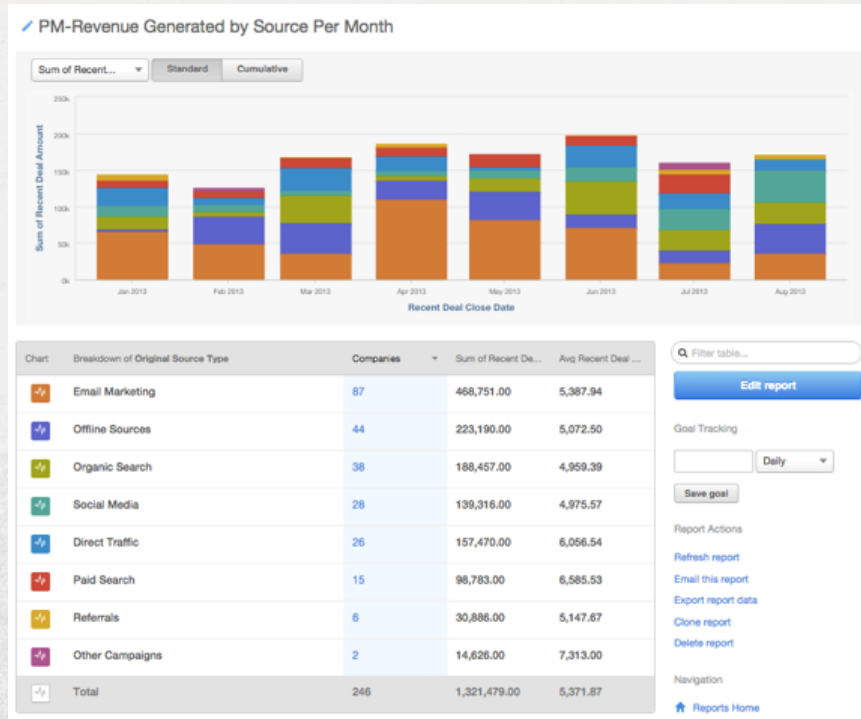
Track visitor activity on specific events on your site with detailed reports on visitor history and progression.



- Create custom events to track activities on and off your site
- View Lifecycle reports to see first touch, last touch and assists reports for your events

Revenue Reporting

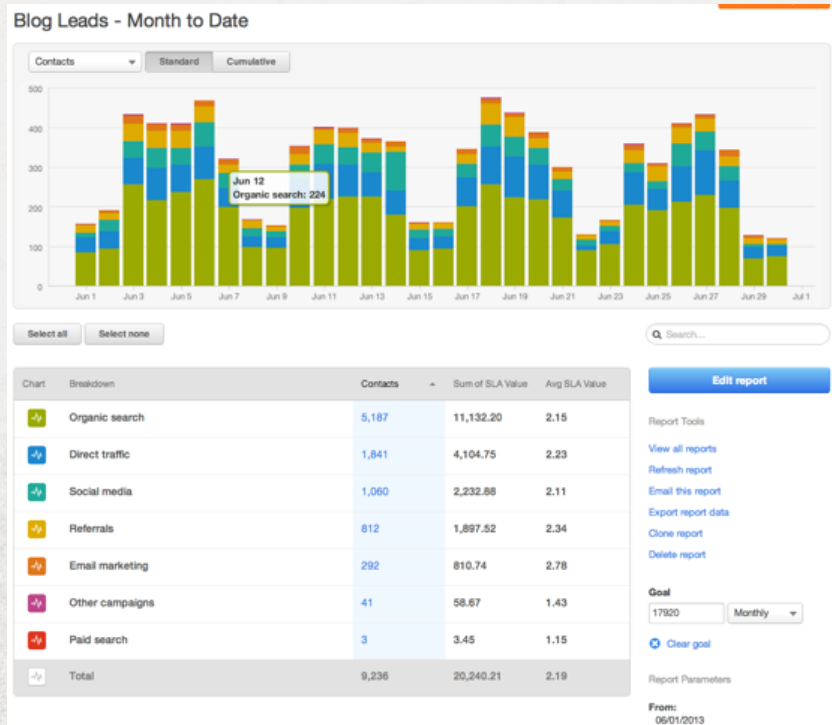
Tie any marketing channels and content offer back to the revenue generated for the company.



- Close the loop on your reporting by understanding the revenue generated based on sources or pages on your website.
- Understand what marketing efforts generate the most revenue in your database
- Report on revenue based on contacts or companies in your database.

Contacts Reporting

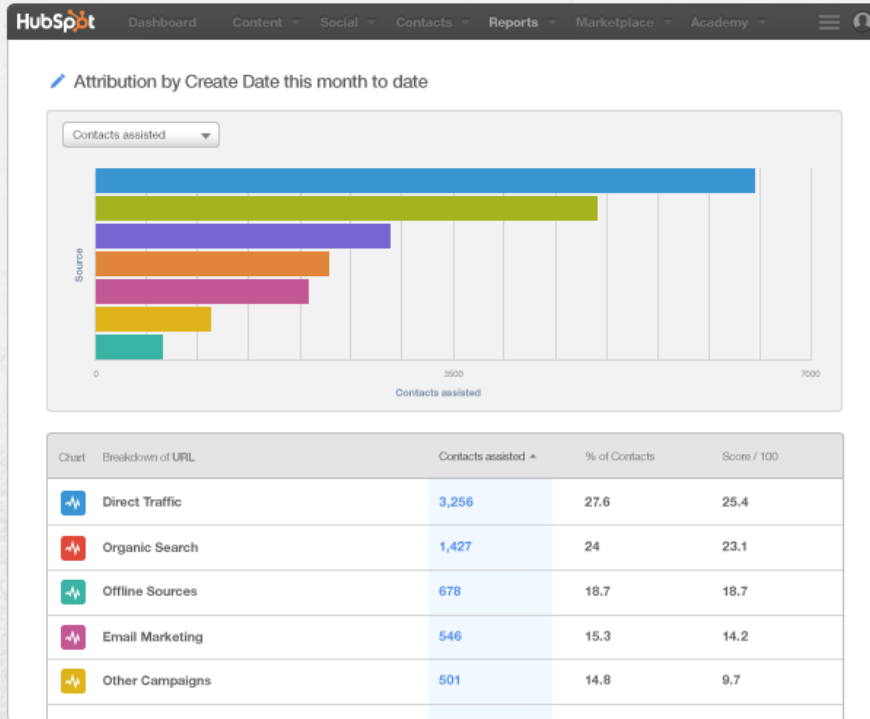
Create customized reports on your contacts database on your entire funnel. Slice and dice your segments to gain key insights on your contacts database.



- Create custom reports on any list to report on your contacts database
- Measure the results of your marketing by different segments
- Slice and dice your data to uncover the key information you need to improve your marketing

Attribution Reports

Understand which pages on your site and sources are the most effective in driving conversions throughout your funnel.

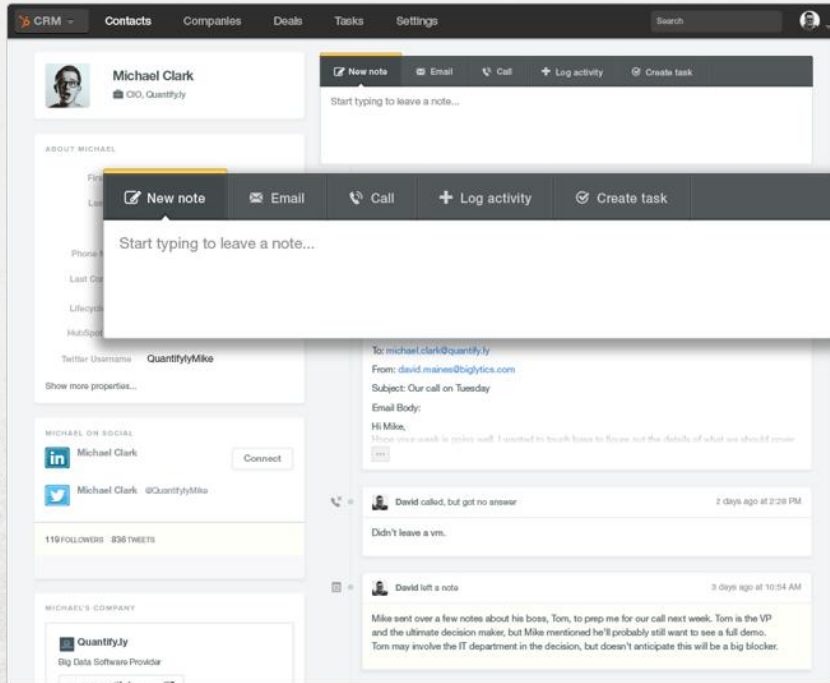


- View which pages and sources are influential in driving conversions
- Create different attribution reports based on someone's first interaction, last interaction, time decay, and all interactions
- Learn what content nurtures your prospects through the sales funnel

5. NGRPulse for Sales

NGRPulse CRM

Say goodbye to manual tasks and confusing features. NGRPulse CRM is the easy to use CRM system your sales team will love.



Currently in beta.

Create Content to Generate Inbound Leads

Attract more qualified, inbound visitors to your site, convert them into leads, and nurture them with personalized content into paying customers.



Adapt Your Marketing to Your Visitors

Plug your content into your contacts database to personalize your marketing based on who your leads are and where they are in your sales funnel.

Marketing to a **New Prospect** VS. **Warm Lead**

Visitor A: New Prospect

Goal: Convert to a Lead



Context

Number of Conversions = 0
Lifecycle Stage = **Subscriber**
Requested Consultation? = **No**
Viewed Pricing Page? = **No**



CTAs: How-to Guides, Whitepapers, ebooks



Personalized Emails: Top-of-Funnel Offers



Workflow: Generate new leads



List: Cold Leads

Visitor B: Warm Lead

Goal: Nurture for Sales



Context

Number of Conversions = 3
Lifecycle Stage = **Marketing Qualified**
Requested Consultation? = **No**
Viewed Pricing Page? = **Yes**



CTAs: Request a Consultation, Schedule a Demo



Personalized Emails: Middle-of-Funnel Offers



Workflow: Warm up existing leads

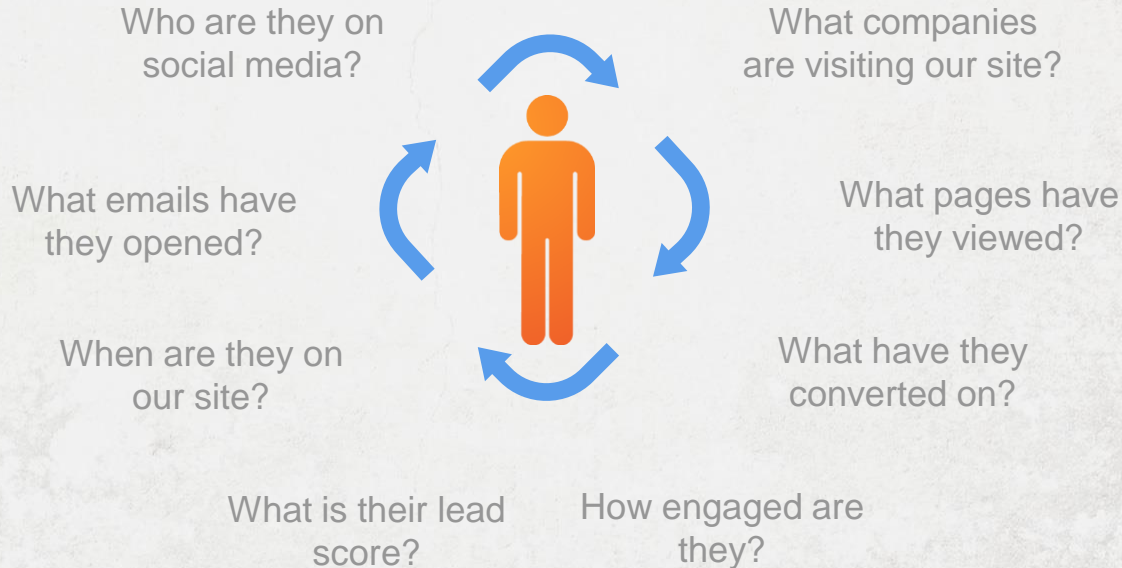


List: Warm Leads

Empower Your Sales Team

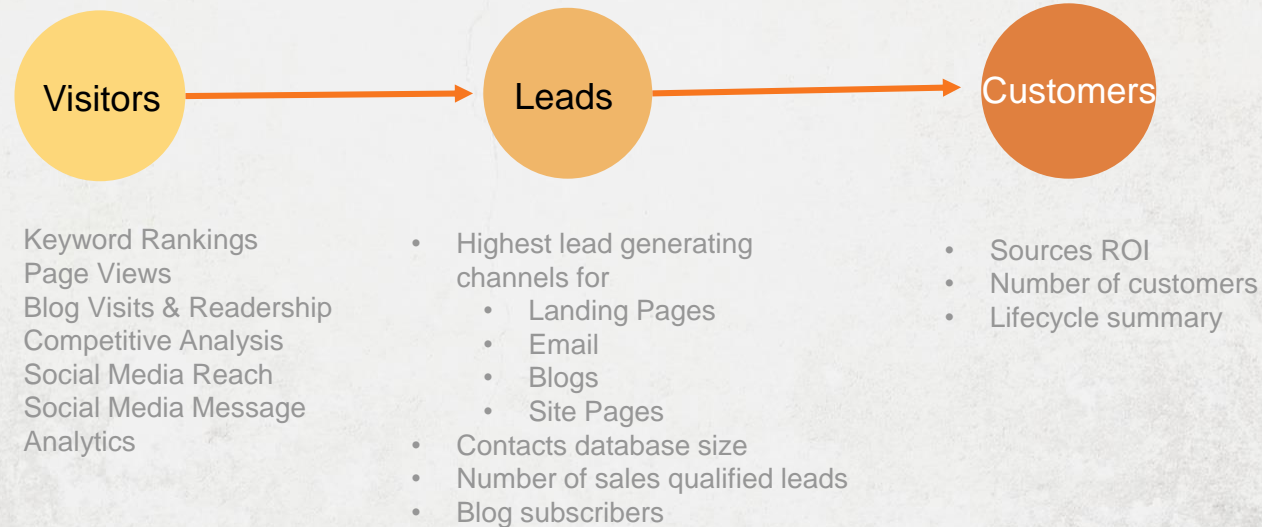
Pass valuable lead intelligence to your sales team for faster follow-ups, better connects, and warmer leads.

360° View of Your Leads



Analyze Your Marketing ROI

Understand which of your marketing activities are driving the best visitors, leads, and customers to your business.



QUESTIONS?



THANK YOU

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