# 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

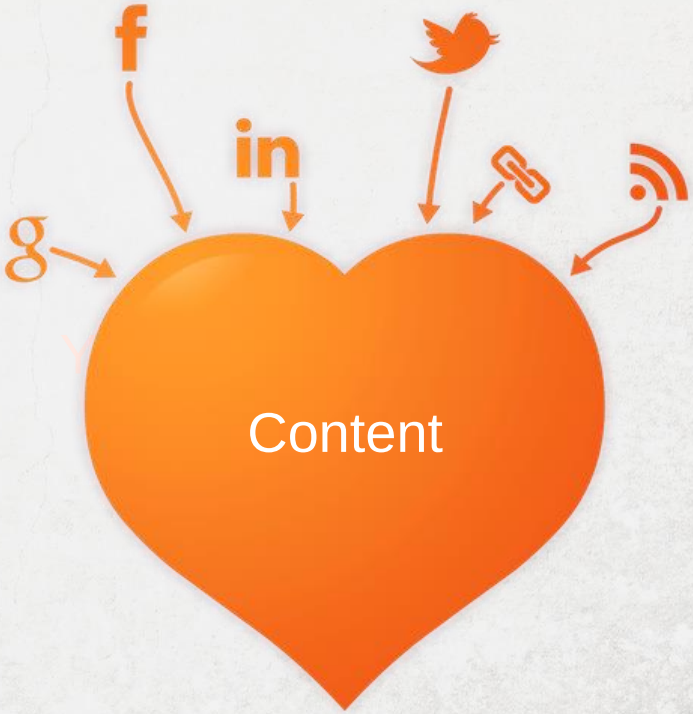
44%
of direct mail is never opened

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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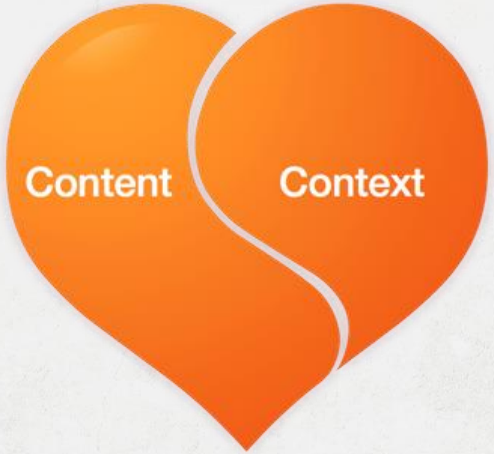



## Understand Your Buyers:

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

# Personalized multi-channel marketing with NGRPulse.

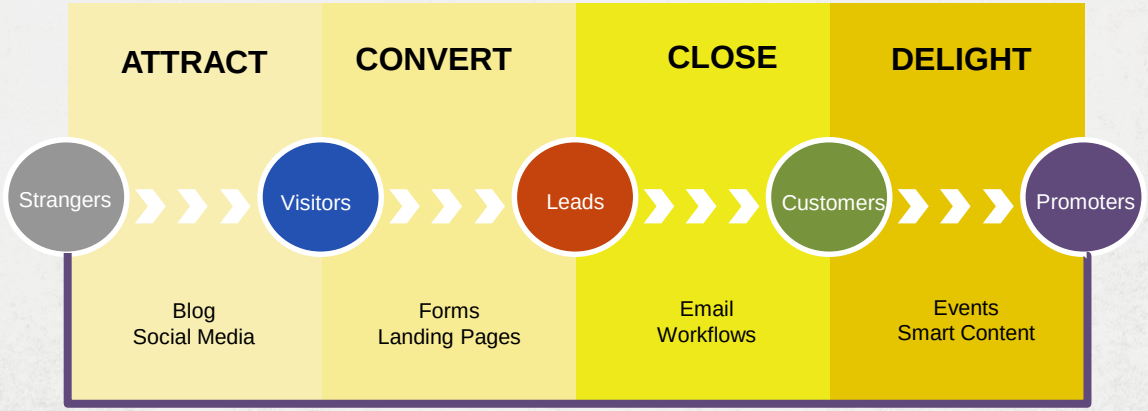
# Now, why do inbound marketing with NGRPulse?

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.*

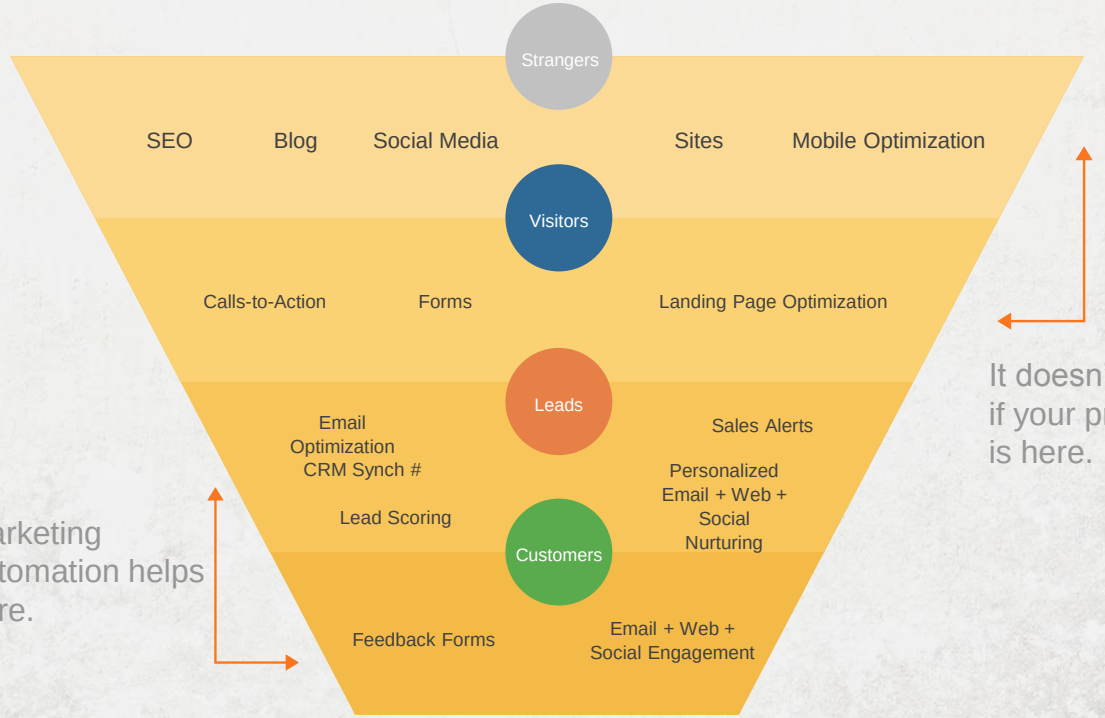
# 2. NGRPulse vs Traditional Marketing Automation

# 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.

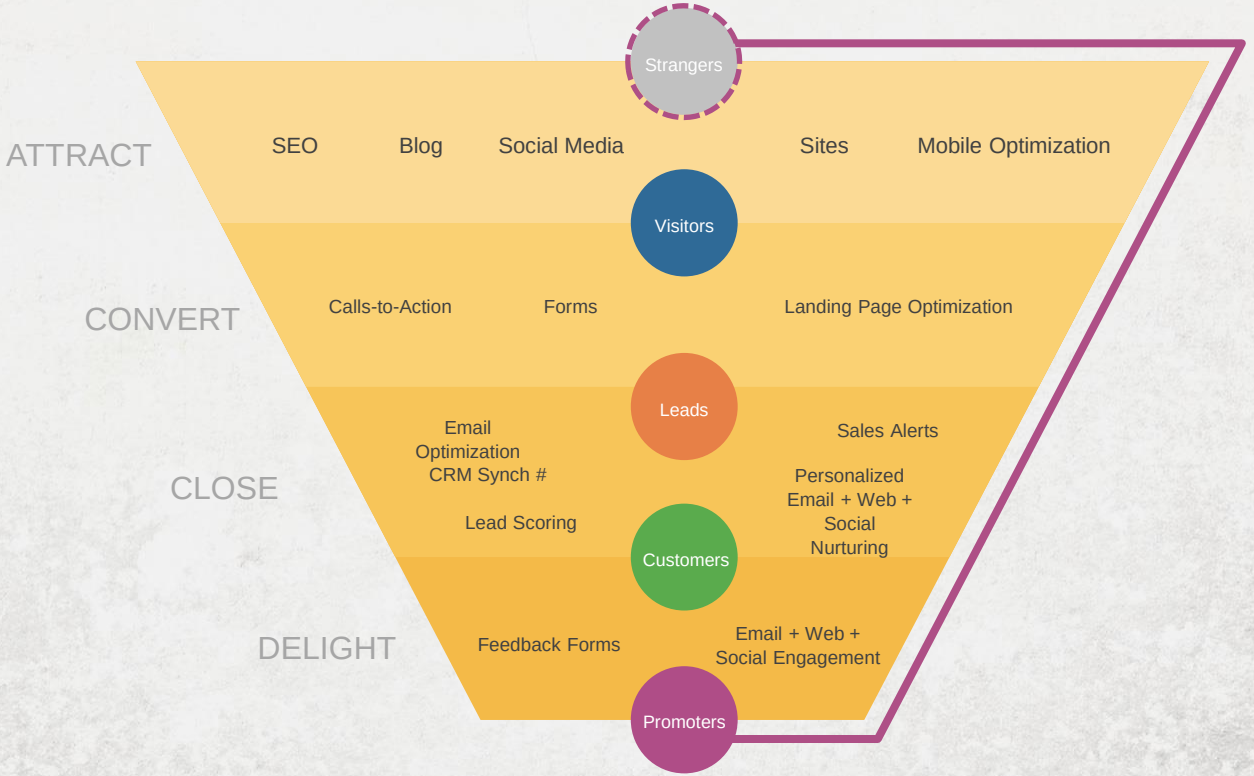



It doesn't help if your problem is here.

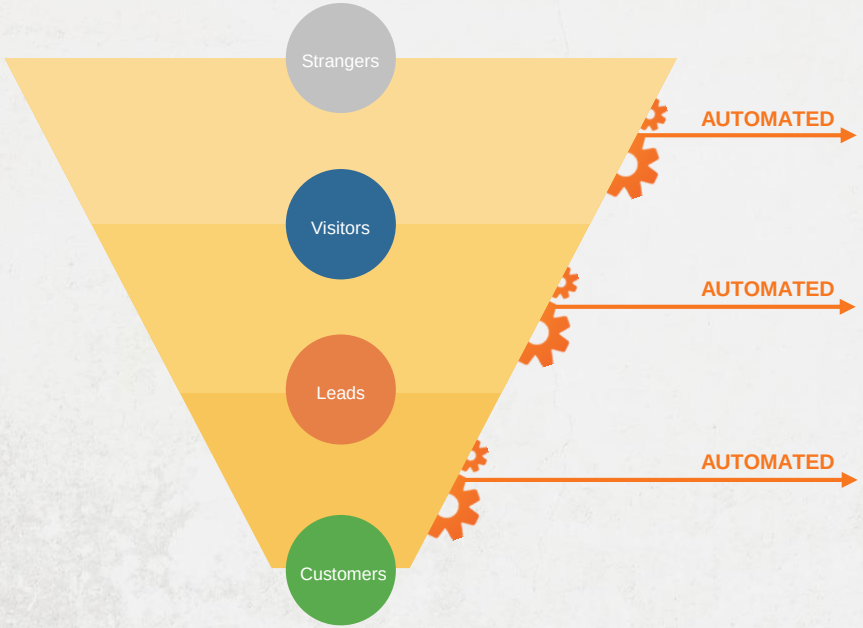
Marketing automation helps here.

NGRPulse

An inbound marketing platform with all the tools you need in one place.



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




**AUTOMATED**

SEO Page Crawling
SEO Suggestions

**AUTOMATED**

Social Monitoring with Context
Dynamic Content & CTAs
Lead Behavior Tracking

**AUTOMATED**

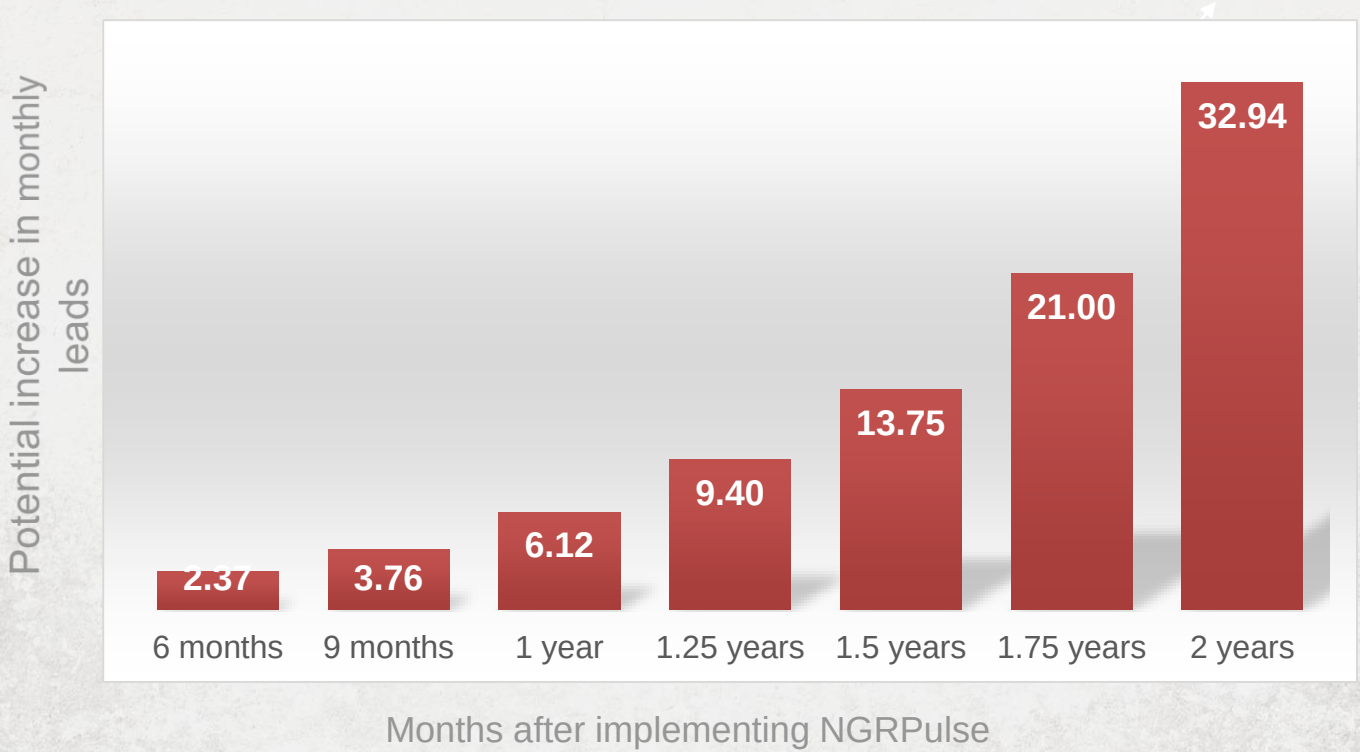
Email Campaigns
Social Prospecting Alerts
Dynamic Content & CTAs
Lead Revisit Notifications
Marketing Reports to your Inbox

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.

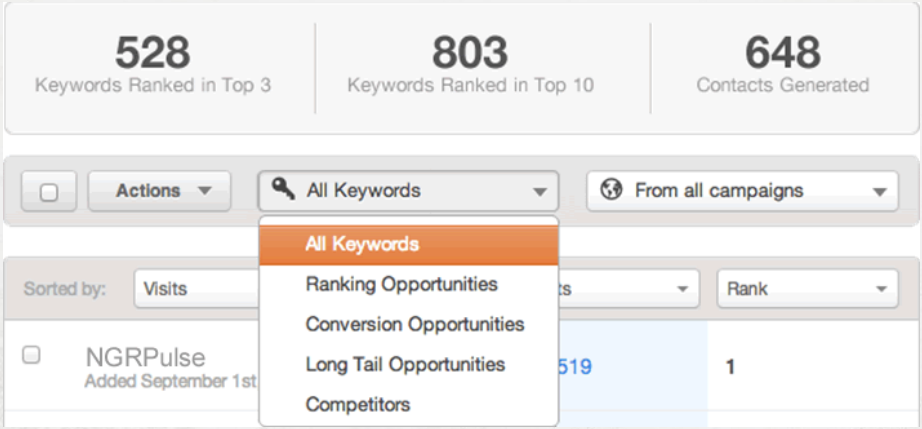
## SEO

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.

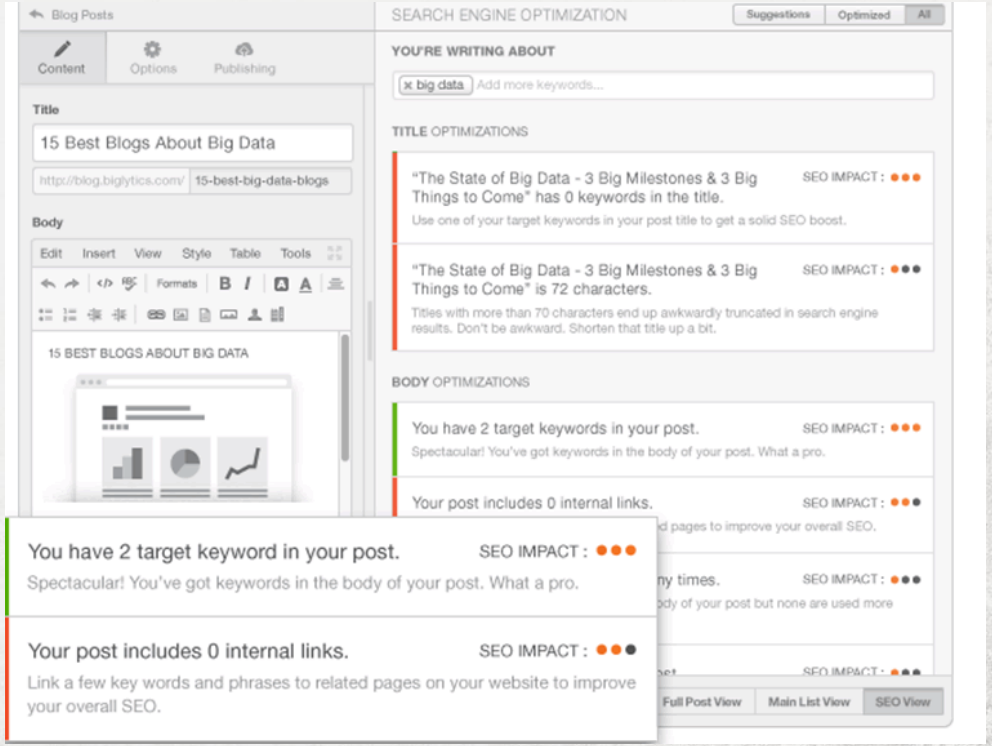



- Track which keywords drive the best visitors & leads
- View difficulty, current rank and search volume
- Get recommendations for low-hanging fruit and long-tail keywords
- Compare your rankings to competitors

# Blogging

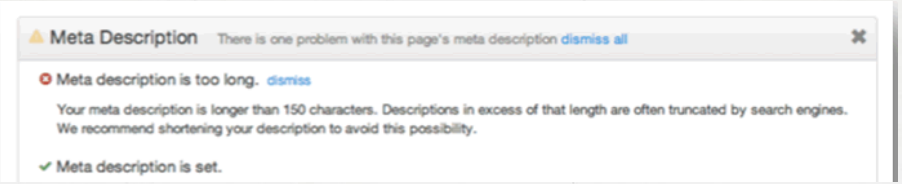
Create long-lasting marketing assets by publishing blog articles optimized to get found and generate leads.

- 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



# Page Performance

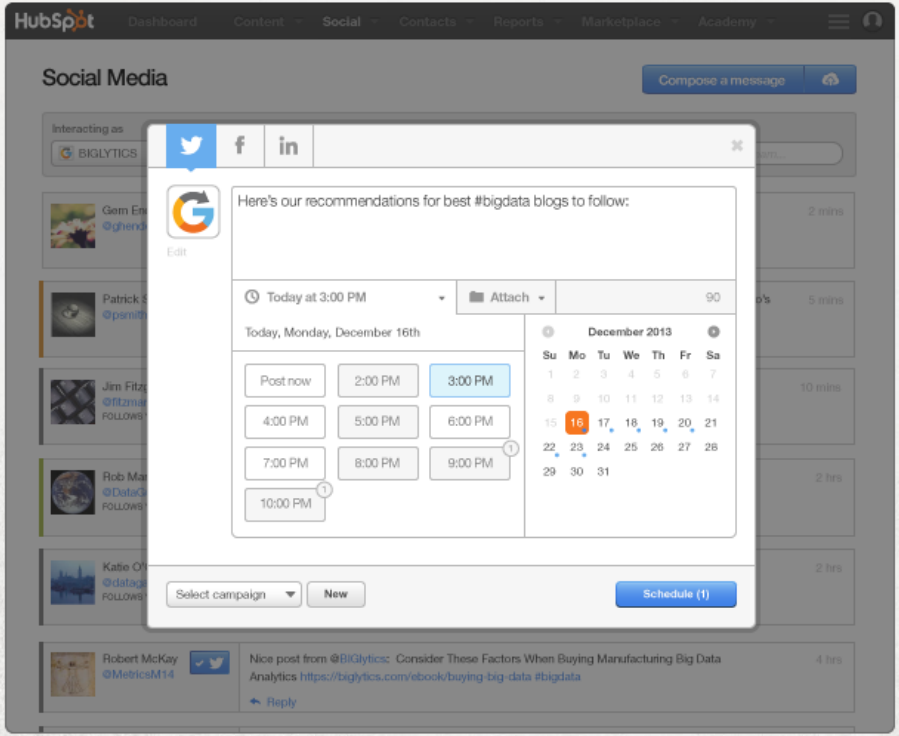
View recommendations in key SEO areas for optimizing your pages and generating quality inbound links.




- 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

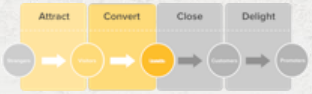
# Social Media Publishing

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

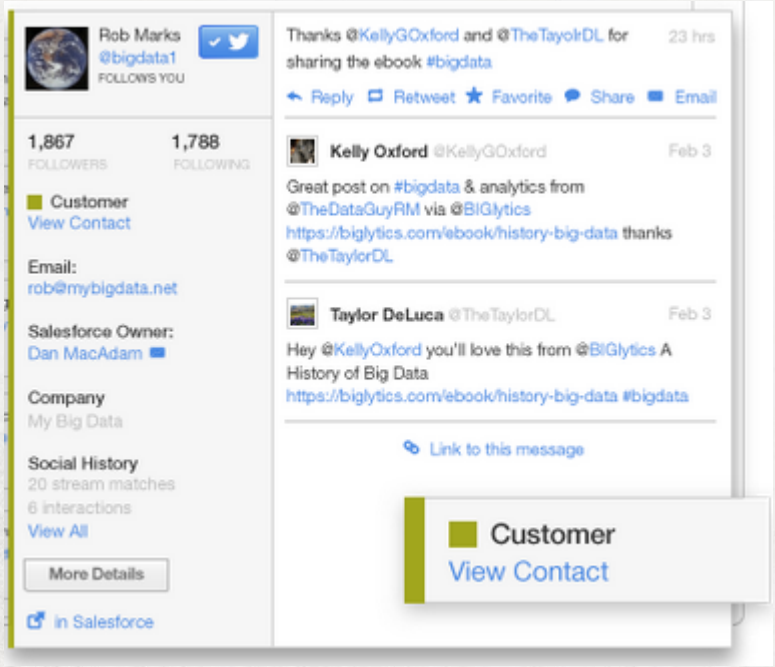



- Publish across multiple accounts and social media sites
- Bulk upload social messages in advance
- Schedule multiple posts at a time
- See suggested times for increasing engagement
- Shorten and track links automatically
- View click and engagement data for your leads

# Social Media Monitoring



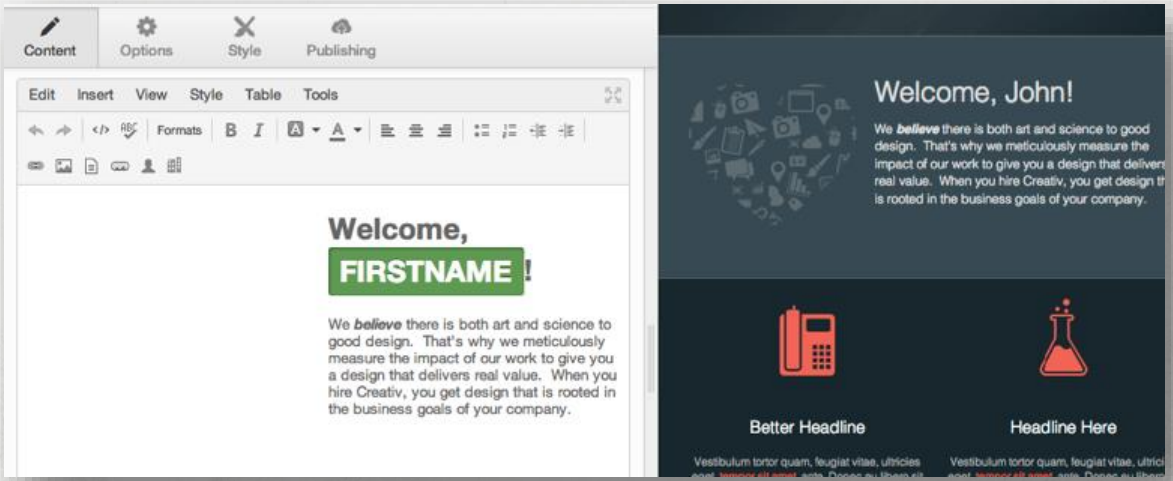

Monitor the social activity of your leads and customers.




- 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)

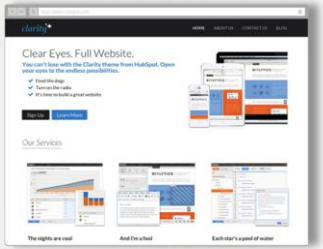
Take control of your website and personalize content to your leads with NGRPulse. Easily create sites that look great on any device.

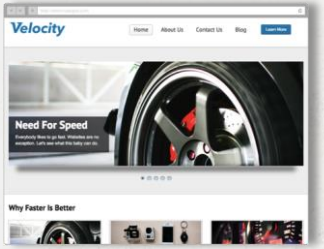



- Spin up pages without IT or developers
- Easy-to-use WYSIWYG editor
- Personalize entire blocks of content based on who is viewing your site
- Automatically optimized for all mobile devices with responsive design

# Themes

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

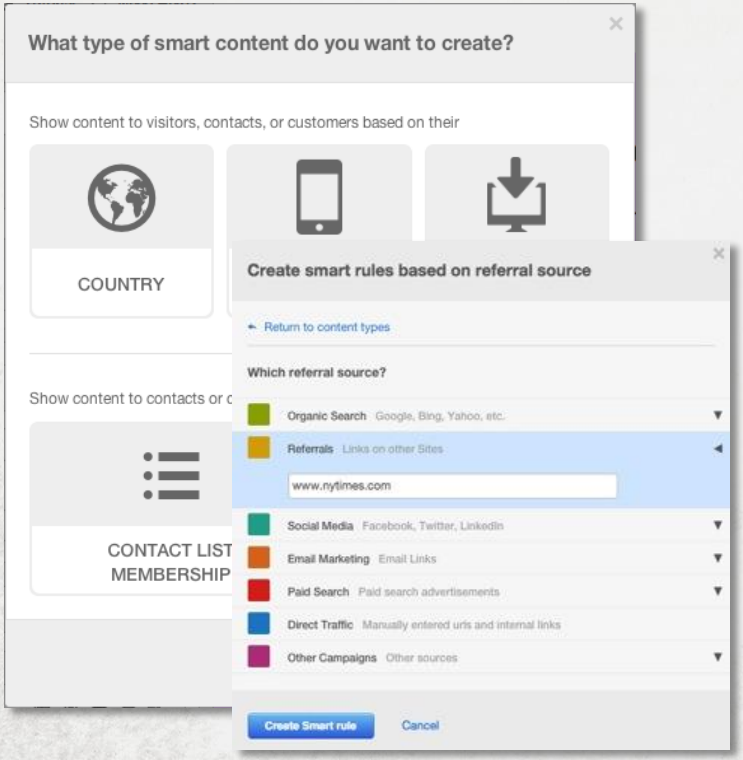




- "Out of the box" website includes everything needed for a website (templates, style sheets, navigation, etc.)
- No coding required to create or integrate
- Easily customize your website
- Launch in no time by simply filling in your content

# 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.

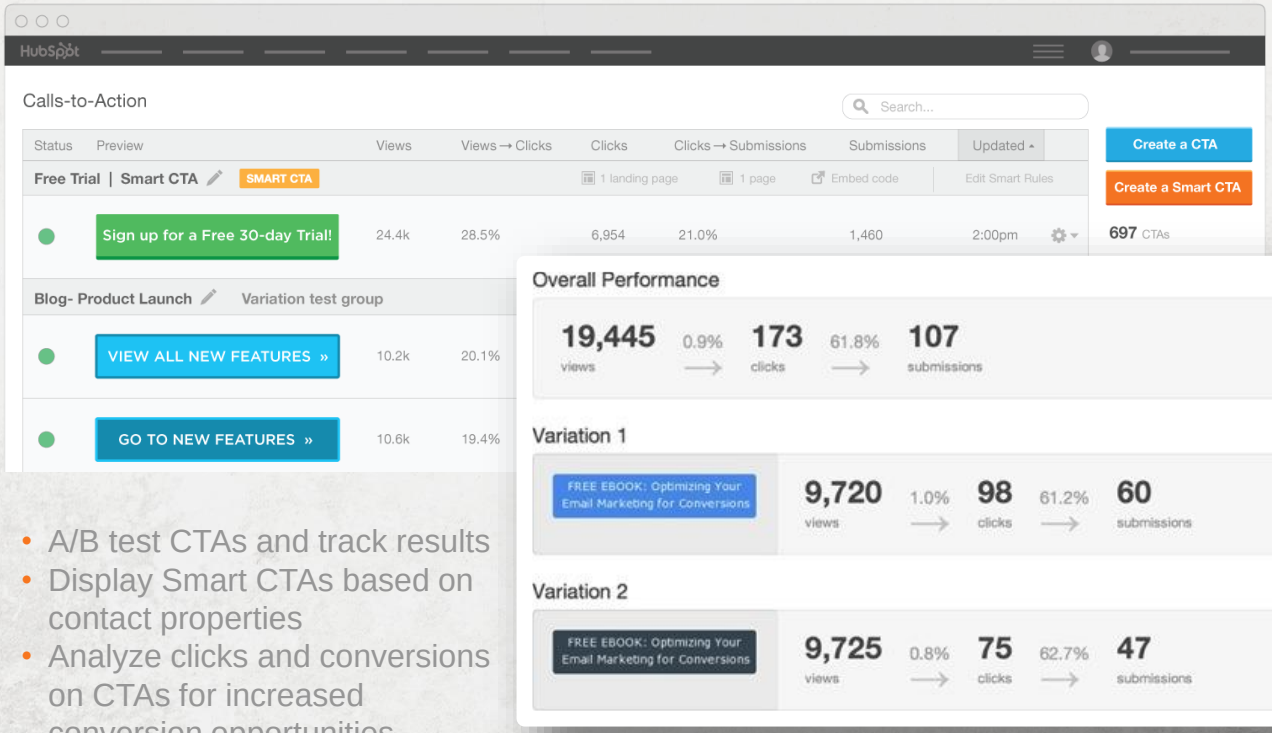
### Lead Management

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

& More...

# Calls-to-Action

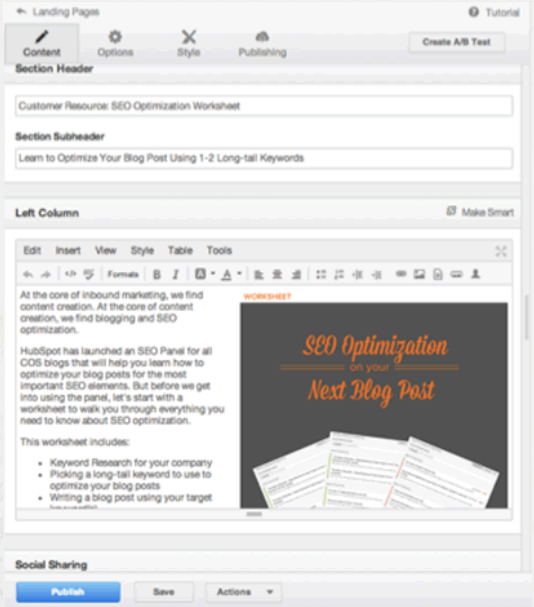
Build professional CTAs in minutes to convert your visitors into leads, complete with A/B testing and personalized Smart CTAs.




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

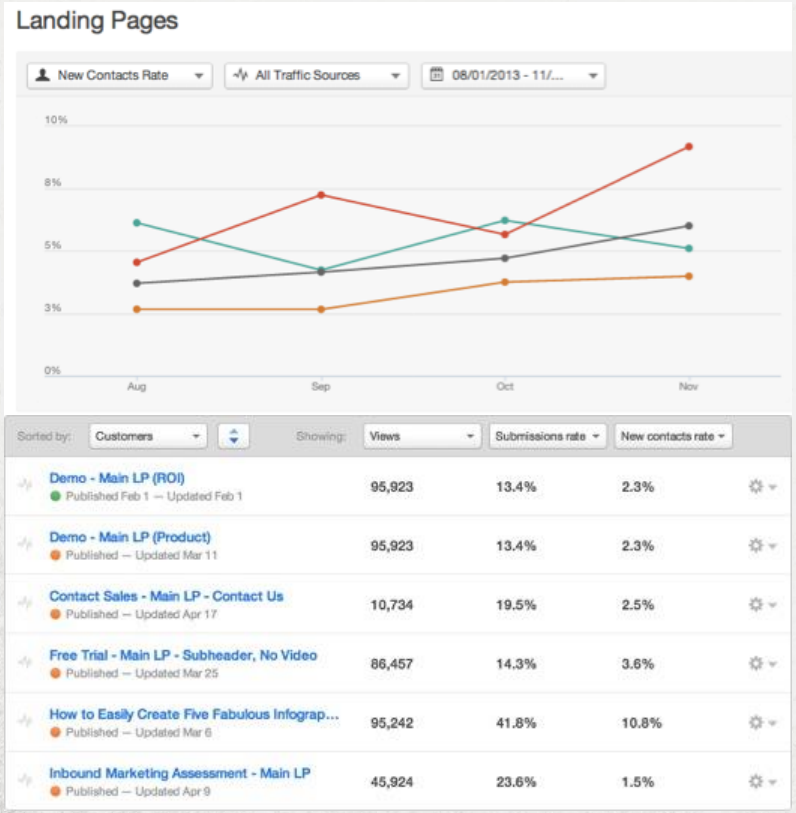
# Landing Pages

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

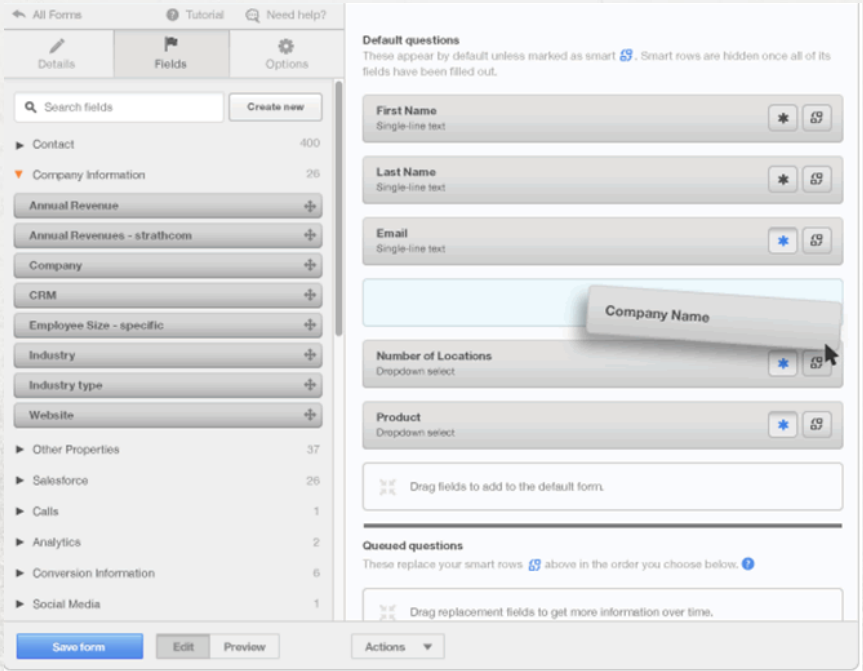
# Landing Pages (Analytics)




- 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

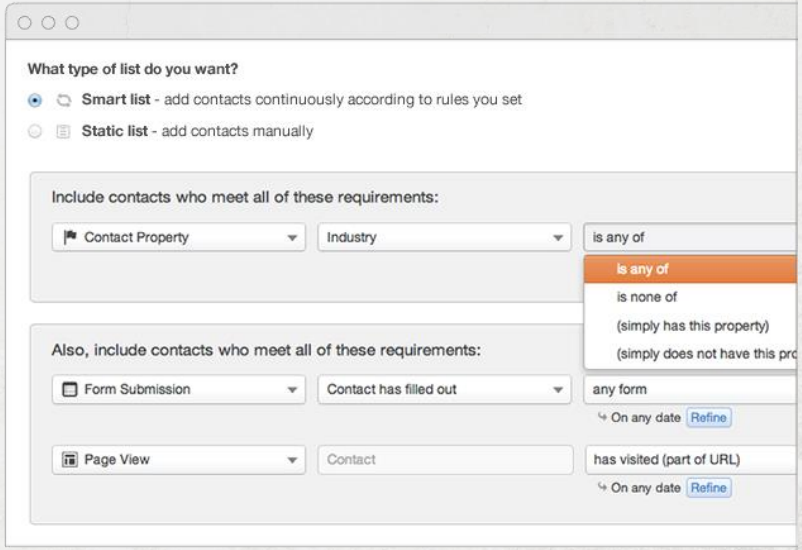
Manage all of your contacts and leads in one, centralized database complete with robust profiles containing CRM data, website, email, and social media history and more.

- 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

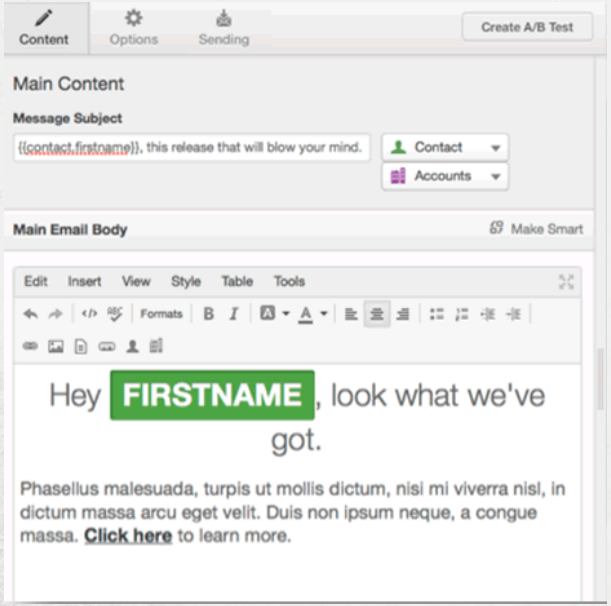
Target your leads by segmenting based on information they've given you and how they've engaged with you for truly personalized marketing.

- 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



# 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

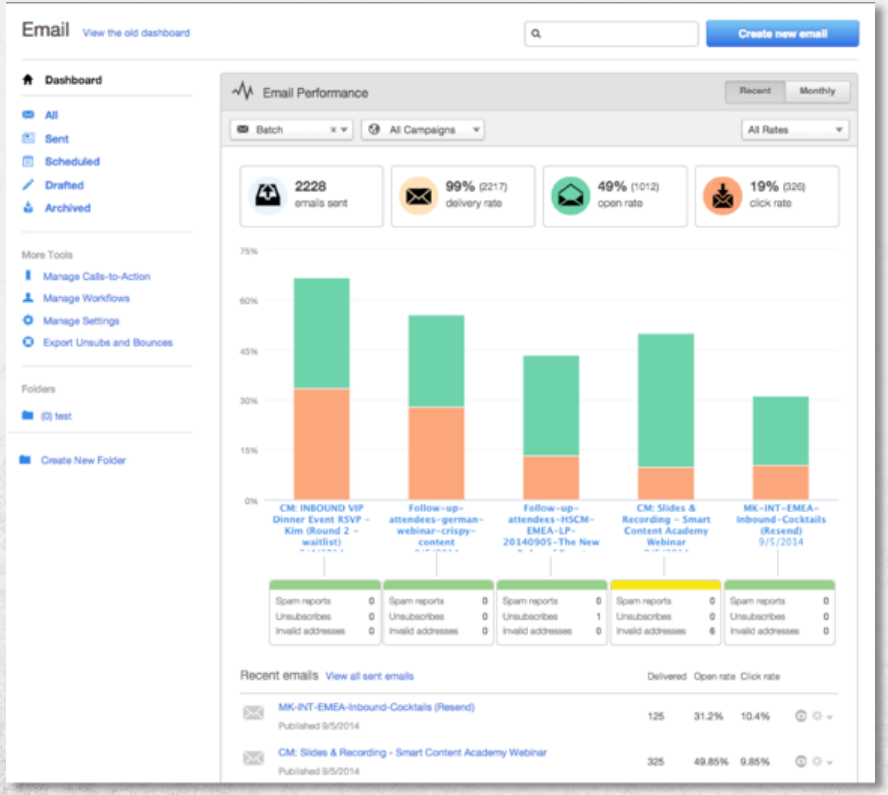
# Email Optimizer

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 ill 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.

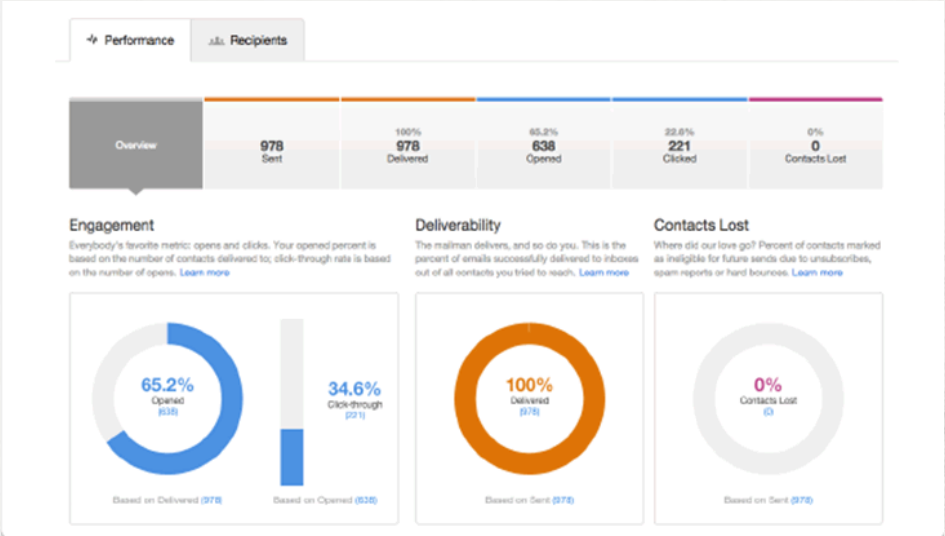



- Access everything related to email in one centralized location.
- Keep track of all important email metrics including spam reports, unsubscribes, and contact churn.
- Compare emails to one another by graphing their performance.
- Filter your emails based on campaign and email type to segment your results.

# Email Analytics

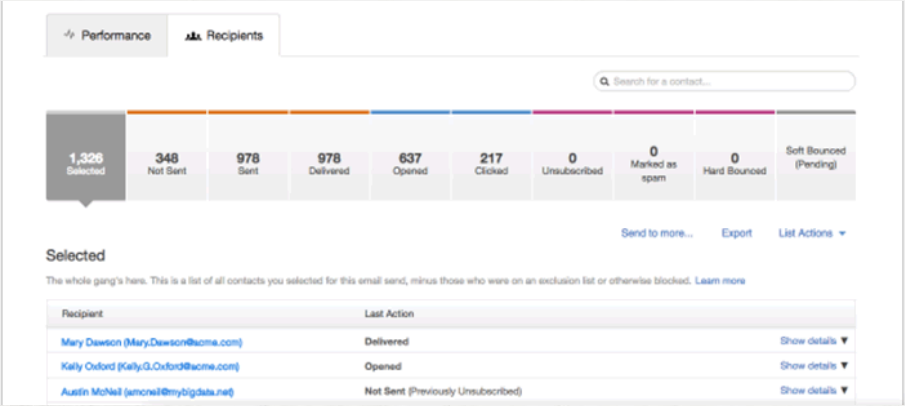
See a high-level overview of your email's performance, broken down into the key categories of engagement, deliverability, and contacts lost.

- 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.

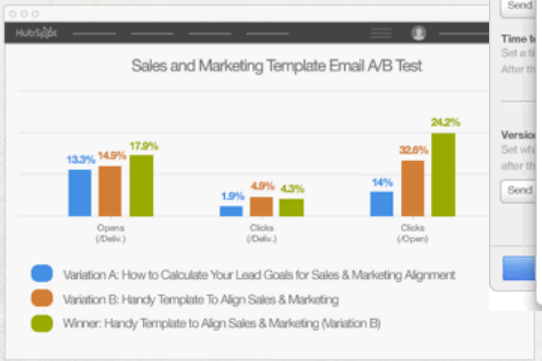


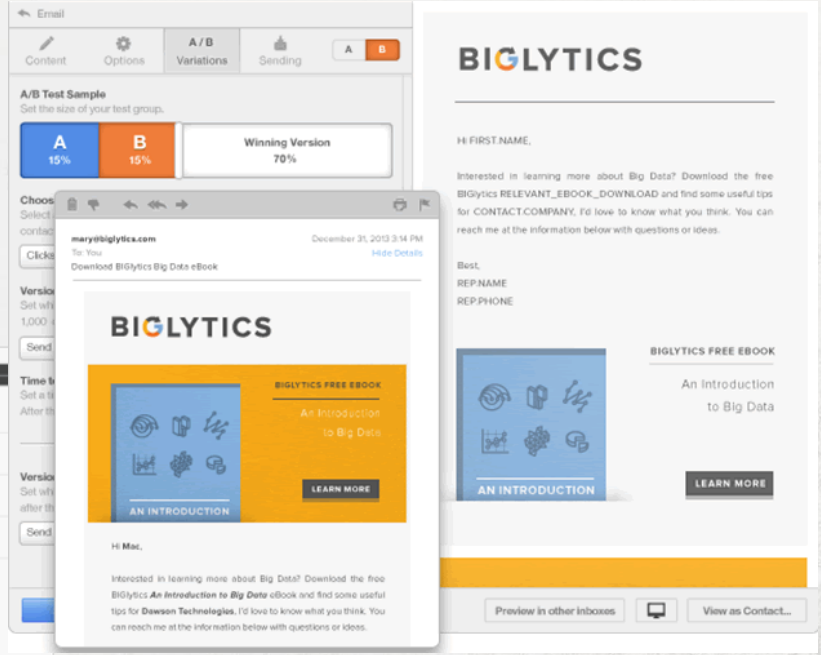

- Find out how recipients engaged with your email, and save lists for further nurturing.
- Filter recipient list to dig into each type of engagement (opened, clicked, etc).
- See detailed email events for each recipient, including specific link clicks and email client and device information.

# Email A/B Testing

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

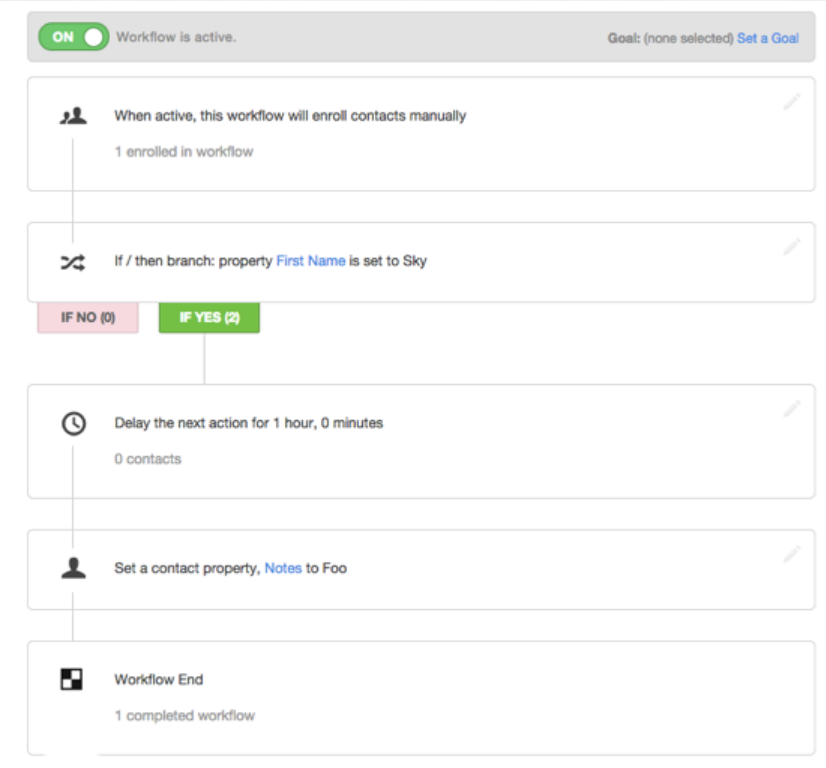
- Test any element of your emails, including both content and design.
- Choose which metric decides the winner of your A/B test
- HubSpot automatically sends the winner to the rest of your list.



# Lead Nurturing

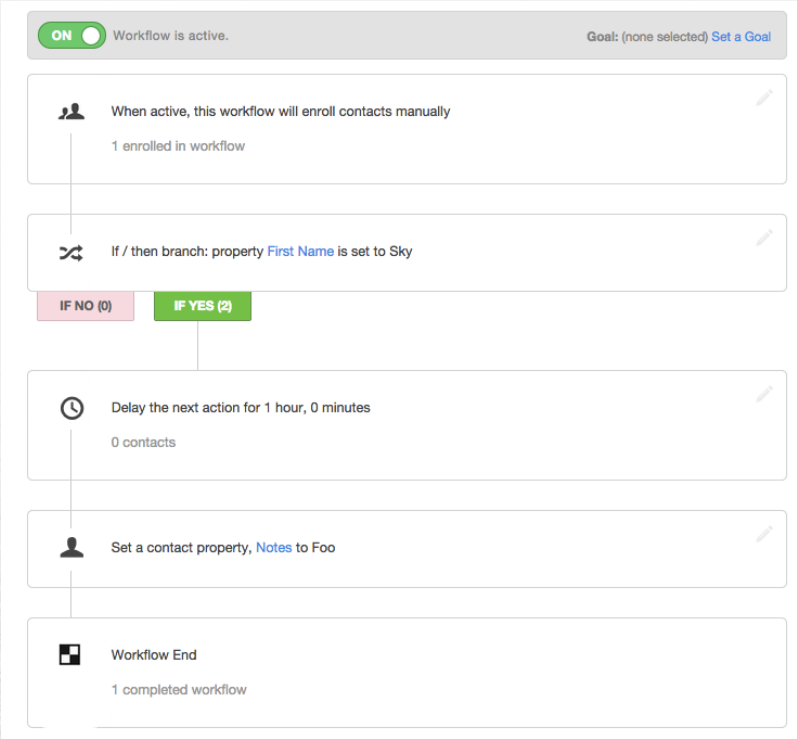
Trigger email messages and activities within your contact records or CRM to automate your marketing strategies.




- 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

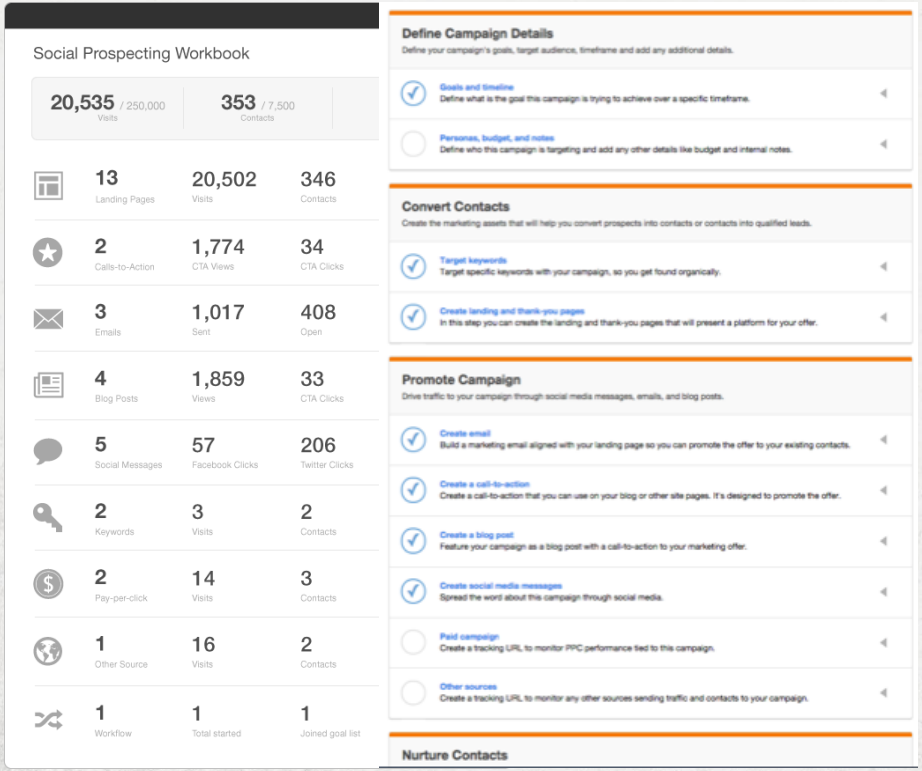
Trigger email messages and activities within your contact records or CRM to personalize and automate your marketing strategies.




- 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

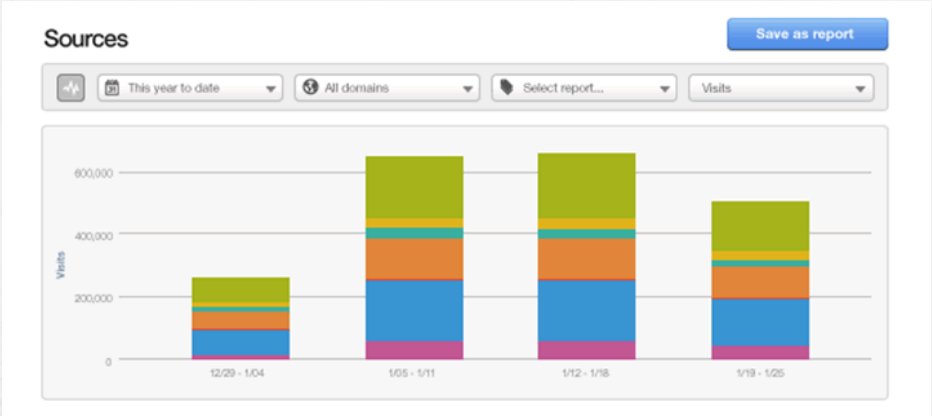
View every asset in your inbound marketing campaign in one screen and report on it's progress across every channel.




- 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

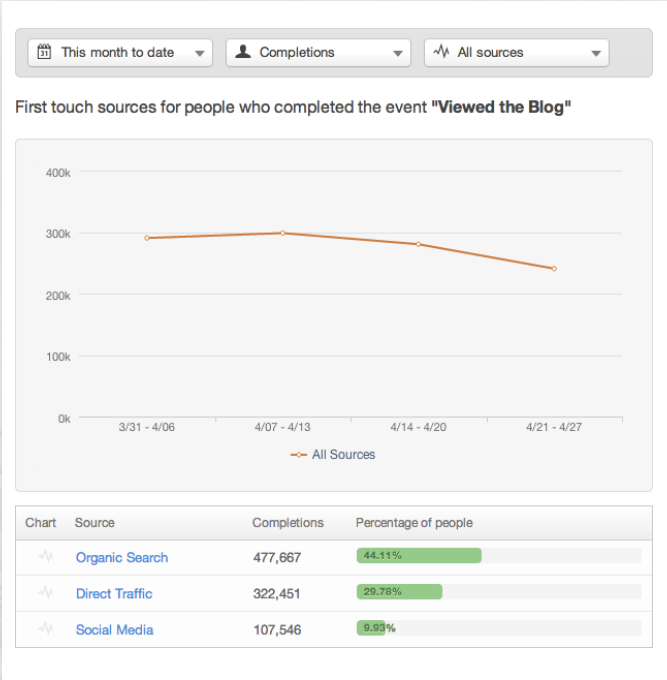
Analyze which of your marketing activities are driving the highest ROI in terms of visits, leads, and customers.




- 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

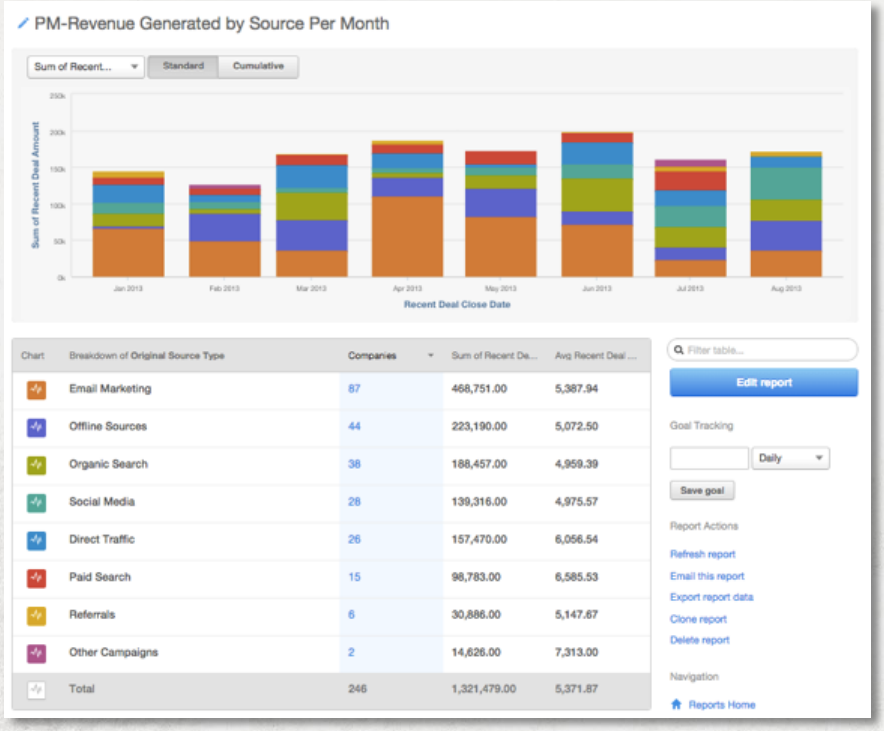
Track visitor activity on specific events on your site with detailed reports on visitor history and progression.




- 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

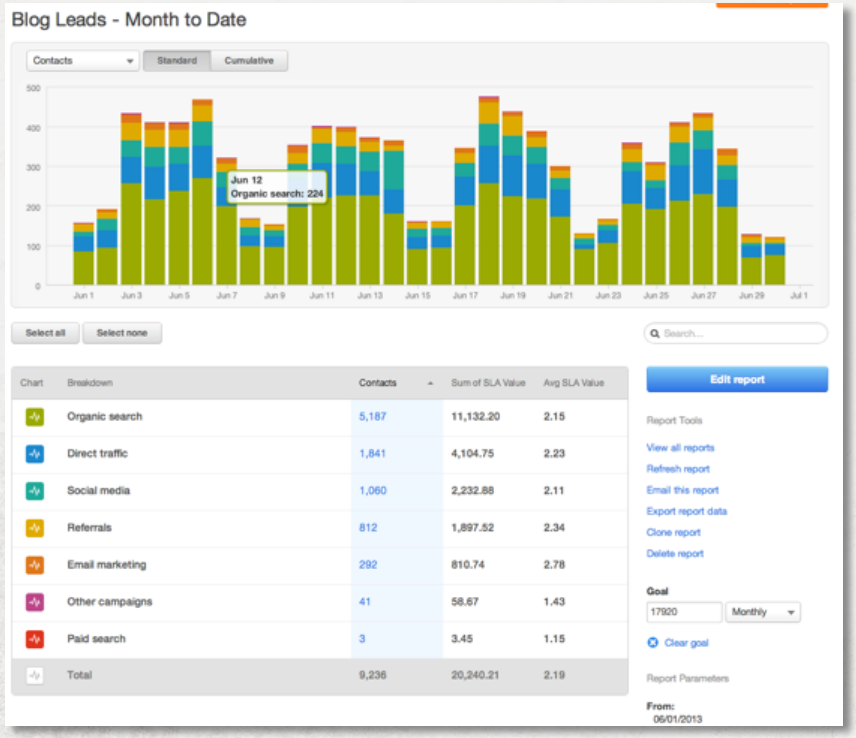
Tie any marketing channels and content offer back to the revenue generated for the company.




- 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

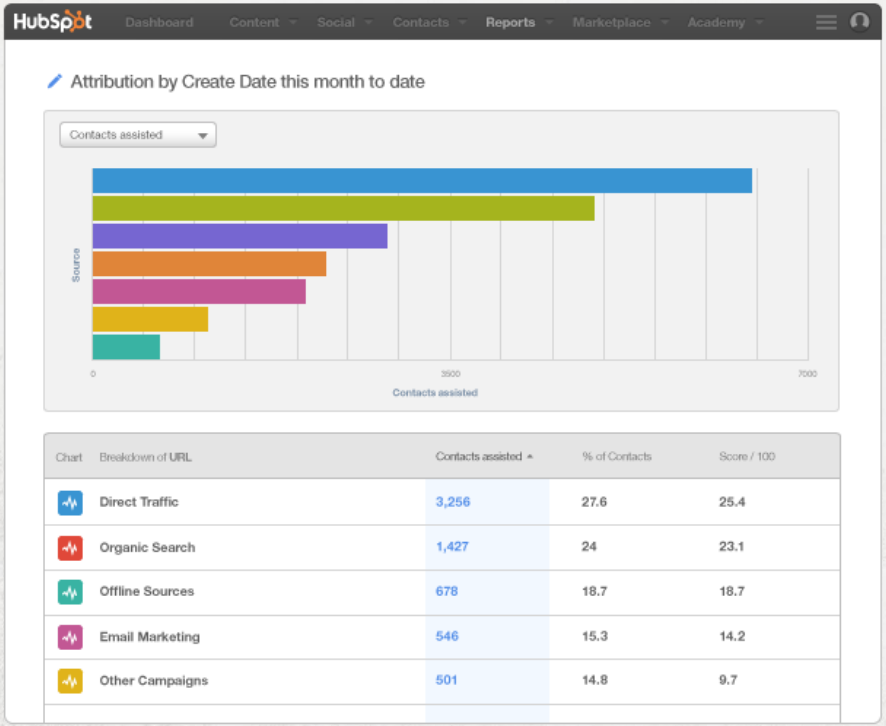
Create customized reports on your contacts database on your entire funnel. Slice and dice your segments to gain key insights on your contacts database.




- 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.

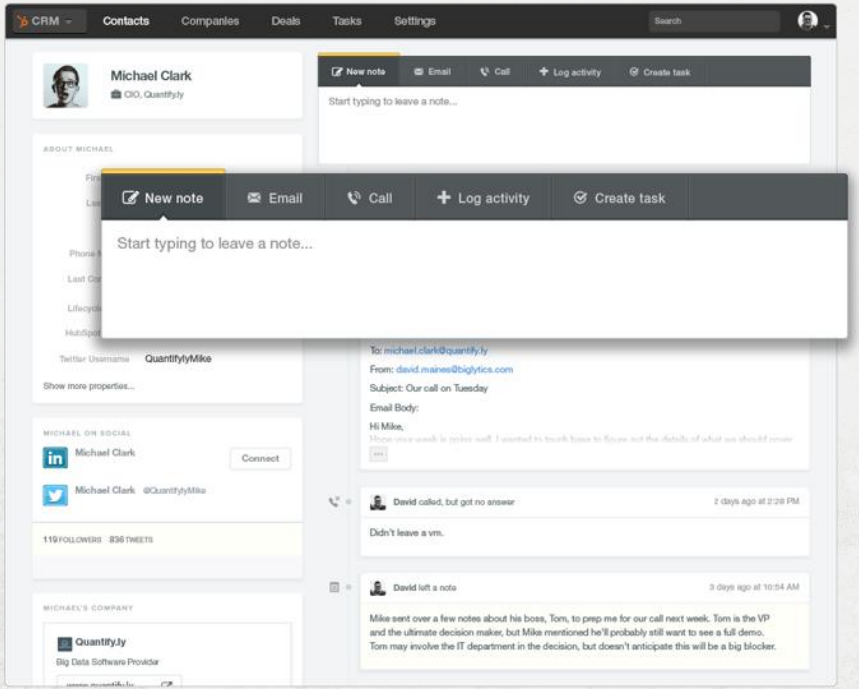



- View which pages and sources are influential in driving conversions
- Create different attribution reports based on someone's first interaction, last interaction, time decay, and all interactions
- Learn what content nurtures your prospects through the sales funnel

# 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

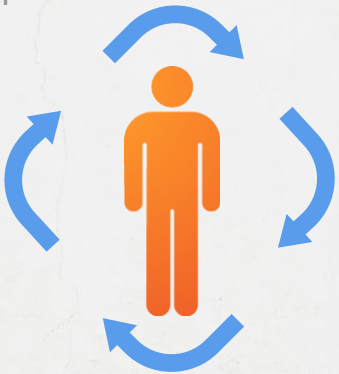
# Empower Your Sales Team

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

## 360° View of Your Leads

Who are they on social media?

What companies are visiting our site?



What emails have they opened?

What pages have they viewed?

When are they on our site?

What have they converted on?

What is their lead score?

How engaged are they?

# Analyze Your Marketing ROI

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

- Keyword Rankings
- Page Views
- Blog Visits & Readership
- Competitive Analysis
- Social Media Reach
- Social Media Message Analytics

- Highest lead generating channels for
  - Landing Pages
  - Email
  - Blogs
  - Site Pages
- Contacts database size
- Number of sales qualified leads
- Blog subscribers

- Sources ROI
- Number of customers
- Lifecycle summary

# QUESTIONS?

# THANK YOU

# NGR Technosys Private Limited

Hydernagar, Kukatpally Hyderabad 500 085, India
Call on: +91 8985 11 2309
**Visit: www.ngrtech.com**
**Mail us at: service@ngrtech.net**