

A black and white photograph of a woman with long dark hair and glasses, smiling and looking slightly to her right. The background is blurred, suggesting an office or professional setting.

# MARKETING AUTOMATION SOLUTIONS

Grow More Leads, Close More Deals, Delight Customers

[www.esanosys.com](http://www.esanosys.com)



## Implementation Services

From helping you choose the right marketing automation system to implementing it and making it work for you, we partner with you and hand hold you at every stage of your marketing automation journey.



## Integration Services

Integrate marketing automation software with your CRM and other apps for seamless data flow. Also check custom integrations for regulated industries like banking and finance, government, pharma and more.



## Creative Services

Brands can humanize marketing automation and make content appealing to the readers with beautifully designed and personalised landing pages, forms, gated content and more, keeping brand guidelines in mind.



## Content Services

We will ensure that you will never run out of blogs, articles, drip emails, website content ever and are able to engage with prospects who love your content and you and look forward to do business with you.



# Why Esanosys ?

We are world's only vendor neutral marketing automation solutions company and we work on many major marketing automation platforms Hubspot, Marketo, Pardot, SALESmana-go, ACT- On, Eloqua and many more.

Some of our Esteemed Customers





# MARKETING AUTOMATION SIMPLIFIED

## BENEFITS



### DEMAND GENERATION

Use Marketing Automation to improve demand, engage with existing customers and generate higher revenue. Nurture leads and prospects with innovative personalised marketing, keep your pipeline filled with a steady flow of leads. Generate more website traffic, improve conversion rates to generate more leads and nurture unqualified leads to become sales-ready. Do more, with less.



### NURTURE LEADS

Intelligent lead nurturing workflows with smart lead segmentation and CRM integration to help you identify and nurture leads. Send personalised drip emails messages and notifications to leads based on their actions and intent. Easily track known and anonymous leads, follow their activities and choose from a wide array of marketing automation tools to nurture them.



### CONTENT MANAGEMENT

Create and market crisp content that will not only generate traffic but also convert them into viable leads. Use CTAs to convert anonymous visitors to leads via your blogs, landing pages, website. Use built-in SEO tools and social plug-ins to get the most out of your content so that your content get noticed more. Organize, schedule and publish content from one single dashboard.



### LANDING PAGES

Without any coding skills, build landing pages in a matter of seconds. Optimize the structure and design of landing pages depending on your needs. Customize your content, forms and CTAs based on visitor location, source, their stage in the sales cycle and device preferences. A/B test your landing pages and preview different versions to choose the one that suits you and your customers the best.



### INTEGRATIONS

Integrate your marketing automation system with your existing CRM or lead management system (LMS) to pass the marketing intelligence to your sales team, real-time. Not only the CRM but also integrate your marketing automation system with existing email, social media, billing, analytics, CMS, messaging and other apps to enjoy the benefits of an integrated marketing system.



### REPORTS

Every time you run a marketing campaign, learn from your data and improve your next campaign. With the data gathered from previous campaign, you can use the reports to build the next successful marketing campaign. By identifying your strengths, you can build upon them and increase your efforts. Detailed feedback of campaign reports will help you improve as well as perfect your marketing efforts.

 A black and white photograph of a man with glasses sitting on a dark couch, looking at a laptop. The image is partially obscured by a dark blue banner at the bottom containing the main title.

# MARKETING AUTOMATION FOR THE SMART MARKETER