

## MARKETING AUTOMATION SOLUTIONS TO KEEP YOU FIRST IN MIND WITH PARTNERS PROSPECTS & CUSTOMERS

**F**irstWave brings you four robust marketing automation solutions. Choose any or all that meet your needs.

- ▶ **Wave Leadtracker™** to capture all leads coming from online and offline marketing campaigns in one location
- ▶ **WavEmails™** email campaigns to drive prospects to your website and track their page views
- ▶ **Wave Marketing Module™** to score and prioritize incoming leads per marketing campaign
- ▶ **NewsWave™** e-newsletters to continuously engage customers and prospects



### **Leadtracker: Identify, Score and Nurture Leads**

**F**irstWave's LeadTracker helps you capture all leads coming from online and offline marketing campaigns in one location—visible through a single dashboard—where you can track and compare results and ROI. LeadTracker scores your leads based on web page viewing, downloads, event registrations and attendance—any online or offline

behavior. Get quick visibility into all interactions the lead has with your company over time. See campaign results on one dashboard or through numerous reports. Automatically have leads scored and prioritized. Send the hottest leads to Sales immediately and prioritize the rest for drip marketing and nurturing.

With LeadTracker you not only identify leads, you can associate them with the keywords, online ads, trade shows or email campaigns that delivered them to your website. Instead of just looking at traffic stats and hoping to generate business, you can engage real contacts and start building real relationships.



### **WavEmails: Send to Thousands from a List of Millions of B2B Contacts**

**O**ur email campaigns feature robust delivery to thousands of contacts from a database of millions, best practice advice on messaging so more emails get opened, and real-time scoring and tracking of leads who respond.

WavEmails get through to decision-maker inboxes. Unlike in-house operations, you'll avoid blacklisting or spam issues because emails go out via our servers and domains, not yours.



Segment lists from our continually updated database by SIC code, company size, location, and job title to target just the right prospects. Personalize subject lines with first names to increase opens, and create compelling text with links to your key website pages.

See who opened your message, which pages they viewed and for how long. Scoring lets you send the best leads directly to sales for immediate action and engage the rest over time. Don't worry about unsubscribes. They're automatically collected and suppressed.

Compare results to enhance future campaigns so you bring in more quality prospects that lead to sales.



### **Marketing Module: Define, Execute, Manage Marketing Campaigns and Score Leads**

**O**ur Marketing Module helps you execute, manage, and track campaigns so you maximize return on your investments.

Avoid wasting time on warm leads. Score email campaign leads based on pages viewed. Score event leads based on registration, attendance, and expressed interests. Develop a profile of campaigns and events that consistently lead to sales.

### **NewsWave: Continuously Engage Partners, Customers & Prospects with E-newsletters**

**F**irstWave's e-newsletter solution features powerful deliverability as well as ease of use.

Use NewsWave to continuously engage partners and customers for upsell opportunities and nurture prospects so you'll be first in mind when they are ready to buy.

Upload your contact lists and segment by size, SIC code, location, and job title to fit each edition of your newsletter. Don't worry about unsubscribes. They're collected and suppressed automatically.

Use one of our ready-made newsletter templates or your own. Either way, there is no need to know HTML coding. Upload logos, images, PDF articles to build and brand your newsletter.

Editing is easy. Change text, background colors, insert links to your key web pages, and preview the newsletter as you go. Track newsletter responses in real-time including opens and links clicked. See who responded, which web pages they visited.

*For detailed information on any of our marketing automation solutions, please contact us at 1-800-540-6061 or [info@firstwave.net](mailto:info@firstwave.net)*