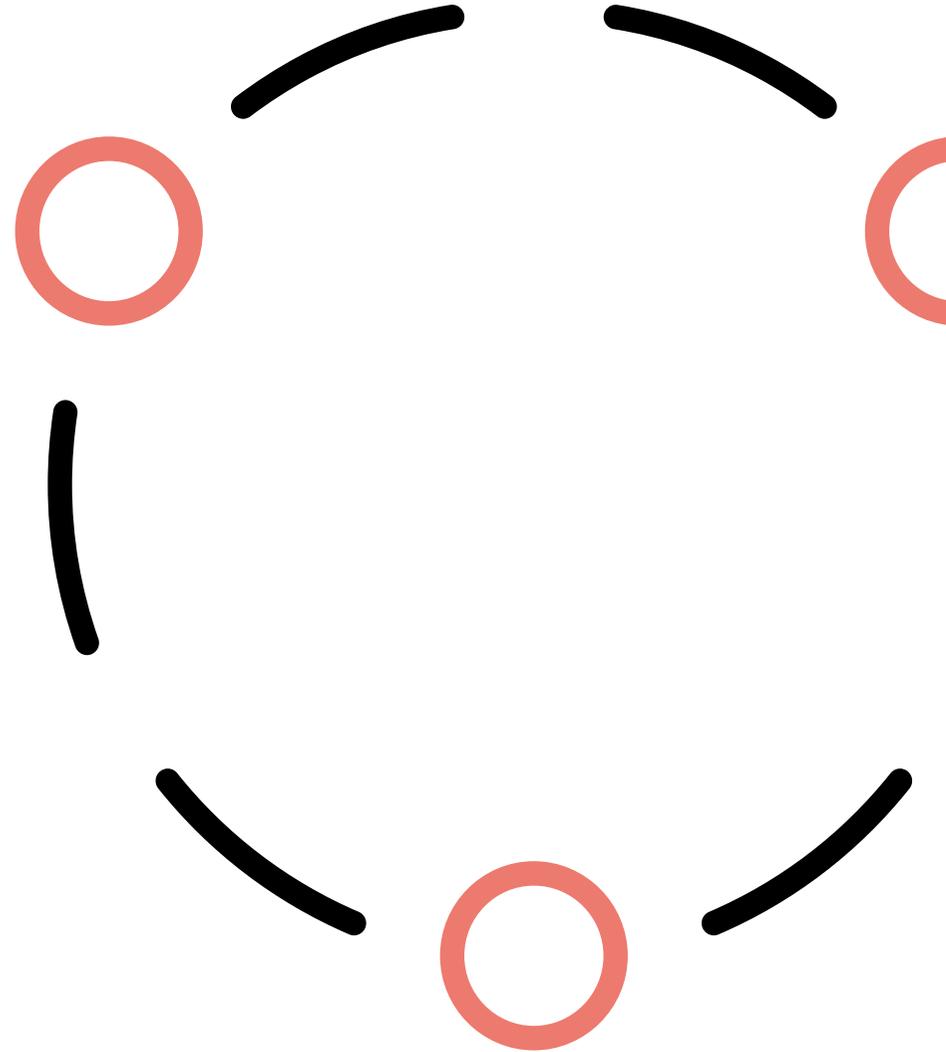


league`

The benefits of CRM as a marketing tool



The benefits of CRM as a marketing tool

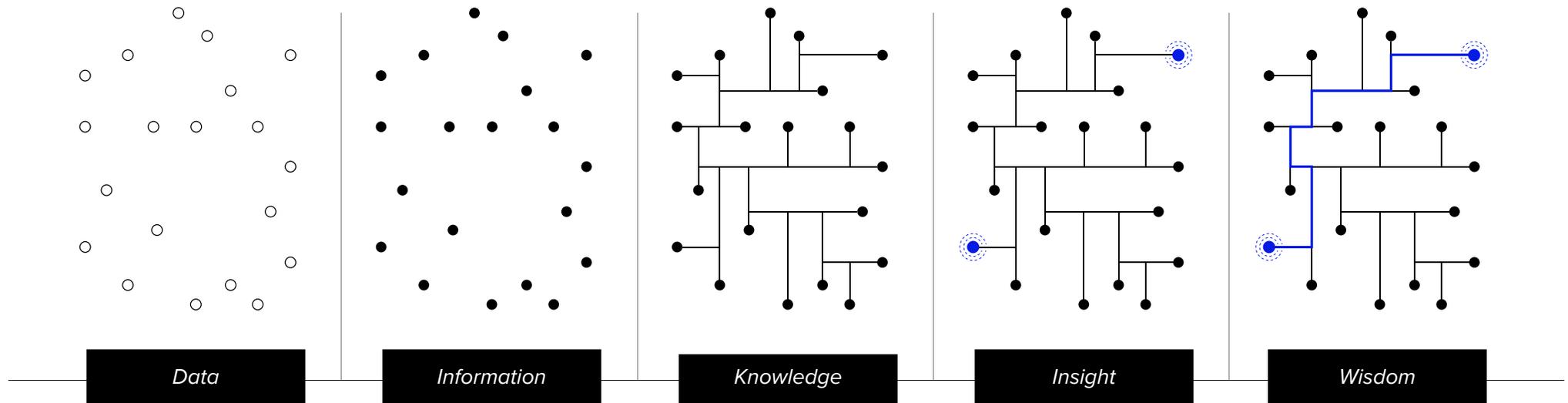
The purpose of this guide is to help you harness the power of your data to turn your customer relationship management (CRM) system into a revenue generator.

You can't run a business without CRM, it is the cost of entry into a modern market. However, CRMs are more than just digital filing cabinets. Customer data is a goldmine you already have at your fingertips that can be accessed, understood and monetised.



02 / The Data Gold Rush

Without **context**, data is meaningless. To be effective, data needs to be collected, stored and utilised in such a way that it becomes valuable with minimal maintenance.



For example, having all the names of those who have expressed interest in your business over the past eighteen months can be helpful. Wouldn't it be nice to know who was just browsing, who was ready to buy, and who had checked two or three other key boxes critical to a sale? By better understanding your data and working smarter, you can ensure the right message is delivered to the right

people at the right time without wasting time or irritating prospects. A more sophisticated targeting process also means ads are less interruptive and more informative – so sophisticated that we now take for granted the quality of the ads we see on our Instagram feeds and YouTube videos.

03 / Old methods just don't work

Digital marketing today is different from 20 years ago when it was introduced. Even giant corporations, such as Apple, are redefining data mining because of GDPR, privacy and savvy prospects.

Doesn't this sound all too familiar?

- *Buying data lists*
 - *Mass emails sent with misspelt names*
 - *Cold calls without consent*
 - *Spam SMS messages from random numbers*
- 

Some of them may even still be around. And we're not talking about the occasional "Hi {first name}" greeting mistake every marketer dreads sending. We're talking about the data-scraping, privacy-invading, industry-shaming practices that make us all look bad.

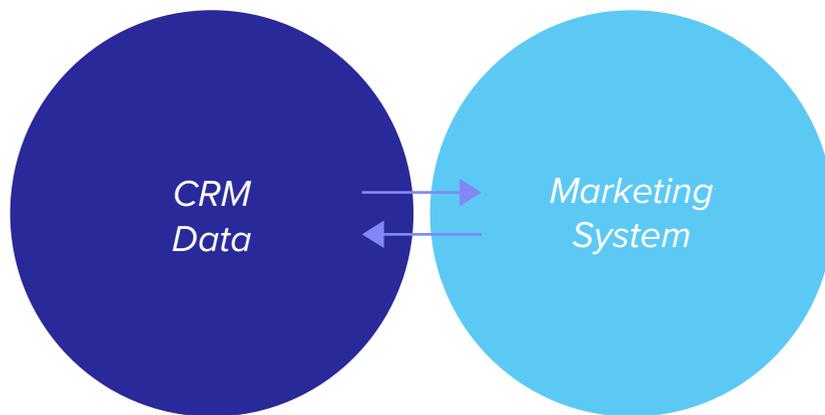
Companies using these practices today would seem ancient by comparison. Despite this, many businesses are still marketing this way. We bet you've even had one this week.

Many companies are so eager to get their message out there that they overlook the blend of science and craft that comes together to create great marketing. Prospect data offers powerful insights into behaviour, preferences and desires, but you don't realise you have it.

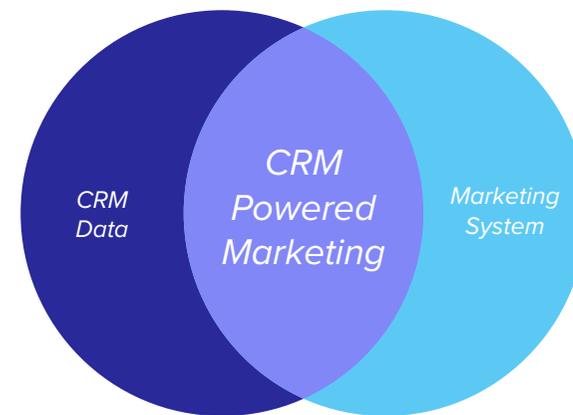
Say hello to the customer relationship management (CRM) system.

Old methods just don't work

CRMs store information about your customers. Simple spreadsheets can be as powerful as constantly evolving AI-based single sources of truth. Using a CRM correctly can drive more revenue and delight prospects at every stage of the buying process.



Old Way

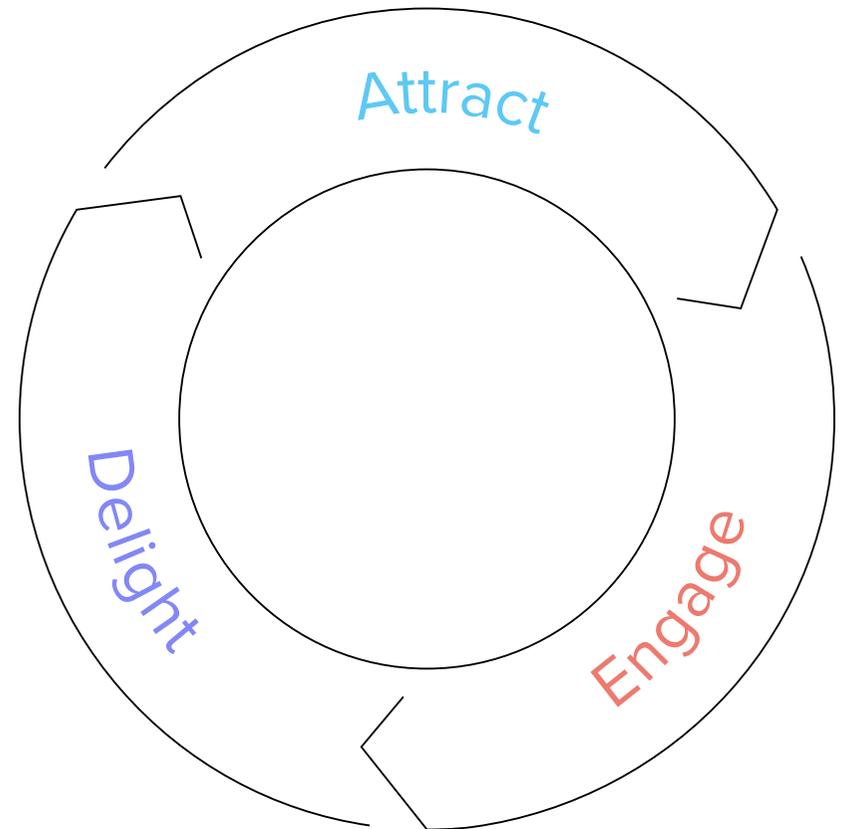


New Way

04 / Your CRM is essential for experience-driven marketing

Today's marketers who succeed are hyper-focused on customer experience. The purpose of experience-driven marketing is to put your customers at the centre of everything you do as a marketer.

That's a major reason for HubSpot's adoption of the flywheel. Marketing can attract and feed into sales when it is focused on the customer. Sales engages and feeds into service. The service delights and feeds into marketing. And all of this is only possible when the customer is at the centre, managed by a CRM.



Your CRM is essential for experience-driven marketing

Experience-driven marketing is all about leveraging your CRM. Experience-driven marketing isn't just a buzzword, it's your secret to growth. According to Forrester Research, companies who are focused on customer experience grow 40% faster and increase customer lifetime value by more than 60%.

Very few marketers have all of their tools and tactics tightly integrated into a CRM, resulting in a disjointed customer experience, siloed data and a lack of transparency.

To help you properly measure your success as a marketer, HubSpot's Marketing Hub has been tightly integrated with the CRM to give your team a unified view of the customer experience, allowing you to create truly personalised experiences across all channels.



05 / Personalise your marketing offers with a CRM

By integrating your marketing in a CRM, you can also create a personalised experience across channels. **Customer experience continues to be driven by personalisation.** With today's hyper-competitive environment, it's harder than ever to gain attention – and we all know that **the more you personalise, the better your chances are of getting noticed.**

The true definition of personalisation is when your website recommends content that your visitor hasn't yet read. Similarly, when a visitor has shown interest in a particular topic, you show them an offer related to that topic. Or when you have different CTAs for customers and prospects.

Or if your chatbot on your site knows not only who their sales rep is, but their name as well. All of this is possible through CRM-driven marketing.

The three paths to CRM success:

01



Segment

Ensure prospects hear a message suited to their needs

02



Contextualise

Explain in clear terms why it's useful

03



Personalise

Make them feel valued and loved

01 / 03

Segment



Consumers are bombarded with promotional material and see between **6 000 to 10 000 advertisements every day.**

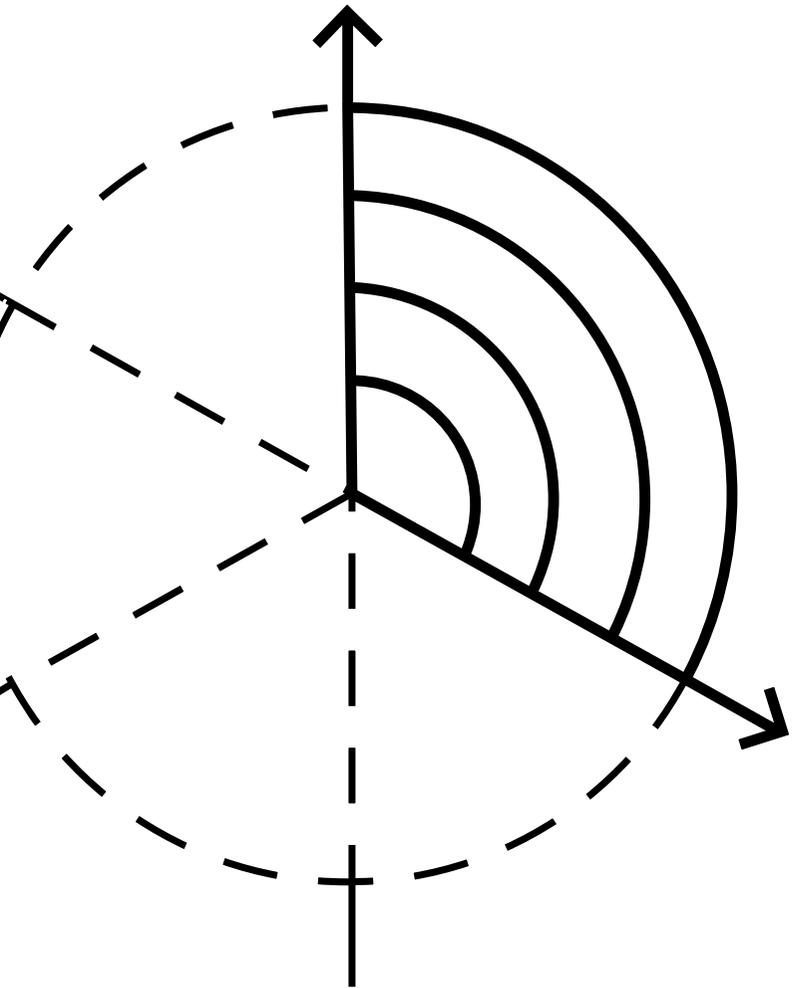
When was the last time you browsed on your phone to relax, maybe doing some online shopping, checking social media or reading the news? Did you notice how many irrelevant ads were appearing?

“Today only – 50% off all organic aloe vera & chilli peanut butter cups!”

“Door, doors, doors! Get your doors from Acme doors!! Big doors, small prices!”

“Crypto, something or other.”

It’s likely that you’ve closed down at least one website this week due to the advertising. There’s a bigger danger lurking in the internet shadows for marketers than angry prospects. It’s apathy!



If your messaging doesn't feel relevant to your consumer at that moment, they'll tune out. That's why modern marketing relies on CRM. Without understanding your customer, you won't be able to provide them with the content they need when they need it in a way that works for them.

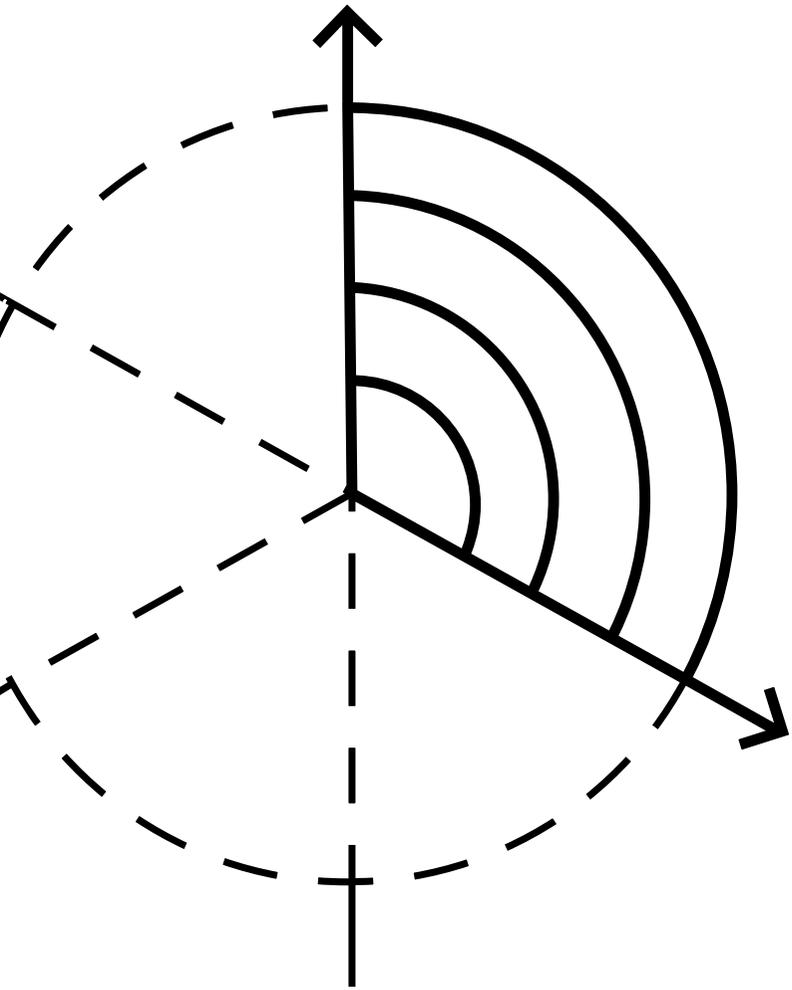
It is good news, however, that the data in your CRM already provides you with the solution to this problem. It is possible to isolate specific groups of customers based on their wants, needs and readiness to buy.

Segment your database with list

Using lists you can isolate segments of your database based on any data point you hold. It can be accessed based on person (who they are), company (where they work), or activity (what they do) and can even be continuously updated to fit changing data fields in real time.

You can create a list of all contacts in the third month of their current contract within minutes. Would they benefit from an upsell that complements their package?

What about considering sending a discount code to every prospect who has visited your pricing page more than once in the past 30 days?



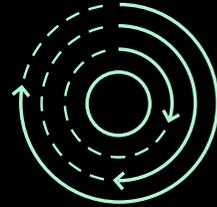
Track custom behaviour manually

Using Hubspot, marketers can manually track custom behavioural events to define and track actions that are unique to your business. Contact properties can be tied to custom events, which can then be used across HubSpot's tools. Events that are manually tracked use the analytics API, which needs to be configured by a developer.

This is a feature in HubSpot Marketing Hub Enterprise that allows you to track more advanced analytics on your website or from an external third-party app to gain richer context about the full customer journey.

02 / 03

Contextualise



Every buyer must go through the three key buying phases of **Awareness, Consideration and Decision.**

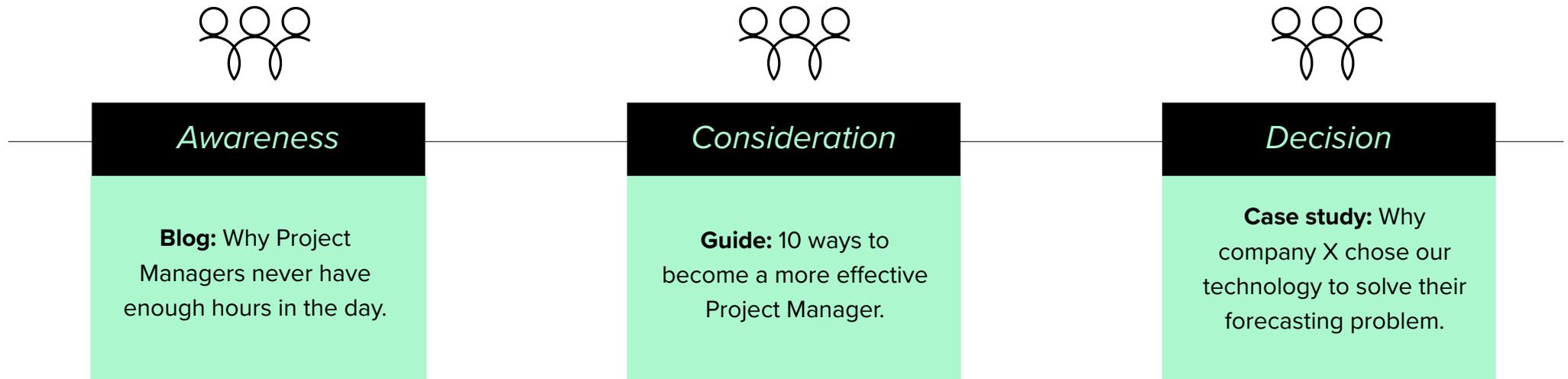
Those stages often vary depending on your product or service. If you're thirsty on a hot day, you'll make a decision about buying a cold beverage faster than a project manager looking at new forecasting software for a global SaaS company. One is made in minutes, the other could be months.

Even though the consumer journey may change, one fundamental remains constant: they need buying stage-specific content before they can make a decision.

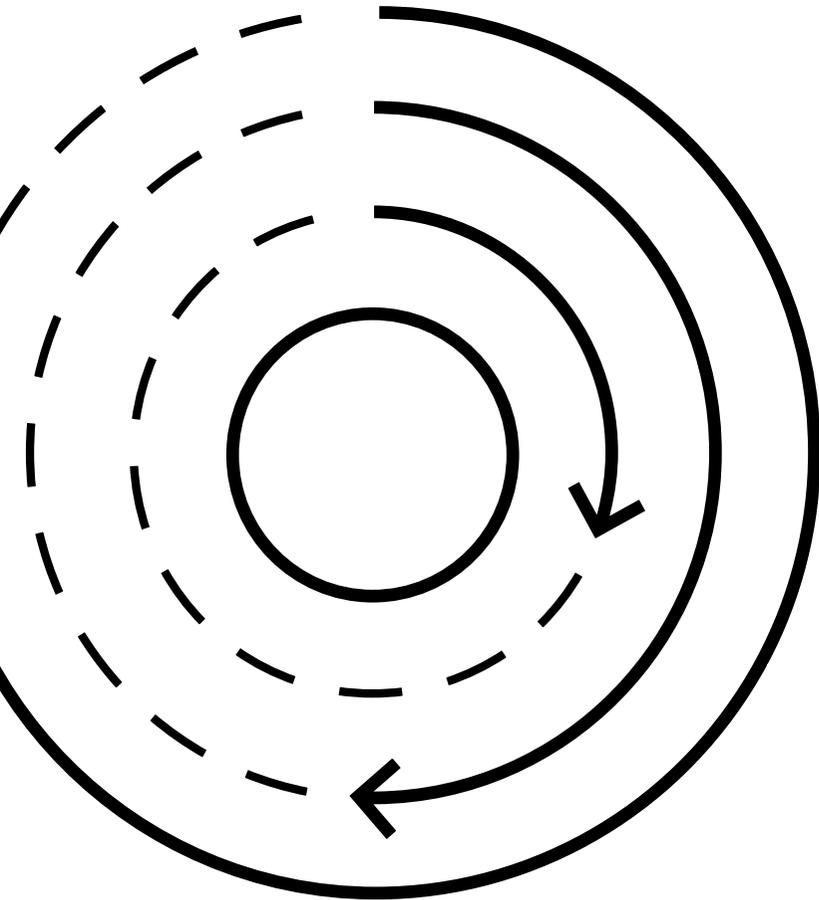
Before your forecasting software can be of use to project managers, they have to first be aware they have a problem: the pain of poor planning tools. They will find a solution to a problem which might involve integrating a new tool or outsourcing the problem in its entirety.

HubSpot's campaign triggers can be linked to the buyer's journey

Consider the following content that was created for buyers at every stage of the buying journey. Sending the prospect emails and messages that are related to where they are in the buyer's journey will ensure content is relevant to them. Ask yourself what the buyer needs at each stage of their journey to purchase:



If you label prospects in your CRM based on their customer journey, you can ensure they see the right message at the right time. Just as you wouldn't propose marriage on a first date, you don't want to overwhelm a prospect with technical details when they've just realised they have a problem. Send out well-timed, useful pieces of information like a trail of breadcrumbs, rather than selling too soon.



Contextualise your messaging with HubSpot Smart Content

With HubSpot Smart Content, you can create different content based on a set of rules. You can display emails, landing pages and CTAs differently depending on the information you have about a prospect or contact.

You can, for example, customise HubSpot pages to respond to prospects' specific needs rather than manually sending them context-specific content. Depending on the user's needs, you can use CRM data to show awareness, consideration or decision-related content. This allows you to tailor content to each stage of the buyer's journey.

By identifying which prospects need your messaging, you can reduce admin, increase conversion rates and drive more revenue.

03 / 03

Personalise



HubSpot allows you to personalise sales messaging based on any standard or custom property (the information you collect from contacts).

Effective personalisation goes beyond just addressing someone by name in an email. It may have been disruptive fifteen years ago, but the modern consumer is tech-savvy and data-savvy.

Modern personalisation means sending relevant messaging in a timely fashion using the right language, tone and subject matter.

Imagine receiving an email addressing you by name. Nice, but you already had four others doing the same thing that morning. You can spot an automated email by now.

What if, four weeks before your company-wide HR software is due for renewal, you receive a message relating specifically to your HR management issue?

Consider the following example: You've just started a small business and you're receiving a persuasive message from an invoice management software vendor about the dangers of not filing your tax returns on time.

03 / Personalise

Prospects should feel a sense of serendipity. They will feel a **connection with your brand** because the message is aimed at their needs at the right time.

It is hard to tell where contextualising ends and personalising begins, so it's probably easier to think of it this way:

- **Segmentation:** *To whom do we want to speak?*
- **Contextualisation:** *What are we going to say?*
- **Personalisation:** *How are we going to say it?*

Contextualisation ensures you don't torpedo a conversion by going too hard too soon, but personalisation ensures the prospect feels you're speaking directly to them at the time they're most likely to want to hear your message.

Contextual communications should be personal without being too intensely personal that it comes across as overbearing.

Clients want personalised information that feels helpful and offers value when they need it.



08 / Let League be your growth engine

When your CRM data is clean and easily accessible, you'll be able to **drive more sales and delight more customers.**

We can help you achieve all of this. To enhance your brand's value proposition and nurture leads into loyal customers, we use a variety of [CRM techniques and tools](#). From sales to support and everything else in between, CRM is a critical component of all our digital marketing solutions. The right words, the right tools, the right way – no more guessing.

[Get in touch](#) and learn how we can build your brand deeply personal and contextual campaigns at scale and get leads to match.

