

Increase Qualified Leads

Lead generation is most marketers' number-one goal and performance metric. But budget and time constraints can often get in the way of increased lead generation—after all, there's only so much each marketer can do, and only so far a budget can stretch.

MarketFirst takes lead generation to the next level, enabling you to generate far more leads than you ever thought possible with limited budgets and resources. By enabling marketers to do more with less, MarketFirst makes it possible to increase the number, sophistication, and reach of your marketing programs while driving down the cost per lead.

But beyond just lead volume, marketers need to ensure that the leads they are generating have real sales potential—lead quality and relevance are often the ultimate criteria by which executives evaluate marketing success. To increase the likelihood that a lead will convert into a qualified sales opportunity and then into a satisfied customer, marketers need more effective ways to identify and target appropriate prospects and determine lead quality, as well as effective lead management and distribution tools to ensure timely, informed follow-up for hot leads.

MarketFirst helps marketers increase qualified leads in numerous ways:

- **Increase campaign capacity:** Leverage reusable campaign templates to quickly develop multi-part campaigns. Automated literature fulfillment, event registrations, and follow-ups decrease time and effort of each campaign, allowing more campaigns to be handled at once. Campaigns can also be set up to run perpetually on an event-triggered basis, without any action required on the part of the marketer.
- **Run multi-wave, multi-channel, multi-lingual campaigns:** Set up sophisticated multi-wave campaigns all at once, then let them run themselves! With MarketFirst's multi-channel capabilities, campaigns can also be set up a single time, then executed across multiple channels, such as e-mail, SMS, and fax, and in multiple languages.
- **Improve campaign response with better-targeted communications:** Use MarketFirst's advanced segmentation and personalization capabilities to ensure you're sending the right message to the right person, improve message relevance, and increase response rates.
- **Qualify leads instantly:** No more false leads! Use MarketFirst to create targeted self-qualifying questions a prospect responds to when generating the lead that MarketFirst uses to instantly score and rank the lead.
- **Focus salespeople only on the best leads:** With automatically ranked leads, you can use MarketFirst to ensure the sales force only sees qualified leads with real sales potential. Meanwhile, colder leads can be funneled into an automated lead-nurturing campaign that handles follow-up without salesperson effort, while still ensuring no leads fall through the cracks.