

It Never Sleeps . . .





It Never Stops Working . . .

It Never Asks for Overtime Pay . . .

It's 8pm and you're at home relaxing after a long day at the office. A potential customer starts surfing your website and likes what they see. They fill out a form requesting more information and are impressed when they receive a personalized email minutes later along with the information they requested. When you check your email in the morning, you find an email alerting you to the fact that you have a new lead. Three days later that same person receives another email from you to follow up and schedule a time to talk on the phone. After your initial conversation, your lead is impressed, but isn't ready to move forward just yet.

What do you do in this situation?

-  *Do you jot a reminder on a sticky note and plan to follow up down the road?*
-  *Do you schedule a task on your calendar to call and follow up?*

If you were using BNTouch, you'd sit back and wait for them to come back to you.

It's not wishful thinking, it's a sign of the confidence our clients have in our marketing engine.

Unlike typical contact managers or traditional CRMs that attempt to integrate marketing into their databases, BNTouch was actually built on top of its proprietary marketing engine. The result of years of work and technical know how, our marketing engine has revolutionized the way small and medium sized businesses manage their business.

The marketing engine works by automating your marketing campaigns and determining when to add or remove someone from a campaign. Whether your marketing campaigns consist of a couple of emails, or several years' worth of letters and phone calls, our system tracks each person on the campaign, each step of the campaign, and knows exactly which marketing piece needs to be delivered. The end result is that the right marketing piece reaches the right person at the right time.

This level of intelligence and sophistication allows business owners to implement sales processes and marketing campaigns that weren't possible before because they were too labor intensive.

For example, suppose you were to implement a simple follow up campaign consisting of three emails, one piece of direct mail, and two phone call attempts. You might sketch out such a campaign as follows:

Day 1: Send Thank You Email
Day 3: Phone Call
Day 7: Send Benefits and Values Email
Day 11: Direct Mail
Day 18: Phone Call
Day 22: Send Last Chance Email

This type of campaign is short and representative of a post sales consultation campaign that's designed to convert a lead to a paying customer. Because you take your sales seriously, you've labored over every detail, double checked your value proposition, and constructed the campaign to increase your conversion ratios. After your careful research and work, you know it's critical that the structure is followed for every person on the campaign, otherwise your conversion ratios will suffer.

The hard part is over, right?

That's what you think, but if you are like most busy professionals, you find that the campaign works like a charm when you put the first lead on it. The next day when you add someone else, everything is still working just fine. But before you know it, you have 12 people on the campaign, they're all on a different day, and your marketing staff is so confused that they've lost track over what piece each person is set to receive.

Sound familiar?

With BNTouch, you could implement and start using this campaign with just a little work. The emails would be delivered when they were supposed to (you don't even need to be logged in, or in the country for that matter), the system tells you when to make your calls, your letters are ready to go out on the day they're supposed to, and you're increasing your revenue because you're sticking to your marketing plan and converting more leads.

But that's just the tip of the iceberg . . .

With BNTouch, you can implement as many campaigns as you need and they can last for years. Imagine a client retention campaign that kept you in constant communication with them for three years; how much more repeat business would you be able to generate then? How many referrals would you be able to generate because you consistently reminded your client base of how great your products/services are?

Triggered Marketing

Your campaigns are now working wonders, but BNTouch isn't done yet. We're even taking the guess work out of it for your sales/marketing staff with our triggers. Simply design your processes to determine when to add and remove people from your campaigns and BNTouch will take it from there. Every time you add or update BNTouch, the marketing engine looks at the information that you've just entered and then determines if that person needs to be added to or removed from a marketing campaign.

Centralized Marketing

Worried about implementation? Don't be. Our marketing accounts allow all of your campaigns, triggers, and fulfillment to be controlled by a single BNTouch account. With BNTouch, you don't have to worry about setting up each user's account, you get global access, global control, and global reporting so that each and every person in your database gets followed up with.

Maximum Return

The bottom line is that your marketing is critical to your growth. The more consistently you follow up, the more likely you are to generate revenue through lead conversion and client retention. Simple CRMs and contact managers may do a great job of storing your client information, but they fall short when it comes to leveraging that data in a way that generates revenue. In short they allow you to find phone numbers and create pretty reports so you can get detailed information on each and every opportunity you're missing out on.

BNTouch is different. At BNTouch, we're fanatical about implementation. We work with you to ensure that the marketing engine works for you to generate the revenue you're after. We're all about producing the results that will make you smile.

bntouch
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