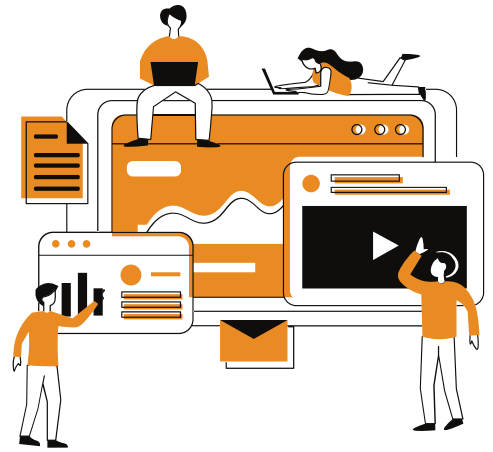


# Active CONVERSION

Managed Software & Services



## WHY WOULD YOU NEED MANAGED SOFTWARE & SERVICES?

- You want your marketing to have a direct impact on sales.
- You're tired of slow progress when you purchase digital marketing software.
- You aren't ready to hire an internal marketing operations person (or your existing resources are too busy).
- You need access to technical marketing expertise that you don't have internally.

Many companies don't have the time or resources to develop and manage a sales and marketing process that will generate leads and drive revenue reliably.

## WHAT IS MANAGED SOFTWARE & SERVICES?

Managed services give you access to our team of experts on an ongoing basis to optimize your sales and marketing using our world-class platform. In effect, we become your **outsourced marketing operations team** focused on directly growing your sales pipeline - so your team can do what they do best - present and close deals.



We focus on the key activities necessary to ensure sales success from your marketing; this includes both managing the software platform to ensure effective lead follow up and assignment to sales teams as well as actively managing the digital marketing needed to generate those leads.

## IMMEDIATE ACCESS TO A TEAM OF DIGITAL MARKETING EXPERTS FOR A FRACTION OF THE COST OF HIRING & TRAINING.

As the architects of our platform, we know exactly how to make it drive amazing results.

We combine our technology with expertise to generate awareness, credibility, leads, and ultimately revenue.

“ We've been with ActiveConversion for two years, and we love it. They have a wonderful support system and truly understand business-to-business marketing.”

From driving traffic to identifying leads & nurturing them to opportunities, our team is ready to ensure execution.

To find out how we can help your business ensure marketing operations success, reach out at [marketing@activeconversion.com](mailto:marketing@activeconversion.com).

It's Time To Transform With A Sales & Marketing Solution Designed For Today's Digital Business World.

## WHAT'S INCLUDED?

- Assist with digital strategy development & execution
- Subscription to our digital marketing and advertising platform to identify leads, monitor intent, and activate
- Ongoing monitoring & nurturing of leads, including hand-off to sales via CRMs and one-on-one meetings
- Execution & optimization of digital marketing initiatives to drive sales from targeted markets
- Regular activities to ensure brand awareness & nurturing
- Email campaigns to help move leads from opportunities to sales
- Reports on results and overall ROI with our team
- Fast access to other services and personnel