



366 DEGREES
PRESENTS

INTEGRATED CAMPAIGNS

QUICK & SIMPLE GROWTH HACKING
FOR EVERYONE

**AUTO
MATION**





THE LOW-DOWN

What are INTEGRATED CAMPAIGNS?

INTEGRATED CAMPAIGNS- Some say Marketing Automation, some say Drip Campaigns, some say Growth Hacking, and we say whatever you call it, It's Freaking Awesome!

In summary it allows your organization to structure targeted audiences with content, emails, landing pages, CTA's & other marketing assets into ONE campaign and deliver them in a sequential manner or based on behavioral engagement by your leads, prospects or customers. **Hands Free - your audience determines the next event based on interest -qualifying and validating your wonderful offers! Voila...**

Why use INTEGRATED CAMPAIGNS?

IINTEGRATED CAMPAIGNS- We know of 366 good reasons but for Simplicity the top three: Deliver better lead conversion results, save a ton of time and keep the tech folk out of your hair. The professional answer: Marketers can create all assets within 366 Degrees, target and segment all audience data within 366 Degrees, execute and report on all campaign events within 366 Degrees thus have better visibility to performance metrics vs. wrangling separate CRM, Email Marketing & Marketing Automation services in an ad hoc manner. BTW it's a pain in the backside if you have tried to manage that whole Marketing Stack rigmarole. **Shorten Campaign Delivery Cycles!**

What's the Business Challenge?

INTEGRATED CAMPAIGNS- We will try and keep it positive here: Reality is most campaigning efforts fall flat, not for lack of effort but due to the amount of time & external resources it takes to coordinate across CRM's, Lead Databases, Creative Design and Technical Integration resources to pull off an effective integrated campaign. 366 Degrees simply puts it all under one roof so Marketers can focus on what you do best! **That would be Market your Brand!**

Can we connect our CRM?

INTEGRATED CAMPAIGNS- YES, by now you know why we call it INTEGRATED. 366 Degrees is fully integrated to leading CRM's like Salesforce.com, Nimble and others. Find your CRM listed in the 366 Marketplace and connect the CRM data. We also pass back real-time activity to lead and contact records in the CRM. **Bonus Points- Align Marketing & Sales.**





INTEGRATED CAMPAIGNS

Marketing Asset Categories:

EMAIL
SOCIAL
CTA
BANNERS
PAGES
LANDING PAGES
TEMPLATES

Building the INTEGRATED CAMPAIGN:

INTEGRATED CAMPAIGNS: Simply select the marketing assets you will use your Freaking Awesome campaign, select your audience from the available data sources and build out your action events for each phase of your campaign. Sit Back- Have a cup of coffee and wait for the leads to line up.

Target Audience Categories:

366 DEGREES
CRM
LIST UPLOAD
SAVED LIST
SUBSCRIPTION LIST
CONNECTED DATABASE

Quick & Simple Growth Hacking!

