

Marketing with Zoho Campaigns by TopLine Results

TopLine Zoho CRM - Digital Marketing includes strategic marketing guidance and up to three marketing packages of your choosing from the below menu of our core competencies.

Email Migration to Zoho Campaigns

Time to migrate your email marketing to Zoho Campaigns? Marketing list migration is one of our specialties. Includes email list validation and migration to Zoho. Also includes Zoho Campaign list segmentation and syncing for reporting in Zoho CRM.



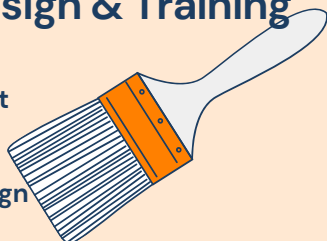
Email Marketing Automation

Increase your marketing ROI and save time by nurturing your prospect and contact relationships with email marketing automation. Includes design of 3 email templates, automation configuration, and reporting.



Email Template Design & Training

Learn best practices for creating email templates that gets results with our performance-proven design. Includes email template design and training.



Social Media Marketing

Save time and build relationships by integrating your social media platforms with Zoho Campaigns. Includes integration and training on single platform post management.



Opt-in Email Campaign

Has it been months since you last contacted your customers via email? It might be time to run an opt-in email campaign to protect your email reputation. Opt-in campaign training includes best practices and the creation of an opt-in form and opt-in email template.



Email Subscriber Campaign

Is your email list small or non-existent? The first step is to begin actively subscribing contacts. Email subscriber campaign training includes form design, subscription email confirmation template, and internal notifications.



Integration with Other Marketing Solutions

If you have an email marketing or web tool already in place that is working for your organization, we can integrate it with Zoho Campaigns and CRM for increased data visibility and streamlined management.



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Operations Emails

Regular communication increases customer retention and lead conversion. Ensure you are staying in contact through email. Includes 3 email communications using our proven best practices.



Webinar Marketing

Market your services and products via a webinar. TopLine will set-up the webinar and create up to 2 email invitations. No software purchase required.



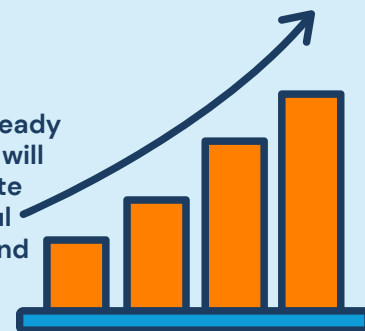
LinkedIn Advertising

Supplement your lead generation efforts with LinkedIn Advertising. Examples may include targeting audiences from canceled trade shows and events. Includes ad and lead generation form design. Note: Ad budget is not included.



Google Analytics

Gain insight and understanding into your prospects using Google Analytics. Includes configuration of Google Analytics to begin website tracking. For customers already using Google Analytics, we will train you on how to translate your metrics into impactful changes on your website and social media networks.



About TopLine Results

Since 1999 TopLine Results Corporation has led the way in providing state-of-the-art customer relationship management (CRM) solutions to hundreds of satisfied clients in the Midwest, throughout the United States, and internationally.

Our core competencies include process consulting, CRM, and digital marketing. As a full-service CRM consulting firm, we specialize in providing turnkey, cloud-based CRM implementations, which meet our clients' budget and wish list using industry-leading CRM software, processes and marketing automation tools. We help our clients select and design the right tool for their CRM initiatives based on their needs.

TALK TO US

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Note Additional marketing support may be purchased if needed. Third-party and integration software not included.