

eTrigue.

Intelligent Demand Generation™



# 4 Ways to Boost Sales with Real-Time Lead Alerts

Use the New Buying Process  
to Your Advantage

# 4 Ways to Boost Sales with Real-Time Lead Alerts

## The Buying Model Has Changed

Real-time lead alerts are an easy-to-implement marketing automation capability that give your sales and marketing organizations a competitive advantage and can have a profoundly positive effect on the success of your sales process.

Buyers have much greater control of the sales cycle than they ever have. Buyers are likely to be knowledgeable about your company's solutions and those of your competitors before they ever interact with sales people. By the time prospects identify themselves they're probably a long way into the buying process. And they probably already have their own team involved in the decision.

Sales no longer controls the early stages of the buyer's journey. And when sales folks are finally able to engage with prospects it's important for sales to be as efficient, informed and timely as possible. Real-time lead alerts, and the deep intelligence gathered from site tracking can help make sure that sales people are armed with the knowledge they need to be successful.



**85% of B2B buyers research product options via the web**

## Four Ways Real-Time Lead Alerts Boost Sales Success:

### 1. Increase the likelihood of a sales person connecting with a prospect

Timing is critical. A call to a prospect within the first half hour of their website visit makes it 10 times more likely that a sales person will be able to connect.

### 2. Make the sales person more knowledgeable for a more productive first call

Knowledge is power. A sales person can get right to the point based on the history of what the prospect has already viewed and read online.

### 3. Only send alerts for the most appropriate prospects

Minimize unproductive efforts by separating the curious from the interested. Alert sales folks to visitors that meet your established lead-score criteria to receive an immediate contact.

#### 4. Beat the competition to leads

Let sales know of mature leads that your competitors may only view as early-stage leads. Prospects with a significant anonymous visit history may be considered hot leads the minute they become identified. Your competitors may only see them as new leads if they aren't able to tie their long-term visit history into their record.

Real-time sales alerts are triggered by the actions of prospects on your website. You can base your triggers on any number of actions such as visits by prospects, lead score, or visits to specific pages and send out lead alerts for any reason that fits your particular sales process.

### What are Real-Time Lead Alerts?

Imagine if you knew the identity and actions of every visitor to your website, and could instantly send a message to the appropriate sales person, right when the visitor was finishing up a visit to your site. That's a real-time lead alert.

Lead alerts are possible when you track visitors to your site. It's like having caller ID for your website. Whenever a high-value known prospect visits your site, or completes a series of actions that are typical of a serious buyer, the marketing automation system instantly sends a lead alert to the sales person. If the prospect doesn't fit the profile of a serious buyer, then no alert is triggered. That lead alert message would include details about prospect's demographic and contact information, the prospects most recent site visit, and the history of their site visits.

**Lead Alerts may be tailored to fit your organization's sales process and are accessible from anywhere.**



“ ... a 360 degree view of prospects that can make sales and marketing vastly more successful. ”

## Turning an Anonymous Visitor into a Known Visitor

Visitors can be “anonymous” (unknown by name or email address), or a “known” visitor that is identified by name, email address and other information. A good marketing automation system tracks both kinds of visitors, and stores what they are doing on the site, such as what pages they’ve visited, the literature they’ve downloaded and the videos they have watched.

When an anonymous individual visits a website, a full history of the individual’s actions is kept, including pages visited and duration. A reverse domain look up is performed on the IP address they come from which typically tells you their company name and location. You might not know these visitors by their name but you’ll know them as unique anonymous individuals and know their unique visit history.

Anonymous visitors become known visitors in two ways:

- When they fill out a form on your web site that asks for email or name
- When they open an email you send them directly from the marketing automation system

At that point their anonymous record will be merged into their full, known visit history. You’ll have a full visit history and you’ll be able to see what they have viewed on the website and get an indication of what that person is interested in. Bulk email systems don’t provide visibility into site visits or historical visits. They only measure clicks in response to outbound emails which provides an incomplete view of prospect interest.

### Anatomy of a Lead Alert

Alerts can be defined so that they may be triggered based on just about any prospect data in the system including:

- Web activity: number of pages, specific pages
- Demographics: Title, Company, Region, Campaigns

There are a variety of alert strategies that you might want to consider in your own organization, including alerts based on the following:

“ It’s like having caller ID for your website. ”

- Amount or threshold of onsite activity
- Newly identified prospects
- Actions in response to outbound campaigns
- Event registration and form-fills for downloads
- Visits by Partners, Press or Analysts

## How to Use the New Buying Process to Your Advantage

Knowing what interests a prospect is important when trying to engage with a new potential customer. Inbound marketing technology is revolutionizing how we interact with prospects and potential customers by providing a greater view of what drives individual prospects. Buyers have more control over the buying process and are often well down the path of education and vendor and product selection before they ever interact with a sales person. Marketing automation puts tools back in marketers' hands to balance the equation.

Advanced marketing automation software such as eTrigue DemandCenter, gives you the tools to identify who is investigating your offerings and build offers and content on your website that will generate further interactions, nurture prospects, and increase your return on investment. Tracking the interactions of each individual and tying their visits from inbound activity with the results from outbound emails you send gives you a 360 degree view of prospects that can make sales and marketing vastly more successful.

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### About eTrigue Corporation

eTrigue DemandCenter® marketing automation platform helps marketers build more successful demand generation programs that target, nurture and qualify prospective customers based on their “digital biography.”

eTrigue Intelligent Demand Generation® SaaS products improve the way marketing and sales teams generate qualified leads, and they help close sales more quickly.

Marketing Automation for the Rest of Us™

