

# Integrated Marketing for Salesforce.com

## Frequently Asked Questions....

### Cloud-based marketing for...



Our integrated marketing platform is a cloud-based marketing automation platform that is pre-integrated to Salesforce.com. Below are common questions asked by companies evaluating these type of solutions for their Salesforce CRM.

- Q How long has the integrated marketing platform been certified as an AppExchange ISV?  
A The solution went live on AppExchange in January 2007.
- Q Does you provide integrated email marketing for Salesforce?  
A Yes. we are capable of handling the most sophisticated and high Volume email marketing clients.
- Q What are the key marketing functions provided by the integrated marketing platform?  
A Email Marketing, Landing Pages, Social Media, Web Analytics, Campaign Management, PPC Tracking, Lead Scoring
- Q How much does the integrated marketing platform cost?  
A Pricing is based on database size (contacts/leads with email addresses). Pricing starts at \$250 per month.
- Q How long does it take to set up integration for Salesforce?  
A It takes a couple of hours to set up and configure.
- Q Do you provide training?  
A Yes, we offer clients training. One on One training provided during setup.
- Q Does the integrated marketing platform offer the ability to alert sales persons when leads hit the website?  
A Yes, all sales personnel are subscribed to receive instant alerts via Outlook when leads visit the website or complete forms.
- Q Can you help me track campaign ROI?  
A Yes, the solution integrates with ALL tables in Salesforce, including the opportunity table. We track leads to forecast/close.
- Q Does the solution allow my sales team to send marketing emails?  
A Yes. Sales personnel can send marketing emails (html) either through the lead/contact record or through MS Outlook.
- Q Does you offer a trial period?  
A Yes. we offer a 30-day managed trial experience.

