Lead Generation

Lead generation is the core function of most marketing departments; it's also marketing's most direct link to revenue generation and ROI. To generate the greatest possible volume of high-quality leads within budget constraints, marketers must look for the most efficient and cost-effective means to reach the largest possible number of relevant prospects.

MarketFirst is an advanced lead-generation engine. Using MarketFirst, marketers can plan, design, test, automate, execute, measure, and analyze high-quality lead-generation campaigns—all with a single application. No matter which channel or combination of channels is used, all campaigns can be tied back to MarketFirst to generate, qualify, and distribute resulting leads. This enables marketers to quickly and easily quantify the results of their campaigns and determine which ones are generating the most leads.

MarketFirst dramatically expands marketers' lead-generation capabilities:

- Reach large audiences with sophisticated e-mail streams: Use MarketFirst to plan, build, and execute multi-channel, multi-wave campaigns that generate instant, qualified, trackable leads. These automated e-mail streams are among the most cost-effective ways to generate leads and reach a large audience. Workflows and campaign templates can be saved and adapted to allow easy re-use and rapid campaign development.
- Make your website a lead-generation machine: MarketFirst enables marketers to turn their websites into an invaluable source of leads. By integrating MarketFirst web forms seamlessly into your website and using them for resource downloads, event registrations, requests for information, and more, marketers can turn surfers into self-qualifying leads.
- Leverage all available channels: Plan a single campaign and launch it through multiple channels to reach the largest possible audience on their medium of choice. With support for multi-lingual, personalized HTML and text e-mails, web, fax, SMS, and offline print communications, MarketFirst gives marketers the greatest reach and lead-generation potential.
- Tie print and third-party campaigns back to the same platform: Many marketers struggle with transforming print advertising, offline campaigns, and third-party marketing into measurable lead flow. By using URLs for MarketFirst web forms as the core call-to-action embedded in these campaigns, marketers can track results and generate leads from these campaigns just as they would for their electronic marketing campaigns.