

Marketing Automation

Outbound Technology Solutions for Targeted Lead Generation

Drive conversion opportunities with marketing automation solutions that nurture customer relationships, improve response rates, and grow the lead funnel for greater returns on your martech investments.

Marketing Automation Service

Personalize customer engagement through GeekHive's marketing automation solutions that seamlessly deliver relevant content while qualifying leads for the sales team. We align your outbound technology platforms to orchestrate the kinds of personalized multichannel customer journeys that generate better leads and grow revenue over time.

Key Features

- Platform Implementation
- Systems Technology
- Lead Nurturing
- Customer Journey Mapping
- Email Marketing
- Landing Pages & Forms
- Social Marketing
- Mobile Messaging

Martech Solutions to Boost and Refine Lead Generation

We evaluate your organization's specific marketing communication challenges to offer strategic solutions that enhance productivity, bridge the gap between marketing and sales, and bring you closer to your customers.

Our Marketing Automation Service recognizes the variety and range of outbound technologies available on the market, finding you the best-fit solution for your organization. Our solutions help you:

- Highlight Potential Business Opportunities
- Remove Data & Communication Silos Between Departments
- Gain Insight into the Marketing & Sales Funnel



Our 360° Approach

As Marketing Technology Consultants, we help you get the most value out of your marketing technology investments. Our expert team views your martech stack from all angles to strategize and engineer the solutions that will best support your business objectives.

Align Your Technologies to orchestrate personalized end-to-end customer journeys

Drive Lead Generation Efforts to facilitate marketing and sales pipelines

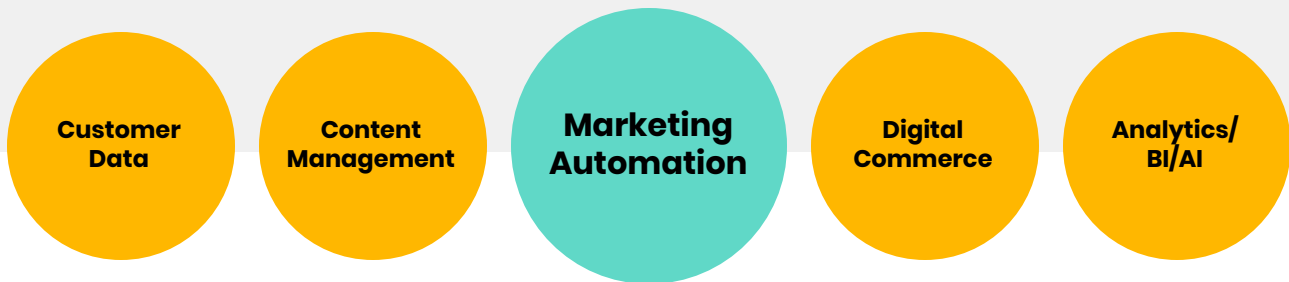
Automate Internal Workflows to reduce workload and enhance the operational efficiency of your teams

Maximize Your Stack Value to increase ROI and realize the full potential of your martech

Deliver Better Experiences to connect more intimately with your customers at every touchpoint

The Five Pillars of Martech Enablement

We align your **Marketing Automation** with the other 4 pillars of your martech stack using digitally integrated, data-driven technology solutions that help you see greater returns on your marketing technology investments.



Leading Marketing Automation Technologies



Benefits of Marketing Automation

✓ TARGET MESSAGING TO SPECIFIC AUDIENCES

Cross-channel platform integrations aggregate customer behavioral data across your martech stack to ensure your communications are timely, personal, and relevant.

✓ CHANNEL PROSPECTS DIRECTLY TO SALES

Automated email notifications alert your sales team to newly qualified leads, facilitating timely responses to brand interactions.

✓ IDENTIFY MARKETING QUALIFIED LEADS

Scoring thresholds attribute valued weight to potential leads based on customer interactions to help segment audiences and pinpoint sales opportunities.

✓ TRACK, MEASURE & ANALYZE KPIS

Real-time data reporting provides up-to-the-minute status updates of campaign metrics, customer activity, and funnel performance.

✓ STAY CONNECTED TO YOUR CUSTOMERS

Nurture campaigns give you the opportunity to build lasting relationships with current customers and re-engage former contacts to prompt interest.

✓ OPTIMIZE CAMPAIGN PERFORMANCE

Easy-to-build templates allow you to quickly create and split-test emails, forms, and landing pages to iteratively improve content delivery and customer engagement.

“GeekHive helped us take our company to the next level and we could not have asked for more from a technical partner. Their knowledge and skills helped us make the right choices for our company.”

— CEO, Vipeline

MARKETING TECHNOLOGY CONSULTANCY

We connect you, your technology, and your customers through objective-led solutions that help you get more out of your marketing technology investments.

Start Your Digital Transformation
[geekhive.com/services](https://www.geekhive.com/services)

Talk to Us
📞 917-268-1896
✉️ hello@geekhive.com

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