Your Online Sales Team Makes it Happen

Marketing and Sales Tasks

Tools to Manage These Tasks Online

Marketing and Sales Tasks	Tools to Manage These Tasks Online
Market research	• Online surveys/visitor behavior analytics
Monitoring & managing social media	• Social media management planning tools
Plan and manage marketing campaigns	• Landing pages/paid ads
Brand management	• Clear brand throughout website
Building customer relationships	• CRM tool, social media
Content creation	• Curator tools, White papers, Blogs, Videos, Presentations, E-books, Infographics, Customer success stories, Testimonials
Building relationships	• Using social media, email and other tools to build relationships & bring awareness to your business
Sales strategies	• Upselling, cross-selling bundling, discounts, social media, sales funnel
Identifying potential customers	• Capturing visitors with analytics
Handling sales issues	• CRM
Qualifying leads	• CRM (lead management, pipeline management) analytics
Sales correspondence	• CRM (Sales automation)
Customer service	• CRM
Making the sale	• e-commerce software and automated emails
Follow up	• Review, loyalty programs

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