

Marketing Automation Best Practices

Work Smarter: Reduce Your Workload

AVOID: Repetitive tasks. Page conversions are still an important measure of success – but creating a separate form for every single campaign is time-consuming, repetitive and laborious.

BEST WAY: *adVision* reduced repetitive tasks and allows you to create messages, forms and responses once and re-use them with a single click. This frees up time to focus on more productive things...like closing leads that you just generated!

Work How You Work, Get More Productive!

AVOID: Systems that dictate your workflow and make you adapt the them, rather than the other way around. This can mean a longer learning cycle and wasted time getting to results.

BEST WAY: *adVision* was built with flexibility in mind, so you can work the way you already do while reducing the effort of building and managing campaigns. Not only do you have a growing library of ready to use content, you can easily customize content and build from scratch with a simple to use interface and toolset that gets you productive in minutes

Better Targeting Gives You Better Results

AVOID: Systems that don't provide flexibility in how you build and manage your targeting lists. This means that targeting for best results is difficult and ultimately badly impacts the efficacy of your campaigns.

BEST WAY: Because *adVision* was built from the outset with segmentation and micro targeting in mind, we deliver multi-dimensional search capabilities and multi-level targeting, including the refinement of individual messages for a campaign on the fly. This delivers the ultimate in targeting and drives better results on a consistent basis.

Advanced Functionality at Your Fingertips

AVOID: Don't settle for a 'me too' solution that lags behind on features and functionality. You may save a few bucks but it can cost you big in results and revenue conversion.

BEST WAY: Flexible triggered responses, A/B Split Testing, Multi-level Campaigns, Nurturing and Advanced Targeting are all requirements, not optional anymore. *adVision* invests in delivering the best, most advanced feature in an easy to use solution, at a competitive price

Better Planning = Stronger Return on Investment

AVOID: Solutions that leave the complexity of campaign planning to the user. This can be confusing, time consuming and frustrating.

BEST WAY: Seek out a solution like **adVision** that gives you a holistic campaign view and simple click and drag interface to move campaign elements around so they work in harmony and eliminate messaging dissonance. All of this adds up to a better return on your marketing investments (ROMI).

Contact Us today to discuss how we can help.

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