



FOOTSTEPS™ CHANNEL CONNECT

A NEW ERA OF LEAD MANAGEMENT

AUTOMATION • VISIBILITY • CONTROL • RETURN (ROI)

SEE YOUR BUSINESS IN A NEW WAY

ARI's FootSteps marketing automation tools can help you drive more qualified leads and increase sales. It provides you with a more holistic view of the revenue cycle from the earliest stages of marketing through sales execution. Companies that adopt marketing automation will achieve a 417% revenue increase, according to SiriusDecisions in its *Measuring the ROI of Marketing Automation Report*.

FootSteps 3.0 facilitates a new level of interactive information sharing, and collaboration. Today's Web-savvy buyers have high expectations regarding response time. In many cases a prompt, professional response can make the difference between a closed sale and a lost opportunity. In fact, studies have shown that the sales conversion rate drops significantly after just two hours. FootSteps helps you exceed your buyers' expectations by delivering an immediate response while simultaneously automating the lead distribution process - getting every lead into the hands of an available and qualified salesperson.

The Result? A better user experience, an accountable sales channel, greater return on your vast marketing investment, and insightful feedback on your distributed leads.

FootSteps 3.0 provides you with one unified platform to execute a defined, consistent, and professional communication strategy that will keep your products at the forefront of the customer's mind while simultaneously supporting authorized dealers and service locations. It streamlines your processes to give you a bird's eye view of your lead management performance and results, and provides the visibility you need to take your business to the next level. Unique in its ability to consolidate leads from multiple sources, FootSteps enables you to track, manage, and report lead management functions – all from one solution with end-to-end automation.

One of the key new features of FootSteps 3.0 is Channel Connect, a module which allows you to bi-directionally administer and view all lead management activities – from Corporate, to the dealer level. FootSteps unique auto-responders for each online request retain your corporate identity and provide complete contact information for your preferred participating dealer. These automated emails enable rapid response, improve the customer experience, allow you to nurture market, and complete the necessary handoff of the prospect from you, the manufacturer; to your local dealer.

HOW FOOTSTEPS CHANNEL CONNECT WORKS

Like any marketing effort, lead management must be a performance-oriented revenue driver, especially considering that the average cost per lead in outbound marketing is \$332. Your investment in a lead management solution must provide a measurable return and requires effective, reliable reporting and performance tracking metrics. Unfortunately, you can't accomplish that if you provide your dealers with a lead management tool yet fail to track whether or not leads are effectively managed for higher conversion rates.



ARI
WE create CONNECTIONS

CONNECT YOUR PROSPECTS

- Prospects are routed to appropriate dealers/distributors automatically and in real-time, based on business rules you set. FootSteps handles all the legwork behind the scenes, sending personalized auto-responders to the prospect with detailed product information and local dealer/distributor information.
- Dealers/Distributors are notified of a new prospect with instructions from you on how to best handle the request, and all the tools to manage the lead throughout the sales cycle, including integrated emails, call scripts, automated nurturing paths, and sales step monitoring.

CONNECT YOUR MARKETING EFFORTS

- Create rich email templates with full product information and branding – all available to your dealers/distributors to easily communicate with and nurture prospects. Channel Connect ensures branding consistency.
- Enterprise-level, mass email marketing is fully integrated, so you no longer have to export customer lists to a third party. With Channel Connect, you can manage all your e-marketing automation from one place.

CONNECT YOUR VISIBILITY

- Check the status of prospects being managed by your sales channel. Want to nurture prospects alongside your dealers? With Channel Connect, dealers can see the correspondence you are having directly with prospects to make sure that the messaging is unified.

CONNECT YOUR INSIGHT

- Quickly create or view reports, dashboards, and graphs on key metrics, such as sales stage, response time, and customer disposition aggregated across your entire distribution network.

CONNECT YOUR DISTRIBUTION CHANNEL

- Manage your dealers' access to the system and run marketing campaigns to keep them up-to-date on upcoming events, new products, guidelines, and more.

CONNECT YOUR REPUTATION MANAGEMENT

- Automated escalation is built into the system: Set goals and configure automated notifications to alert your managers and dealers/distributors when they are at risk of underperforming.
- Configure follow-up surveys to invite prospects to provide feedback on their experience with their local dealer.
- Re-assign prospects as needed.



KEY BENEFITS OF FOOTSTEPS CHANNEL CONNECT

AUTOMATION

- A prompt, professional response to a prospect's inquiry is the difference between a closed sale and a lost opportunity. FootSteps Channel Connect captures, routes, and distributes leads to the appropriate dealer and salesperson in real-time to improve response time, and ultimately sales conversion rate.
- As a manufacturer, you can continue to market directly to both potential buyers and customers, and contribute to nurturing relationships.

VISIBILITY

- Channel Connect's Lead Status Dashboard provides a full picture of your lead management performance at the dealer level, so you can take a closer look at the leads that drive revenue, not just the cost of reaching them.
- Are leads properly managed? How many leads converted to sales? What messages have prospects been most responsive to? Which programs, products and services drive the greatest revenue? Answers to all critical questions are available at your fingertips so you can continuously evaluate, refine and optimize your lead management strategy.

CONTROL

- Track results throughout the sales cycle.
- Evaluate the performance of your distribution channel.
- Re-assign leads to ensure more effective management and greater results.
- Know your customer value and true acquisition cost so you can make better informed, more accurate decisions.

RETURN ON INVESTMENT

FootStep's effective follow-up, focused targeting, lead qualification, and lead nurturing allow you to continuously analyze your performance and adjust your efforts to achieve MORE SALES and the greatest return on your lead management investment.



FOR INFORMATION CALL US AT
800-755-6040 OR VISIT ARINET.COM

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