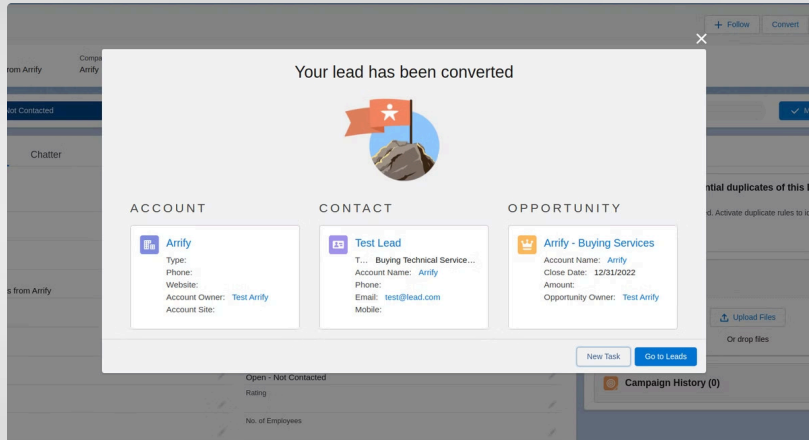# Lead & Campaign Automation: Driving Sales Growth

Unlock the power of Salesforce automation to streamline lead management and campaign execution, driving sales growth and maximizing team efficiency.

AS **by Aakash Shivach**

Automated Lead Conversion

Automate the process of converting leads into opportunities based on predefined criteria, reducing manual effort and ensuring timely follow-up.
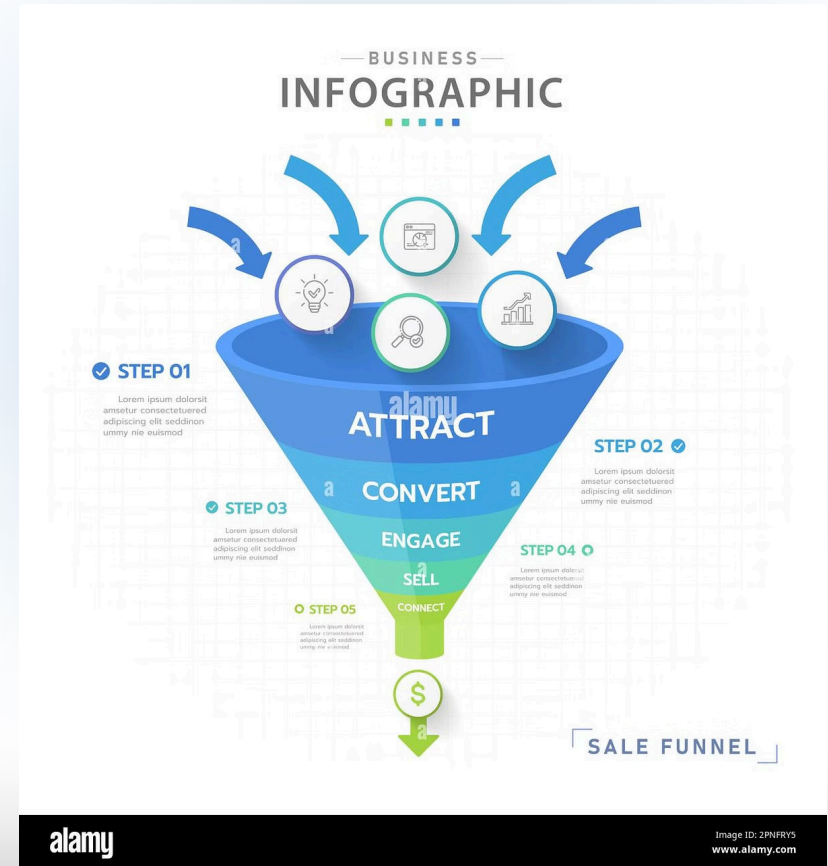
1 **Lead Scoring**

Assign points to leads based on their attributes, prioritizing those most likely to convert.
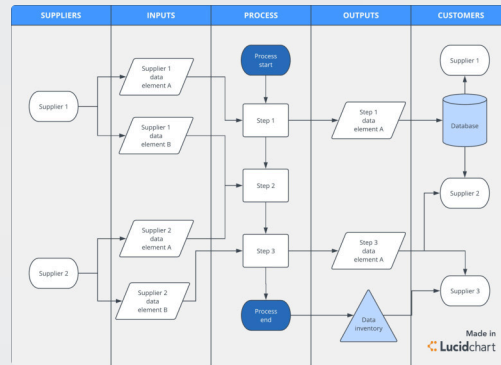
2 **Automated Rules**

Configure rules that automatically trigger lead conversion when specific criteria are met.

3 **Real-Time Updates**

Gain immediate visibility into lead conversion activity, keeping your sales team informed.
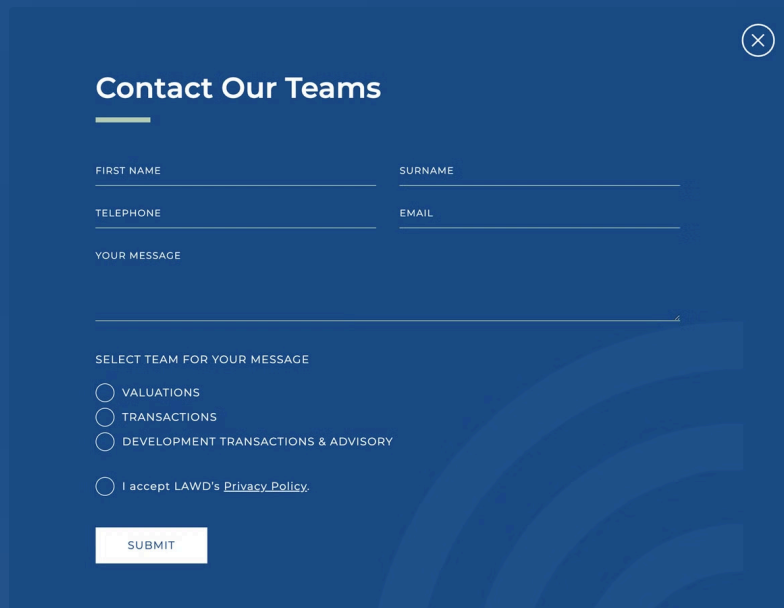
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Automated Data Mapping

Ensure data consistency across your Salesforce ecosystem by seamlessly mapping and syncing lead data with other objects and fields.

Lead Source	Campaign	Account	Opportunity
Website	Marketing Campaign	Prospect Company	Sales Opportunity
Referral	Product Launch	Existing Customer	Contract Negotiation

Web-to-Lead Integration

Capture leads directly from your website using Salesforce's Web-to-Lead functionality, simplifying the process for prospects and capturing valuable data.

Contact Our Teams

FIRST NAME

SURNAME

TELEPHONE

EMAIL

YOUR MESSAGE

SELECT TEAM FOR YOUR MESSAGE
- ○ VALUATIONS
- ○ TRANSACTIONS
- ○ DEVELOPMENT TRANSACTIONS & ADVISORY

○ I accept LAWD's Privacy Policy.

SUBMIT

1 Prospect Visits Website

A potential customer visits your website and is interested in your products or services.

2 Fills Out Form

They fill out a contact form with their relevant information, such as name, email, and company.

3 Data Integration

The submitted data is automatically integrated into Salesforce, creating a new lead record.

4 Lead Assignment

The lead is automatically assigned to the appropriate sales representative based on predefined criteria.

Email-to-Lead Processing

Convert incoming emails into leads automatically, enabling quick responses to inquiries and capturing potential opportunities efficiently.

Email Capture

Capture emails from various sources, such as your website contact form, marketing campaigns, and social media.

Data Extraction

Extract relevant information from the email, such as name, email address, and company details.

Lead Creation

Create a new lead record in Salesforce, populating it with the extracted data from the email.

Automated Responses Based on Lead Qualification

Configure automated responses to prospects based on specific lead qualification criteria, providing immediate and relevant communication.

Lead Qualification Process
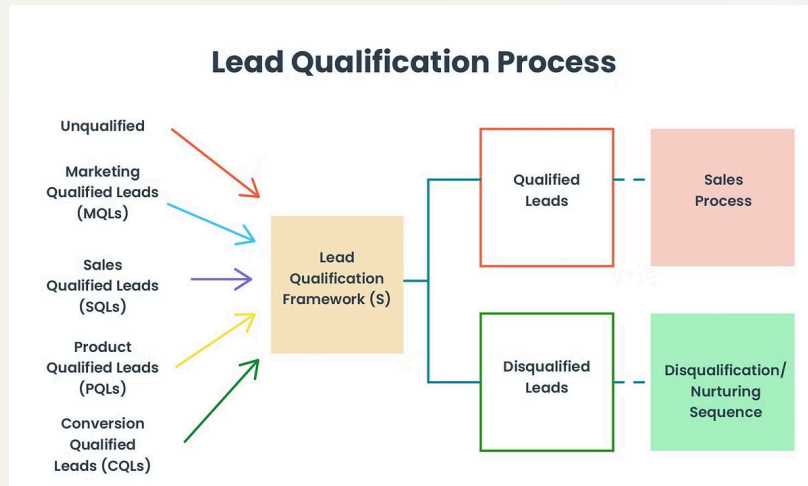
1 Lead Qualification

Leads are automatically assessed based on predefined criteria, such as job title, company size, and industry.

2 Automated Response

Based on the qualification level, predefined email templates are automatically sent, providing personalized information.

3 Lead Nurturing

Leads are then automatically nurtured with targeted content, tailored to their specific interests and needs.
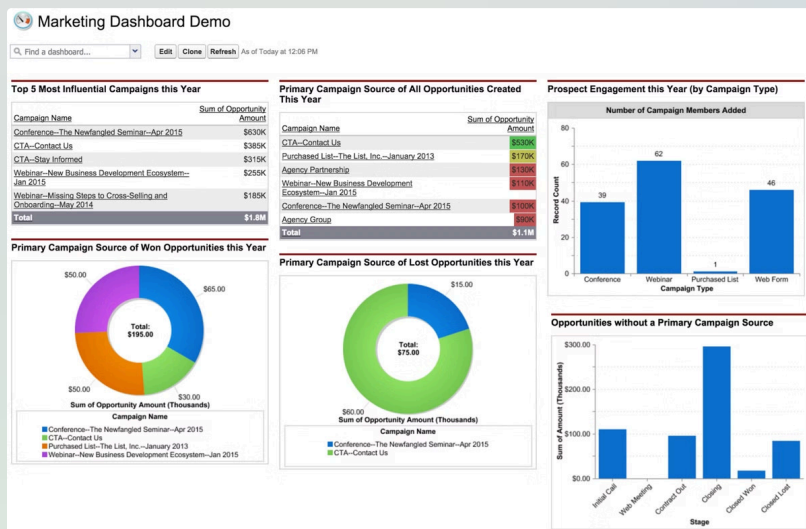
Salesforce Campaign & Campaign Member Utilization

Utilize Salesforce Campaigns and Campaign Members to manage and track marketing efforts, ensuring targeted and effective outreach.

Target Audience

Define specific segments of your target audience for each campaign, ensuring focused messaging and outreach.

Campaign Scheduling

Plan and schedule campaign activities, including email blasts, events, and social media campaigns, for optimal impact.
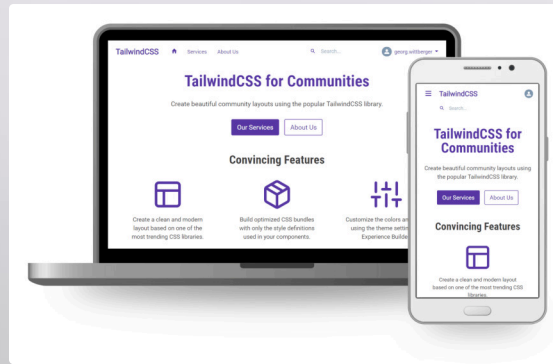
Performance Tracking

Monitor campaign performance through detailed reports and dashboards, measuring results and optimizing future strategies.

Personalized Communication

Personalize communication based on individual lead preferences, enhancing engagement and driving conversions.

Made with Gamma

Salesforce Site Creation for Prospect Engagement

Develop and manage Salesforce Sites to foster prospect engagement and nurture interest, creating a seamless experience for potential customers.

Content Sharing

Share valuable content like blog posts, case studies, and white papers to educate prospects and build trust.

Interactive Tools

Offer interactive tools like calculators, quizzes, and assessments to engage prospects and generate leads.

Community Forums

Create online forums where prospects can connect with your company and each other, fostering a sense of community.