

# CRM that Drives Growth

"We are so happy to proactively drive cross-selling opportunities"

Build stronger recurring revenue streams with personalized customer journeys. Empellor Marketing Fast Path helps MSP sales, marketing, and service teams create seamless, responsive, and data-driven experiences that fuel upsells, renewals, and long-term loyalty.

## Empellor Marketing Fast Path

If you have a great team and a solid strategy, the next step is to get the best MarTech tools to make sure your growth strategy works. Dynamics 365 Customer Insights is perfect for this. It helps you achieve your business goals effectively.

### What we offer :

Marketing Fast Paths brings together customer data and real-time journey planning. It helps your team find new insights and deliver personalized experiences. No more scattered data or time-consuming manual content creation. Get creative ideas from Copilot and give your team easy access to data and target segments. Developed for SMBs currently using Dynamics 365 Sales that need to:



Elevate your marketing capabilities across email, SMS, and social



Deliver one-on-one experiences that drive engagement and fill the marketing funnel



Make it easier for the marketing and sales teams to align and collaborate

Engage **Customers** Faster  
with **Better** Data Scale

**Total Implementation:**  
\$15,000 + 4 weeks

**Let's Talk!**

Empellor CRM | [msp.empellorcrm.com](https://msp.empellorcrm.com) | [sales@empellorcrm.com](mailto:sales@empellorcrm.com) | 303-482-2909

# Why Empellor Marketing Fast Path?

## Empellor Marketing Fast Path Features:

### The Basics

- ✓ App Installation
- ✓ Initial Configuration
- ✓ Connect to Website
- ✓ Deploy Website Forms
- ✓ ZoomInfo Integration
- ✓ Preference Center Setup
- ✓ Landing Pages Setup
- ✓ Redirect URLs Created
- ✓ Content Library Setup
- ✓ Hootsuite Integration & Configuration

### Empellor CRM Optimizations

- ✓ Form Submission Notifications
- ✓ Enhanced Lead Scores
- ✓ Lead, Contact, Company Tagging
- ✓ Mobile App
- ✓ Lead Lifecycle Processing
- ✓ Enhanced Lead Scoring

### Reporting & Analytics

- ✓ Lead Performance
- ✓ Website Performance
- ✓ Marketing Strategy Analysis
- ✓ Revenue Attribution

### Advanced Configuration

- ✓ Lead Management Process
- ✓ Lead Nurturing Process
- ✓ SMS Configuration
- ✓ LinkedIn Campaign Setup
- ✓ Initial Customer Journey Setup
- ✓ Lead Attribution

### Training (40 hours, Virtual)

- ✓ Lead Management & Scoring
- ✓ Marketing Form & Landing Pages
- ✓ Customer Journeys
- ✓ Marketing Email Design & Best Practices
- ✓ Events
- ✓ Surveys
- ✓ LinkedIn Campaigns
- ✓ Social Media

## Achieve More With Microsoft Dynamics 365 Customer Insights



Easily view all your customer details in one place, simplifying how you manage relationships.



Create uniquely personalized experiences for each customer using smart, AI-driven insights.



Improve your marketing efforts by targeting specific groups with up-to-date, detailed customer segmentation.



Anticipate and fulfill your customers' future needs by leveraging predictive analytics to stay one step ahead.



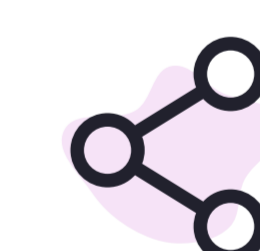
Save time and reduce costs by automating the collection and analysis of your customer data.



Make faster, better-informed business decisions with access to real-time insights and comprehensive dashboards.



Effortlessly scale and adapt your business tools as your company grows, ensuring smooth transitions.



Enhance your workflow by seamlessly integrating with other Microsoft products and various third-party applications.

**Empellor CRM Promise:**  
Deliver a CRM that drives growth.

We guarantee that you will be able to move your MSP forward with ease and transparency using Dynamics 365 Sales. Let CRM become the lifeblood of your organization.

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Boost your MSP's digital marketing capabilities to fuel recurring revenue growth. Marketing Builder strengthens the connection between sales and marketing, closes the gap between execution and results, and ensures every campaign drives measurable impact.

## Empellor Marketing Builder

Empellor Marketing Builder empowers MSPs to elevate digital marketing by leveraging Dynamics 365 Marketing to expand pipeline and accelerate renewals. It streamlines operations, aligns sales and marketing around the customer lifecycle, and ensures your digital strategy translates directly into revenue growth.

### What we offer :

Empellor Marketing Builder is perfect for MSPs looking to drive business growth through automation, streamlining, and data. It gives your marketing team the tools to attract and nurture leads and personalize customer engagement. Developed for SMBs with some experience in digital marketing seeking to:

-  Align and enhance your digital strategy to fully utilize the capabilities of Dynamics 365 Marketing
-  Close the gap between execution and results with your digital strategy
-  Enhance the connection between the marketing and sales teams

Elevate **Digital** Capabilities  
That Drive **Business Growth**

**Total Implementation:**  
\$35,000 + 4 weeks

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### Reporting & Analytics

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- ✓ Website Performance
- ✓ Marketing Strategy Analysis
- ✓ Revenue Attribution

### Advanced Configuration

- ✓ Lead Management Process
- ✓ Lead Nurturing Process
- ✓ SMS Configuration
- ✓ LinkedIn Campaign Setup
- ✓ Initial Customer Journey Setup
- ✓ Lead Attribution

### Empellor Marketing Builder

- Monthly for 3 months
- ✓ Follow-on Virtual Coaching (90 minutes)
- ✓ Dynamics 365 Marketing Training (2 hours)

### 1-Day Virtual Workshop

#### Morning: Foundation

- ✓ Your Marketing & Sales Challenges, Goals
- ✓ Why Marketing is the New Sales
- ✓ Customer Journey and the Role of Content

#### Afternoon: Action

- ✓ Sales Targets + Marketing Targets
- ✓ The Lead Generation Engine
- ✓ Converting Leads to Pipeline
- ✓ Putting It in Action

### Training

#### 3 Months Follow-On Coaching & Teaching

- ✓ Lead Management & Scoring
- ✓ Marketing Form & Landing Pages
- ✓ Customer Journeys
- ✓ Marketing Email Design & Best Practices
- ✓ Events
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## Achieve More With Microsoft Dynamics 365 Customer Insights



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Create uniquely personalized experiences for each customer using smart, AI-driven insights.



Improve your marketing efforts by targeting specific groups with up-to-date, detailed customer segmentation.



Anticipate and fulfill your customers' future needs by leveraging predictive analytics to stay one step ahead.



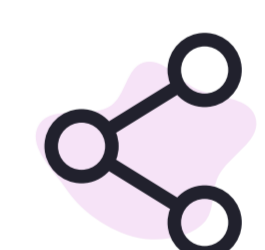
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Empellor Marketing Starter helps MSPs quickly define and build a digital marketing strategy that connects directly to recurring revenue goals. By integrating sales and marketing efforts, it accelerates growth, develops team skills, and strengthens long-term client loyalty.

## Empellor Marketing Starter

Designed for MSPs new to digital marketing, this program rapidly builds your strategy and team capabilities while tightly connecting marketing to sales. Marketing Starter delivers cost-effective tools and training to help MSPs win more business, drive renewals, and expand customer relationships.

### What we offer :

Unlock your business's potential with a tool that sharpens digital marketing strategies and fast-tracks your team's skills, creating a strong link between your marketing funnel and sales pipeline. Developed for SMBs with some experience in digital marketing seeking to:

-  Fully develop a digital marketing strategy and plan that drives the strategic goals of the business
-  Fast-track the development of the digital marketing skills of your team
-  Build a strong connection between the marketing funnel and sales pipeline at the start

Unify **Sales** and **Marketing**  
**Goals** and **Execution**

**Total Implementation:**  
**\$50,000 + 4 weeks**

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- ✓ Revenue Attribution

### Advanced Configuration

- ✓ Lead Management Process
- ✓ SMS Configuration
- ✓ LinkedIn Campaign Setup
- ✓ Initial Customer Journey Setup
- ✓ Lead Attribution

### Empellor Marketing Builder

Monthly for 6 months

- ✓ Follow-on Virtual Coaching (90 minutes)
- ✓ Dynamics 365 Marketing Training (2 hours)
- ✓ Optimization & Support (10 hours)

### 2-Day Virtual Workshop

Day 1: Foundation

- ✓ Your Marketing & Sales Challenges, Goals
- ✓ Why Marketing is the New Sales
- ✓ Segmenting Your Target Audience
- ✓ Customer Journey and the Role of Content
- ✓ Account-Based Marketing Audit: Website, Content Review

Day 2: Action

- ✓ Sales Targets + Marketing Targets
- ✓ The Lead Generation Engine
- ✓ Converting Leads to Pipeline
- ✓ Putting It in Action

### Training

3 Months Follow-On Coaching & Teaching

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