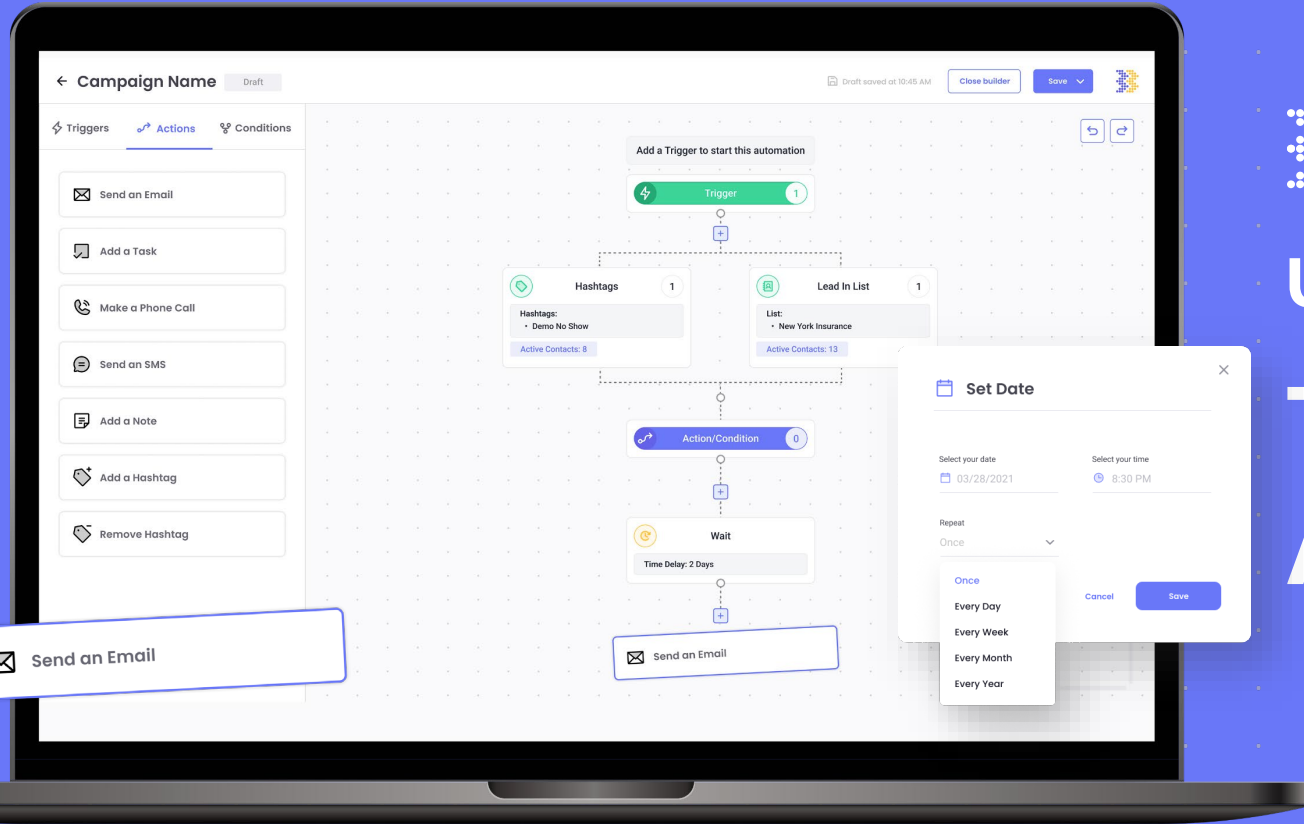




Unlocking Success: The Power of Automated Campaigns



**Why other CRMs make
marketing automation
so difficult?**

**We pay so much for
so many different
tools, just to make
it work**



**We make it work, but
it's so time consuming.**



**Then I need an "expert
consultant". That is so
costly and never
works.**



So many tools
to accomplish
one thing



Why do we need marketing automation

Automated campaigns utilize technology and software to automate marketing activities.

Activities include email marketing, scheduled tasks, Phone Calls, SMS, add notes and more.

 Email

 Task

 Phone Call

 SMS

 Note

 Opportunity

 Add Hashtag

 Remove Hashtag

The Importance of Automated Campaigns for MSPs:



Time and Resource Efficiency

Automation eliminates manual tasks like email follow-ups and tasks scheduling.

MSPs can allocate resources to high-value activities, such as strategy development and client interactions.



Enhanced Lead Generation

Automated campaigns enable MSPs to generate leads more efficiently.

Targeted and personalized content resonates with prospects, increasing engagement and conversion rates.



Improved Customer Experience

Automated campaigns facilitate consistent and relevant communication with clients.

Tailored content and timely responses build trust, loyalty, and long-term relationships.

But it's so
complex to do it
in some CRMs

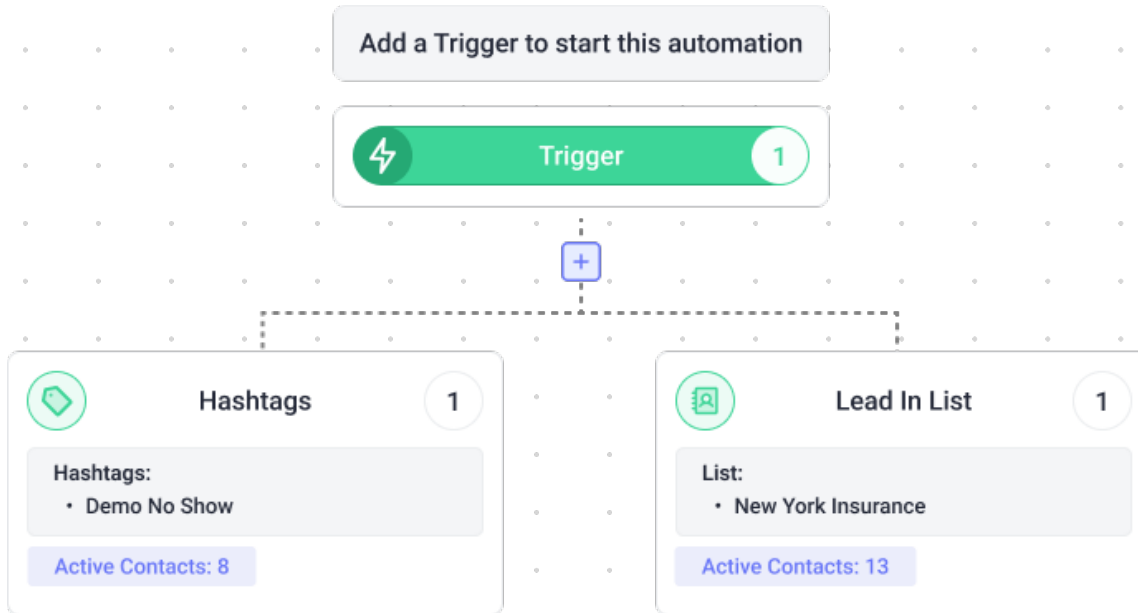
I just give up

And If can, I pay somebody to do it.



But I am still not
getting the results
I want and need





How we think about this problem?

01.

Trigger-based messaging

Send automated messages based on predefined triggers, like hashtags, lists, forms submitted.

Tailor your campaigns to address the specific needs and interests of each segment.



How we think about this problem?

02.

Workflow automation

Design workflows that automate the customer journey, from initial contact to conversion and beyond.

How to Get Started with Automated Campaigns

01

Identify your goals and objectives

Determine the specific outcomes you want to achieve with automated campaigns
Align your strategies accordingly to maximize effectiveness.



02

Choose the right automation tools

Select a marketing automation platform that suits your MSP's needs.
Binox offers Lead generation, CRM, Marketing Automation and Campaign Reports.



03

Develop engaging and relevant content

Craft compelling content that aligns with the needs and pain points of your target audience providing value at every touchpoint.



04

Set up tracking and analytics

Monitor key performance indicators (KPIs) such as open rates, click-through rates, conversions, and customer lifetime value.





THANK YOU!

Walter Contreras - CEO, Motiva

Phone: (212) 845-9888

Email: walter@binoxmsp.com