



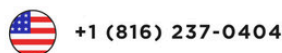
Ways A CRM Can Boost Your B2B Marketing Efforts

Thanks to the advent of the internet, the way people interact with a brand and purchase has changed dramatically. Recent statistics prove that [B2B clients](#) are at least 57% through their buyer prior to they get in touch with the seller. With these dramatic changes in the customer's buying pattern, a marketer must change their marketing pattern as well. This is where custom CRM software can help to strengthen your marketing efforts and using a CRM can really be useful to supplement your [B2B marketing](#) efforts. With a CRM integrated with your inbound marketing strategies and digital marketing campaigns, both marketing and sales will easily align and be all the more effective.



7 Ways a CRM can Boost your B2B Marketing

- Corraling and Sharing Data in Real-Time
- Boosting the Appearance of Competence
- Preventing Accounts from Stagnating
- Customizing Solutions
- Segmenting Data
- Planning a Productive Day
- Managing the Sales Team



There are the seven ways a CRM can boost your B2B marketing efforts:

Customizing solutions to help meet targeted goals

To create the most significant impact on your [B2B marketing](#) efforts, you need a system customized to your sales goals.

Reducing mistakes and boosting the appearance of competence

A CRM reduces incidences of lost information and repeated phone calls or any other actions, ultimately making your sales team look more competent.

Segmenting data for targeted marketing

A CRM allows you to do that by giving tools to you to segment and sort your data for targeted marketing efforts.

Preventing accounts from stagnating

CRM helps you target certain business clients, it can also make sure that you don't allow any accounts to stagnate.

Corralling and sharing data in real-time

As soon as the system is updated by using the phone, all of that data is immediately accessible to everyone in the office who's cleared for remote access.

Planning a productive day

CRM can help your sales team optimize their daily schedules and also can prioritize tasks, send reminders, and save them time on administrative tasks.

Managing the sales team

There are numerous ways a CRM helps your team juggle their business clients, it also allows you to easily track what your team is doing.

GooHepto has one of the most experienced CRM implementation teams in India. We are Zoho authorized Partners that provide customization and implementation of their [CRM application](#) from sales to project management and user support, we respond quickly with our expertise to answer your questions. Our experience leads to your success and our unique approach helps small and medium-sized businesses lower their costs and boost productivity through our powerful range of cloud-based software.