ClickDimensions
Case Study

Siteworx
Streamlining improves speed and efficiency

Siteworx
www.siteworx.com

SITEWORX.

Challenges
- Various tools for managing marketing campaigns
- Issues with data management, analytics and reporting
- Managing multiple systems was cumbersome and slow

Solution
- One interface through ClickDimensions integration with Microsoft Dynamics CRM
- Email marketing, web forms and surveys to capture leads faster and easier
- Lead nurturing and drip campaigns to increase efficiency

Benefits
- Double the number of email campaigns
- Dramatically shortened the time to get sales-ready leads into the CRM
- Allows the team to focus on strategy and creativity instead of execution

Siteworx is an award-winning digital agency with deep roots in experience design, web content management, eCommerce solutions and system integration. Headquartered in Reston, VA, Siteworx has about 200 employees nationwide and has a marketing team of less than seven.

Lost in the Cloud

Patricia Mejia, Siteworx's Vice President of Marketing, is no stranger to online marketing. However, the company's marketing automation strategy lacked cohesion. "We had been using a variety of different tools – a cloud-based CRM, a cloud-based email marketing tool – all on different platforms," Mejia explains.

Managing several disparate systems was adding unnecessary time to Siteworx's marketing cycle, reducing their ability to be responsive and nimble. "We had a lot of issues with data management; getting lists from one system into the other, and then getting all of the analytics back into a system or a process that would allow us to make better decisions," says Mejia.

In order to get leads into the hands of salespeople – fast – Siteworx needed to find a marketing automation solution that was streamlined and efficient.

Really. It's That Fast.

After thoroughly evaluating the competition, Siteworx decided on ClickDimensions for their marketing automation needs. "Marketo, Eloqua, Pardot – we've looked at all of them and settled on ClickDimensions for a number of reasons. Primarily because it was native to Microsoft Dynamics. The similar interface between Dynamics and ClickDimensions almost made it seem as if it was the exact same system," says Mejia.

And when it came to implementation, Siteworx had no problem at all. "We were up in less than half a day. I was kind of shocked. I was like, 'Really? Is this it?'" says Mejia. "It was really funny that it just didn't take us that long."

Speed was also a priority when implementing email marketing campaigns. "Previously, it could take us a matter of days to create an email, test it, make sure we had the appropriate list, send it out, and get results. With ClickDimensions, we have actually reduced that to a matter of hours," says Mejia.

"Having [ClickDimensions] integrated with our CRM is huge for us. We're just faster. And I actually think we're better."

Patricia Mejia
Vice President of Marketing
Siteworx

Siteworx is experiencing the most time savings through the use of ClickDimensions web forms and surveys. "As soon as someone completes a form on our website, that information is available in our CRM," says Mejia. "We are significantly reducing the amount of time it's taking to get leads from on our website into our sales funnel if they are sales-ready."

ClickDimensions makes it easy for Siteworx to create web forms with a drag and drop designer or to integrate their website's existing forms into Microsoft Dynamics CRM. When a visitor completes a form, his or her email address is checked against all email addresses in CRM to avoid duplicate data. Lead or Contact records can be created for visitors who are not already in Siteworx's CRM, and all the data the visitor submits on the form is linked to their CRM record.

"The other way we use web forms is we have been able to customize our registration pages for our webinars. That means that we don't have to send clients from our email or our website to another site to register for a webinar, which can improve – and has improved – our conversion rates on those forms," Mejia explains. "And it also gives a very consistent brand experience, which is a big deal for us."

More Time; More Creativity

With the tools available to Siteworx's marketing team through ClickDimensions, they have been able to reduce the time spent on sending emails and increase the time spent creating new campaigns. Mejia says that ClickDimensions "pretty much frees me up from dealing with the minutia of executing an email which is a huge deal for me. It's allowing me to help our team focus on coming up with creative ideas and strategies as opposed to executing."

"With ClickDimensions we are at least doubling the number of email campaigns that we are able to run. And that really is because of the speed and efficiency with which emails can be created and executed," Mejia says.

"Finding a tool that's pretty user-friendly and worry-free has really accelerated our marketing here and put us in a position to do some things that I wouldn't have dreamed that we would have been able to do in the past," she says. "I'm really excited about what we've got going."

 Visit www.clickdimensions.com to learn more about how our solutions can help your organization.