

# Revolutionary Automated Marketing Process (RAMP)

## Get *Found*

- On search platforms (organic and paid)
- In social media channels (organic and paid)

## Get *Followed*

- Useful content and audience building on platforms generates engagement
- Engaged audience is driven to your website
- Audience interacts with your website, including landing pages for lead capture

## Get *Familiar*

- Lead-capture begins the digital relationship
- Marketing Automation (MA) send emails aligned with your buyer's journey, tracks all prospect behavior

## Get *Focused*

- MA platform provides automated lead scoring to identify MQLs, that data then sent into CR

## Get *Favored*

- Sales now engages in informed pursuit of opportunities using MA and CRM data, sales process
- Marketing messages delivered to differentiate you from competitors (ROI, discriminators, testimonials, etc.)

## Get *Financial*

- End-to-end ROI reporting (what you spent to get the lead all the way to what you earned in revenue)
- Use MA and CRM tools to cross-sell & up-sell