

MORNINGSTAR MARKETING INTELLIGENCE: DEEP DIVE

“Geez, I have hundreds of visitors every hour (or minute or day) to my website but I don’t really care because I never get to know them!”

“I’m just not sure what my website is doing for me”

“It’s a great tool, I just wish it was working harder for us”

WE UNDERSTAND.

We solve the problem and develop new customers that lead to real bottom line results. How? We’re glad you asked...

Morningstar Marketing Intelligence (MMI) incorporates a suite of technology tools with real live human beings that are intensely focused on developing more leads that turn into profitable sales and long-term relationships. Imagine a platform that drives leads, manages them over time and provides real time intelligence regarding the specifics about your business that they are interested in all automatically.

We bring together a CRM (or incorporate into your existing one), best practice web design and development, lead scoring, grading, and nurturing and combine it with social posting, blogging, digital ad campaigns and ROI reporting. We include reverse IP identification with a comprehensive source of information on people and businesses that gives you immediate details about your visitors. Add in call tracking and live chat when your business is ready and you have state-of-the-art digital capabilities in one affordable package.

DYNAMIC WEB CONTENT

The future of a more personal web experience is here through MMI. We shape your website to deliver a different web experience each time they visit based on what your visitors are looking for. On their first visit, perhaps we offer a white paper or other educational material. As soon as their automated lead score indicates they are ready to buy let’s offer them an instant discount if they buy soon. Its all your decision and happens automatically for your visitors.

LEAD SCORING AND NURTURING

Would it change your sales culture if you had as many leads as your production could handle? MMI brings you closer to that scenario.

Plus we help you get through the leads that await you each morning through automatic tactical lead scoring. Leads are scored based on fit, page tracking, engagement, and more. Then the fun begins as you load your sales funnel and convert leads into sales as you interact with them at just the right time in the sales cycle. Sales used to be fun and it can be again when you have interested buyers that you know are qualified and what they are interested in.

Need to know right away when something interesting happens? MMI sends you actionable data through text and email alerts.

VISITOR ID

More than 98% of web visitors remain unknown. They don't join your mailing list and they don't send you an email. With reverse IP lookup you can identify companies visiting your website and get on-the-spot names, emails, and phone numbers of key personnel.

We take your website from a glorified brochure and make it into a two-way communication tool. Know where and what your current known leads are looking at, which delivers you key, usable intelligence to help them with what they are looking for. B2B clients can focus on key industries and alert you to their visits immediately. You have the ability to filter poor leads and focus where the real impact is.

CRM

Whether you're using an existing CRM, or are in need of one, MMI works for you. We connect to nearly all major CRMs. If you don't have one, MMI's CRM can bring all of the advantages to your business.

Smart emails create powerful possibilities for one-on-one communication. With this automation, it's possible to schedule a smart email for a few days after their visit to your site, or attach it to automation tasks and workflows to personalize communication like never before.

Our CRM features an easy-to-use graphic interface that allows you to see your entire relationship in one easy glimpse. Use this CRM to drive as deep into relationships as you want. If you wish, emails can be more than a name and an email, as we can link you and your leads across multiple social networks. Personalize and automate with social triggers and filters.

We track your connections across the life of a lead. If a prospect has been on your site over a six month period before they engage with you, MMI can collect their history to let you know what they did before they ever let you know they were interested.

At end of the day one can't manage what you can't measure. CRM reports can provide all the information you need to track sales success and forecast future performance. Pipeline, Conversion, Activity, and Projection are just a few of the most common easy-to-read and share interactive reports in our MMI CRM.

BEHAVIORAL BASED E-MAIL AUTOMATION

Our email platform is transformative in that it is after-the-click behavioral based tracking. It provides easy-to-understand information that records a visitor's activity including every open, every page visit, every completed form, and every white paper and webinar with which they engage. And, we track it all to bottom line ROI.

We add all the elements that make your emails smart and effective. MorningStar Marketing Intelligence has all the digital triggers needed to send personal notes, and relevant and timely messages to your website visitors. The capabilities extend to in-house communication too, via notices to your team about who is looking at what and when. We develop dynamic emails that are unique to the recipients based on their specific attributes, interests, and actions without the burden of inefficient manual email customization. It all begins with great workflow that engages contacts at critical times in the buying process.

ANALYTICS

Track email success all the way to bottom-line ROI. With MorningStar Marketing Intelligence, you can follow stats such as clicks, opens, bounces, and deliveries to optimize your messaging. You can have the power to know which links in your emails are working and which are not. Plus, understand your end-to-end conversion cost and revenue to arrive at the true ROI of your marketing efforts. MMI enables you to automatically track your website visitors' conversions (without the need to setup conversion funnels) from the moment they first visit, all the way through the final sale – even if that sale happens weeks or months later via an offline transaction.

We fully track your paid search campaigns, see robust keyword data, and follow Google AdWords costs all the way to the bottom line to determine the true cost of a qualified lead. Make key decisions with a full understanding of search engine marketing ROI.

MMI is the lifeblood of behavior tracking over the life of a lead. We automatically track site visits, emails, webinars, and social events. And, we can set triggers across any event through custom automation at any time in their buying process.