



Mothernode CRM MARKETER EDITION

Increase your conversion ratio with intelligent marketing automation.
Start building and distributing rich, engaging content today.

Marketer Edition

Engage your customers and prospects like never before with Mothernode CRM's Marketing Automation; Your passport for closing more deals, faster! Designed for every level of Marketer, Mothernode delivers a suite of tools and business analytics that let even the most inexperienced users deliver rich, powerful content to their audience with minimal effort. Design stunning campaigns that nurture prospects throughout your sales process, increasing your close ratio, while growing your sales funnel.



Lead Management

Quick lead follow-up results in more sales, while delays kill deals. The automated tools in each Mothernode edition helps improve lead management capabilities and keeps you connected to opportunities—as soon as they become available.



Marketing Automation

Automate your marketing workflow with Mothernode's powerful email marketing campaigns. Create eye-catching marketing programs that keep your audience engage and increase your close ratio. Measure your campaign performance to get maximum ROI for your efforts.



Collaboration

Mothernode's collaboration tools allow you to stay updated on customer accounts in real-time, whether in the office or away. These social networking tools provide constant updates of your customers' activities, ensuring you never miss an important event from followers or those whom you follow.



Contact Management

Making connections is paramount to business success. With Mothernode, contact interaction has never been easier to manage. A single screen provides snapshots and allows quick access to all contacts, making communication fast and efficient.



Email Templates

Build captivating email templates like a pro, in record time. Mothernode makes email marketing a breeze by featuring elegant drag and drop template building so you can create complete marketing programs quickly and effectively.



Lead Capture Forms

Without effective lead capture, your company loses cash on a daily basis. Mothernode's Customizable Lead Capture Forms helps businesses increase incoming leads with forms that adapt perfectly to your website, landing pages and even social media platforms. Attract more leads into your funnel and close more deals, with less hassle.

A wooden spoon is shown vertically, dripping a thick, golden liquid (likely honey) from its bowl. The liquid is dripping down the sides of the spoon and forming a long, thin stream from the tip. The background is a solid, bright yellow color.

Some sales require a little more persuasion

Introducing *drip marketing* campaigns, available with select Mothernode CRM plans.

- Create captivating emails in minutes with our easy to use, drag and drop editor.
- Build drip marketing campaigns and keep your message and brand in front of your customers and prospects.
- Automate your marketing process and effortlessly engage a larger audience.
- Increase your lead conversion and customer retention.
- Get started immediately!

Marketing made easy

Stimulate sales and engage buyers by delivering rich content right to your prospects inbox.





Discover the Sweetness of Drip Campaigns

It can take 6 to 8 touch points to generate a sale. Lead nurture campaigns (aka drip campaigns) can automate your sales and marketing efforts, by passively communicating your brand and message to buyers.



New Contact →

Nurture your buyer by *dripping* relevant content to them over a period of time and stimulate their interest in your brand.

→ **Seal the Deal**

The Benefits of Drip Campaigns



Automate Your Workflow

Close more deals faster and with less effort by automating your sales and marketing workflow. Mothernode CRM eliminates the necessary, but often time consuming administrative work required to successfully advance a sale. Automating your workflow allows sales reps to manage a larger sales pipeline without the extra effort.



Deliver Relevant Content

Create relevant content that speaks specifically to your buyer's needs. Build campaigns that 'connect' with your customers and communicate your expertise and competence. Creating relevant content, and knowing when and how to deliver it will help you close more business, faster.



Nurture Your Leads

Staying in front of your prospects is key to winning the sale. Keeping them top of mind is a critical strategy in every sales process, and often the most cumbersome. Nurture campaigns are an automated way for you to follow-up with your leads, at the predefined intervals that make the most sense to closing the deal.

Short-Term Lead Nurturing

Use with buyers who are ready to buy, immediately or in the near future.

Planning Your Drips

Not all businesses and industries are alike, and that means you need to understand your sales cycle when constructing a lead nurture campaign. Sometimes B2B sales can take longer than B2C, so identifying your customer's typical buying cycle will help you determine the content you want to include and the interval you'll need to distribute it.

It takes anywhere between 6-8 touch points *(sometimes longer) before a lead will convert. The interval of your touchpoint will also be determined by the overall intention of your campaign.

This short-term drip example provides sample content ideas that you can use to stay in front of your buyer throughout their decision making process. The key to staying relevant is to deliver relevant content, that helps them in their decision making process, without being a salesman.

Important Reminder



Lead nurture campaigns are a passive, automated process of keeping your brand and your goods and services in front of your buyers during their purchasing process. They eliminate the time it would take to manually give this type of attention to every individual buyer.

However, it's important to note that lead nurture campaigns don't substitute your sales process, they *compliment* it. Lead nurture campaigns won't build relationships for you, so consider including scheduled phone calls or additional personal emails during your drip workflow to personalize your relationship.



“The key to staying relevant is to deliver relevant content”

Top of the Funnel Leads



Leads can come from different sources in your business, like your website, a phone call, email, referral and more.

HINT: Always identify your Lead Source in Mothernode CRM to understand your best and worst lead channels.



Intro Email

Introduce yourself to your buyer, share your contact info and request a time to connect or reconnect

The first email should always be a plain text email that connects you with your buyer.

- Share your contact info.
- Offer to answer questions, ask how you can help them.
- Request a time to connect.
- Tell them you will follow-up.
- Thank them for their interest.



Share your value

Stimulate interest. Share information your buyer can benefit from

Give your buyer something they can use or appreciate to help them in their purchase process.

- DO NOT SELL! AVOID SALESY COMMUNICATIONS.
- Offer a white paper for download.
- Offer information that has educational value.
- Demonstrate your knowledge and experience.



Follow-up Call

Celebrate your client success stories, and give testimony to your expertise.



Share Case Studies

Relate to the buyer's needs. Share a customer success story

- Give an overview of the customer's challenge.
- Explain why other solutions didn't work.
- Demonstrate why you were able to solve their problem and what made the difference.
- USE CUSTOMER TESTIMONIALS.
- DO NOT SELL! AVOID SALESY COMMUNICATIONS.



Follow-up Email (in sequence)



Incentivize the sale

Make a special offer for the buyer that is available for a limited time

Push for the close. Offer an incentive to close the deal. Limit the time in which the offer is available. Serious buyers will be more likely to respond.

- Discount a secondary offering.
- Add a call to action to accept the offer.
- Create a sense of urgency.

Long-Term Lead Nurturing

Use with customers or buyers who intend to purchase at a later date.

The relevance of long-term nurture campaigns with your customers

The easiest sale you will ever make is to an existing customer. They've already made the investment in your product and service and assuming they've had a good experience with you thus far, statistics tell us that 3/4 customers are repeat buyers.

That's why it's important to stimulate further sales by continuously staying in front of your customers with long-term drip campaigns that consistently promote your value post sale.

Long-term drips occur less frequently and are usually quick touch points with some useful information, such as new product announcements, notable updates, special offers, white papers, industry news and more.

Try not to make a hard sale in your drips. Give something to your customer, without asking for anything in return. They'll respect and appreciate you more.

Lead nurturing those who are not quite ready to buy

Long-term drip campaigns will also keep your name in front of buyers over an extended period of time. When working with leads who are not ready to buy from you, add them to a long-term drip that keeps your brand top of mind. In the same way you would nurture an existing customer, include useful content they can appreciate and use. Give yourself the appearance of being an authority in your business. Cultivating trust with your prospective buyer over an extended period of time will help influence their final purchase decision.



Relationship Nurturing



Long-term campaigns are normally used to keep your brand in front of buyers who are not quite ready to purchase.

HINT: Add your existing customers to long-term drips to keep them aware of your latest offerings and promotions. Sharing knowledge, via white papers or blogs, can increase the value of your brand to your audience.



Share white papers

Stimulate interest. Share information your buyer can benefit from

Volunteer your relevant content.

- Share relevant content with your customers.
- Share white papers that address popular issues within you customer base and industry.



Share your blog

Share your knowledge

Share your expertise and direct your customer to your business' blog site.

- Increase traffic to your website by directing your customers to your blog.
- Share knowledge on current trends and common customer topics.
- Communicate best practices that address key issues in your business.



Share your video

Develop educational content that engages

Create short videos that address hot topics and key customer issues.

- Connect your customers with up-to-date videos.
- Educate customers and buyers with "How To videos."
- Create video content to drive more traffic to your website.



Share news and updates

Connect your customers with import news about your business and/or industry

Keep your customer updated with important announcements and/or upcoming events.

- Share new product news.
- Share upcoming events and announcements.
- Re-introduce your customer service team.



Survey your customer

Always solicit feedback so you know where you need to improve

Solicit input from your customers.

- Submit surveys to your customers
- Thank them for their feedback
- Show a genuine interest in their opinion
- Ask how you can improve
- Ask what they like most
- Get permission to use their testimony



Incentivize the sale

Make a special offer for the buyer that is available for a limited time

Push for the close. Offer an incentive to close the deal. Limit the time in which the offer is available. Serious buyers will be more likely to respond.

- Discount a secondary offering
- Add a call to action to accept the offer
- Create a sense of urgency

Sample Short-Term Lead Nurture Campaign

Use with buyers who are ready to buy, immediately or in the near future.



Stories from the Road



Headlines

Far far away, behind the word mountains, far from the countries **Vokalia and Consonantia**, there live the blind texts.

[Read More](#)



Custom Dreams

Far far away, behind the word mountains, far from the countries **Vokalia and Consonantia**, there live the blind texts.

[Read More](#)



Building Your Bike

Far far away, behind the word mountains, far from the countries **Vokalia and Consonantia**, there live the blind texts.

[Read More](#)

Creating a winning lead nurture campaign

There are 3 truths about developing successful lead nurture campaigns that will convert opportunities to customers.

1. Your content needs to be relevant, engaging, informative and unique. *Don't distribute content for the sake of making a drip sequence*, distribute content that defines you as an authority in your industry.
2. There isn't a one size fits all when it comes to lead nurture sequences. Understanding your business' sales cycle and the typical buying habits of your customer will help you determine the duration and frequency of your lead nurture campaigns as well as the most relevant content to use.
3. Expect to refine your drips. Create more than one. Create A/B tests to see which campaigns generate the best results. Just because your campaign is new to one buyer, doesn't mean the content isn't old. Revise your campaigns periodically to include the latest offerings from your business.

Automating your sales and marketing programs isn't an automatic process. It takes work and attention to your sales process to build effective lead nurture campaigns that coincide with your customers' usual buying habits and cycles. Identify at least 5 short-term and long-term sales types and create drips that address those particular circumstances.

A man walks into a bike shop



While this might sound like the beginning of a joke, it's really the beginning of a sales opportunity!

This sample drip campaign is used with customers who visited a custom motorcycle store. They didn't buy anything, and left the store after looking around for a while, asking questions. Obtaining their email is a great way to keep your brand in front of them, long after they leave the store.



Follow-up Email

Give the buyer a courtesy follow-up the day you connect with them

[DAY 1]

Schedule your first drip to remind the buyer of your meeting and to share your contact information digitally.

- Share your contact info.
- Thank them for their interest.
- Offer to answer questions.
- Make yourself accessible and available.



Share relevant info

Sharing content that might interest any buyer

[DAY 3]

Consider a courtesy email that contains relevant information for the average buyer.

- **DO NOT SELL! AVOID SALESY COMMUNICATIONS.**
- Offer a White paper for download.
- Offer information that will make them an educated buyer.
- Demonstrate your knowledge and experience.



Initiate a CTA (call to action)

Give your buyer a reason to re-connect

[DAY 5]

Consider giving your buyer a reason to re-engage with your brand, not just you.

- Share the next big event your store is having.
- Invite them to attend.
- Incentivize them with discounts or limited promotional opportunities.



Share relevant info

Sharing content that might interest any buyer

[DAY 8]

Consider a courtesy email that contains relevant information for the average buyer.

- **DO NOT SELL! AVOID SALESY COMMUNICATIONS.**
- Offer a White paper for download.
- Offer information that will make them an educated buyer.
- Demonstrate your knowledge and experience.



Initiate a CTA (call to action)

Give your buyer a reason to re-connect

[DAY 12]

Consider giving your buyer a reason to re-connect with your brand, not just you.

- Share the next big event your store is having.
- Invite them to attend.
- Incentivize them with discounts or limited promotional opportunities.



Incentivize the sale

Make a special offer for the buyer that is available for a limited time

[DAY 16]

Push for the close. Offer an incentive to close the deal. Limit the time in which the offer is available. Serious buyers will be more likely to respond.

- Discount a secondary offering
- Add a call to action to accept the offer.
- Create a sense of urgency.

Sample Long-Term Lead Nurture Campaign

Nurture your existing relationships and keep your customers informed

Afterschool Programs Fall Semester



Join us for a weekend of outdoor fun!

Far far away, behind the word mountains, far from the countries *Vokalia* and *Consonantia*, there live the blind texts. Separated they live in *Bookmarks*grove right at the coast of the *Semantics*, a large language ocean. A small river named *Duden* flows by their place and supplies it with the necessary *regellalia*.

[Register Now](#)

Long-term nurture campaigns are an important part of your revenue

If you aren't selling to your existing customer base then you are missing out on lost revenue opportunities. It's that simple. Think about it. What's easier? Trying to convince a new prospect to buy from you or selling to someone who is already, presumably a satisfied customer?

But even though selling to existing patrons is an easier opportunity, some sales can take time, and may not yield immediate results. Patience is a key ingredient. It's imperative to continue to demonstrate value to your customer over an extended period of time. Email drip campaigns are the perfect way to accomplish this, because you are passively demonstrating value to your customer, with your ongoing communication.

Emails can also be shared. Keep that in mind when communicating your message. By incentivizing sharing, for example: buy one get one free, bring a friend, group discounts, even referral programs, you're using existing clients to extend the reach of your audience.

Always be selling



Long-term drips deliver relevant information your customers are looking to receive. Keeping them engaged with your products and services is the easiest sale you'll ever make.

In this example, a local Recreation Center uses drips to engage their members with events and classes. Because their offerings includes seasonal activities, they are always selling to their existing members.



Afterschool Activities

Segmented Targeting - Youth and Parents

[WEEK 1]

Spotlight particular segments. Rotate your hero content in various announcements.

- Share event announcements
- Provide details: what, where, when, who
- Add call to action



Fall Event Registration

Complete list of activities that includes many CTA

[WEEK 2]

General information for all customers.

- Share event announcements.
- Provide details: what, where, when, who, how.
- Add call to action.
- Include special announcements.
- Include promotional offers.



Weekend Adventures

Share special events

[WEEK 3]

Marketing for special events or promotional items.

- Include urgency - limited offer.
- Share event announcements.
- Provide details: what, where, when, who, how.
- Add call to action.



Sales and Promotions

Incentives and Sales Opportunities

[WEEK 4]

Introduce new opportunities and re-introduce existing offers.

- Include urgency - limited offer.
- Share event announcements.
- Provide details: what, where, when, who, how.
- Add call to action



Member News

Connect with your audience

[WEEK 5]

Share success stories and inspire your existing customers.

- Share notable events.
- Give praise and recognition.
- Distribute member case study.
- Upcoming opportunities.



Community Information

Connect with your community

[WEEK 6]

Share community stories and inspire your existing customers.

- Share notable events.
- Share your involvement with local community, members and programs.
- Give praise and recognition.
- Upcoming opportunities.

DRAG. DROP. DRIP.



Lead nurturing made easy.
The simplest way to start generating
more sales.

Mothernode

EDITION COMPARISON

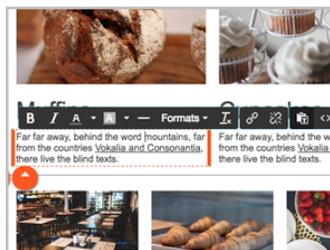
| Product Features | Sales Team | Sales & Marketing | Professional | Enterprise | Marketer |
|-----------------------------|------------|-------------------|--------------|------------|----------|
| Customer Accounts | ✓ | ✓ | ✓ | ✓ | |
| Contacts | ✓ | ✓ | ✓ | ✓ | ✓ |
| Leads | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunities | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tasks | ✓ | ✓ | ✓ | ✓ | ✓ |
| Smart Tasks | ✓ | ✓ | ✓ | ✓ | ✓ |
| Events | ✓ | ✓ | ✓ | ✓ | ✓ |
| Dialogue™ (Collaboration) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Custom Reports | ✓ | ✓ | ✓ | ✓ | ✓ |
| Automated Reports | ✓ | ✓ | ✓ | ✓ | ✓ |
| Permissions | ✓ | ✓ | ✓ | ✓ | ✓ |
| Dashboards (KPIs) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Products/Service (Lt. Inv.) | ✓ | ✓ | ✓ | ✓ | |
| Lead Capture Forms | | ✓ | ✓ | ✓ | ✓ |
| Campaign Management | | ✓ | ✓ | ✓ | ✓ |
| Vendor Management | | | ✓ | ✓ | |
| Case Management | | | ✓ | ✓ | |
| Case Forms | | | ✓ | ✓ | |
| Inventory (Advanced) | | | | ✓ | |
| Quote Approval Automation | ✓ | ✓ | ✓ | ✓ | |
| Quotes | ✓ | ✓ | ✓ | ✓ | |
| Orders | | | | ✓ | |
| Recurring Orders | | | | ✓ | |
| Purchase Orders | | | ✓ | ✓ | |
| Work Orders | | | | ✓ | |
| Invoices | | | | ✓ | |
| UPS Online Integration | | | | ✓ | |
| Quickbooks Integration | ✓ | ✓ | ✓ | ✓ | |
| Outlook Add-on | ✓ | ✓ | ✓ | ✓ | ✓ |
| Email Templates | ✓ | ✓ | ✓ | ✓ | ✓ |
| Email Marketing | | ✓ | ✓ | ✓ | ✓ |
| Email Campaigns | | ✓ | ✓ | ✓ | ✓ |



Your Professional Marketing Agency
 Create customized, targeted campaigns.
 Boost sales and retain more customers. All by yourself.



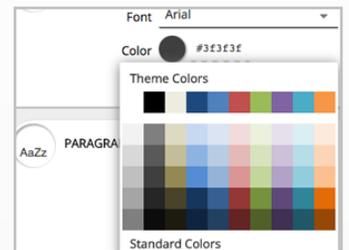
Customize your layout



Stylize your text and add links



Edit your images and add effects



Create your own themes

starting at

\$179/month

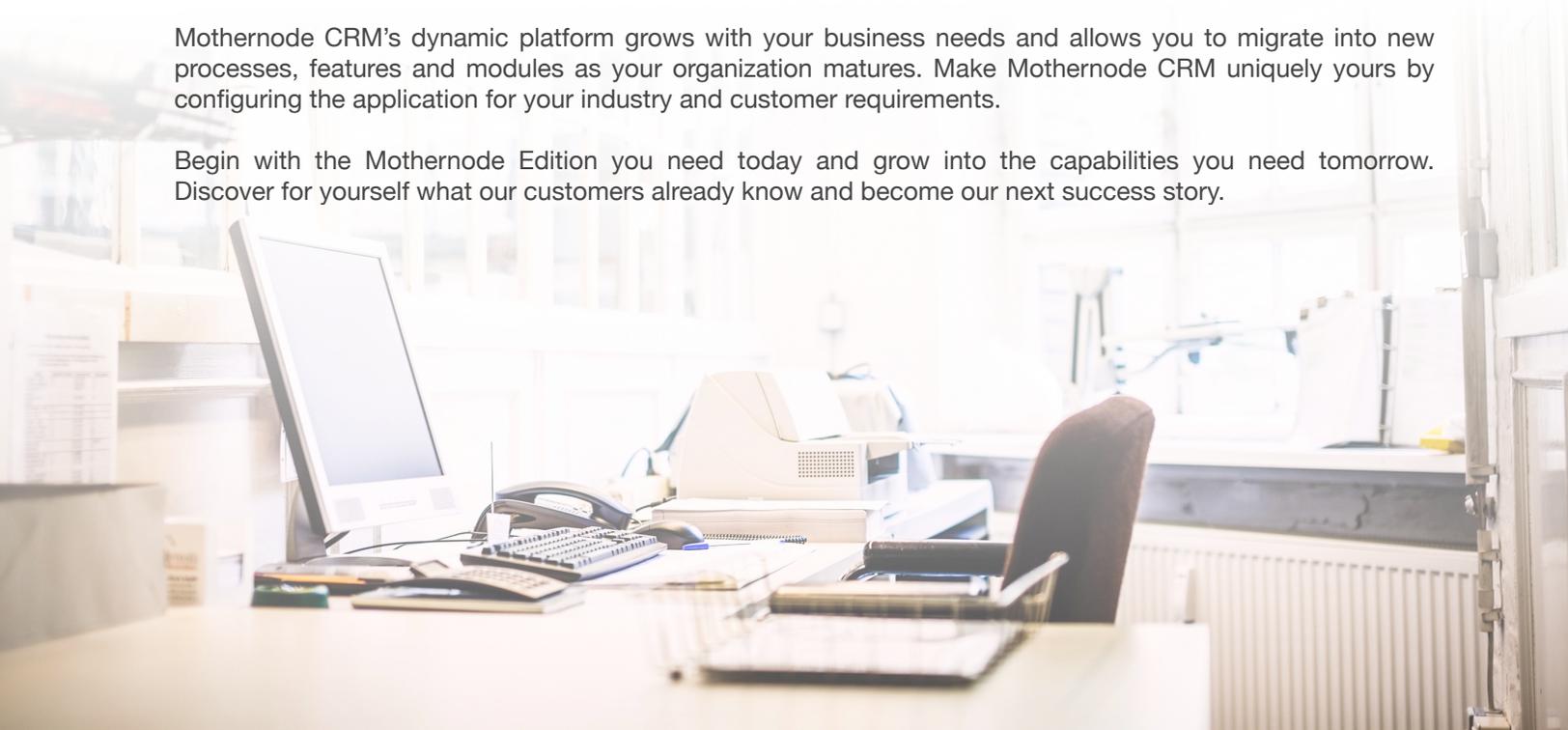
3 users | unlimited contacts

CRM made just for you

No matter your business or industry, whether you're a small or medium sized business or a fortune 100 company, there's a Mothernode CRM Edition designed to help you achieve your organizational goals. Increase sales, improve customer service and support, retain more clients and get organized. Begin working smarter with Mothernode CRM.

Mothernode CRM's dynamic platform grows with your business needs and allows you to migrate into new processes, features and modules as your organization matures. Make Mothernode CRM uniquely yours by configuring the application for your industry and customer requirements.

Begin with the Mothernode Edition you need today and grow into the capabilities you need tomorrow. Discover for yourself what our customers already know and become our next success story.



Mothernode CRM EDITIONS

Starting at

Sales
Team

49^{.99}

/user/month

Sales
& Marketing

59^{.99}

/user/month

Professional

69^{.99}

/user/month

Enterprise

99^{.99}

/user/month

Monthly billing | Minimum 5 Users