Socia.
Networ
Best
Team
Feedback
Business
Strategy
mautic
marketing suite

Mautic automates the process of finding and nurturing contacts through landing pages and forms, emails, text messages, web notifications, social media tracking, and integrating with your CRM, and other systems.

Mautic provides detailed contact tracking along with powerful contact nurturing tools to help you organise your marketing campaigns..

The people behind this guide...

Enable Technologies

SugarCRM Elite Partner since 2004.
Based in Ipswich, Enable Technologies is a family run business believing in developing individuals to their full potential, supporting Europe-wide organisations, and investing back into our community by supporting local charities.
SugarCRM's top UK partner since 2013.

So where could Mautic help?

This is where things get interesting!

Let's walk through how Mautic can be used. Imagine a new visitor comes to your website. They are an IP address, nothing more, maybe some basic geographic data. They browse pages on your website, eventually landing on a special page with a call-to-action form (Contact us). This form collects a few bits of information (e.g. name and email address).
Now this visitor is a known visitor.

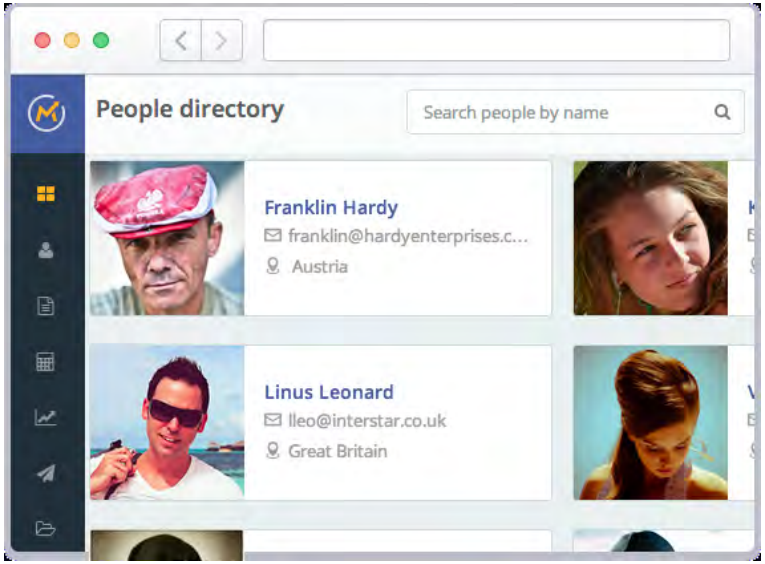
You may have a contact segment setup to capture these visitors and add them to a specific campaign. These campaigns will send emails, post to social media, and other actions based on either specific times or user interaction. Think of it like a decision tree. If the user opens the email, do this, otherwise do that. These campaigns can span hours, days, weeks, or even months!

Now are you starting to see what's happening? This known visitor is gradually becoming a contact.

As this contact completes various actions, you give them points. These points help you to weight your contacts and see which ones are hot. Once a contact earns a certain amount of points they are automatically moved into your SugarCRM system.

Now you have a list of contacts you can confidently know are ready to be directly contacted.

That's marketing automation. It's simple. It's easy. It's automatic.



Contact Nurturing & Tracking

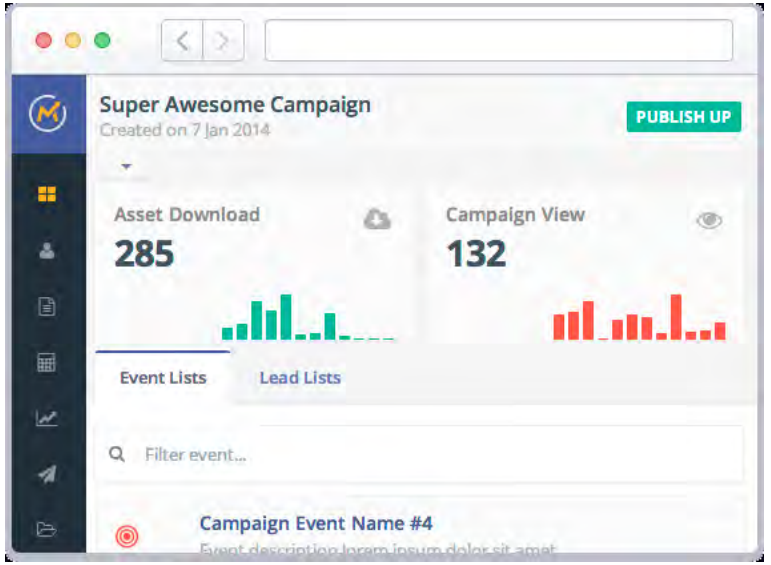
Mautic provides in-depth and detailed contact tracking along with powerful contact nurturing tools to provide businesses with the tools needed to organise their marketing campaigns. Contact tracking provides page views, time spent on site, and specific interests.

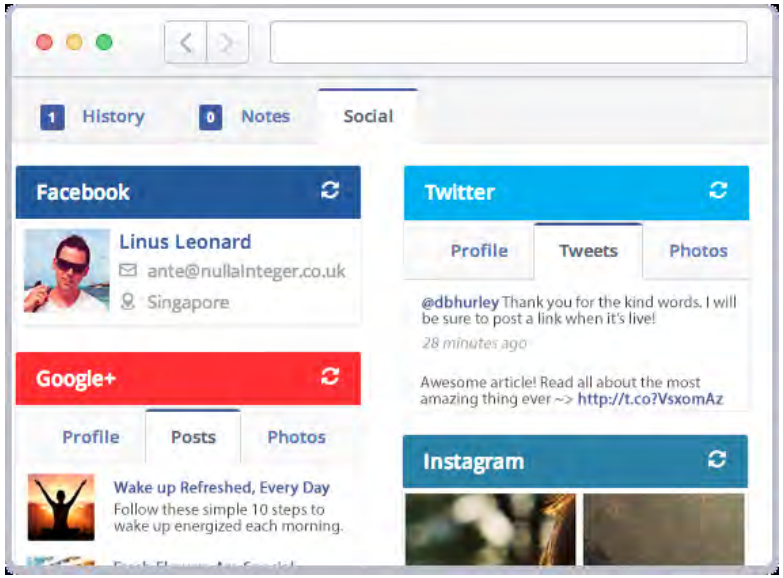
Mautic takes contact nurturing one step further by allowing businesses to create any type of additional custom fields for a contact. Using the REST API it is possible to tie your SugarCRM fields direct to your contact fields.

Campaign Marketing & Dripflow Programs

Campaigns and drip programs are critical to any good marketing automation program. Mautic comes with flexible, easy-to-use campaign management and drip program creation. Create a campaign and define actions and events which contacts will follow. Automate the process of connecting with contacts and nurturing them along the sales funnel.

Mautic lets businesses define multiple outcome processes and set both date triggered actions as well as activity triggered actions.





Social Media Integrations

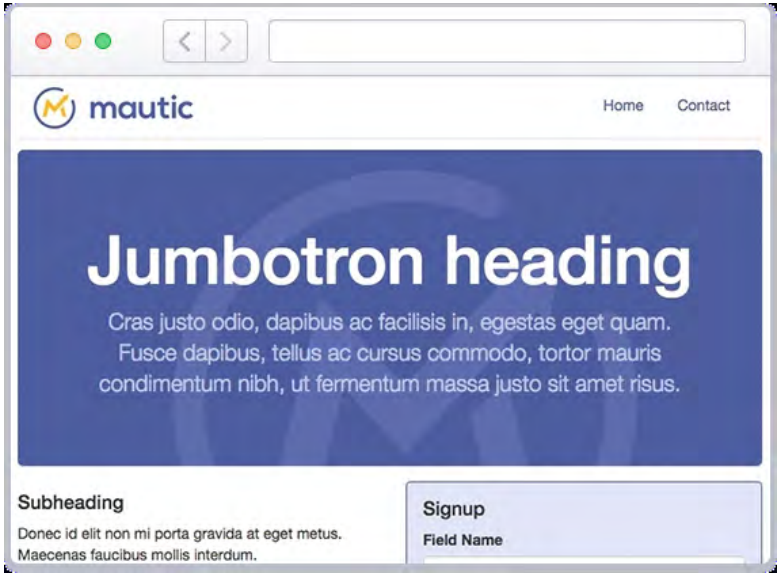
Social media networks provide fantastic opportunities to connect with contacts and potential customers. Businesses who recognise the importance of social media and how to use these networks to form relationships will find Mautic's integrations top of the line. In addition, Mautic allows developers to add any additional networks they choose.

Any social network with an API can be integrated into Mautic quickly and easily. Businesses love Mautic's social integrations.

Landing Pages and Assets

Marketing automation uses landing pages to help capture key information from site visitors. Mautic lets businesses create stunning and unique landing pages easily through the integrated page builder. These landing pages provide key information to help monitor site traffic and also allow download monitoring for asset management.

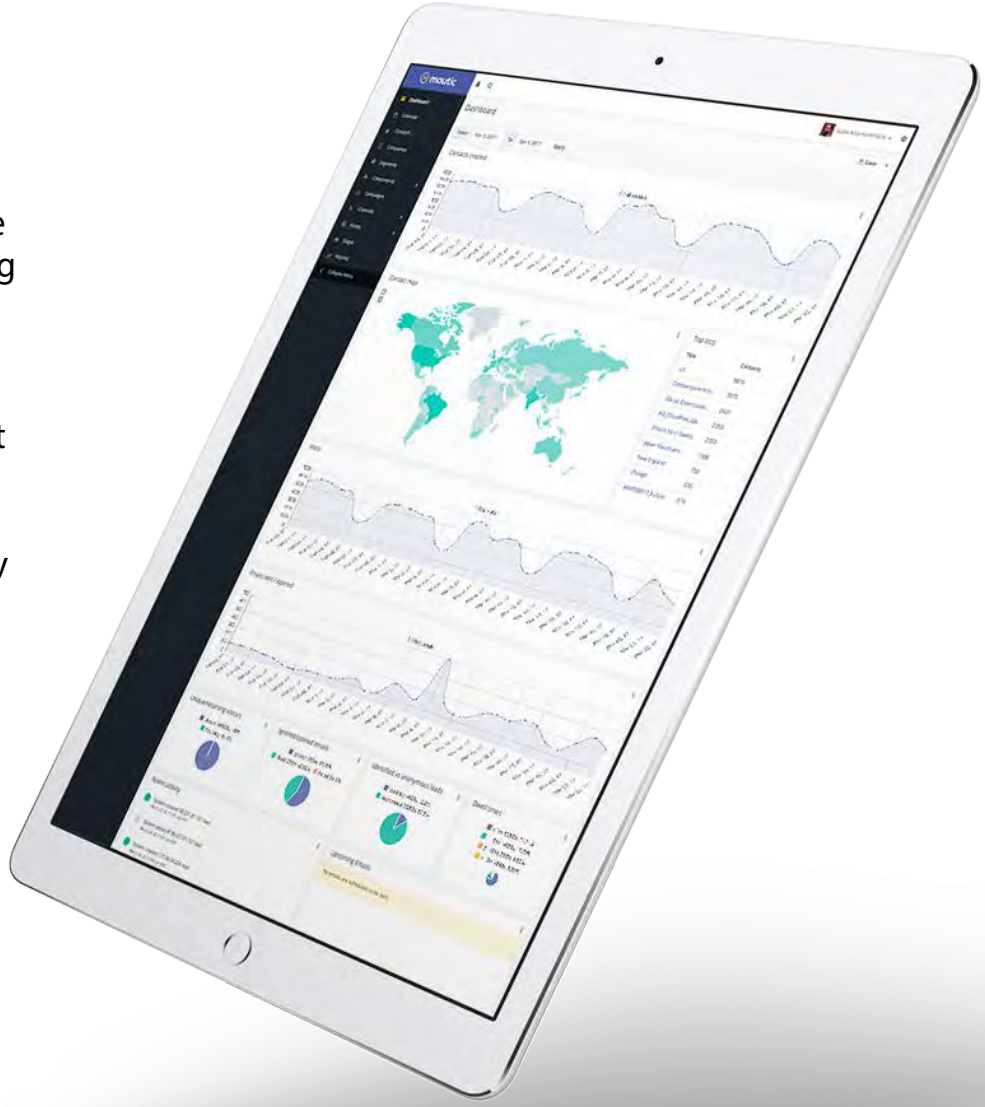
All of these resources working together create a personal profile on each site visitor tailored to their interests and needs and provide businesses with relevant information for building a strong profile.



Partners: Enable & Mautic

Enable Technologies are a Mautic provider and specialise in the development, training and hosting of Mautic. Our range of expert services are designed to work with you, supporting and accelerating every stage of the implementation cycle, from installation and planning, through customisation and deployment, to training and integration. We also offer Helpdesk and Support services, making sure you are not left with a system that does not work for you

Behind every installation is a team of experts whose primary motivation is to improve your marketing automation and digital strategy. Combining industry know-how with our pragmatic and out-come driven methodology, we help clients achieve success.



Enable Technologies
38 Anson Road | Martlesham Heath | Ipswich | IP5 3RG
T: +44 1473 618980

sales@enable.services

https://enable.services/

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enable TECHNOLOGIES

hello@mautic.com
www.mautic.com

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