SePRO
www.sepro.com

Challenges
- Disparate systems created duplicate and difficult-to-use data that decreased productivity and timeliness of marketing efforts
- Lack of visibility into analytics across the organization made it hard to accurately measure performance
- Creating targeted marketing campaigns was next to impossible with their existing technology

Solution
- Implemented the ClickDimensions marketing automation application to tap into the solution's native integration to Microsoft Dynamics
- Utilized a broad range of ClickDimensions' marketing automation features to create timely and targeted marketing campaigns
- Gained insight into marketing performance through ClickDimensions' reporting and tracking capabilities

Results
- A 40% increase in marketing-generated leads in the first year
- Increased sales and marketing alignment
- A 50% decrease in email creation and deployment time

Founded in 1994 with a purpose to protect, preserve and restore nature, SePRO is a leading provider of products, expertise and technical solutions that solve weed, algae, bug, disease and water quality problems for our customers in the agriculture, aquatic, golf, nursery and water industries.

Too Many Systems, Not Enough Results

With a diverse range of product and service offerings and niche audiences to cater to, SePRO required marketing technology that could keep pace with its need to create targeted campaigns in a timely fashion. But in 2018, they found their marketing efforts and performance were stymied by disparate systems that didn't connect with one another or one of their core business systems, Microsoft Dynamics.

"We were using an all-in-one marketing automation solution, but because it did not integrate with Dynamics 365, we were not able to take full advantage of the functionality because of the time constraints of managing these two separate systems," recalled Robin Scobell, Marketing Specialist at SePRO. "We were basically spending all our time importing and exporting lists, which led to the further problem of duplicate and redundant data. On top of that, we had a social media management platform and a web analytics solution, neither of which talked to our other systems."

With their stack of disparate and disconnected marketing technologies, SePRO also struggled with visibility into performance across the organization. "We needed a system that allowed for increased transparency into results for both the sales and marketing teams, and we just didn't have that," said Scobell.

In addition, the SePRO team needed the ability to send targeted messages to specific niche audiences, but found such personalization next to impossible with their existing technologies and the resulting inefficiencies.

Achieving Seamless Integration

With their existing marketing technologies hindering their ability to be efficient and effective, SePRO decided it was time to make a change. The marketing, IT and sales teams all came together to evaluate potential solutions, and they soon found one that they could all agree on.

"ClickDimensions was chosen for a few reasons. The number one reason for all the teams involved in the decision-making process is the seamless integration with Microsoft Dynamics 365 Customer Engagement. The ability

to use the data that was already in our Dynamics 365 system and eliminate the redundant data was important," said Scobell.

Once the ClickDimensions marketing automation solution was implemented, the SePRO marketing team was quickly able to move beyond email marketing by taking advantage of the system's robust toolset. Scobell explained, "In the last 12 months, in addition to email marketing, we have implemented surveys, forms, campaign automation and integration with Eventbrite, and we are currently working to implement social marketing as well. Utilizing all these functions has proven to be successful for SePRO. We are able to reach more of our market with timely and relevant information."

SePRO has also utilized the ClickDimensions marketing automation application's tracking and reporting features – all available directly within Microsoft Dynamics – to resolve some of their previous challenges. "Our sales and marketing teams now have visibility into the revenue generating efforts being performed company wide," remarked Scobell.

More Leads in Less Time

With more essential marketing tools and the data needed to effectively power them at their fingertips, the SePRO team was able to transform their marketing efforts and achieve impressive results in a short period of time.

In the first year alone since implementing the ClickDimensions marketing automation solution, SePRO's marketing lead generation has increased by 40 percent.

According to Scobell, "We now have visibility into our marketing efforts and the journey that our prospects are on and we only turn over valuable, revenue generating leads to the sales team while keeping the others in the marketing funnel until they are marketing qualified. This was not a functionality we were able to use effectively prior to utilizing ClickDimensions. In the past, we had more disqualified sales leads than qualified because everyone became a sales lead. This has led to more efficient, productive follow up phone calls by the sales team."

SePRO now also benefits from better sales and marketing alignment thanks to ClickDimensions. "The relationship between sales and marketing has improved with the visibility and transparency that comes with ClickDimensions' native integration with Dynamics 365. Our sales management has a good understanding of the capabilities of ClickDimensions and are able to provide our marketing team with additional ideas to further extend our reach to our target audience," added Scobell.

SePRO has also increased their productivity with ClickDimensions, cutting their email creation time in half.

"One of our biggest challenges in the manufacturing industry is reaching a very large audience with a relatively small team. But with unlimited users in ClickDimensions, we are now able to have more of our team access the tools they need and get more done in a shorter amount of time," said Scobell. "It's been a tremendous time saver for us all while allowing us to consistently produce revenue generating leads to the sales team. We are excited by what we have accomplished with ClickDimensions already and look forward to utilizing this powerful and user-friendly marketing application to further build on that success."

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