



# Fast track your marketing

Engage with your audience and grow your business with  
GoCampaign's intuitive marketing platform.

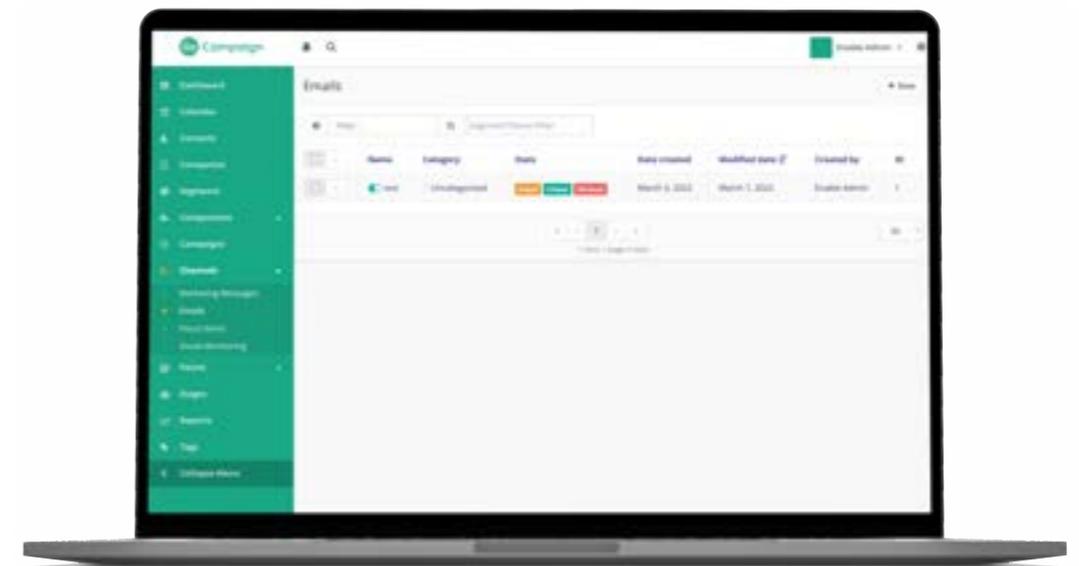


**Marketing automation** is a vital tool in any successful business, working alongside your strategy and vision to result in increased sales. **GoCampaign** is a platform that helps you execute your marketing tasks in a streamlined, efficient manner.

**GoCampaign** is a marketing automation platform that we have developed and customised to enhance its core features and functionality. It is a flexible tool that aligns your sales and marketing teams, ensuring that the customer is at the centre of every decision you make. GoCampaign allows you to begin with lead generation, then to nurture those leads, ensuring that they are kept warm and engaged, and then to convert them into satisfied, returning customers.

### Core benefits of GoCampaign:

- Increased efficiency and productivity due to automation
- More personalised and unique email marketing
- Stronger brand
- Better relationship with customers and leads
- Seamless integrations



With a huge range of features, GoCampaign makes creating personalised marketing experiences easy. **Arrange a free consultation** to find out how.



GoCampaign has an extensive list of features which makes the platform great value for money.

## Features:

- Email marketing - target the right people with personalised messaging that's likely to convert.
- Campaigns - easily set up target campaigns with GoCampaign's intuitive builder.
- Forms - create forms that make people want to give your their details.
- Lead capturing - capture marketing qualified leads through automated communication.
- Landing pages - set up striking landing pages with click worthy content.
- Segmentation - segment your data based on their demographics and interests.
- Dashboards and reporting - report on your marketing activity to see what's working and what you could improve on.



### Did you know?

GoCampaign is one of the most cost-effect marketing platforms on the market.

[Demo](#) →

### **Create beautiful emails that people want to read**

GoCampaign is renowned for its intuitive builder that makes email marketing easy to execute. Whether you're tech-savvy or someone who isn't familiar with code, GoCampaign has a fun drag-and-drop builder that means anyone can create beautiful emails.

### **Boost engagement with click-worthy content**

Our mission is to help you boost engagement with your customers, prospects and people you don't even know. Draw your audience in with a personalised subject line based on their name, location or interest! Use dynamic content within your emails that changes based on the user's behaviour, preferences and interests. Make your email marketing strategy short and sweet; the sooner you get their attention and provoke action, the better!

### **Turn email marketing insights into revenue**

Quickly discover what is and isn't working within your email campaigns to make future data-driven decisions. Create reports to see how many people are opening your emails and drill down into which call to actions are being clicked. Follow up with people who have interacted with your emails and create meaningful relationships. If you notice an area of success, do more of that activity to create higher engagement and return on investment.

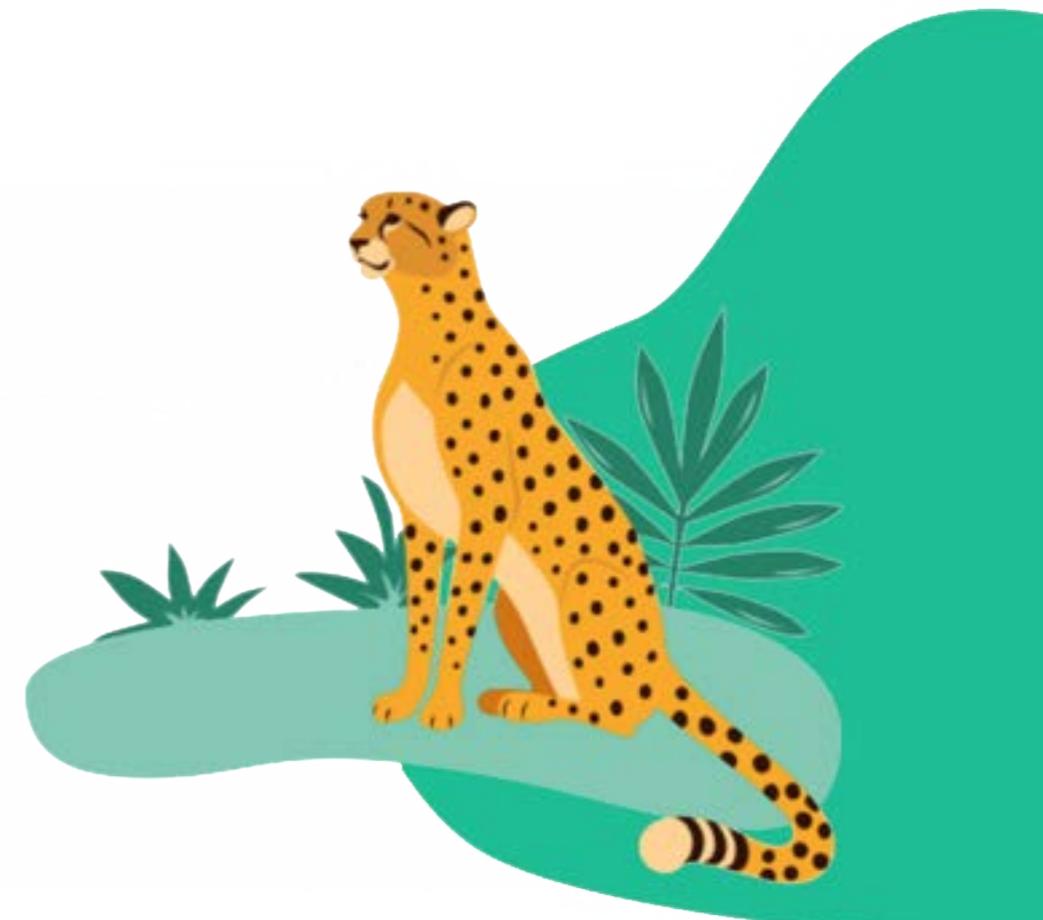
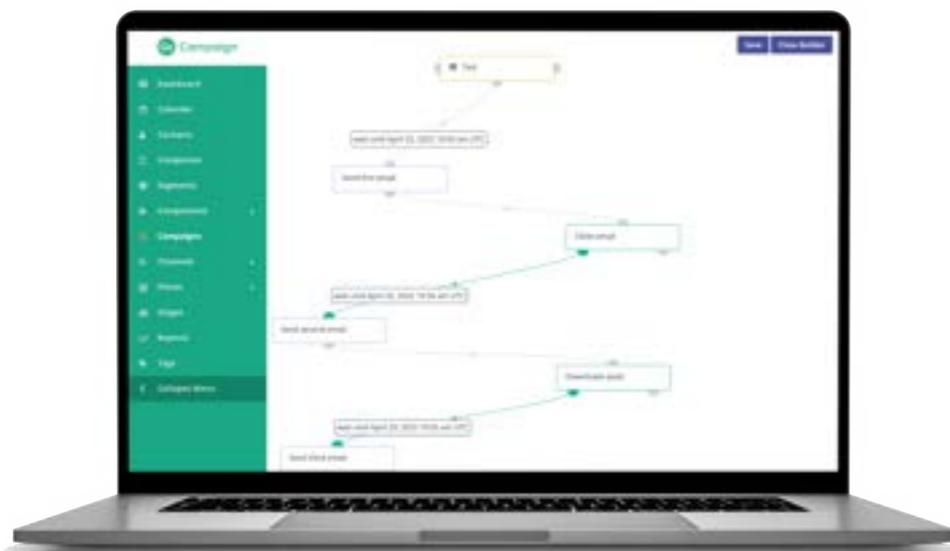


## Create campaigns that deliver the right messages every time

One of GoCampaign's most popular features is its powerful **campaign builder**. It can architect personalised, multi-channel campaigns quickly and easily. The built-in campaign builder gives you a clean and simple user interface with a drag-and-drop functionality included.

You can add in actions, decisions, or conditions to your campaign, as well as letting you define multiple outcome processes and setting date-triggered actions or even activity-triggered actions. This means that you can tailor your campaign to contacts who may have filled in a web form, or downloaded a whitepaper – making the most of your data and also any potential opportunities.

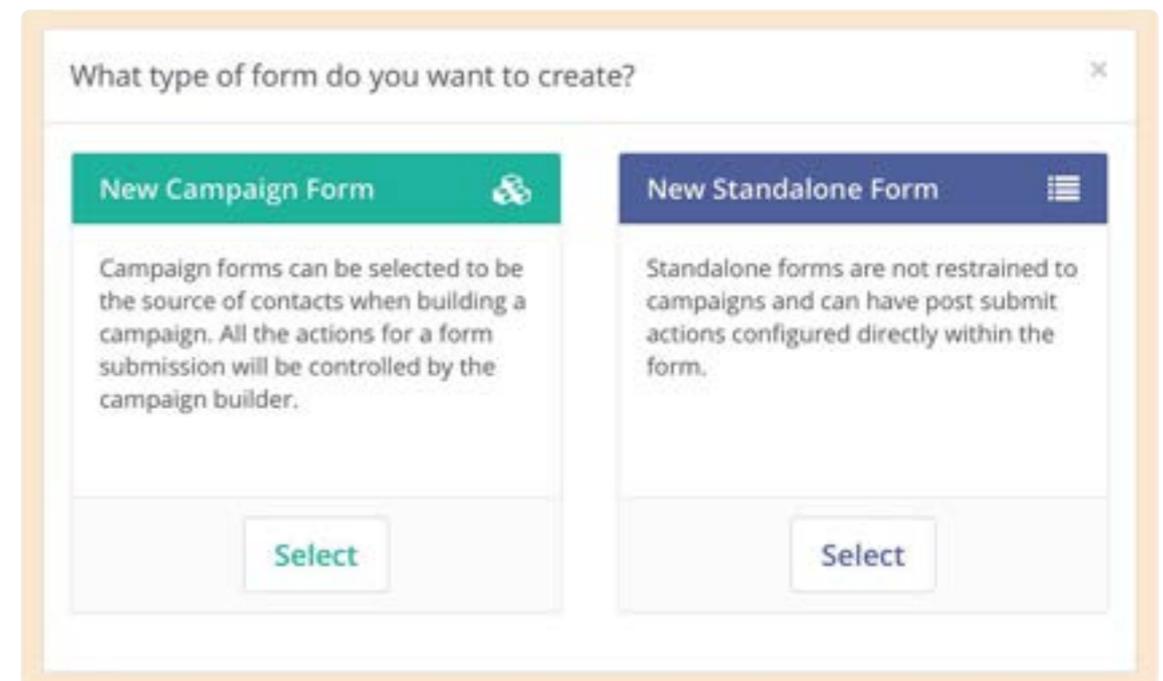
Once you have completed your campaign and it's been sent out, you can look back at the results in the email section. There you will be able to see how many emails have been sent vs read, and what links have been clicked.



Forms are a special part of the marketing automation system. A form is used to collect user information often in exchange for providing access to a download, an event registration, or an email newsletter. Forms allow you to collect contact data and add additional information to their profile.

There are two kinds of **forms** in GoCampaign:

- A **Campaign Form** can push a contact directly into a campaign but all actions are performed in the Campaign Builder.
- A **Standalone Form** can push a contact into a segment, but not into a campaign directly. The advantage to this form type is that you can perform actions at the time of submission. An example of this would be sending an email to an administrator with the form values included.



GoCampaign's lead scoring turns what is a relatively subjective, time-consuming and potentially fatal decision into a structured and efficient qualification process.

Lead scoring is a set of rules that automatically assign 'points' to incoming leads based on behavioural and demographic factors, decided by you.

As the contact continues to engage, or disengage, the score updates automatically.

You can configure these actions to suit your business, along with the number of points each one provides. You can choose from downloading assets to opening emails, to visiting certain pages - you can truly customise it to fit your organisation.

With a CRM integration, GoCampaign can wait until a prospect has gained a certain amount of points and then automatically add them to your system. This way, you know that your CRM only has accurate and streamlined data - making it easier for your sales and marketing teams to work seamlessly.



Build engaging landing pages that turn visitors into customers

GoCampaign offers a built-in landing page builder as well as a range of pre-built landing page templates to kickstart your marketing. You can edit these templates as little or much as you want, or you can create one completely from scratch.

Drag-and-drop functionality gives you the ability to create beautiful landing pages completely code-free. You can also use A/B testing to understand what works for your customers; whether that's with paid ads, gated content, or other marketing campaigns.

### GoCampaign landing pages help you:

- Launch a new product or business
- Promote an event
- Drive traffic to a download
- Create a seamless customer journey
- Convert more leads
- Engage with your customers and prospects

### Did you know?

The average landing page conversion rate across all industries is 9.7%!

[Demo](#) →



Segments allow you to organise your contacts easily and efficiently. Customers and prospects are always giving you more information about what they're interested in - segmentation allows you to manage this data in a more efficient way.

How can you segment your data:

- Geographic - You can segment your data based on their location
- Company size - You can segment your data based on how small or large they are
- Interests - You can segment your data based on the products or services they're interested in

### **Build segments easily**

You can use integrations and imports to automatically create segments. For example, the integration with SugarCRM allows you to create a target list and send it directly to GoCampaign as a segment. Or, you can import a CSV file to build your segment. You can use filters to make the segment even more targeted and personalised.

You can create both public and private segments in GoCampaign. So, you have complete flexibility to decide whether you want your segment to be accessible to everyone or just you.



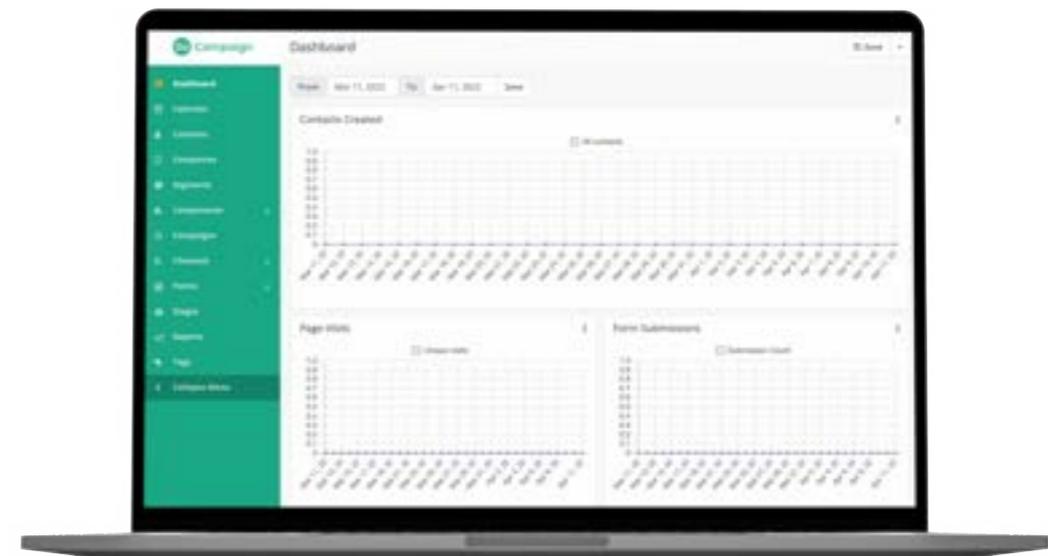
Identify important metrics with GoCampaign's reports, giving you a real insight into your marketing.

GoCampaign's reporting functionality helps you analyse the performance of your marketing efforts. They're quick and easy to build, allowing you to see key metrics instantly.

GoCampaign's reports can provide high-level summaries or granular views of data within a specific time period.

## What can you see with GoCampaign's reports:

- Website visits
- Asset downloads
- Form submissions
- Page hits
- Event sign-ups
- Email open rates
- Leads and scoring



No matter how powerful a marketing automation platform is, having a straightforward, easy-to-use interface is highly important. Not only for user adoption and ease, but also for overviews of each area of your marketing.

Your dashboard in GoCampaign can show you valuable data, such as contacts created over time, page visits, form submissions, upcoming emails, and recent activity. This will give you a complete overview of your marketing, and its results, with a single glance.



## Why use our implementation services?

- Our experts have extensive experience in the set-up of GoCampaign
- We tailor our implementation processes to fit you and your business
- You're allocated a dedicated project manager to be your primary point of contact for any implementation queries
- We hold frequent reveals to gather your feedback at every stage



Once your GoCampaign system has been implemented and set up, we ensure that you and your team are fully confident and ready to start using the platform for your marketing.

With custom onboarding plans, our trainers first get to know your system and any integrations or customisations you may have.

They then understand how your users want to learn and deliver the onboarding in a friendly and open way, available for any questions or queries along the way.



### Why use our training services?

- Basic, advanced, and admin training is available to you whenever you need it
- Our trainers have extensive experience using GoCampaign
- We've worked with a variety of organisations, in different industries to help them empower their marketing communication with GoCampaign

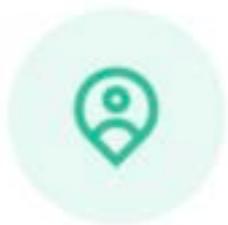


## **Proactive, personalised help from UK-based experts**

When it comes to marketing automation, we know that there's no room for issues or delays. That's why, if you ever need any support from us, we are on hand to help you.

## **We get to know you**

Our highly-knowledgeable team of UK-based support agents are situated in and amongst our other teams (Projects, Sales, Customer Success, and more), so they can truly get to know you and your business from the very beginning of your journey. They'll work with your account manager to thoroughly understand your system and any configurations made. This way, they'll save you time when investigating and resolving any issues.



## **Our service-level agreements**

We know your time is precious, and so we aim to get you back to business as soon as possible. Our case priority system and service-level agreements allow us to keep a structured approach to supporting your GoCampaign platform, keeping your business' operations at the forefront of everything we do.



Our GoCampaign configuration services are here to help you use the system to its full potential. We spend time listening to your requirements and understanding your marketing goals. From this, we advise how we can help and save you time by configuring your GoCampaign system for you. We create a bespoke workflow document for your configuration project. This way, from the start, you'll know precisely how long the work will take and who your project manager is.

## What can we configure for you:

- Emails - available in drag-and-drop functionality, as well as full HTML code.
- Landing pages - we help organisations create click-worthy content that connects with their audience.
- Forms - Our team of GoCampaign experts are here to assist you in creating standalone forms or forms that are a part of an email or landing page.



## Set-up your bounce handler

A bounce handler is a bounce email filtering tool that recognises bounce emails using a customisable set of rules and extracts the recipient's addresses allowing you to use them again to try sending your mail or to take them off your list. We handle the bounce handler for you - meaning that you won't have to worry about organising any emails that bounce.

When considering your marketing automation solutions an essential question to consider is, where is it best for your company to host all that data? We can offer you a superior, secure, reliable option for hosting, owned and operated exclusively by enable.services.

Knowing the importance and value of data, we have invested in our fully GDPR-compliant, ISO certified data centres. All hosted from our sites within the UK and continuously, proactively monitored by our dedicated, passionate infrastructure team.



### Our premium cloud hosting includes:

- Platforms hosted in our secure Tier 3 UK data centres
- Network redundancy giving you maximum availability to your data
- Secure Connection using SSL (https)
- Friendly UK Telephone and Email Support team
- Secure Linux servers dedicated to each Platform

#### Did you know?

We do 4 backups a day, including 1 offsite backup.

[Demo](#) →



## Connect your favourite tools to GoCampaign

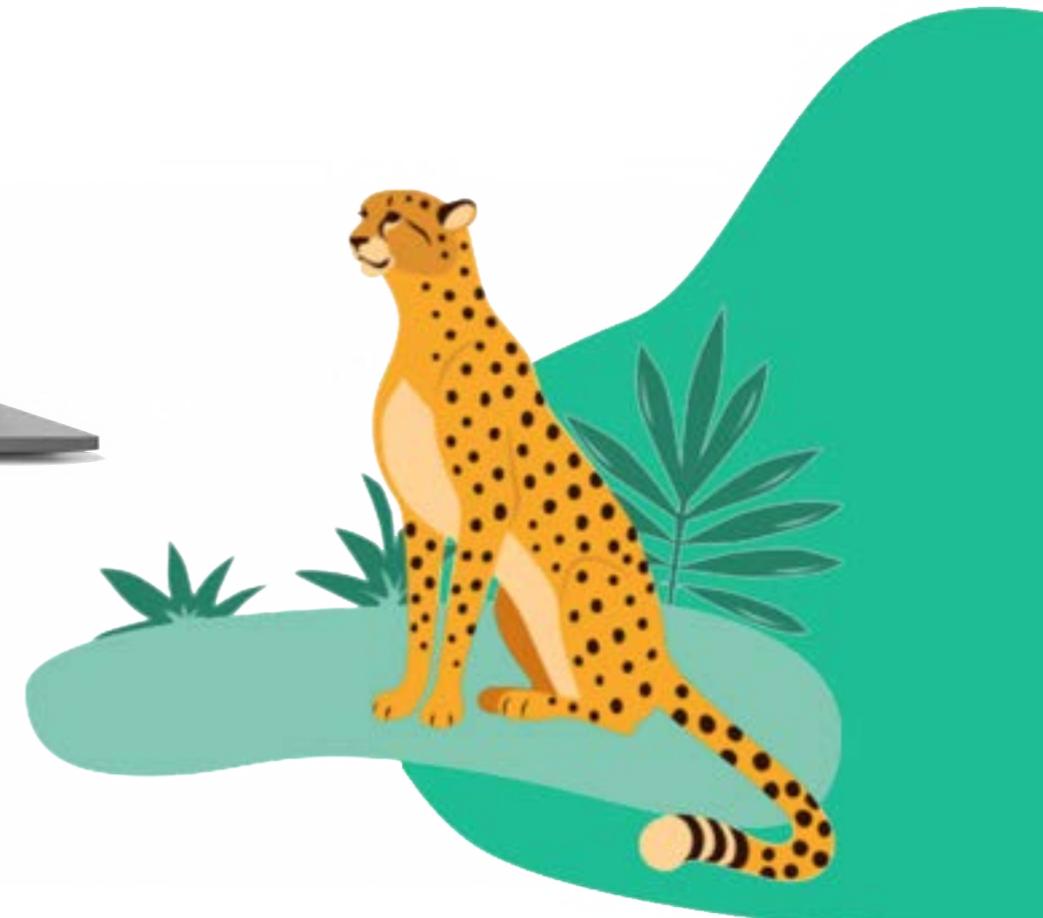
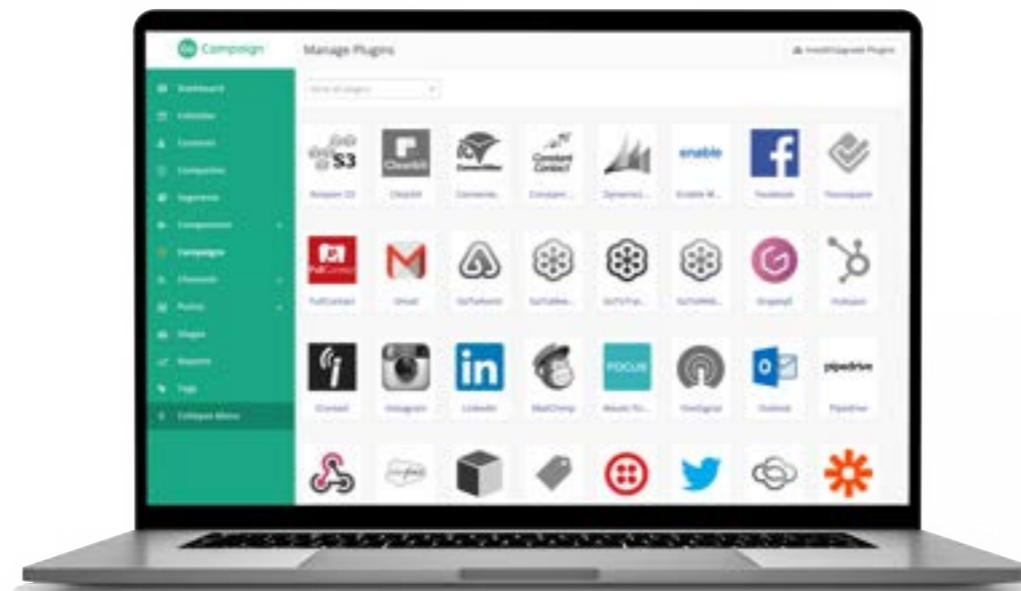
GoCampaign's marketplace offers a range of different integrations to allow you to do more with your marketing.

Give visibility to other departments, extend your reach, and drive sales with integrations that help you to market smarter and grow faster.



## What does GoCampaign integrate with?

- SugarCRM
- HubSpot
- Salesforce
- Microsoft Dynamics
- Zoho
- LinkedIn
- Outlook
- And more!



By using GoCampaign, **Sanrai International** are able to reinforce conversations with stakeholders, using email marketing to emphasise messaging.

**Sanrai's favourite things about GoCampaign:**

- Its ease-of-use
- It allows you to track important information such as who has clicked on an asset in an email, who has downloaded an asset etc.
- It can integrate with their CRM which means they can see who is interested in what



It's a cost-effective way to improve communication with customers.

**Amarpreet Rai, Director of Operations and Development**



GoCampaign is the all-in-one automation platform that fast tracks your marketing. We empower our customers to grow their business using personalised communication at every touchpoint. Whether you're just starting your business or have already established your brand, we've got the tools you need to reach more people.

Email us: [sales@enable.services](mailto:sales@enable.services)

Call us: 01473 618980



GET STARTED

Ready to fast track your marketing?

Free demo