

BOOSTING SALES LEADS THROUGH CHANNEL PARTNERS



One of the prime focus we have in our discussion is on how technology and mobility have a direct impact on the core business and functions in any organization. So, while we have taken a look at how HR, Collaboration, Productivity and Process Re-engineering can be upgraded to a new level; our focus this time is on accumulating sales leads.

Typically, organizations employ database driven outbound activities, agents at public places like malls, airports or promotions through RWA and local social groups. While these activities are effective, they can be quite high in terms of acquisition cost and long-term presence at any location. It is also a constrain in terms of entering new geographies where market awareness might be low. So while market expansion and greater penetration might be the goals, the primary sourcing of leads needs to be addressed.

Sourcing Leads from a Point-of-Need

It may sound utopian to imagine a process where a lead is collected each time there is a need for the product or service to be availed. But if the idea is well executed, a chain of channel partners can become the source of picking up on such leads with a higher conversion possibility.

Let us take an example of say an NBFC which has a range of

lending products as Personal loans, Vehicle loans and loan against pledged gold. To identify a channel, the only question that needs to be asked is when does a target customer require to avail one of their products. A loan may be required for a person to attend to a health emergency, academic admissions or tuition fees or upgrading their assets. What if a chemist shop, a stationery outlet near a school, a car 'n bike repair shop host a POS display with the right product information and the shop acting as a source of leads?

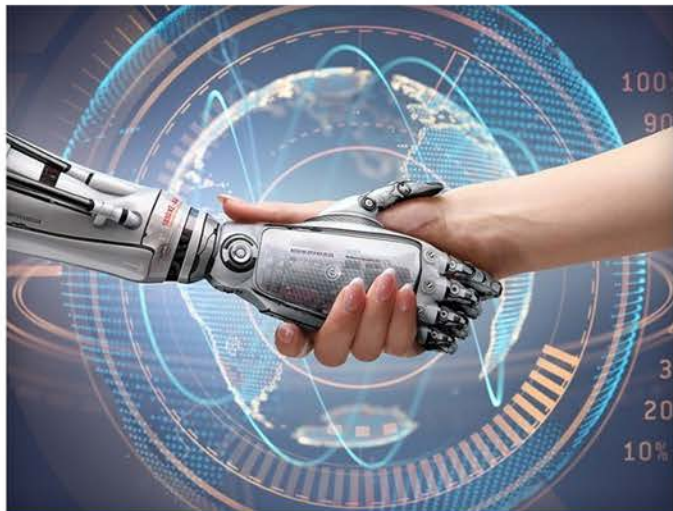
What may work for an NBFC in the above case is also true for your organization to target cross category POS as a source of leads. An AMC talking investments at a fashion outlet or a grocery store, insurance products around hospitals or leads collected for vehicles around a bus station

Did you know:



A balanced collaboration between machines and humans maximizes channel efficiency. Analysis of transaction data can help banks get this balance right for customers. The result is sales optimization taking into account the cost and capacity of individual channels.

- McKinsey & Co: The Balancing Act: Omnichannel excellence in Retail Banking (17th Jan 2019)



How can technology help build leads?

Cross-category based marketing is nothing ground-breaking and there have been attempts made in this direction where retailers have acted as lead sources or channel. Traditionally, this has been usually a physical lead sheet data collected from the channel. Success levels have been limited due to the fact that the channels have no direct benefit beyond sharing lead data and the Sales team have very low understanding of the quality of the leads from any channel partner in terms of actual conversions.

This is an area where technology and mobility can make a big impact. The old data sheets can be replaced by a sleek mobile app that can capture the complete and validated lead data. There is no required for lead collection as the lead gets directly push into the CRM system as well as the lead source is captured. The channel partner can also keep a track of all the lead they have provided in any month or selected period.

The further incentive for the channel partner to provide authentic and high conversion leads is that they can avail a higher margin when a lead offered by them does get converted into business for the organization. To aid this, the mobile app can also serve as a sales tool where all product information is made available for the partner to educate the potential lead towards choosing a product. Overall, the channel partner can build this as a true alternative revenue source.

For the organization, the channel partner becomes an important pre-sales promoter and their local presence can have a good impact in terms of guiding potential customers. Higher incentives liked to better performance can also ensure better product selling and quality of lead data for the Sales team to tap into. As the Sales Team can track which channel and what channel partners are performing, it can refine its strategy accordingly.

Building Accountability and Authenticity of Leads Data

Gathering leads with a Channel Partner app on mobile is a win-win for both: the channel as well as the organization looking to use the leads. The app has a key role in building a bond of data driven faith between both parties.

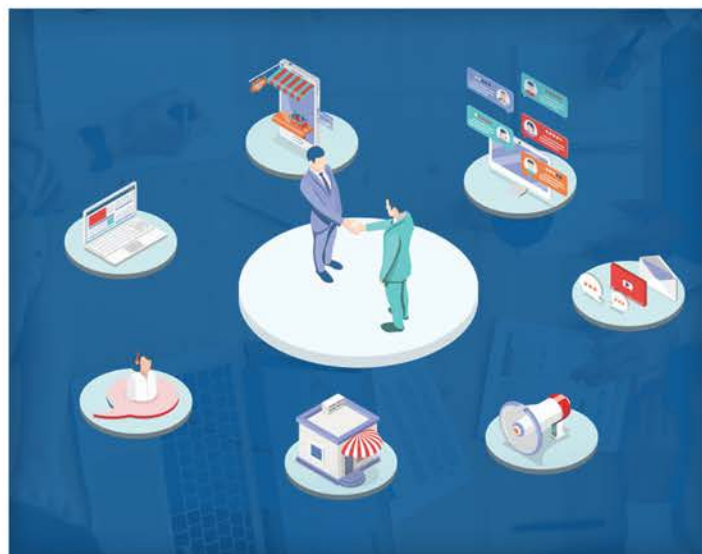
The channel partner is rewarded and motivated to provide authentic and validated leads. They are also aware of all the leads shared by them and how they have performed in terms of conversions. The organization also benefits from getting quality lead data and identify and invest in channels and partners that perform.

To maximize the chances that a lead does convert to a customer, it is imperative that the right product information is offered to the customers by the channel partners. To ensure that the channel partners are well adept and aware of the products and any changes in their features with changes in regulations, the mobile app serves as the perfect tool to conduct online training over multimedia tools or gamification.

Another advantage of the Channel Partner app is that specific region-based offers for certain products can be run with higher incentives for the partners or better product benefits for the customers. These are further drivers for keeping the channel partners motivated and focused.

Some feature that can be added to the app is a self-registration for the channel partner so that they can also add in their business information and bank details. Further, they can raise a monthly invoice in a standard format to the organization from the application based on the leads provided and their conversion.

MobiTrail has been working with its partners in developing and refining the Channel Partner Apps and its features. The results have been encouraging from our pilots and has immense development potential.



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For more information on MobiNOW contact: info@mobitrail.com

Design Team: Hemant Khushale

AUTOMIZY

EMAIL MARKETING WITH AN AI TOUCH

Emails have been a popular form of communication since the growing penetration and usage of the internet since the mid-1990s. As more and more subscribers have registered an email id, it has also been one of the most prolific forms of one-to-one communication with a high degree of personalization and database-driven marketing campaigns.

Even though indiscriminate use, spamming and unsolicited emails have been some of the evils of this communication channel, its ability for inclusion of external links, graphics and analytics still makes email-based marketing a standard tool in any digital marketer's tool kit.

What is Automizy?

Automizy is an email marketing platform that can be a great tool to have for running email-based campaign to your customers. While large organizations may have an established digital marketing team, this software can be used by smaller verticals or small and mid-sized organizations to manage and run smart email-based digital campaigns.

So, what does Automizy have that gets us to feature it? The biggest positive that Automizy has is its simplicity and logical user journey that it can be run without any specialized training or extensive support.

What can you do with Automizy?

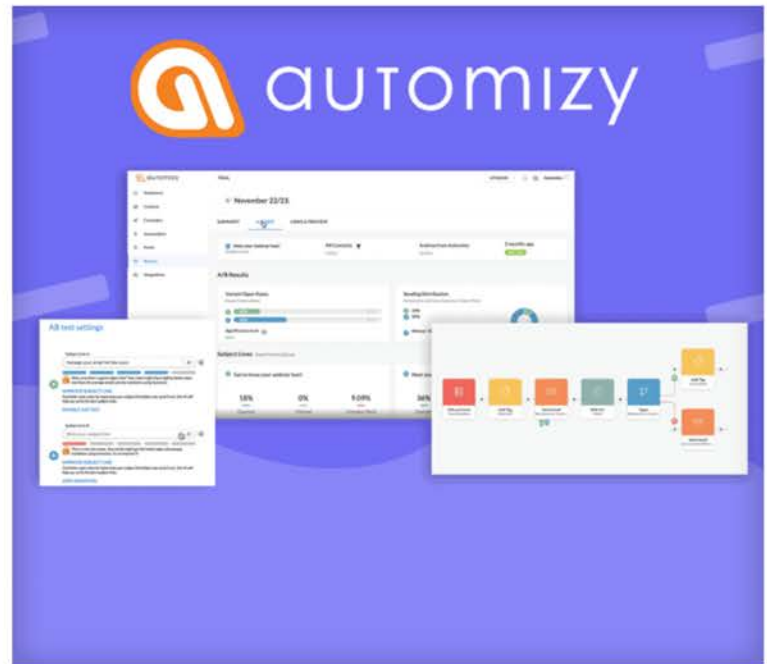
One look at the UI and all the sections are well laid out. The Dashboard indicates all key performance details like Total Contacts and the Unsubscribe percentage, Campaigns run and the average Open rate, Registration forms for receiving emails, and Automations. The side menu explores each functionality in detail.

Email Database can be created through adding in individual contacts as well as bulk uploading over csv files. The database can be segregated as individual lists and can be selected as required. For instance, a user can select only Top Management for relevant emails or add middle management from another list or select all the data and send across the email. There is also the feature to have email registration forms within the system for a user to register themselves into the database.

Under campaigns, individual campaigns can be created adding details such as the Sender ID, response ID, and adding two subject lines for the campaign. What the system offers is some set email templates to use in case you have no design team.

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If you have the resources, you can upload your own content and send it as well.

Analytics across standard parameters like emails Sent, Delivered, Hard/Soft Bounce, Unsubscribed, Opened, Links Clicked, Click Through Rates etc. are available.

Where does Automizy score big time?

One of the biggest problems that plague email marketing is poor Opens and Click Throughs. An industry standard for open is 4 to 8% and for clicks is a further 6% from the Opens. This is part of the issue that Automizy helps address.

The AI capabilities in the system help you determine what could be a more effective title for the email that can bring in higher opens. Also, there can be some AB Testing that can be done in a manner where a limited database (say 10%) is sent emails with subject line A and another 10% with Subject line B and the impact can be measure after a set time period. You can program the system to send the remaining 80% emails with the Subject line that has a better open rate from the AB Testing.

There is an interesting aspect called Automation where you can set rules for sending emails basis the user activity to the previous email sent. So, if you have sent an email and want to have a follow-up, you can set a time frame after which the follow-up is done. Now under the follow-up, one email can be sent if the user had opened the first email, or a different email can be sent if the previous one was not opened. Rules can also be written for user actions on links in an email or the call to action.

Also, there is the possibility of integration with platforms such as Zapier or Facebook Lead Ads where registration and lead details can be captured and added to the database.

Design Team: Hemant Khushale



MOBINOW

AN INDEPENDENT INITIATIVE BY MOBITRAIL

- Send Campaigns
- Build Automations
- Create Forms
- Run Reports
- Integrations

Add Contacts
Upload manually or import your contact list from .csv file.

ADD CONTACTS

0 contacts 0 unsubscribe

Build an Automation
Set a trigger, make conditions and let Mizy do the dirty work.

NEW AUTOMATION

0 automations

Send a Campaign
Create a designed email and send it to your contacts.

NEW CAMPAIGN

0 emails sent 0 open rate

Create a sign up form
Make an embeddable form, and insert into to your website.

CREATE FORM

0 contacts

Recent

AUTOMATIONS CAMPAIGNS

NETFLIX

My awesome campaign #3

SENT

1 day created 29.07.2020 last send

EDIT

AUTOMIZY

EMAIL MARKETING WITH AN AI TOUCH

What's Hot

The AI support for subject lines, AB Testing can definitely help improve Opens and deliver the right message to the right audience in the best format. The pricing structure is reasonable and can be worked out better with custom pricing offers. or extensive support.

What's Not

A limitation on Email templates and current integration platforms are the only drawbacks.

Have or Not

If you have not too much experience with digital marketing, want to handle things on your own rather than hire an agency; this is the platform you need to work with. It is simple, effective and delivers the right impact for small organizations and business groups.

THE FUTURE OF CYBERSECURITY: 2021 TRENDS AND 2022 PREDICTIONS



Since the arrival of the “creeper” virus in 1971, cybersecurity is being employed prominently in the cyber world. The application mentioned above was, in essence, relatively harmless, as it was only programmed to replicate itself while moving through different computer systems. However, its predecessors were not so kind to the tech world. While some of them were designed to delete all the crucial files, the others tried to steal classified information from the systems.

Hence, like the malware programs, cybersecurity systems have been evolving and transmogrifying ever since. As expected, the year 2021 has seen some ever-so-astonishing trends in the area already. For example, AI and Machine Learning are currently being used prominently in the world of cybersecurity. The usage of quantum computing is increasing exponentially as well. Here, in this write-up, we are going to share some insights on the current trends in the cosmos of cybersecurity. Additionally, we will also make some predictions for the impending future of the same. So, without making any further ado, let's get started with it.

Trends in 2021

Owing to the catastrophic circumstance enforced by the COVID-19 pandemic, the deployment of malware programs has increased quite promptly. For example, since 2020, almost 38% of US organizations have experienced phishing, while 32% of others were haunted by network intrusion. So, to counter such a disastrous situation, several actions have been taken by cybersecurity almost instantly. Some of these are –

Expansion of IoT-based Strategies:

The world IoT (Internet of Things) has been expanding aggressively since the previous decade. Hence, the sophistication of cyberattacks in this area is increasing rapidly as well. However, due to the infrastructural complexity of IoT, the security standards of the same lack both efficiency and

effectiveness. Thus, to prevent the IoT-based attacks, various strategies are being implemented since the beginning of 2021, such as –

- 1) Restricted access of the classified and sensitive data
- 2) Continuous monitoring of the people who are accessing different devices
- 3) Maintain precise data processing on each and every IoT device to learn more about the potential risk
- 4) Identifying the traces of malware instantly and prevent the breaches quickly
- 5) Keep a backup of data after the user has processed it properly

The Increasing Importance of SaaS Security

The prominent reason behind most cloud-based cyberattacks is the unawareness of the users. According to experts, the security failures in a cloud system caused by the consumer will increase up to 95% by 2022. Thus, to protect their classified data, many organizations are implementing the following SaaS-based practices –

- 1) Usage of an IAM (Identity and Access Management) system to detect compromised accounts and rogue services instantly
- 2) Encryption of cloud data (especially in healthcare and IT organizations) to protect it against the incisive malware programs
- 3) Enforcing DLP software (Data Loss Prevention) program to monitor classified data and prevent the outgoing transmission
- 4) Scrutinize collaborative data to perceive granular permissions on various files, which are accessible to the other users

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The Emergence of Digitalization:

The year 2021 has been the harbinger of digitization throughout the whole world. However, it has been both a blessing and a curse for the world of cybersecurity. For instance, the improvement of technology has helped hackers to create sophisticated malware programs and deploy an organized attack. Conversely, it has also helped the pioneers of the universe of cybersecurity to bolster their protection even more. Due to the ever-evolving status of digitization, the conflict between both parties is expected to grow even more in the impending future.

Predictions for 2022

According to a tech expert, the issue of ransomware has been growing dominantly since the last year. Hence, in the upcoming one, it will become even more potent and prolific. So, naturally, the cybersecurity department has to find a way to avert the issue of data theft promptly. Here are two ways that may help them in this aspect.

Usage of Automation:

Manually controlling cybersecurity systems can be quite tricky for a single human being. Thus, the use of automation will be much more welcoming in this aspect. It can promptly deploy the much-needed tasks and overcome common difficulties quickly. Moreover, it can also save a huge amount of time for an organization and enable the members to work upon other aspects.

Guarantee Safety to Remote Access:

Due to the emergence of the COVID-19 pandemic, the remote working culture has become prominent in every organization. Thus, a new form of security should be implemented in the infrastructure of the company to prevent hackers from stealing the data. In addition, the cloud-based services will also require an update regarding their security strata.



In Conclusion

The prominence of cyberattacks has been increasing evidently since the last decade. Thus, it can be expected that the potency of the same will augment even more in the future. To counter it, we, the common users, will need to be more careful regarding phishing incidents. Furthermore, cybersecurity systems should become much more emphatic in terms of malware detection and extermination. So, let's wait and see how everything unfolds.