

Recruiting people who are changing the world through cutting edge technology.

Automation rule: using automation rule you are able to schedule your postings in advance to appear on specific days and at specific times.

Content marketing: this is a strategic approach by a company and is usually aimed at a particular audience or to attract a particular audience. The content will be consistent and relevant to that audience and a variety of material such as; blogs, social media conversations, videos, etc.

Email marketing: sending a direct marketing message to a group of people using email, in an effort to win business, advertise a company's products or services and to build trust with the customer.

Engagement marketing: is a marketing strategy that engages customers and invites them to participate in the development of a brand, product or service.

Inbound marketing: is marketing activities that bring visitors to your website by producing engaging content, rather than marketers having to go out to get prospects' attention.

Landing pages: this is a single web page that appears as the entry point to a company's website. In theory this can be any page within a website and usually appears as a specific response to a particular 'key word search' within a Search Engine. Landing pages also typically are lead capture pages to generate new business opportunities.

Lead generation: the technique of generating customer interest or inquiries into the company's products or services, and is usually at the very start of the sales process.

Lead management: a set of practices designed to attract new customers through a series of optimized marketing campaigns

Lead nurturing: is the process of developing customer relationships throughout the entire sales funnel, by listening to the needs of prospective customers, and answering their questions, through marketing specific activities.

Marketing automation: refers to the use of software platforms and technology to more effectively manage a company's marketing campaigns across multiple channels, such as websites, email campaigns and social media.

Mobile marketing: is a strategic marketing campaign delivered straight to a mobile device, to deliver a very personalised customer experience and can offer promotions or services based on information such as location.

Multi-channel marketing: is a company's ability to engage and interact with potential customers on a variety of marketing platforms.

Outbound sales: a series of marketing activities where marketers or sales teams actively approach potential customers through a variety of mediums, such as; trade shows, cold calling, connecting on social media and advertising.

Sales acceleration: is about the use of software tools that sit between a company's CRM and marketing automation, with the one specific aim to make the entire sales process faster, through scheduling and tracking individual campaigns.

Sales funnel: is a company's ideal marketing process, that you would like your customers to experience as they go from a prospective customer, to a lead, to customer and ideally a repeating customer.

Search engine marketing (SEM): marketing activities that involve promoting a company's website within search engines, to achieve an increase in the websites visibility on search engine results pages, usually through paid advertising.

Search engine optimisation (SEO): the process of increasing the visibility of a company's website or a web page on search engine results pages, usually through unpaid activity, often referred to as "natural," "organic," or "earned" results.

We have a number of Marketing Automation roles and would be happy to talk to you about your needs and then introduce you to some clients, who we feel would suit you.

Just phone us on 020 8123 7769 or email us: rod@resourceondemand.com and one of our team will be happy to help.