

# Business Agility at GatorCon

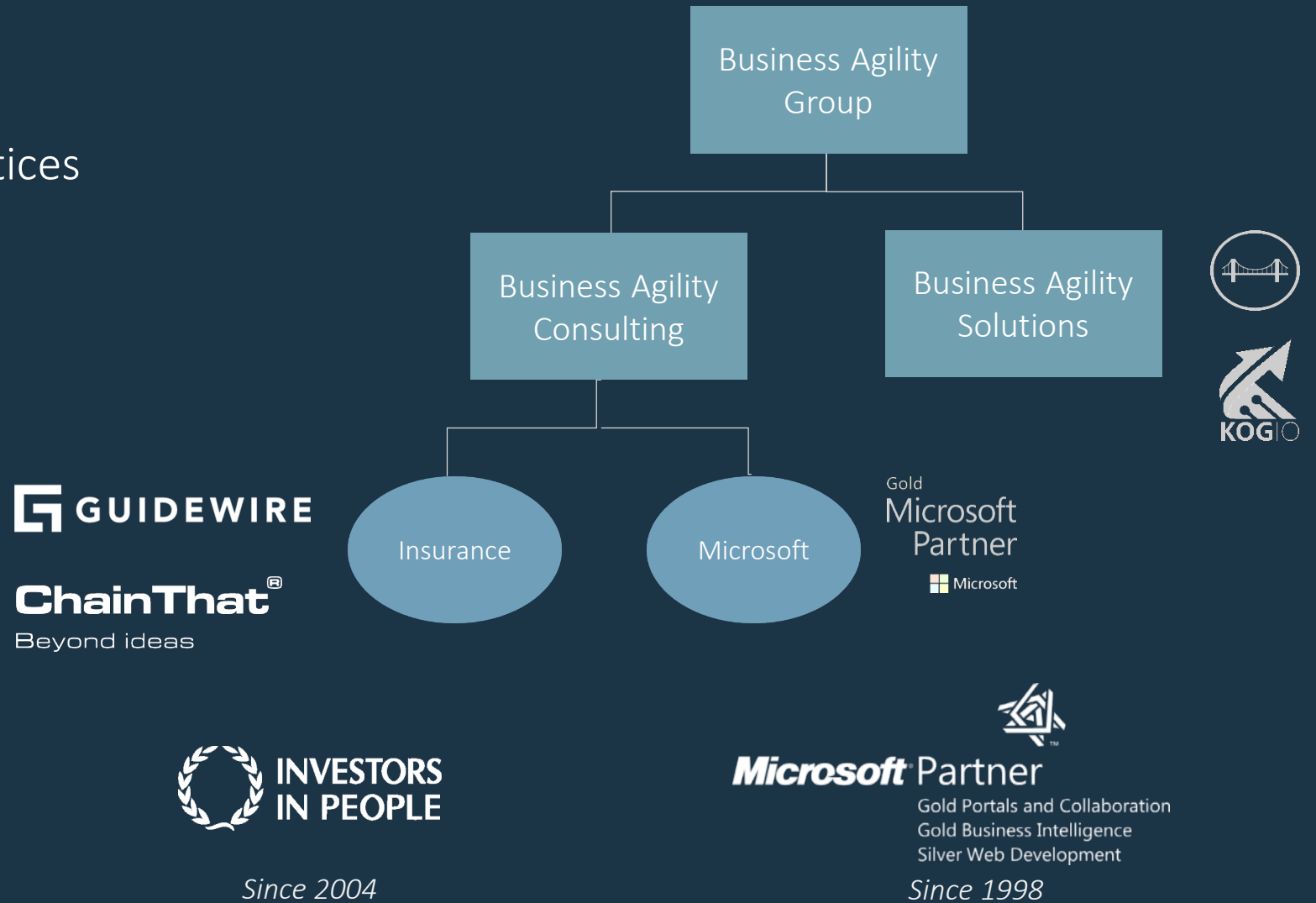
GEORGINA BLOOMFIELD  
DON CAMPBELL

# Agenda

- Cringe-worthy skit
- Hey, who are we?
- Why are we standing in front of you?
- Marketing and Sales... not Marketing Vs Sales
- Demand Generation: adopting Gator

# Business Agility - Who on earth are we?

- 20yrs+ system integrator
- Insurance and Microsoft Practices
- Agile experts



# Why are we standing in front of you?

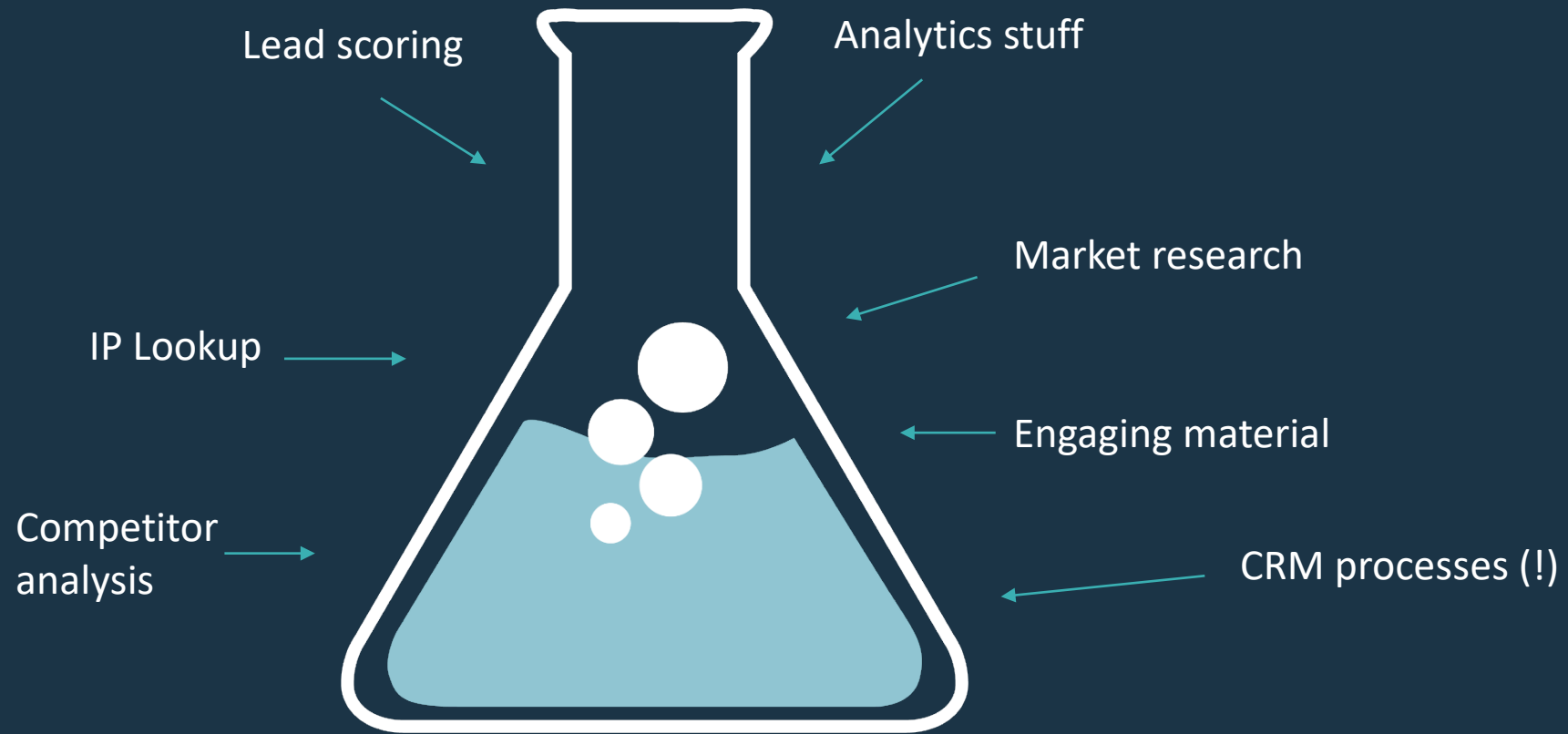


- We are focused on engagement
- We have VERY hungry sales people to feed
- We built a business case

# Marketing AND Sales – Not Marketing vs. Sales!

- Demand generation + lead generation are equally important to both sales & marketing
- Closely aligned – through regular communication and goal setting
- GatorLeads helps with this by:
  - Integrating with sales' way of working (CRM)
  - It updates our CRM!
  - Prioritising their workload
  - Educating them on campaigns and content marketing – continuous, updated and relevant material for the phones

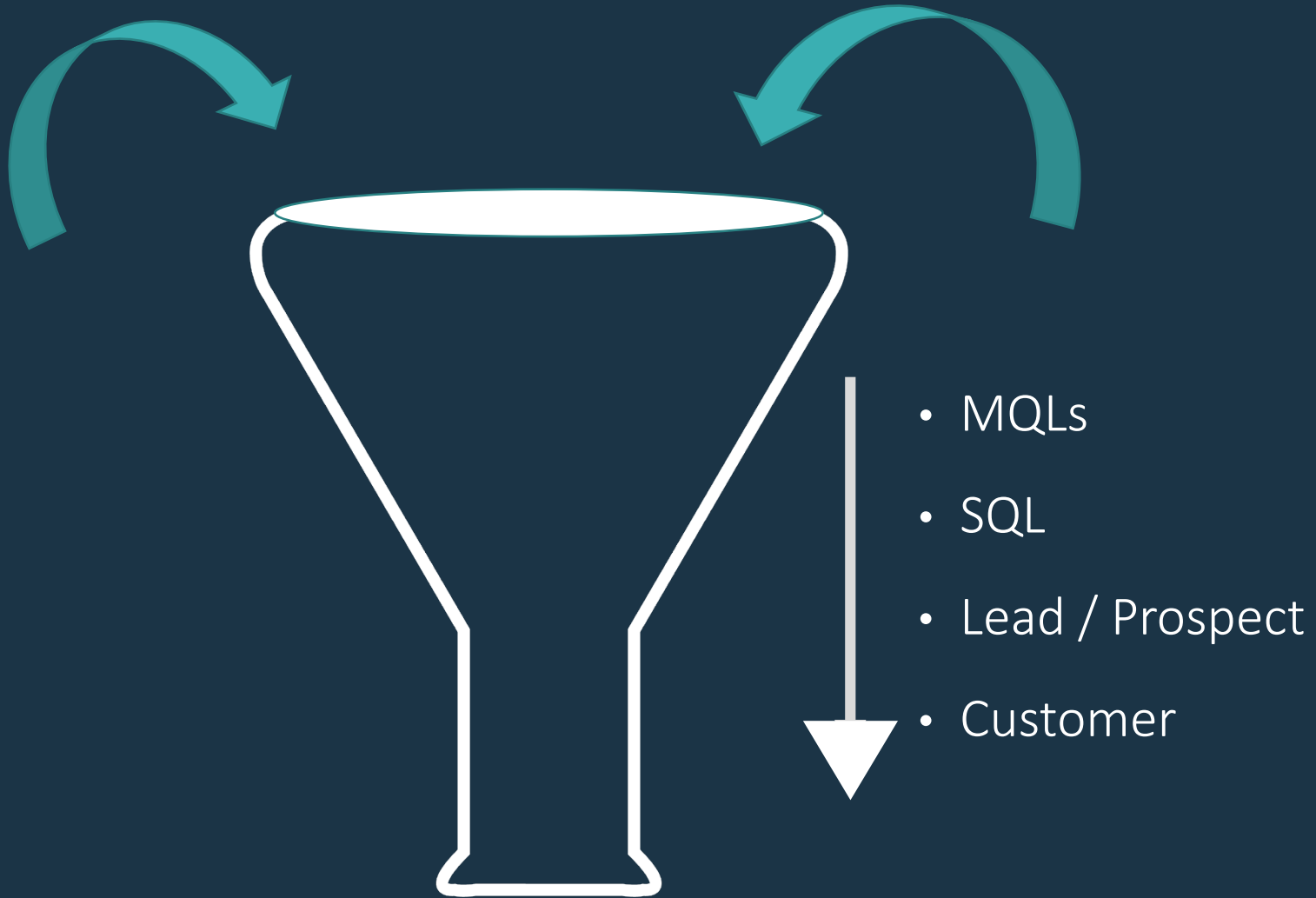
# Marketing can be a science...right?



# The Marketing & Sales funnel



# The Marketing & Sales funnel





# The awards we have won from CommuniGator



Most free-loading client



Most harassing customer service client



Best GatorCon Gate-crasher

Any questions?