

# GatorLeads

YOUR HOST

— James Wiltshire

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SPECIALIST

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# How to get the most out of GatorLeads

The screenshot displays a CRM interface with a list of leads. At the top, there is a pagination bar with numbers 1 through 7 and an ellipsis. Below the pagination is a header row with columns: Rating (with an up arrow), Watch (with a help icon), Company, Email Address, Last Visit, Date Score, and Assigned To. The table contains 10 rows of lead data. Each row includes a rating (represented by red or yellow stars), a CRM status (CRM with an 'X' or a green checkmark), social media icons (Facebook, LinkedIn, etc.), a company name, an email address, a last visit date and time, a date score, and an assigned lead (e.g., 'Assign Lead' or 'Derri Lyons').

Rating	Watch	Company	Email Address	Last Visit	Date Score	Assigned To
★★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 09:26	308	Assign Lead
★★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 13:36	279	Assign Lead
★★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 12:48	100	Derri Lyons
★★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 10:56	80	Assign Lead
★★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 10:55	70	Assign Lead
★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 10:06	47	Assign Lead
★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 13:34	43	Assign Lead
★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 14:14	42	Assign Lead
★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 14:10	33	Assign Lead
★★★	CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 20:39	30	Assign Lead

# THE ART OF PAGE SCORING

**You can also Group your Pages Into Categories to Help filter by Sections such as Products and Services.**

**Once you are able to identify what is Hot and what is not you can decide whether you send Leads down the Marketing route or the Sales route.**

**Categorise your pages into Importance to distinguish between Hot and Cold Leads**

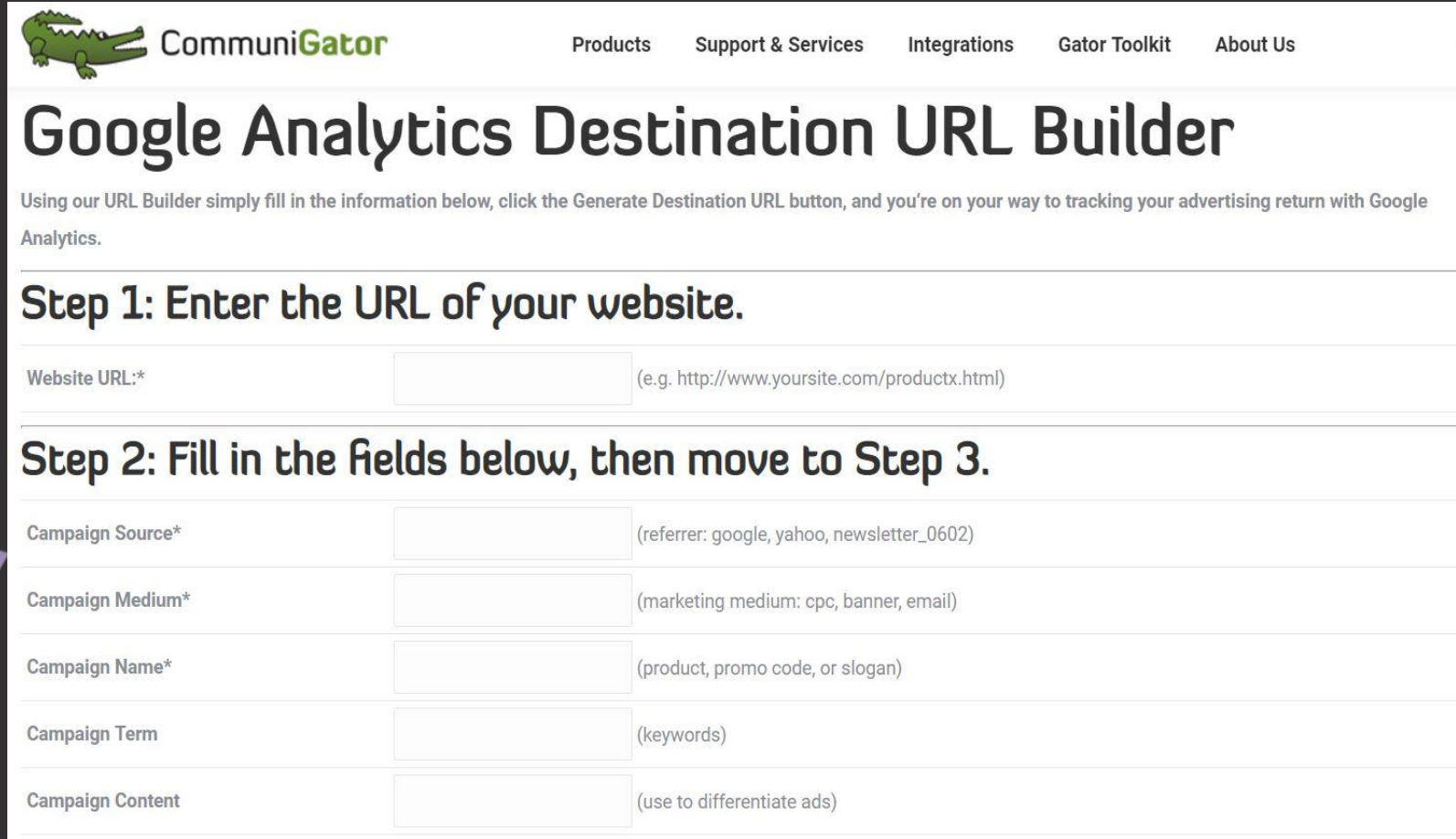
Uri	Alias	Score (Max 100)	Categories		
/meet-with-us	Meet With Us   CommuniGator	22	in 0	Block	Edit
/demo	See How CommuniGator Works – Get a Free Demo   Com	22	in 0	Block	Edit
/pricing	Pricing   CommuniGator	22	in 0	Block	Edit
/demo/#content	See How CommuniGator Works – Get a Free Demo   Com	22	in 0	Block	Edit
/demo/social-media-automation-software	Page not found   CommuniGator	22	in 0	Block	Edit
/communiGator-vs-competition/demo-request	Page not found   CommuniGator	22	in 0	Block	Edit
/demo/email-marketing/create-campaigns/gatorexpres...	Page not found   CommuniGator	22	in 0	Block	Edit
/demo/email-marketing/create-campaigns/coming-soon...	Page not found   CommuniGator	22	in 0	Block	Edit
/meet-with-us/#content	Meet With Us   CommuniGator	22	in 0	Block	Edit

THE MARKETING ROUTE

# HOW TO TRACK YOUR CAMPAIGNS

Use a URL builder to track campaigns not coming from CommuniGator.

CommuniGator does this Automatically.



The screenshot shows the CommuniGator website's 'Google Analytics Destination URL Builder' tool. The page has a white background with a green crocodile logo and the text 'CommuniGator' in the top left. Navigation links for 'Products', 'Support & Services', 'Integrations', 'Gator Toolkit', and 'About Us' are in the top right. The main heading is 'Google Analytics Destination URL Builder'. Below it is a short instruction: 'Using our URL Builder simply fill in the information below, click the Generate Destination URL button, and you're on your way to tracking your advertising return with Google Analytics.' The form is divided into two steps. Step 1 is 'Enter the URL of your website.' and contains a single input field labeled 'Website URL:\*' with a placeholder '(e.g. http://www.yoursite.com/productx.html)'. Step 2 is 'Fill in the fields below, then move to Step 3.' and contains five input fields: 'Campaign Source\*' (placeholder: '(referrer: google, yahoo, newsletter\_0602)'), 'Campaign Medium\*' (placeholder: '(marketing medium: cpc, banner, email)'), 'Campaign Name\*' (placeholder: '(product, promo code, or slogan)'), 'Campaign Term' (placeholder: '(keywords)'), and 'Campaign Content' (placeholder: '(use to differentiate ads)').

CommuniGator

Products Support & Services Integrations Gator Toolkit About Us

## Google Analytics Destination URL Builder

Using our URL Builder simply fill in the information below, click the Generate Destination URL button, and you're on your way to tracking your advertising return with Google Analytics.

### Step 1: Enter the URL of your website.

Website URL:\*  (e.g. http://www.yoursite.com/productx.html)

### Step 2: Fill in the fields below, then move to Step 3.

Campaign Source\*  (referrer: google, yahoo, newsletter\_0602)

Campaign Medium\*  (marketing medium: cpc, banner, email)

Campaign Name\*  (product, promo code, or slogan)

Campaign Term  (keywords)

Campaign Content  (use to differentiate ads)

UTM VALUES

THEN REPORT ON THEM

Now you can filter your Leads based on the UTM values of your trackable campaign links.

The screenshot shows a CRM interface for lead management. At the top, there are navigation tabs for different lead types: Lead, Contact, Competitor, Customer, Partner, Supplier, Qualified Out, GatorLeads Cust, ISP, and All Companies. Below this is a search bar and several filter dropdowns: Category, All Leads, Rating, 10 Per Page, and All Countries. There are also icons for download, refresh, and a funnel. A pagination bar shows numbers 1 through 7. Below the filters are input fields for Campaign Source, Campaign Medium, Campaign Term, Campaign Content, and Campaign Name. A 'Filter' button is on the right. The main area is a table of leads with columns: Rating, Watch, Company, Email Address, Last Visit, Date Score, and Assigned To. The table contains four rows of lead data.

Rating	Watch	Company	Email Address	Last Visit	Date Score	Assigned To
////			COMPANY NAME EMAIL ADDRESS	2018-11-12 09:26	308	Assign Lead
////			COMPANY NAME EMAIL ADDRESS	2018-11-12 13:36	279	Assign Lead
////			COMPANY NAME EMAIL ADDRESS	2018-11-12 12:48	100	Derri Lyons
////			COMPANY NAME EMAIL ADDRESS	2018-11-12 10:56	80	Assign Lead

Self Help

AUTO NURTURE

## USING ALERTS TO NURTURE

Even better they allow you to Auto Nurture existing contacts who trigger these alerts into a new campaign series of your choice.

This is ideal for taking cold contacts and Nurturing them into Sales ready Leads.

Alerts allow you to create custom reporting based on certain activity on your website.

The screenshot shows a three-step process: 1. Schedule, 2. Rules (active), and 3. Alert Actions. Below the steps are navigation buttons: '← Previous', '→ Next', 'Save Alert', and 'Cancel'. A descriptive text states: 'You can add rules from the topic list below (visit, campaigns, referrer etc). If more than one rule applied then all rules must be true to fire the alert.' Below this text is a list of topics: Page Visits, Campaigns, Sources, Mediums, Contents, Terms, Referrer, Keyword, Lead Type, Lead Status, and Lead Bands.

1	2	3
Schedule	Rules	Alert Actions

← Previous   → Next   Save Alert   Cancel

You can add rules from the topic list below (visit, campaigns, referrer etc). If more than one rule applied then all rules must be true to fire the alert.

- Page Visits
- Campaigns
- Sources
- Mediums
- Contents
- Terms
- Referrer
- Keyword
- Lead Type
- Lead Status
- Lead Bands

AUTO NURTURE

# EXAMPLES

**Our auto Nurture report allows you to set criteria of business type and job type and automatically purchase email addresses and drop them into a campaign of your choice.**

The screenshot displays a software interface with a modal window titled "Report Name". The background interface includes a navigation bar with "Home", "My Leads", and "SuperAdmin", and a sidebar with "Auto Nurture - the new co" and a "CREATE NEW REPORT" button. The modal window contains the following sections:

- United Kingdom**
- Industries**  
Custom Software & Technical Consulting
- Number of employees**  
20 - 50, 250 - 500, 50 - 100
- Turnover**  
£25M to £50M, £5M to £10M, £10M to £25M, £250M to £500M
- Lead Criteria**
- Lead Types**  
Lead
- Lead Bands**  
Four colored bars representing different lead bands: blue, green, yellow, and red.

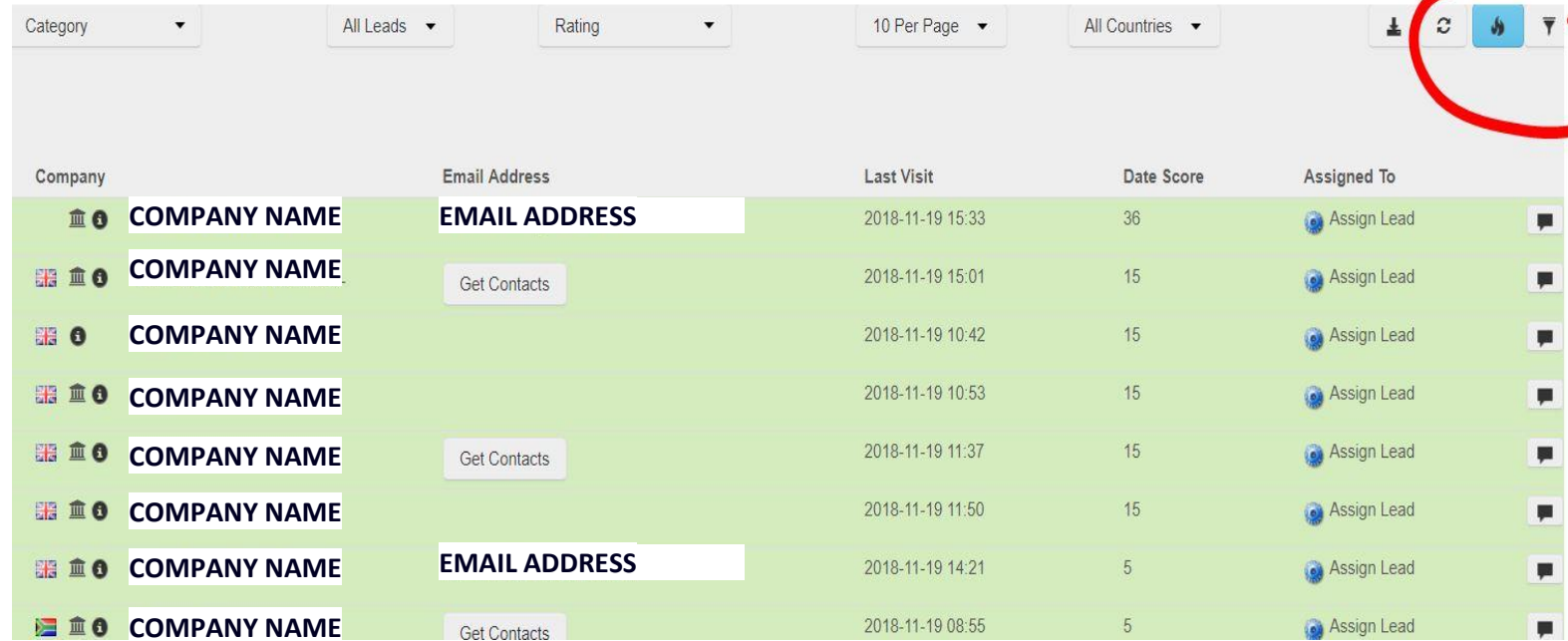
An orange "CLOSE" button is located at the bottom right of the modal window. The background interface also shows a "Total Reports: 10" section and "Automate" and "Run" buttons.



THE SALES ROUTE

# LOOKING AT YOUR NEW LEADS

Always worth focussing on your brand new Leads as these tend to go cold quicker than returning visitors.



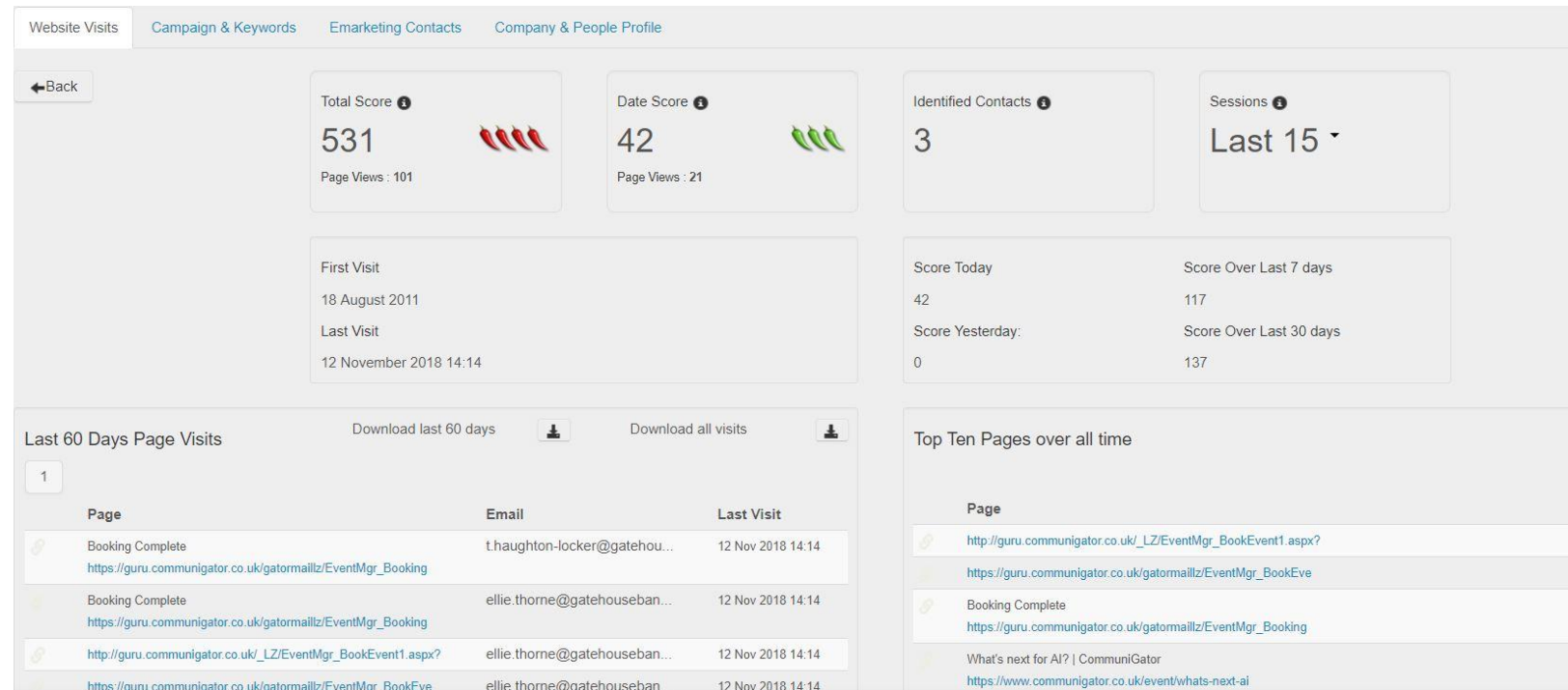
The screenshot shows a CRM interface with a table of leads. The table has columns for Company, Email Address, Last Visit, Date Score, and Assigned To. The top right of the interface features several controls: a download icon, a refresh icon, a search icon (highlighted with a red circle), and a filter icon. The table contains 8 rows of lead data.

Company	Email Address	Last Visit	Date Score	Assigned To
COMPANY NAME	EMAIL ADDRESS	2018-11-19 15:33	36	Assign Lead
COMPANY NAME	<a href="#">Get Contacts</a>	2018-11-19 15:01	15	Assign Lead
COMPANY NAME		2018-11-19 10:42	15	Assign Lead
COMPANY NAME		2018-11-19 10:53	15	Assign Lead
COMPANY NAME	<a href="#">Get Contacts</a>	2018-11-19 11:37	15	Assign Lead
COMPANY NAME		2018-11-19 11:50	15	Assign Lead
COMPANY NAME	EMAIL ADDRESS	2018-11-19 14:21	5	Assign Lead
COMPANY NAME	<a href="#">Get Contacts</a>	2018-11-19 08:55	5	Assign Lead

# WHAT TO DO WITH YOUR LEADS

**Delving Into a company Lead  
Will allow a sales individual  
To see all the Activity a company  
has had on your website**

**This will allow you to make a  
decision into the level of  
genuine interest as well as the  
specifics of what a company is  
interested in.**



CAMPAIGNS AND KEYWORDS

# TRACK YOUR TRAFFIC SOURCE

**Next Step is how the company got to your website.**

**Here you can see the UTM's, Keywords and Referrers that have brought the company to your site.**

	Campaign	Medium	Source	Term	Content	Total	Last Visit
		Web	GatorMail	Accessed	Webinar - 15.11.18	7	12/11/2018
		Web	GatorMail	Accessed	Webinar - 21.11.18	6	12/11/2018
	Webinar - 15.11.18 - Invite 3	email	GatorMailZ	AI: Man and machine working to...	610708	7	12/11/2018
	webinar - 15.11.18 - invite 3	email	GatorMailZ	AI: Man and machine working to...	610708	6	12/11/2018
	Webinar 21.11.18 - Invite 3	email	GatorMailZ	The power of blogs for lead nu...	610708	6	12/11/2018
	webinar 21.11.18 - invite 3	email	GatorMailZ	The power of blogs for lead nu...	610708	3	12/11/2018
	why your blog is the mvp for your marketing automa...	Web	GatorMail	Completed	Webinar - 21.11.18	3	12/11/2018
		Web	GatorMail	Accessed	EM - 06.12.18	1	07/11/2018
	Deliverability 06.12.18 - Invite 2	email	GatorMailZ	Deliverability top tips and br...	610708	1	07/11/2018
	deliverability 06.12.18 - invite 2	email	GatorMailZ	Deliverability top tips and br...	610708	1	07/11/2018
	what's next for ai? - booking complete	Web	GatorMail	Completed	Webinar - 15.11.18	1	05/11/2018
	digital marketing 6.11.18 - invite 3	email	GatorMailZ	Digital Marketing Breakfast?	610708	2	17/10/2018
		Web	GatorMail	Accessed	LG - 12.09.18	3	06/06/2018
	lead nurturing 101 - booking complete	Web	GatorMail	Completed	LG - 12.09.18	1	06/06/2018

COMPANY PEOPLE AND PROFILE

FIND OUT WHO THIS COMPANY  
ARE

Now time to find out if this is  
the right sort of company for  
you and where about they are.

You can also potentially find  
names of individuals within a  
company to contact.

There is a handy link straight  
to a companies LinkedIn  
account in the top corner,  
quick way for more contacts.

The screenshot displays a CRM profile for 'Communigator Limited'. At the top, it shows 'Assigned To: Elliott Palmer' and navigation icons for website, campaign, and contact management. The main profile area includes several key metrics: Revenue (£1M TO £5M), Employees (20 - 50), Total Score (697895 with 4 red bars), and Date Score (304 with 4 red bars). Below these are sections for 'Company & People Profile'. The company details section lists 'Communigator Ltd' with address 'The Old Byre Home Farm, Peper Harow, Surrey, GU8 6Bq', phone '+44 1483 698270', and website 'www.communigator.co.uk'. The 'People' section features a table with columns for 'Management Level', 'Name', 'Job Title', and 'Email Address'. It lists one 'Manager' (James Wiltshire, Marketing Specialist) and one 'Non-Manager' (James Wiltshire, Marketing Specialist). A green 'Action' button is visible next to the contact details.

Management Level	Name	Job Title	Email Address
Manager (1)	James Wiltshire	Marketing Specialist	james.wiltshire@communigator.co.uk
Non-Manager (1)	James Wiltshire	Marketing Specialist	james.wiltshire@communigator.co.uk

# WHAT TO DO NOW

Create a PURL link to allow you to track an individual email and cookie a contact.

A personal URL (PURL) is a unique shortened URL created specifically for a single person, that will allow tracking of the individual contact rather than just their outlook style email to alert you when your contact has visited the supplied link.  
As a unique additional feature, you can add a PDF link so you will know when your contact downloads the file. You will be alerted automatically once the download is complete.  
Use the form below to create your personal URL.

Website URL :   
Page to direct the user to. (Must include http://)

Email Address :   
The email address of the person that the link will be sent to.

Campaign Name :   
Used for keyword analysis. Use **utm\_campaign** to identify a specific product or promotion or strategic campaign.  
Example: utm\_campaign=new\_pricing  
**Must be more than 4 characters**

UTM defaults are Medium = 1to1, Source = LeadPURL

Alert when used :  (this will cause an email to be sent to you, whenever, the PURL is used)

Create PURL

This link Hyperlinked in an email will allow you to find individual that have an interest.

PURL

+ Create

History

Your short code is below, highlight and copy the url

<http://wysi.bz/fkdcb8>

Email Address : gary.johns@communicator.co.uk

Campaign Name : test

Create new PURL

View History

## SETTING A WATCH

# LAST BUT NOT LEAST

By clicking on the 'Watch' button you can be notified when that company returns in the future

Rating	Watch	Company	Email Address	Last Visit	Date Score
////	<input type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 09:26	308
////	<input type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 13:36	279
////	<input checked="" type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 12:48	100
////	<input type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 10:56	80
////	<input type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 10:55	70
///	<input type="checkbox"/> CRM	COMPANY NAME	<input type="button" value="Get Contacts"/>	2018-11-12 10:06	47
///	<input type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 13:34	43
///	<input type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 14:14	42
///	<input type="checkbox"/> CRM	COMPANY NAME	EMAIL ADDRESS	2018-11-12 14:10	33

# THANK YOU!

Ask me what I can do for you

[james.wiltshire@communigator.co.uk](mailto:james.wiltshire@communigator.co.uk)