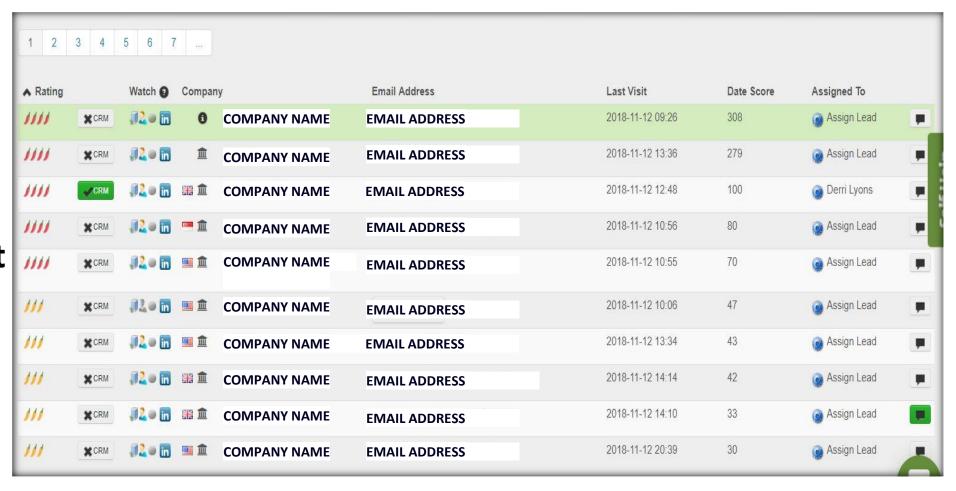# GatorLeads

CommuniGator

— James Wiltshire

COMMUNIGATOR PRODUCT SPECIALIST

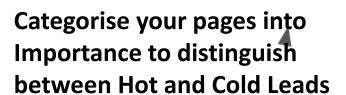James.wiltshire@communigator.co.uk

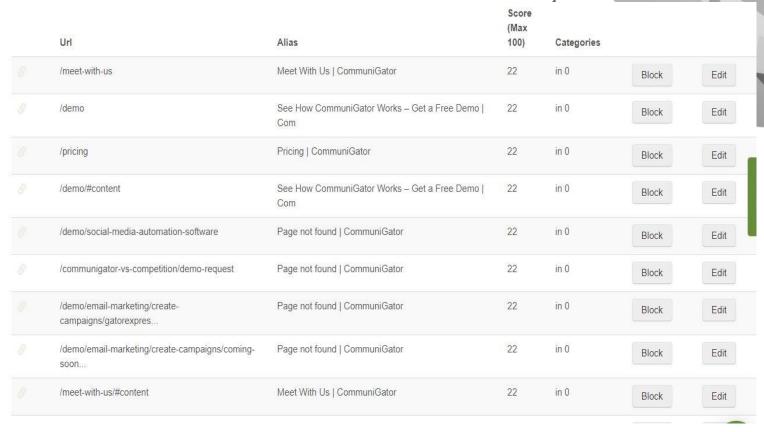## How to get the most out of GatorLeads

THE ART OF PAGE SCORING

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

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.
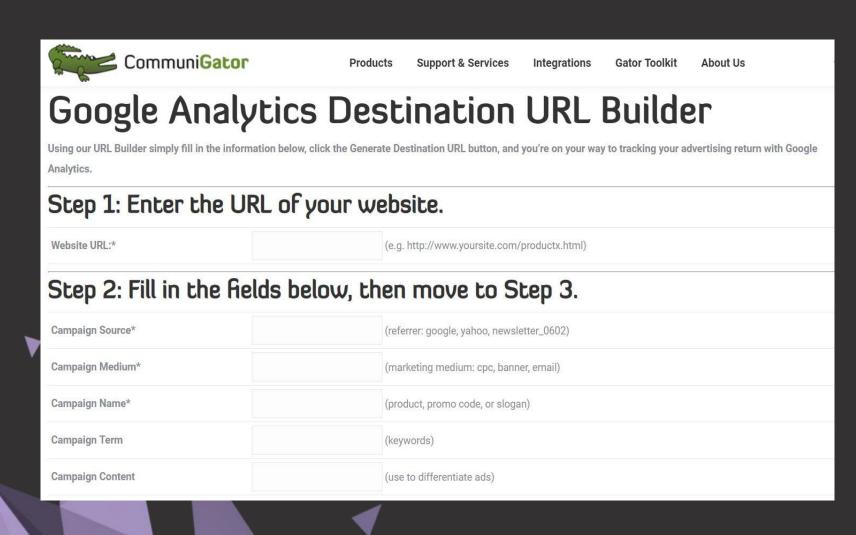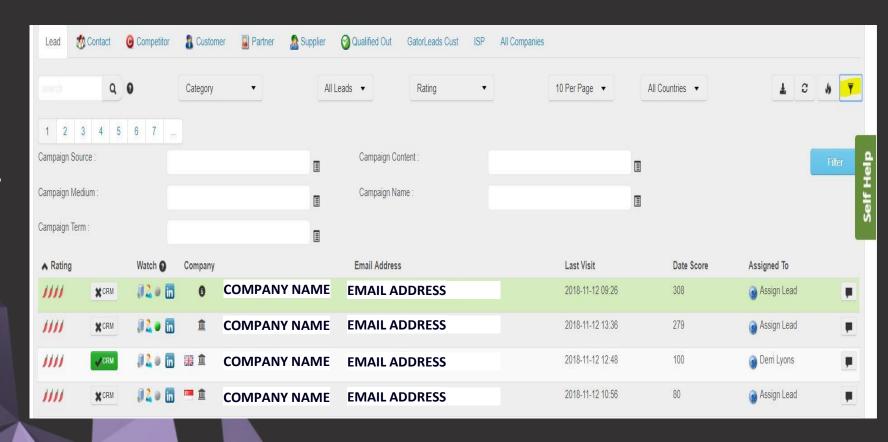
	Url	Alias	Score (Max 100)	Categories		
🔗	/meet-with-us	Meet With Us | CommuniGator	22	in 0	Block	Edit
🔗	/demo	See How CommuniGator Works – Get a Free Demo | Com	22	in 0	Block	Edit
🔗	/pricing	Pricing | CommuniGator	22	in 0	Block	Edit
🔗	/demo/#content	See How CommuniGator Works – Get a Free Demo | Com	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

HOW TO TRACK YOUR CAMPAIGNS

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

CommuniGator does this Automatically.

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)

THEN REPORT ON THEM

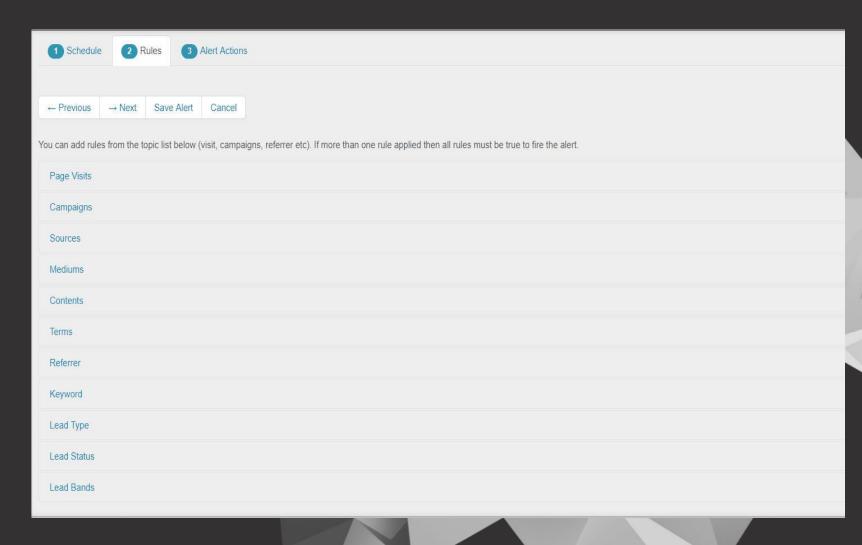**Now you can filter your Leads based on the UTM values of your trackable campaign links.**

USING ALERTS TO NURTURE

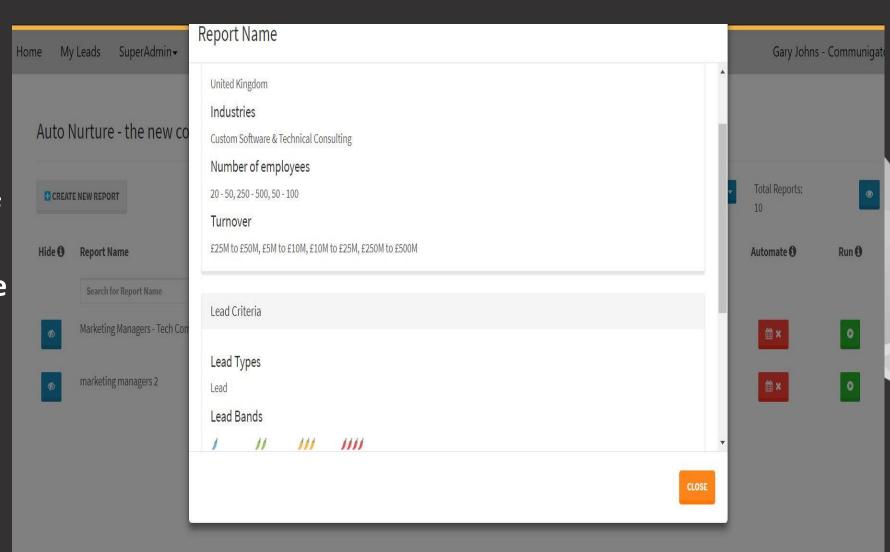**Alerts allow you to create custom reporting based on certain activity on your website.**

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

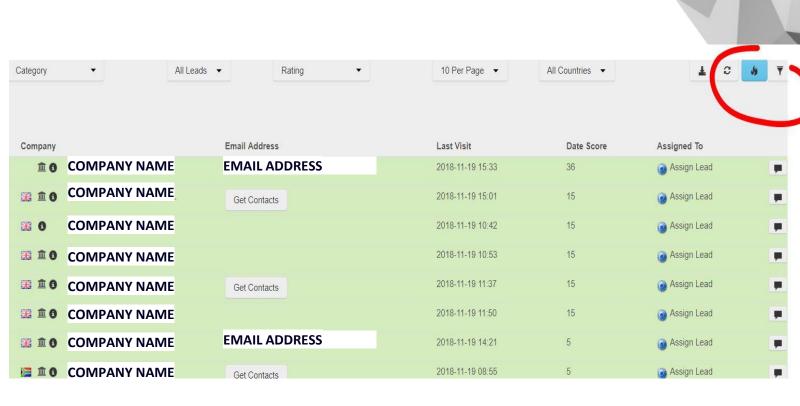**This is ideal for taking cold contacts and Nurturing them into Sales ready Leads.**

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.
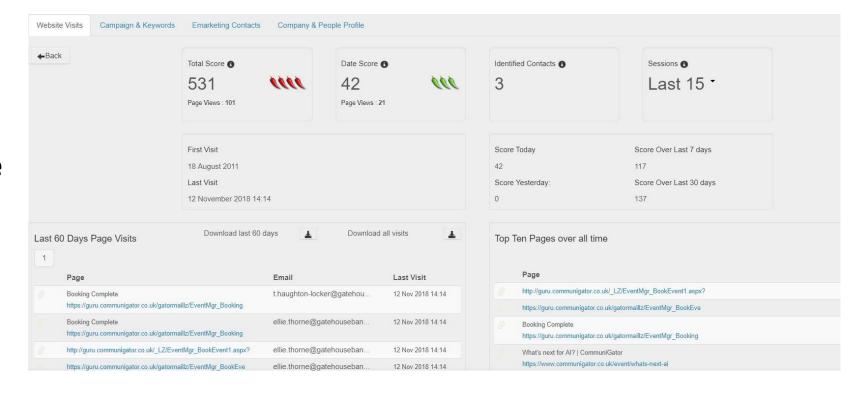
LOOKING AT YOUR NEW LEADS

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

Category ▼		All Leads ▼	Rating ▼	10 Per Page ▼	All Countries ▼			

Company		Email Address	Last Visit	Date Score	Assigned To	
🏛️ ⓘ **COMPANY NAME**	**EMAIL ADDRESS**		2018-11-19 15:33	36	🌐 Assign Lead	💬
🇬🇧 🏛️ ⓘ **COMPANY NAME**	Get Contacts		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**	Get Contacts		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**	Get Contacts		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.

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
Campaigns		Web	GatorMail	Accessed	Webinar - 15.11.18	7	12/11/2018
Keywords		Web	GatorMail	Accessed	Webinar - 21.11.18	6	12/11/2018
Referers	Webinar - 15.11.18 - Invite 3	email	GatorMailLZ	AI: Man and machine working to...	610708	7	12/11/2018
PURL	webinar - 15.11.18 - invite 3	email	GatorMailLZ	AI: Man and machine working to...	610708	6	12/11/2018
	Webinar 21.11.18 - Invite 3	email	GatorMailLZ	The power of blogs for lead nu...	610708	6	12/11/2018
	webinar 21.11.18 - invite 3	email	GatorMailLZ	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	GatorMailLZ	Deliverability top tips and br...	610708	1	07/11/2018
	deliverability 06.12.18 - invite 2	email	GatorMailLZ	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	GatorMailLZ	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

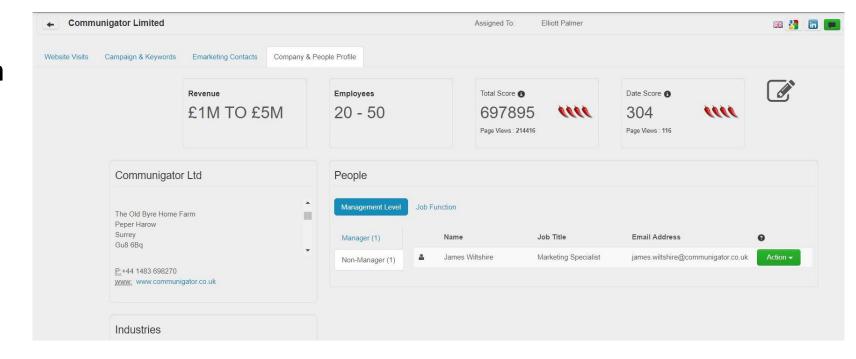*Website Visits | Campaign & Keywords | Emarketing Contacts | Company & People Profile*

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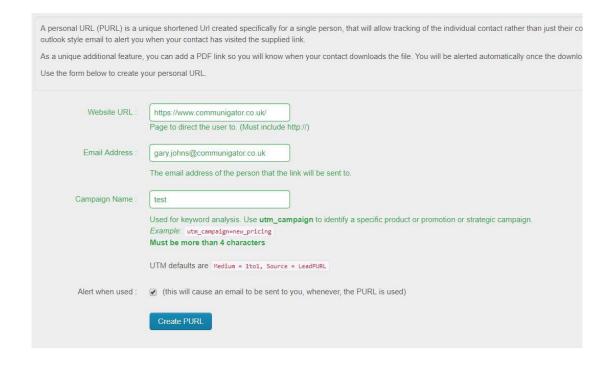
You can also potentially find names of individuals within a company to contact.

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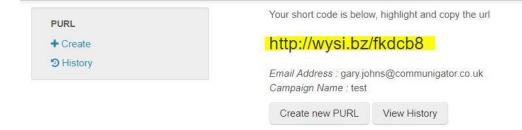
WHAT TO DO NOW

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

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

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 co____
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 downlo____

Use the form below to create your personal URL.

Website URL :   https://www.communigator.co.uk/
     Page to direct the user to. (Must include http://)

Email Address :   gary.johns@communigator.co.uk
     The email address of the person that the link will be sent to.

Campaign Name :   test
     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]

PURL
+ Create
⟳ History

Your short code is below, highlight and copy the url

http://wysi.bz/fkdcb8

Email Address : gary.johns@communigator.co.uk
Campaign Name : test

[Create new PURL] [View History]

LAST BUT NOT LEAST

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

THANK YOU!

Ask me what I can do for you

james.wiltshire@communigator.co.uk