

GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at sli.do event name **GatorCon2020**

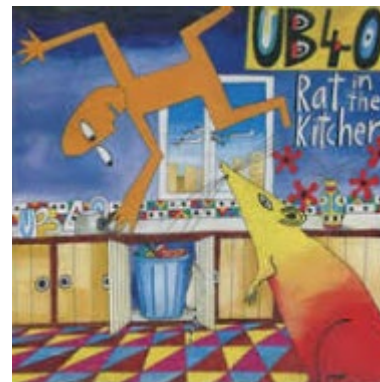


Generate leads whilst you Sleep

Lee Chadwick.

Generate Leads whilst you Sleep

Rats in the Kitchen



There are Leads on my website
What am I gonna do

	×		Communigator Limited	gary.johns@communicator.co.uk	03 Feb 2020 10:16 AM	4166
	×		Company Name		31 Jan 2020 22:13 PM	496
	×		Company Name	Get Contacts	03 Feb 2020 09:50 AM	162
	×		Company Name	Email Address	29 Jan 2020 12:39 PM	132

Generate leads whilst you Sleep

Lets talk GDPR

Legitimate interest is the Saving grace. In a reply to a query to the ICO they confirm 100% that you can contact companies and employees of those companies as long they are the right type of companies and employees.



Sarah Day

Privacy pragmatist and enthusiast

2d •  Public

It took 67 days but I'm delighted to say that this morning I got my official response from the Information Commissioner's Office Case Team. My specific question was: "please answer 'yes/no' to whether legitimate interests may be appropriate to send marketing emails to employees at a corporate body to their personal corporate email addresses (e.g., [personsname@org.co.uk](#)) in situations where soft-opt in doesn't apply (e.g. where the person is not an existing customer)." ICO's response is: "If you are sending a marketing email to a corporate subscriber such as, [firstname.lastname@company.com](#), then you do not need prior consent before you send the marketing email...You may be able to rely on legitimate interests to justify some of your business to business marketing". The B2B marketing elephant has definitely left the building! [#b2bmarketing](#) [#PECR](#) [#gdpr](#) [#legitimateinterests](#)

Generate Leads whilst you Sleep

Write up your Personas

Persona Builder


AGE, INCOME, INTERESTS, HOBBIES

Stage One - Characteristics


PAINPOINTS WE SOLVE

Stage Two - Needs


WHERE DO THEY BUY? SPEND? HOW OFTEN?

Stage Three - Behaviour


HOW VALUABLE? TRIGGERS FOR BUYING?

Stage Four - Value


HOW DO THEY RESEARCH? SOCIAL MEDIA USED? TONE?

Stage Five - Communications

 CommuniGator

Persona Profile



How he finds us

Pain Points

Who is he?

What he wants to know

What he doesn't want to know

Why he buys from us

Notes

 CommuniGator

Generate Leads whilst you Sleep

Finding Contacts

Check your CRM – if integrated click the CRM button to check if the record exist

The screenshot shows a CRM interface with a 'Check Crm' modal window. The modal displays a list of domains, a search bar, and a detailed view of a contact record for 'CommuniGator'.

Check Crm

1

- communicator.co.uk.gator
- communicator.intercom-mail.com
- communicator1.co.uk
- sales.communicator.co.uk
- communicator.co.za
- CommuniGator**
- communicator.net

Manual search your CRM for **CommuniGator Limited**

Here's how to improve your CRM integration:

Create a quick link in your CRM account as a field that allows a CRM user to quickly access your account's website activity in real time. Go to the menu option admin/integration/field mapping section and create the named WOW_Permalink field in your CRM Account table.

Address: The Old Byre Peper Harow, Godalming Surrey United Kingdom GU8 6BQ
Phone Number: No phone number.
Owner: Lee Chadwick

Would you like to associate this with CommuniGator?

Rating	CRM	Watch	Company
★★★★	X	👁	CommuniGator Limited
★★★★	X	👁	[Redacted]
★★★★	X	👁	[Redacted]
★★★★	X	👁	[Redacted]

Generate Leads whilst you Sleep

Add the Contacts to a Go Fishing Campaign

<https://www.communicator.co.uk/gator-forms/>

Using GatorForms you can have a Go fishing campaigns set up to internally Add contacts to an Audience group with a WorkFlow attached

More information

First Name

Last Name

Company Name

Email Address

Phone

Submit

Lets go fishing

First Name

Last Name

Company Name

Email Address

Phone

Department Title

Tried to call

First Name

Last Name

Company Name

Email Address

Phone

Submit



Generate Leads Whilst you Sleep

Out Goes an Email

By doing this you can get an email or email series straight out the door to the contact you just added



Amy Johnson <amy.johnson@guru.gatormail.co.uk>

To ● Charlotte Austin-Olsen

↩ Reply

↩ Reply All

→ Forward

Thu 30/01/2020 1

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hi Charlotte

Sorry we have not been able to connect yet and so will leave my details with you on file.

I really feel we can add value to your organisation and help increase your revenue through (***what company does – eg automation and lead generation)

You should take a look at our case study with (****company). Since we have been working with them, their conversation rate has increased from 1 in 5 to 1 in 3, and have also increased the number of leads they generate by 40%, using our (****solution).

I would be more than happy to share with you how they did it. Are you free either Wednesday or Thursday this week?

Warm regards,
Lee

As this is one of the first emails you will have received from CommuniGator, we would like to bring to your attention our [privacy information](#) which tells you what we do with your data and how it is processed.

Please [follow this link](#) for more information.

CommuniGator, The Old Byre, Peper Harow, Godalming, Surrey GU8 6BQ
Company Reg No: 5419529 [visit our website](#)

If you do not wish to receive further communications, please [follow this link](#).

Generate Leads whilst you Sleep

Another Method for getting Contacts

Alternatively you can use our company people of profile data to Purchase a contact and drop them directly into an Audience group of your design

← **Communigator Limited** Assigned To: Gary Johns 🇬🇧 🇮🇪 🇩🇪

WEBSITE VISITS CAMPAIGN & KEYWORDS EMARKETING CONTACTS **COMPANY & PEOPLE PROFILE**

Revenue

£1M TO £5M

Employees

50 - 100

Total Score [?]


946648 👍👍👍👍

Page Views : 305460

Date Score [?]

1030 👍👍👍👍

Page Views : 427



Communigator

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Peper Harow
England
Gu8 6Bq

P: +44 1483 411911
WWW: www.communigator.co.uk



Industries

Business Services
Software

People

Management Level **Job Function**

- 1ST LINE SUPPORT (1)
- ACCOUNT MANAGER (3)
- BUSINESS DEVELOPMENT MANAGER (4)
- BUSINESS DEVELOPMENT TEAM LEADER (2)
- COMMERCIAL DIRECTOR (1)
- CUSTOMER SERVICE & PARTNERSHIP DIRECTOR (1)
- DEVELOPER (1)


Name	Job Title	Email Address	
 Victoria Dyke	Marketing Manager	victoria.dyke@communigator.co.uk	Action ▾
 James Wiltshire	Marketing Specialist	james.wiltshire@communigator.co.uk	Create PURL


Nurture: CEOs/MDs Nurture: Marketing Professionals Nurture: Sales Professionals 2018 Fishing Gary Nurture test GatorLeads test Gator testing group entry

Generate leads whilst you Sleep

The email WorkFlow

Now you can start sending a Targeted WorkFlow to your contact getting them information related to their Job role

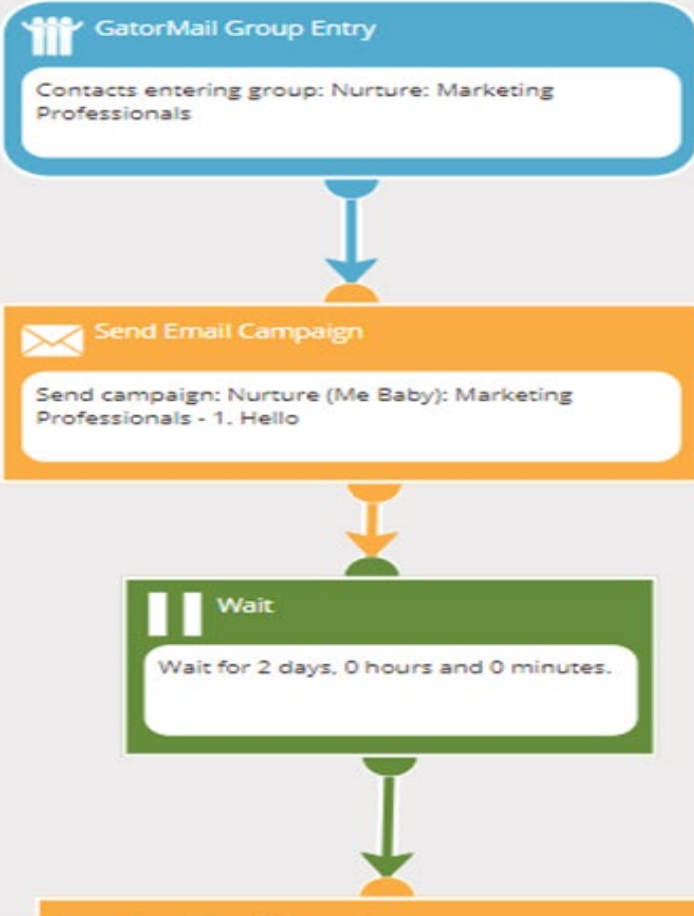
 Nuture (me baby) Marketing



This workflow is read only due to it being published in live. If you wish to edit this workflow, you will need to unpublish it.

This workflow has members, view these in the analysis screen.

[Go To Analysis](#)



Generate Leads whilst you Sleep

Coming Soon

An AutoNurture Reporting System

The screenshot shows a software interface with a top navigation bar containing dropdown menus for 'Survey', 'GatorWorkflow', 'GatorPopUp', 'GatorSocial', and 'GatorApps'. Below this is a 'Reporting' dropdown menu with a 'Tools' sub-menu. The 'Tools' sub-menu is open, showing options: 'CommuniGator', 'CommuniGator Support', and 'TSG New'. The main content area features several filter sections:

- Countries:** A dropdown menu showing 'No countries selected'.
- Industry:** A dropdown menu showing 'No industries selected'.
- Employee total is any of:** A list of employee count ranges with checkboxes. The selected options are: 20 - 50, 250 - 500, 5,000 - 10,000, 5 - 10, 50 - 100, 500 - 1,000, and over 10,000.
- Turnover is any of:** A list of turnover ranges with checkboxes. The selected options are: £1M to £5M, £25M to £50M, £250M to £500M, under £500,000, £5M to £10M, £50M to £100M, and £500M to £1B.

At the bottom of the interface, there is a status bar with the following information: 'Month: 168', 'Email Support' with an envelope icon, 'Available Credits: 20', and a 'Quick Stats' button with a bar chart icon. There are also several utility icons for home, help, and other functions.

Generate Leads Whilst you Sleep

Out Goes an Email

Here you can select criteria such as company location, industry, size. Activity of company and Person type and Automatically purchase credits and add them directly to your Audience Group of choice.

CommuniGator GatorLeads GatorMail GatorSurvey GatorWorkflow GatorPopUp GatorSocial GatorApps

Home My Leads SuperAdmin Admin Alerts Reporting Tools Export Management: 0 Lee Chadwick - CommuniGator

Auto Nurture - the new contact discovery service

CREATE NEW REPORT

REPORTS PER PAGE: 10 Total Reports: 10

Hide	Report Name	Description	Last Modified	History	Criteria	Edit	Automate	Run
<input type="checkbox"/>	<input type="text" value="Search for Report Name"/>	<input type="text" value="Search for a Description"/>						
<input type="checkbox"/>	Marketing Managers - Tech Companies	Marketing Manager-tech companies- £1million +	2017/11/11 07:15					
<input type="checkbox"/>	marketing managers 2		2016/01/19 19:00					

FIRST < 1 OF 5 > LAST

Generate Leads whilst you Sleep

Last but not Least

Alerts for AutoNurture

1 SCHEDULE 2 RULES 3 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

ON

Page Url Category Category Rules

- | | | |
|------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> CRM Integration | <input type="checkbox"/> Product Knowledge | <input type="checkbox"/> CUSTOMER - Help |
| <input type="checkbox"/> /communicator-blog/ | <input type="checkbox"/> CRM Integration - Drip Series | <input type="checkbox"/> Social - drip campaign |
| <input type="checkbox"/> NEW - Products: GatorMail | <input checked="" type="checkbox"/> NEW - Products: GatorLeads | <input type="checkbox"/> NEW - Products: GatorData |
| <input type="checkbox"/> NEW - Products: GatorSurvey | <input type="checkbox"/> NEW - Products: GatorSocial | <input type="checkbox"/> NEW - Products: GatorDocs |
| <input type="checkbox"/> NEW - Integrations | <input type="checkbox"/> NEW - Events | <input type="checkbox"/> NEW - Resources |
| <input type="checkbox"/> NEW - Blog | <input type="checkbox"/> NEW - Products | <input type="checkbox"/> CUSTOMER - Crimbo |

Generate leads whilst you Sleep

Alerts

If you already have cookied contacts you can set Alerts to track activity type on the Website to Remarket to a Contact sending them a New Campaign based specifically on what there current interest is

Please use the form below to create your alert. You can save or update the alert on step 3.
Total number of alerts allowed for this account: 500
You currently have 72 enabled alerts

1 SCHEDULE **2** RULES **3** ALERT ACTIONS

← Previous → Next Save Alert Cancel

EMAIL ASSIGN LEAD **GATOR INTEGRATION**

Send contacts to group?

Send Contacts to Group: Nurture: Marketing Professionals ▼

QUESTIONS & ANSWERS

YOUR NAME.
YOUR JOB TITLE.
YOUR CONTACT DETAILS.