

GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

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



Remarketing. Gary Johns.

Remarketing (also known as **retargeting**) is the tactic of serving targeted ads to people who have already visited or taken action on your website

Where to Start















GatorLeads can serve as the starting point to your marketing process as well as be the tool that allows you to either manually or automatically add contacts to targeted Nurture campaigns

Rating	CRM	Watch	Company	Email Address	Last Visit	Date Score
👍👍👍	✗	👁️	🇬🇧 🏢 Communigator Limited	gary.johns@communigator.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
👍👍👍	✗	👁️	🇷🇺 🏢 Company Name		31 Jan 2020 22:13 PM	110
👍👍👍	✗	👁️	🇬🇧 🏢 Company Name	Email Address	29 Jan 2020 11:41 AM	106
👍👍👍	✗	👁️	🇬🇧 🏢 Company Name	Email Address	03 Feb 2020 08:38 AM	100
👍👍👍	✗	👁️	🇬🇧 🏢 Company Name	Get Contacts	28 Jan 2020 11:45 AM	82
👍👍👍	✗	👁️	🇬🇧 🏢 Company Name	Email Address	31 Jan 2020 08:39 AM	81
👍👍👍	✗	👁️	🇬🇧 🏢 Company Name	Email Address	03 Feb 2020 10:10 AM	79

Remarketing

GatorLeads – Company Activity

Using GatorLeads you can see every page and *Download that a company has viewed as well as assign custom scores to these pages so you can understand what a company has looked at and how Hot a Lead they are*

Last 60 Days Page Visits		Download last 60 days	Download all visits
Page	Email	Last Visit	
 Agenda – Day 1 – 5th February – Gator Con https://conference.communigator.co.uk/agendaday1_5thfebruary		03 Feb 2020 09:50	
 Agenda – Gator Con https://conference.communigator.co.uk/agenda		03 Feb 2020 09:50	
 Venue – Gator Con https://conference.communigator.co.uk/ourvenue		03 Feb 2020 09:41	
 Gator Con – CommuniGator Conference 2020 https://conference.communigator.co.uk		03 Feb 2020 09:40	
 Venue – Gator Con https://conference.communigator.co.uk/ourvenue		31 Jan 2020 14:13	
 Gator Con – CommuniGator Conference 2020 https://conference.communigator.co.uk		31 Jan 2020 14:12	
 Demo CommuniGator https://www.communigator.co.uk/demo		30 Jan 2020 15:29	
 Marketing Automation and Lead Generation Platform https://www.communigator.co.uk		30 Jan 2020 15:29	
 MailChimp Compared to CommuniGator CommuniGator https://www.communigator.co.uk/communigator-vs-competition/c		30 Jan 2020 15:01	
 CommuniGator versus Competition CommuniGator https://www.communigator.co.uk/communigator-vs-competition		30 Jan 2020 15:00	
 Best B2B Email Marketing Software CommuniGator https://www.communigator.co.uk/email-marketing-software		30 Jan 2020 15:00	
 Best B2B Email Marketing Software CommuniGator https://www.communigator.co.uk/email-marketing-software		30 Jan 2020 14:56	
 Pricing CommuniGator https://www.communigator.co.uk/pricing		30 Jan 2020 14:56	
 Marketing Automation and Lead Generation Platform https://www.communigator.co.uk		30 Jan 2020 14:55	

Remarketing

GatorLeads - Company Data

Using Company Data and Contacts you can purchase contact data and add them manually into an audience group of your choice

← **Communigator Limited** Assigned To: Gary Johns 🇬🇧 🌐 🗨️

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

Revenue

£1M TO £5M

Employees

50 - 100

Total Score ⓘ


945813 🏆🏆🏆

Page Views : 305168

Date Score ⓘ

4232 🏆🏆🏆

Page Views : 2114



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People

Management Level Job Function

- DIRECTOR (7)**
- MANAGER (11)
- NON-MANAGER (1)

Name	Job Title	Email Address	Action
Kevin Byrne	Director		Action
Stephanie Kent	Customer Service & Partnership Director		Action
Simon Moss	Marketing Director		Action
Samuel Ricard	Commercial Director		Action
Chris Royall	Operations Director		Action
Ben Withinshaw	Finance Director		Action

Industries

Business Services
Software

Remarketing

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GatorLeads - Adding to Groups

The screenshot shows a CRM interface with a modal dialog box titled "Nurture Contact". The dialog contains the text "Please select the group to Nurture the contact into" and a dropdown menu. The dropdown menu is open, showing a list of groups: "Nurture: CEOs/MDs", "Nurture: Marketing Professionals", "Nurture: Sales Professionals", "2018 Fishing", "Gary Nurture test", "GatorLeads test", "laura testing group entry", "Gary test 21/11", and "Test Group GatorLeads AutoNurture". The "Nurture: CEOs/MDs" option is currently selected. To the right of the dropdown are "Close" and "Nurture Contact" buttons. The background interface shows a table with columns for "SUPPLIER", "QUALIFIED OUT", "GATORLEADS CUST", "TEST", and "ISP". There are also summary cards for "Date Score" (0) and "Sessions" (Last 0). At the bottom, there are tabs for "Last 10 Pages", "Top 10 Pages", and "Campaigns", and a section for "Last 60 Days Page Visits" with download options.

Remarketing

GatorLeads – Adding your Groups

Under Admin – integration
Admin – Gator Integration you
can add and remove Audience
groups that you have created

Gator Integration

CLIENT ADMIN

- Embed Tracking
- Manage Users
- Reporting

PAGE ADMIN

- Page Scores
- Categories
- New Page Filters
- Site Labels
- Lead Bands
- Advanced

INTEGRATION ADMIN

- CRM
- Gator Integration

SYSTEM ADMIN

- Upload Companies
- Lead Types
- Sales Territories
- Hidden Leads
- Ignore Countries

SECURITY

- Ip Lockdown
- Email Lockdown

OTHER

- Purchase History
- Purchased Emails

SETUP FIELD MAPPING **GATOR GROUPS**

Pre-load a list of Gator Groups to be used

Group Name	
Nurture: CEOs/MDs	→
Nurture: Marketing Professionals	→
Nurture: Sales Professionals	→
2018 Fishing	→
Gary Nurture test	→
GatorLeads test	→
laura testing group entry	→
Gary test 21/11	→
Test Group GatorLeads AutoNurture	→

1

Save Groups

Group Name	Date Created
← The Power of PPC Seminar - Non-Attended	2020-01-29
← The Power of PPC Seminar - Attended	2020-01-29
✓ Test Group GatorLeads AutoNurture	2020-01-28
← test group	2020-01-24
← Tims test Group	2020-01-24
← Customer who	2020-01-23
← GatorTest_CS_23.01.2020 - Least Likely	2020-01-23
← GatorTest_CS_23.01.2020 - Most Likely	2020-01-23
← CommuniGator Contacts	2020-01-22
← Lees List	2020-01-20

1 2 3 4 5 6 7 8 9 10 > >>

Remarketing

The Campaign itself

Attach a Workflow or a single email to your Audience Group that you are planning to use



Remarketing

GatorLeads - Alerts

Using Alerts you can select the Website Activity criteria you require for the Alert to be triggered, How Hot – Pages viewed or not viewed, Campaigns clicked through etc

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 |

Remarketing

GatorLeads – Alerts to Auto Nurture

At the click of a button you can now add this back into a targeted campaign that is specific to what interests that company

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 ▼

Landing Pages. Andrew Wilks.

Private and Public Landing pages enable you to easily create campaign-specific web pages that convert web visitors to qualified leads.

Landing Pages

What is a Landing Page?



A **Private** Campaign Landing Page is a unique web page for recipients to navigate to via a link in a GatorMail email



It is only accessible to the intended recipients



A **Public** Landing Page is a unique web page for recipients to navigate to via an online link eg from social media or an online advert

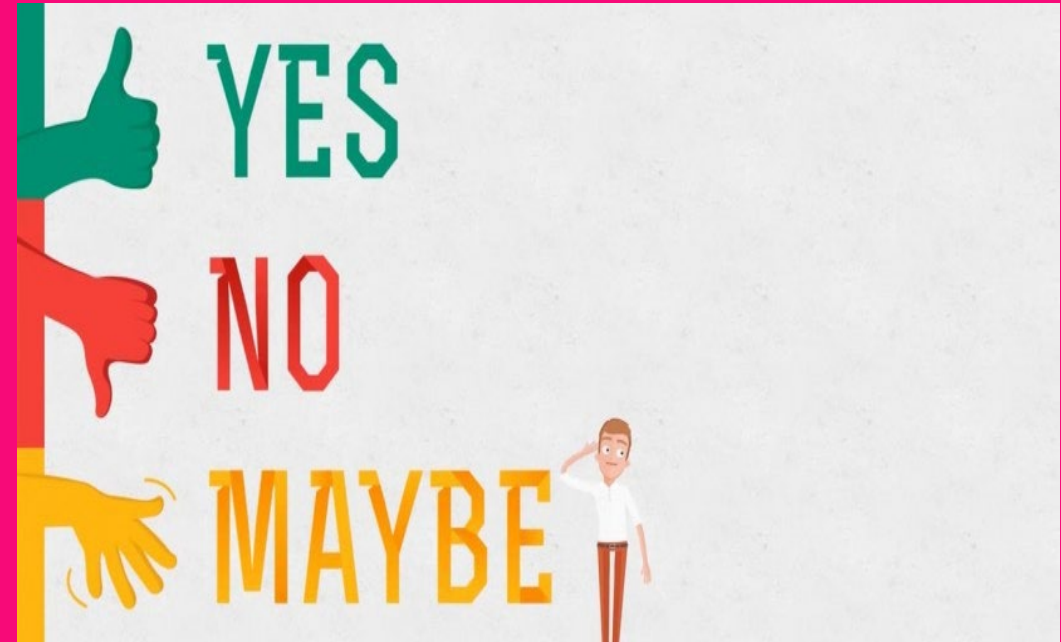


It is accessible to anyone with access to the link.

Landing Pages

Why use Landing Pages?

- Dynamic pages
- Private content
- Web Forms to Convert visitors to leads
- Micro-sites



Landing Pages

Dynamic Pages

One client sent people that had purchased a service an email congratulating them on their purchase and took them to a landing page with other suggested services.



Landing Pages

Private Content

Do you have content that you don't want found on search engines? Use landing pages to show content securely, and easily, which can be fully tracked and controlled within CommuniGator.



Landing Pages

Web Forms that convert

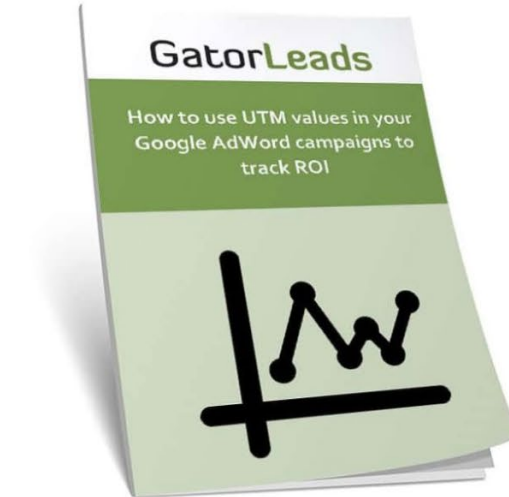
How to use UTM values in your Google AdWord campaigns to track ROI

If you want to track the ROI of your paid for adverts, you need to start using UTM values to tag your links and track which website visitors click on them. Given that paid for ads can rinse your marketing budget, UTMs are a useful way to account for leads that come from these channels.

In this guide, learn:

- What UTM's are
- How to use UTM tagging on an account level
- How to apply all UTM values to your campaigns
- UTM tagging on ad level only

If you want to start putting this guide into practice and see which business leads are coming from your Google Ad campaigns (or even sponsored social media posts) then see how [GatorLeads technology](#) can help you start UTM tracking today.

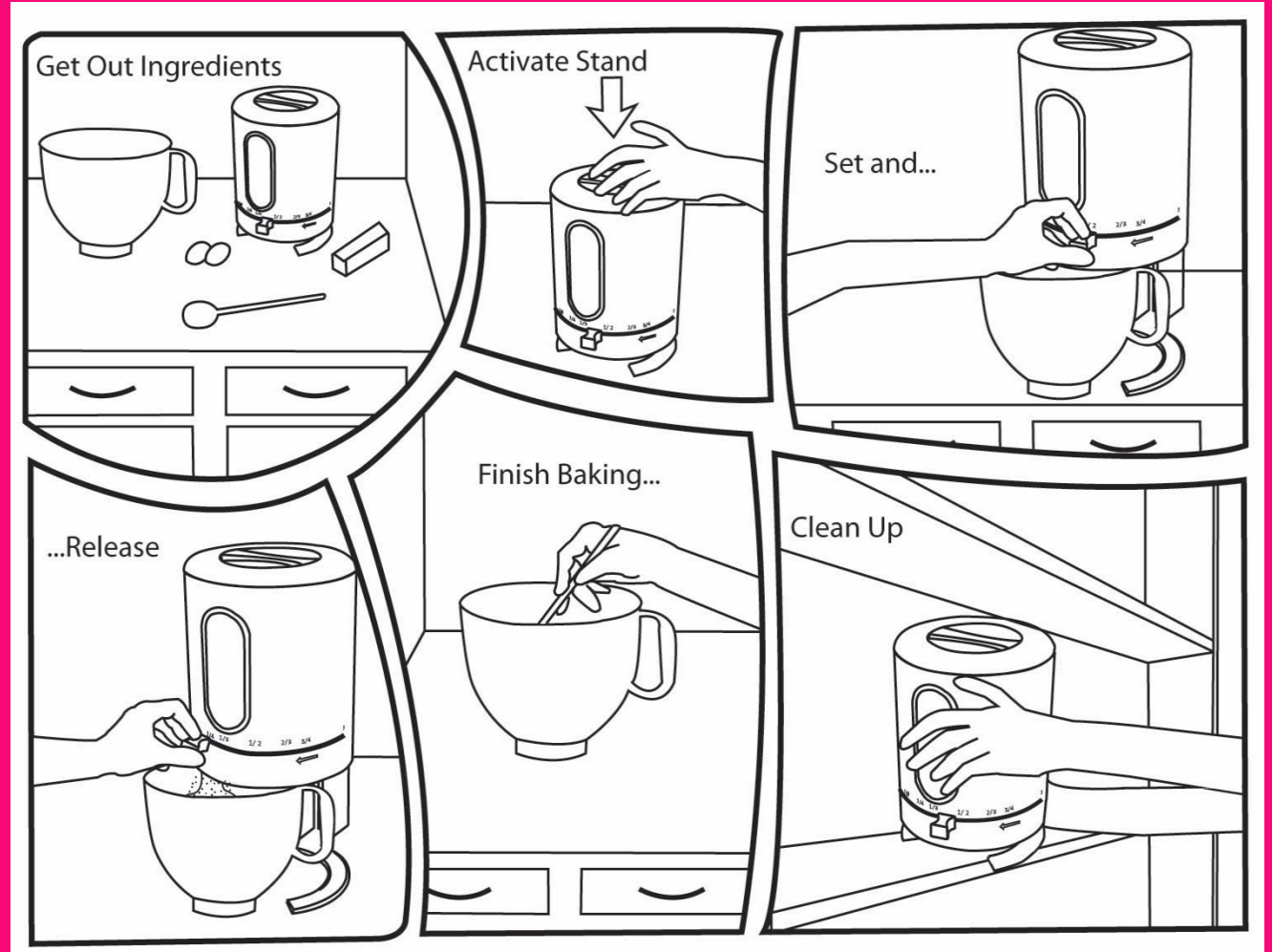


Get Guide

Landing Pages

Micro Sites

If you don't have access to your website to make any changes, you can use the Landing Page tool to create a journey for your recipients, or just create a simplified website.



ON THE INTERNET, ANYTHING GOES

Misleading articles, disproven allegations, and false claims – the internet is the digital Wild West.



Don't let your reputation get ruined by careless and negligent remarks. Take back control with ReputationDefender.

Reclaim Your Reputation

Talk to one of our reputation specialists in Silicon Valley today!

Message *

GET HELP NOW!

Public
LANDING
PAGE

SQUEEZE

PAGE

EFFECTIVE MARKETING AND
ADVERTISING CAMPAIGN

Marketing Automation Searches

 **Marketing Automation for Infor CRM (SalesLogix) | CommuniGator**
<https://www.communiGator.co.uk/crm-integration/.../infor-and-marketing-automation/> 
CommuniGator software provides complete marketing automation solution for Infor CRM and can be seamlessly integrated to your system.

 **CommuniGator**
1,937 followers
1mo

Is your **#NewYearsResolution** to CONVERT more leads? Then just MUST read this blog! <http://cgt.bz/228rm>



The Perfect Email Design
communiGator.co.uk

Like Comment Share

 **CommuniGator Ltd** @CommuniGatorLtd · 15 Mar 2017
Find out why @EgressSwitch turned to **CommuniGator** for their #marketing #automation needs! cgt.bz/1v4e2

1

 **CommuniGator**
4 April at 00:15 · 

<http://cgt.bz/234nk>



COMMUNIGATOR.CO.UK
Harness the Power of CRM and Marketing Automation | Seminar | CommuniGator


Like Comment Share

Public Facing Landing Page


landingzone.communiGator.co.uk/1234/marketing-automation

Marketing Automation Benchmark Report

Submit



Article.pdf
Download

See what Gator can do!



Website

communiGator.co.uk



Create a standard Landing Page in GC or GM

The screenshot displays the CommuniGator landing page builder interface. At the top, a navigation bar includes the CommuniGator logo and various tool links: GatorLeads, GatorMail, GatorSurvey, GatorWorkflow, GatorPopup, GatorSocial, and GatorApps. On the right, there is a 'Help' icon and a user profile for 'aaron yates'. Below the navigation bar, a user identifier 'lees2' is shown on the left, and a set of action buttons ('TEST CENTRE', 'SAVE', 'SAVE AND EXIT') is on the right. A 'Hide Hidden Elements' toggle is also present.

The main interface is divided into two primary sections: a left sidebar and a central preview area. The sidebar is titled 'BLOCKS' and 'PAGE STYLE'. Under 'Normal Blocks', there are 16 block options arranged in a grid: BANNER MEDIA, BUTTON, CAPTION & MEDIA (two variants), DIVIDER, FOOTER, HEADER, MEDIA, NAVIGATION, SCRIPT, SOCIAL SHARE, TEXT, TEXT BOX, and TEXT & BUTTON. Below this is the 'Library Blocks' section. The central preview area shows a sample landing page design with a blue background featuring white icons. The design includes the Mediagroup logo (a colorful 'M' shape) and the text 'MEDIAGROUP your company slogan'. Below the logo is the headline 'Improve Your Marketing', followed by a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.' At the bottom of the design is a blue button labeled 'FIND OUT MORE'. The preview area also features a 'Hide Hidden Elements' toggle and a set of icons for editing and deleting elements.

Creating the Public URL for your advert


Create New Public Landing Zone ✕

To create a new public landing zone please enter a URL Path below and then select a landing zone. A link will then be create for you to copy and use where required.

Domain

Path

Landing Zone design



Preview

Public LandingZone successfully created. Press copy to copy your web address.

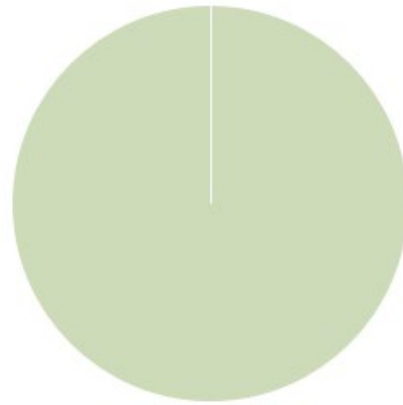
Test

Date range: 6 July to Today

33798 Total Views

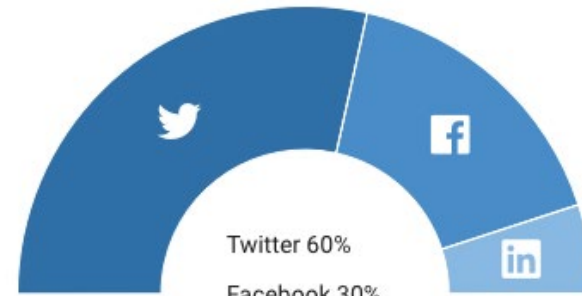


UTM by Source



PPC 100%

UTM by Medium



Twitter 60%
Facebook 30%
LinkedIn 10%

CLOSE

QUESTIONS & ANSWERS

Gary Johns and Andrew Wilks.

Product Specialist and Head of Account Management.

gary.johns@communigator.co.uk and andrew.wilks@communigator.co.uk.