

## Generate More High-Quality Leads and Shorten Your Sales Cycle



## Turn Your Existing Web Site into an Effective Marketing and Sales Tool

Most people who are thinking about buying from your business will visit your web site, but capturing those leads and getting them into the hands of Sales promptly with actionable information can be a challenge.

VisualME, the Visual Marketing Edge, is web marketing software that works with your existing web site to help you generate more leads and shorten your sales cycle. It enables you to use your web site, the main gateway into your business, for one-to-one marketing and selling.

VisualME makes it easy to implement the best practices of sophisticated web marketers while actually reducing your reliance on IT resources.

To help you increase the number of leads you generate, VisualME tracks all your sales and marketing efforts such as advertising, direct response and events. VisualME also automates your permission-based email marketing workflow.

To help you see things from your prospect's point of view, VisualME creates prospect profiles as people visit your site. When prospects

respond to an email or register, VisualME personalizes profiles with contact information.

Now you can see who is responding to your campaigns, when and how often they visit and what they are looking at.

Personalized prospect profiles give Marketing the real-time feedback needed to fix weak campaigns on the fly. Personalized profiles also give Sales timely information on who is ready to start the sales process and what their true interests are - so Sales can accelerate the process.

### VisualME

#### Focus on prospect behavior for:

- More Leads
- Higher Quality Leads
- Faster Response Time
- Shorter Sales Cycles
- Actionable Metrics
- Reduced Reliance on IT

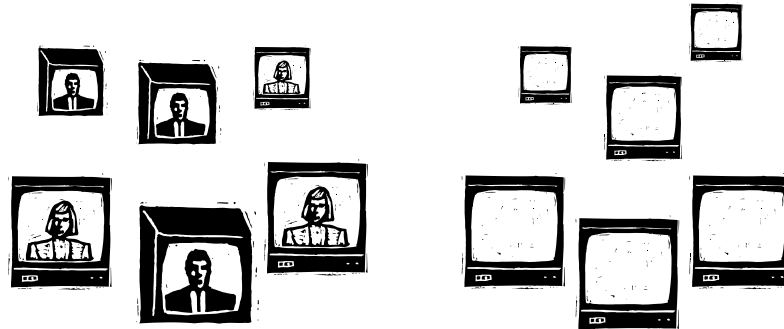
Fill your pipeline of prospects and give Sales the information they need to accelerate the sales cycle.

**visualme**<sup>TM</sup>

## Profile Actual Prospect Behavior

*“VisualME enables us to get qualified leads into our sales process immediately and provides the tools we need to accelerate the process”*

*Talbot Associates*



*Measure and Respond to Individual Behavior...*

*...Instead of Meaningless Aggregate Page Views*

### Improve Marketing Results By Testing Your Campaigns

VisualME provides a much deeper analysis of web site activity than popular web analytics tools. Any click through your web site can be tracked, whether it is an inbound response, stays internal to your site or is an outbound referral to another site.

So in addition to tracking offline marketing efforts, web advertising and referral links, VisualME lets you test specific offers or calls to action. This enables you to test every aspect of your marketing and sales efforts in order to continuously improve results.

### Give Your Salespeople Useful Information in Real Time

Do your salespeople complain about not getting enough leads or not knowing anything about the leads they do get?

VisualME gives marketing and sales people real-time information about who is visiting your site, what they do, what company they are from, what generated their interest, how many times they visited before, and what they looked at. It's like reading your prospect's mind.

Identifying who is interested while the interest is active ensures that Sales can respond immediately to hot leads.

### Leverage Your Web Site Investment

Since you already made the investment to build a great web site, and since it is the main gate through which prospects become customers, doesn't it make sense to make the web site the center of your sales and marketing efforts?

Instead of sending out information, you use VisualME to send a link back to the information on your site. This enables your sales team to continually engage prospects while creating further behavioral information that can be used to help close the sale.



*Visual Software Systems, Inc. develops web software that businesses and their marketing agencies use to increase revenue and reduce costs by making marketing and sales processes more effective.*

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### VisualME

The Visual Marketing Edge for:

- Campaign Management
- Email Marketing
- Prospect Profiling
- Lead Management
- 1-to-1 Web Selling
- Content Management

Marketing results you can see!

### Quit Starving Your Sales Channel

Learn how easy it can be to make your web site generate leads, qualify prospects, and shorten your sales cycle by visiting [visualsoftsys.com](http://visualsoftsys.com), or call us directly at 732.450.0560.