

Digital Marketing with FirstSpirit™ Means Strong Brands, Long-Term Customers and Sales-ready Leads

FirstSpirit is the content management system for marketing professionals who want to boost their brands and their sales on the Web. Personalized, dynamic content for targeted user groups can be easily created and sent to all desired channels. Digital marketing operations can be coordinated from a central platform – whether email marketing, real-time targeting, social media, video integration, Web analysis, A/B testing or complete marketing automation.



The management system for your digital relationships

In view of volume and availability of information, today's Internet users are selective and opportunistic. For companies to stand apart from the competition over the long term, high-quality and personalized content is a must. FirstSpirit helps you establish and maintain positive and sustained relationships between customers and companies in all digital formats. With clever features, such as the Persona Simulator in the Multi-Perspective preview and real-time segmenting of website visitors, you can create personalized and context-based content – for individual online experiences that are unforgettable.



Let your content do your work

You may already have outstanding content; but do you use it more than once? With FirstSpirit, you can easily create new content and also reuse existing content, such as by combining it with campaign elements like websites, articles or mailings. By compiling and publishing content precisely aimed at your target group on the appropriate channels, you boost the success of your content marketing campaign and accelerate the time to market of your products and brand communications. The results are busier pipelines with qualified leads and increased sales with reduced time and money invested.



Centrally control and optimize cross-channel campaigns

FirstSpirit allows existing content to be used for campaigns across the most diverse communication channels. Particularly effective is combining several channels within your digital marketing campaign, such as social networks and personalized mailings. You can check the success of your campaign and make improvements as it unfolds right in FirstSpirit using tools such as A/B testing for landing pages, mailings and teasers, Web analysis, search engine-optimized URLs and visualization features such as “click heat maps.” The coordinated actions can boost conversion rates, increase repeat purchases and, ultimately, improve sales.



Start the conversation and keep it going

Breathe new life into your website with FirstSpirit and inspire users to shop, make purchases and come back again. Effortlessly and quickly integrate compelling content such as images and videos in your websites and online stores. By integrating social media, you keep the conversation with your target audience going – via Facebook, Twitter or LinkedIn – directly from the FirstSpirit editorial interface. Blogs, ratings and discussion forums can also easily be integrated into websites. Interactive content produces better click and conversion rates and more successful campaigns.

Marketing automation drives digital marketing

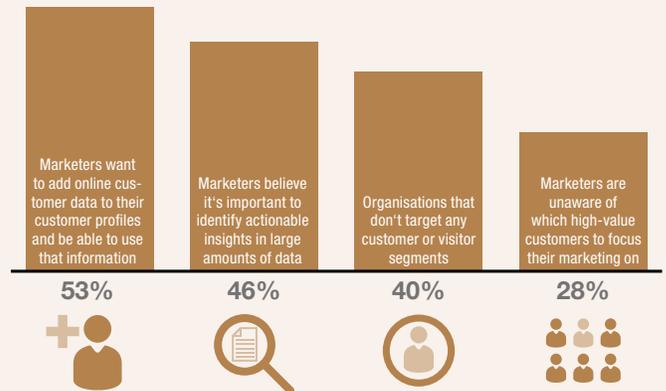
With the combination of marketing automation tools and FirstSpirit, lead development can be run through a central platform. You can control, analyze and optimize the entire customer journey with a much higher degree of efficiency. Visitors are identified automatically using defined rules, provided with individually tailored information and – using scoring models – qualified until they are ready to make a purchase. Then they can be transferred to sales.

Outlook for digital marketing



From Segmentation to Personalization

Marketers know how important segmentation is for personalizing the online experience. And yet: Many of them struggle to implement the required measures.



Trends for marketing automation in 2014

63% of companies that outperform their competition use integrated marketing automation

The most frequently used metrics for measuring ROI as part of automation
response metrics



78% of successful marketers indicate that marketing automation is making a growing contribution toward increasing sales

Above all, marketers expect **better qualified leads** from marketing automation

FirstSpirit customers count on digital marketing



Quellen: „<http://blogs.position2.com/infographic-digital-marketing-trends-predictions-2014>“

If you want to design your digital marketing strategy to be more efficient and generate better leads, please contact us!