MARKETING AUTOMATION

Increase lead generation, grow your marketing database, and improve sales conversion through remarketing activities. Develop new sales channels and automate your digital marketing experiences with triggered communications. Drive customer engagement with personalised interactions through a host of omni-channel campaigns and promotions.

- Drive immediate conversion
- Improve engagement
- Increase transaction frequency
- Monitor digital marketing performance
- Discover potential areas of growth

Automation Tools for Everyday Use

Email Marketing

Design and deploy emails that adhere to your brand guidelines, or create sophisticated micro-campaigns with the TouchpointMX editor. Set up response-triggered email journeys, report on campaign results in real time, and combine data sources to segment your email database to target relevant audiences with messages that drive conversion.

Microsites & Websites

Creating new ways for your customers to interact with your business online can drive conversion, improve loyalty, and make your brand 'stick' in the minds of consumers. Host subsidiary brand content or create microsites to support campaigns that need to be held outside your website.

Online Promotions

Create multi-channel promotions that drive acquisition and generate interest in your brand, or design competitions to drive engagement within your existing audience. Engage current or future customers with campaigns that stand out.

Landing pages

Design custom landing pages for one off or long-term campaigns. Edit, manage and expand your online reach using an intuitive CMS.

Create powerful pages that work harder for your business, support your campaigns, and drive customer interactions. Store customer database details securely in one place and use them for follow-up email or mobile campaigns at a later date.

Surveys & Questionnaires

Using an intuitive marketing automation platform developed by Touchpoint, create anything from customer and employee experience surveys to stakeholder training programs or points-based rewards programes, our intuitive CMS allows for the flexibility you need to customise interactive questionnaires, easily and efficiently.

Mobile & SMS push notifications

Give your customers the chance to find out more about your offer, product or service by utilising SMS push messages. Craft dynamic auto-replies and supply text or web links to content that has too much detail to feature in your mainstream media with TXT4Info or TXT2Win campaigns.

A marketing automation platform built by Touchpoint Group

An intuitive, custom built marketing automation platform designed for B2C businesses who want to leverage customer relationships.

Empower employees and teams of any size to take on personalised, digital marketing communications through a single omni-channel platform. With an intuitive CMS and powerful dashboard and reporting functions it makes database capture, digital campaign execution and re-marketing easy. Designed for beginners, agencies, and marketing professionals alike, the tools utilising our very own TouchpointMX platform can be either self-service or supported by our team of industry experts, as a fully managed marketing service.

GET STARTED TODAY; enquiries@touchpointgroup.com

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