

TRANSFORM MARKETING OPERATIONS WITH CRMT

CRMT is a leading marketing operations agency that helps today's marketers transform their organisations using data, insights and the latest marketing technology to improve demand generation, customer engagement and performance.

Over the past fifteen years CRMT has been at the forefront of the sales and marketing technology explosion. We've deployed, configured, integrated, managed all the leading applications on the market and have both the technical knowledge and expertise in-house to enable our customers to reach operations excellence. CRMT offer the following services:



CONSULTING

- Technology Evaluation & Selection
- Process Assessments
- Demand Waterfall & Lead Improvement Programmes
- Data & Segmentation Analysis
- Marketing & Sales Alignment
- Marketing Operations Planning & Modelling



DIGITAL

- Marketing Automation & Campaign Delivery
- Content Optimisation & Strategy
- Creative Services
- Audience Analysis & Persona Development
- Nurturing Programmes
- Account Based Marketing
- Marketing Analytics



TECHNOLOGY

- Marketing Technology Services
- Platform Customisation
- CRM Optimisation & Integration
- Web & App Development



DATA

- Data Optimisation, Cleansing, Normalisation and Segmentation
- Database Development and Management
- Data Analytics
- Privacy and Governance



CRM & Marketing Automation Services
SmartStart

SmartStart is a proven methodology that helps guide new customers through the implementation phases from project initiation to rolling out your marketing automation solution and includes many elements of best practice.



Campaign Managed Services
SmartAssist

SmartAssist is a managed service offering designed to provide ad-hoc access to a talented and experienced team of marketing automation and CRM best-practice consultants, solution engineers, power users and our data team.

Key Technology Platforms



Data Management Services
DataStart

CRMT's DataStart is a proven set of data services and methodology to get your marketing data in great shape for both your marketing automation and CRM system, enabling you to drive insight, strategy and meet campaign targeting and reporting requirements.

Summary

We've supported customers across various industry sectors with consulting and best practice frameworks to drive demand and conversion. We've worked in close alignment with our customers' marketing and creative teams to deliver integrated digital marketing campaigns.

Our teams provide tailored services and solutions that support every stage of the marketing automation journey, combining consultancy with technical and operational expertise in leading marketing automation platforms including Oracle Eloqua, Marketo and Pardot, and CRM platforms such as Salesforce.com and Microsoft CRM.

About CRMT

CRMT is a Marketing Operations consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that's metric-driven, process-minded and very tech-savvy. We sit plumb between marketing, sales and IT and work with business leaders to maximise the investments they've already made in people and technology to drive marketing effectiveness and efficiency.

Interested in our services?

Speak to one of our marketing operations experts, contact us at info@crmtechnologies.com or call +44 (0) 118 945 0030. Discover more about our marketing operations services at www.crmtechnologies.com/what-we-do.

