

Workbooks & Communigator outline ways to optimise lead generation at TFM

Submitted by: Workbooks Online

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Workbooks (<http://www.workbooks.com/>), a British cloud-based Customer Relationship Management (CRM) and marketing automation vendor today announces that the company will be exhibiting at Technology for Marketing at Olympia on 25th-26th September 2019. Workbooks can be found on Stand F30 (<https://www.technologyformarketing.co.uk/exhibitors>).

Technology for Marketing (<https://www.technologyformarketing.co.uk/>) and ad:tech London are the UK's only events dedicated to martech and adtech. The event aims to enable marketers to gain critical insight from both key suppliers as well as leaders in the martech and adtech industry.

Workbooks' CMO, Christelle Fraysse will be joined by Communigator's Marketing Director, Simon Moss to talk about how companies can optimise their lead generation efforts. This talk (<https://www.technologyformarketing.co.uk/speaker-sessions-2019/session-sponsored-by-getresponse>) will be held in the Marketing Automation, Email & Multichannel Theatre at 1:45pm on Thursday 26th September.

Lead generation is key to business growth. Christelle and Simon will look at how companies can optimise their marketing efforts to ensure even a limited budget can go a long way. They will unveil five impactful ways to supercharge marketing efforts, from becoming data and insight obsessed to honing in on lead quality, implementing processes and automation to drive greater effectiveness.

For more information, visit <https://www.workbooks.com/events/> (<https://www.workbooks.com/events/>)

About Workbooks

Workbooks delivers cloud-based CRM and Marketing Automation applications to the mid-market, at an affordable price. Its services extend beyond sales, marketing and customer support to include order management and fulfilment, invoicing and supplier management, at a price which is typically 50-70% less than alternatives such as Salesforce or Microsoft Dynamics.

Workbooks unites the entire organisation around data and processes, promoting teamwork and collaboration. It provides a single 360-degree view of customers and the information is accessible anytime, anywhere. Productivity increases, operations streamlined, insightful decisions made and the business is better equipped to differentiate against the competition.

For more information, visit www.workbooks.com (<http://www.workbooks.com>).

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