



Fast track your marketing

Engage with your audience and grow your business with Mautic's intuitive marketing platform.

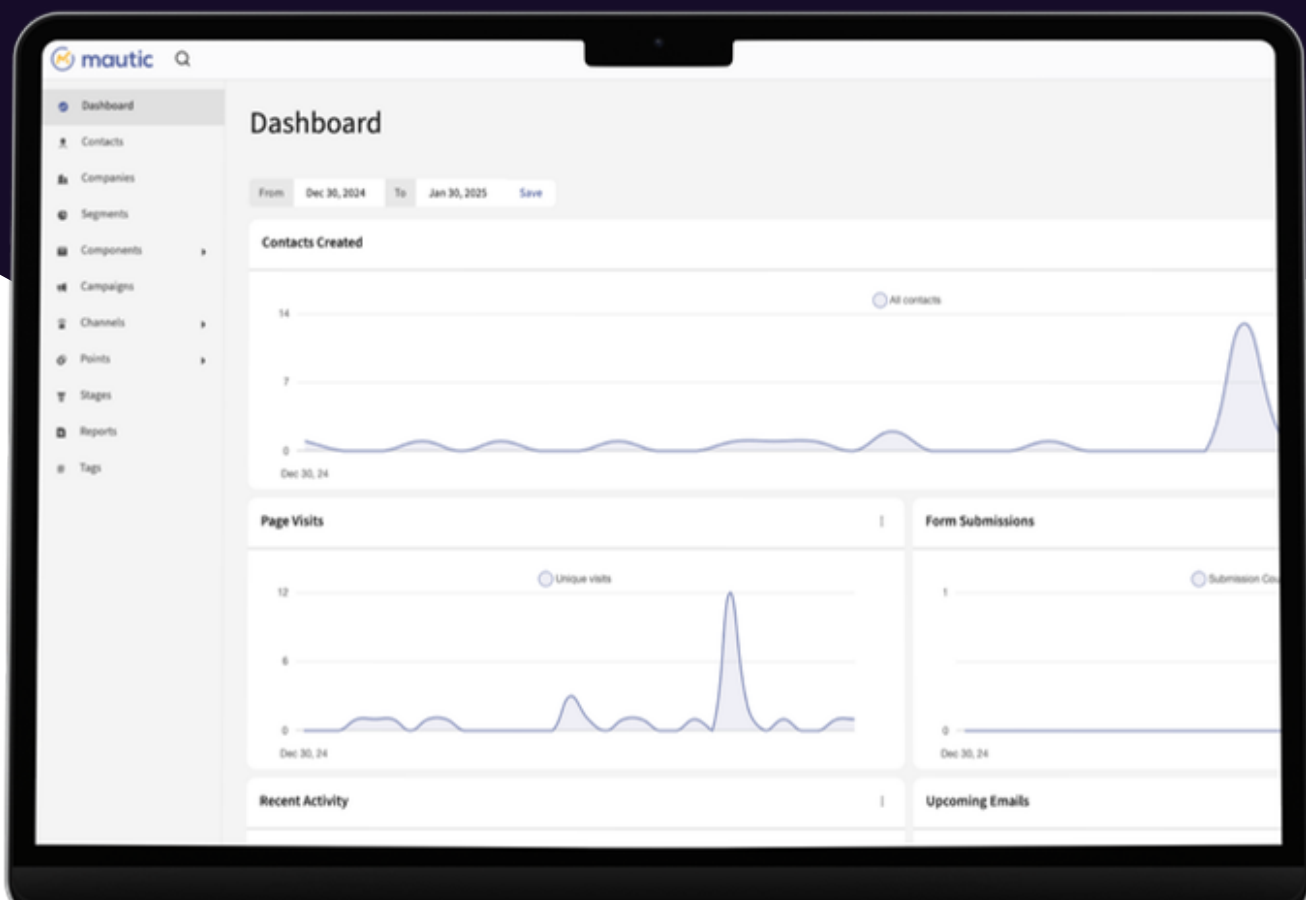


What is Mautic?

Mautic is a marketing automation platform developed from the ground up to maximise your marketing email campaigns without compromising accessibility.

It is a flexible tool that aligns your sales and marketing teams, ensuring that the customer is at the centre of every decision you make.

Mautic allows you to begin with lead generation, then to nurture those leads, ensuring that they are kept warm and engaged, and then to convert them into satisfied, returning customers.



Features your business needs

Lead capturing

Capture qualified leads through automated communication.

Email marketing

Target the right people with personalised messaging that's likely to convert.

Segmentation

Segment your audience based on their interests and industry.

Targeted campaigns

Set up targeted campaigns easily with Mautic's intuitive builder.

Reporting

Report on your marketing activity to see what's working and what you could improve on.

Forms

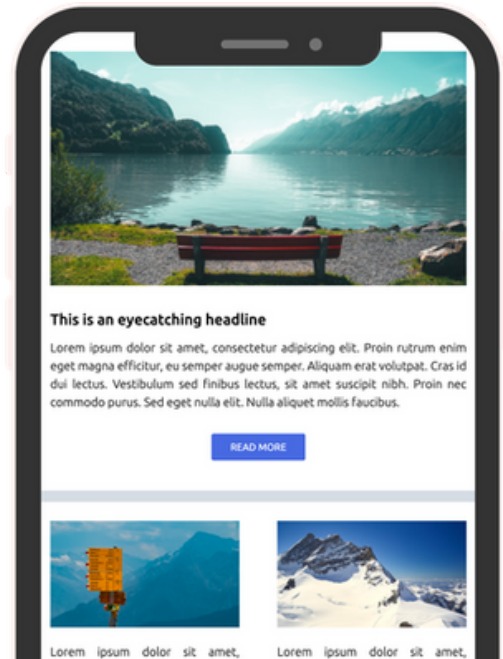
Create responsive forms that are easy to complete.

Landing pages

Set up striking landing pages with click-worthy content.

Create beautiful emails that people want to read

Whether you're tech-savvy or someone who isn't familiar with code, Mautic has a fun drag-and-drop builder that means anyone can create engaging emails.

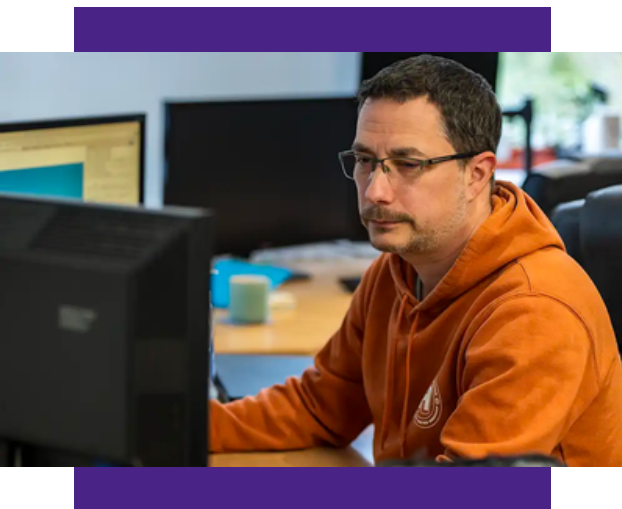


Boost engagement with click-worthy content

Draw your audience in with a personalised subject line based on their name, location or interest! Use dynamic content within your emails that changes based on the user's behaviour, preferences and interests. Make your email marketing strategy short and sweet; the sooner you get their attention and provoke action, the better!

Turn email marketing insights into revenue

Track email campaign performance to make data-driven decisions. Monitor open rates, click-through rates, and interactions to optimise engagement. Nurture relationships with engaged users for better ROI. Replicate successful strategies for increased engagement.



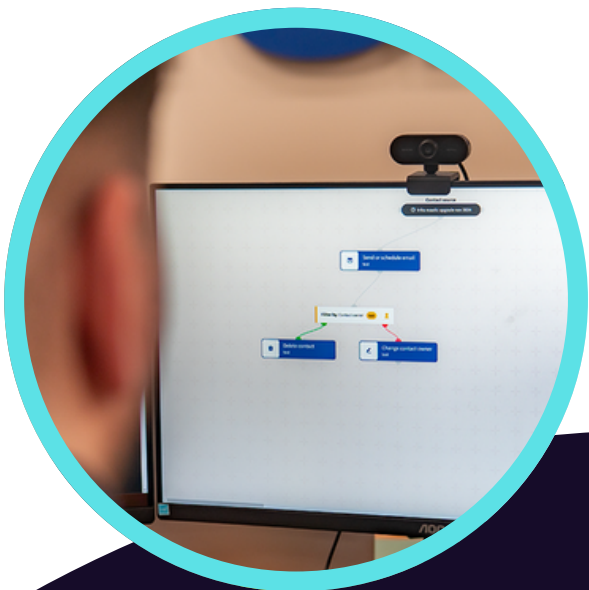
Create campaigns that deliver the right messages every time



One of Mautic's most popular features is its powerful campaign builder. It can architect personalised, multi-channel campaigns quickly and easily.

Tailor your campaigns

Add actions, decisions, or conditions to your campaign, define multiple outcome processes and set date-triggered actions or even activity-triggered actions. Target contacts who have filled in a web form or downloaded a whitepaper, maximising your data and potential opportunities.

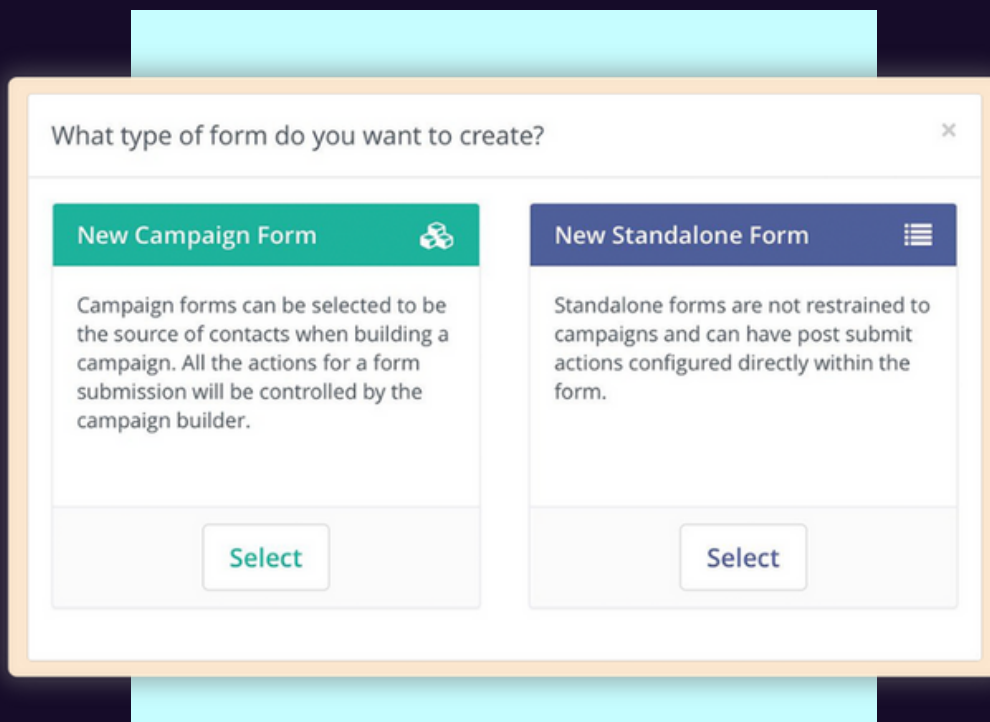


Drag-and-drop

The built-in campaign builder provides a clean and simple user interface with drag-and-drop functionality included.

Collect user information with Mautic forms

Forms are a special part of the marketing automation system. A form is used to collect user information often in exchange for providing access to a download, an event registration, or an email newsletter. Forms allow you to collect contact data and add additional information to their profile.

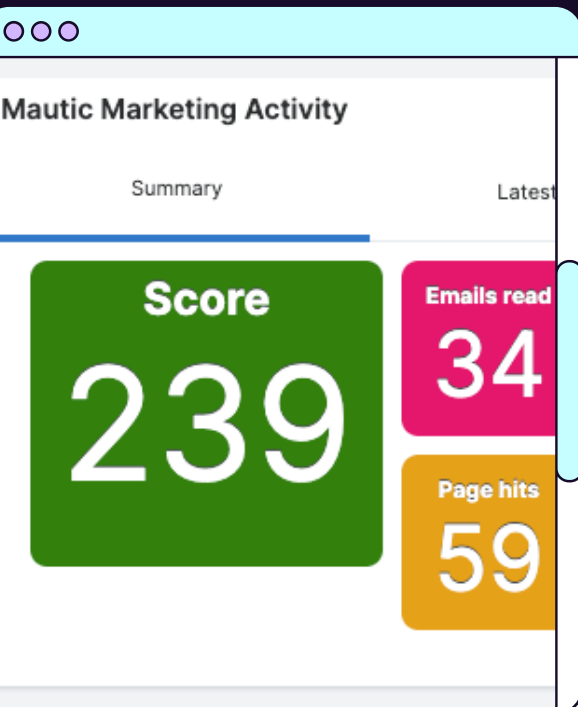


A **Campaign Form** can push a contact directly into a campaign but all actions are performed in the Campaign Builder.

A **Standalone Form** can push a contact into a segment, but not into a campaign directly. The advantage to this form type is that you can perform actions at the time of submission.

Capture the right leads for your business

Mautic's lead scoring turns what is a relatively subjective, time-consuming and potentially fatal decision into a structured and efficient qualification process.



How it works

Lead scoring is a set of rules that automatically assign 'points' to incoming leads based on behavioural and demographic factors, decided by you.

As the contact continues to engage, or disengage, the score updates automatically.

Configuring

You have the flexibility to adjust these actions to align with your business needs, including assigning different point values to each. Whether it's downloading assets, opening emails, or visiting specific pages, you have the freedom to tailor it to your organisation's requirements.

Build engaging landing pages that turn visitors into customers

Mautic offers a built-in landing page builder as well as a range of pre-built landing page templates to kickstart your marketing. You can edit these templates as little or much as you like, or you can create one completely from scratch.

Drag-and-drop functionality gives you the ability to create beautiful landing pages completely code-free. You can also use A/B testing to understand what works for your customers; whether that's with paid ads, gated content, or other marketing campaigns.

Mautic landing pages help you...

- ✓ Launch a new product or business
- ✓ Create a seamless customer journey
- ✓ Promote an event
- ✓ Convert more leads
- ✓ Drive traffic to a download
- ✓ Engage with your customers and prospects

Segment your audience



Customers and prospects are always giving you more information about what they're interested in - segmentation allows you to manage this data easily and efficiently.

Build targeted segments

You can use integrations and imports to automatically create segments. For example, the integration with SugarCRM allows you to create a target list and send it directly to GoCampaign as a segment. Or, you can import a CSV file to build your segment. You can use filters to make the segment even more targeted and personalised.

Public and private segments can be created, giving you complete flexibility.

You can segment your data by...

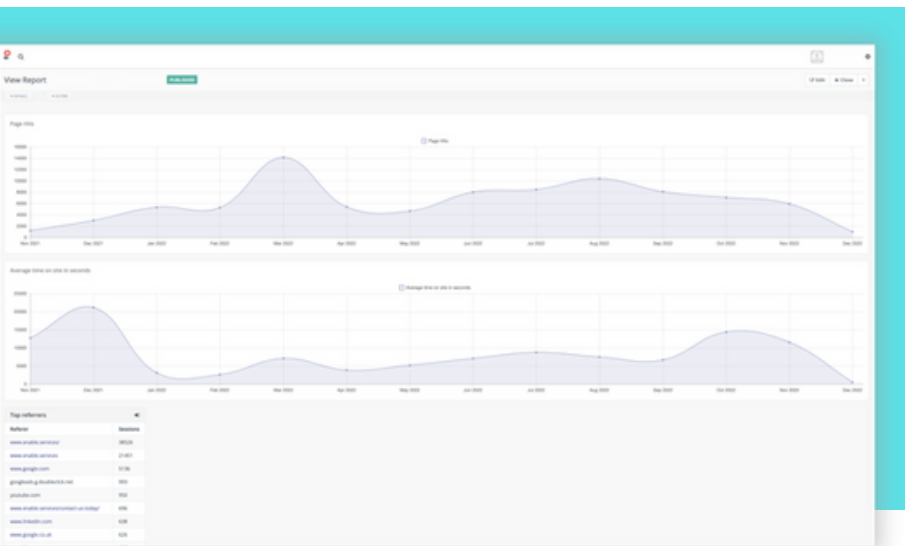
Location

Company Size

Interests

Gain a real insight into your marketing with reports

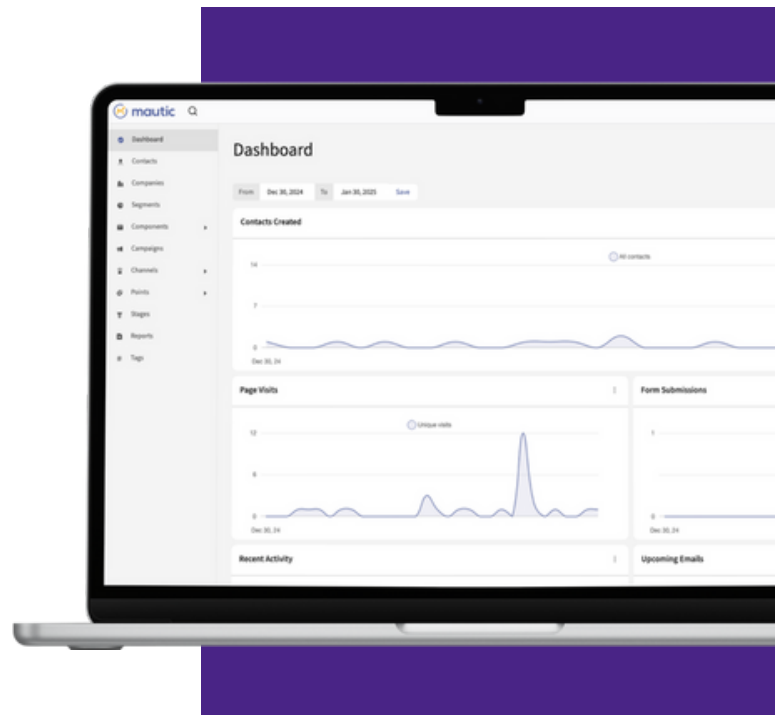
Mautic's reporting functionality helps you analyse the performance of your marketing efforts. They're quick and easy to build, allowing you to see key metrics instantly.



Mautic's reports can provide high-level summaries or granular views of data within a specific time period.

What can you see with Mautic's reports?

- ✓ Website visits
- ✓ Asset downloads
- ✓ Form submissions
- ✓ Page hits
- ✓ Event sign-ups
- ✓ Email open rates
- ✓ Leads and scoring



Implement Mautic with enable.services

Our specialist team help you integrate Mautic into your everyday working life quickly, efficiently, and easily.

Your dedicated project manager will undertake a simplistic yet efficient approach; understanding your specific requirements, providing important timelines, documentation, and details, and then implementing the system with incremental updates and reveals.

Why use our implementation services?

- ✓ Our experts have extensive experience in the set-up of GoCampaign
- ✓ We tailor our implementation processes to fit you and your business
- ✓ You're allocated a dedicated project manager to be your primary point of contact for any implementation queries
- ✓ We hold frequent reveals to gather your feedback at every stage

Receive training from our Mautic experts

Once your Mautic system has been implemented and set up, we ensure that you and your team are fully confident and ready to start using the platform for your marketing needs.

With custom onboarding plans, our trainers first acquaint themselves with your system and any integrations or customisations you may have. They then ascertain how your users prefer to learn and deliver the onboarding in a friendly and open manner, being available for any questions or queries along the way.



Why use our training services?

- ✓ Basic, advanced, and admin training is available to you whenever you need it
- ✓ Our trainers have extensive experience using Mautic
- ✓ We've worked with a variety of organisations across different industries to assist them in empowering their marketing communication with Mautic

Proactive, personalised help from UK experts

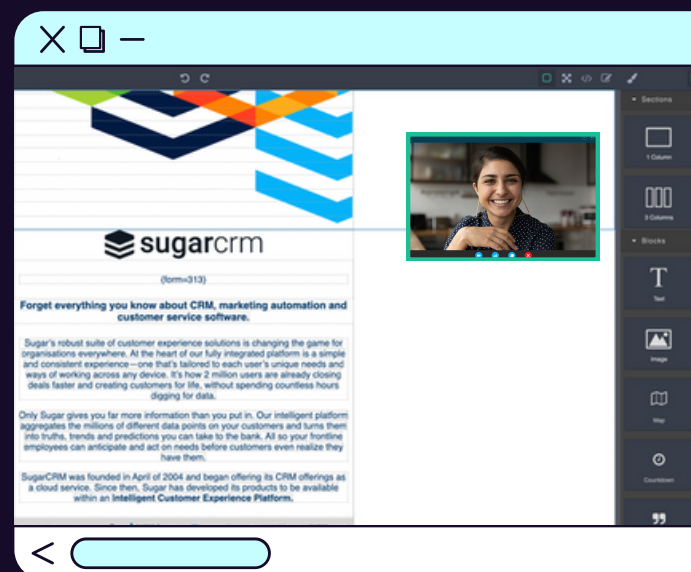
When it comes to marketing automation, we know that there's no room for issues or delays. That's why, if you ever need any support from us, we are on hand to help you.

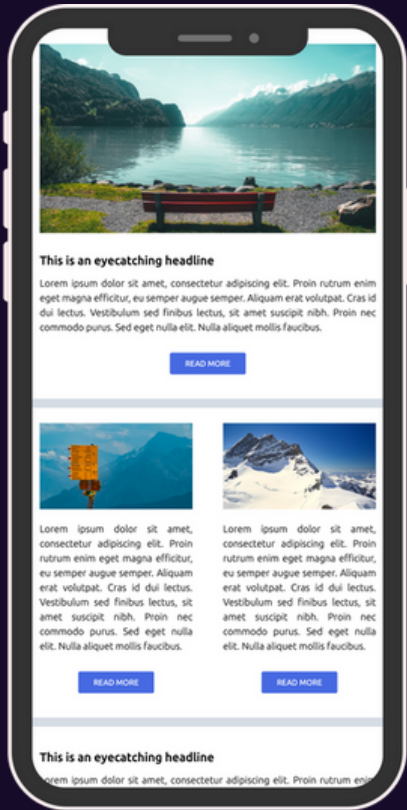
We get to know you

Our highly-knowledgeable team of UK-based support agents are situated in and amongst our other teams (Projects, Sales, Helpdesk, and more), so they can truly get to know you and your business from the very beginning of your journey. They'll work with your account manager to thoroughly understand your system and any configurations made. This way, they'll save you time when investigating and resolving any issues.

Our promise to you:

We know your time is precious, and so we aim to get you back to business as soon as possible. Our case priority system and service-level agreements allow us to keep a structured approach to supporting your Mautic platform.





Utilise your system to its full potential

We dedicate time to listen to your needs and understand your marketing goals so we can assist and save you time by configuring your Mautic system. We create a customised workflow document for your project, detailing the timeline and assigned project manager ensuring you are always kept in the loop.

What we can configure for you:

Forms

Our team of Mautic experts are here to assist you in creating standalone forms or forms that are a part of an email or landing page.

Landing pages

We help organisations create click-worthy content that connects with their audience.

Emails

Available in drag-and-drop functionality, as well as full HTML code.

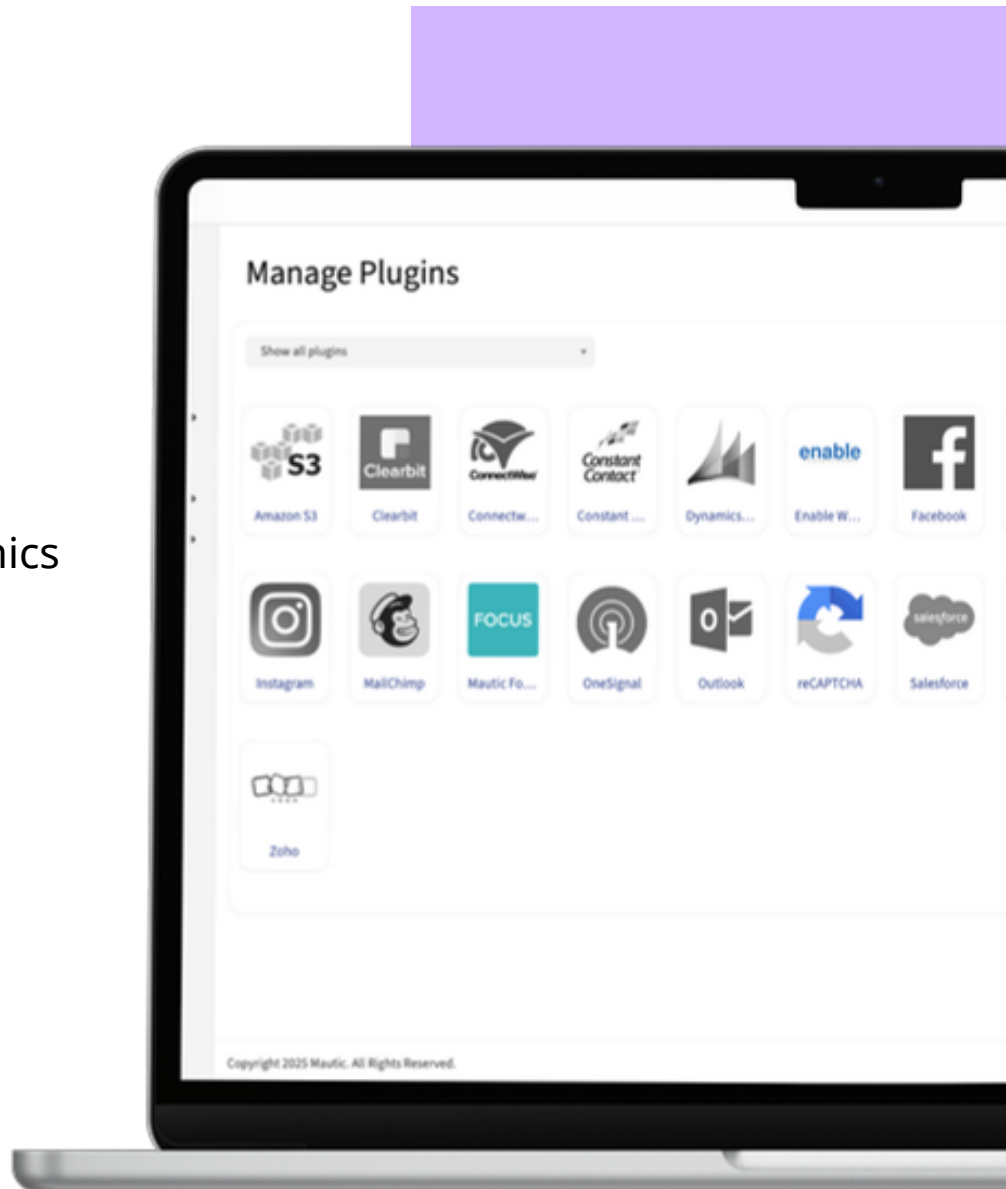
Connect your favourite tools to Mautic

Mautic's marketplace offers a range of different integrations to allow you to do more with your marketing.

Enhance visibility across departments, extend your reach, and drive sales with integrations that help you to market smarter and accelerate growth.

What does Mautic integrate with?

- ✓ SugarCRM
- ✓ HubSpot
- ✓ Salesforce
- ✓ Microsoft Dynamics
- ✓ Zoho
- ✓ LinkedIn
- ✓ Outlook
- ✓ And more!



Pricing

Our Pricing is dependant on the number of marketable contacts you require.

5,000 marketable contacts	£150/m	£1,800/y
20,000 marketable contacts	£200/m	£2,400/y
50,000 marketable contacts	£300/m	£3,600/y
70,000 marketable contacts	£375/m	£4,500/y
100,000 marketable contacts	£475/m	£5,700/y
250,000 marketable contacts	£950/m	£11,400/y

Mautic is the all-in-one automation platform that fast tracks your marketing.

We empower our customers to grow their business using personalised communication at every touchpoint. Whether you're just starting your business or have already established your brand, we've got the tools you need to reach more people.

Email us: sales@enable.services

Call us: 01473 618980

