



OptifiNow Offers SMB Sales Team a SaaS Lead Management Platform

The integrated marketing communications platform provides SMBs with a single platform to connect with customers via email, mobile, social media, and direct mail.

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OptifiNow is a software as a service (SaaS) provider geared toward sales teams both inside and outside the channel. The company's services are designed to help sales teams engage with their customers through an integrated marketing communications platform. [OptifiNow](#) provides SMBs with a single platform to connect with customers via email, mobile, social media, and direct mail.

The logo for OptifiNow, with "Optifi" in black and "Now." in teal.

According to research by [Marketing Sherpa](#), 79 percent of marketing leads fail to convert into sales. OptifiNow believes this fall-off is due to poor lead nurturing. "Sixty-five percent of B2B marketers have not established lead nurturing," the SaaS provider states in a press release submitted to *ChannelPro-SMB*.

"While many marketing automation and CRM solutions promise to increase revenue, they tend to leak revenue at critical points in the sales process because they do not support the entire customer lifecycle," states the OptifiNow press release. "Information handoff between marketing and sales is typically cumbersome in these systems."

With this in mind, OptifiNow aims to convert more leads to closed customers by supporting the marketing and sales process with an integrated cross-channel customer engagement platform.

OptifiNow is offered as a white labeled, modular solution that enables companies to customize many of its processes, functions, and fields to the requirements of their marketing and sales processes.

Additionally, OptifiNow offers a deep integration with [Salesforce.com](#) as well as other CRM systems.

The OptifiNow product line includes:

- Sales Process Automation
- Lead Management

- Customer Relationship Management
- Content Automation
- Social Management
- Reporting

“With OptifiNow, companies never have to worry about members of their sales team sending out outdated messaging or non-compliant materials,” the company’s release states.

Indeed, OptifiNow automatically alerts sales people when messaging needs to be sent out, what to send and how, and it gives sales team members the flexibility to customize the messaging to a particular customer.

“Essentially, we have created a SaaS platform that replicates what top sales people have been doing for years,” says OptifiNow CEO John McGee. “And turned it into a tool that companies can use to transform the sales process into guided, best practice steps that deliver consistent, repeatable, and high-value results.”