WORKWAVE®

Unleash the Power of Closed Loop Marketing

When marketing and sales don't connect, it can be hard to manage and measure success. That's the beauty of working with WorkWave. Our services and solutions work together to follow each lead from the moment they start their search for a service provider through the entire customer journey – providing a closed loop for reporting and decision-making on how to invest your time and money.

CLOSED LOOP MARKETING WILL ALLOW YOU TO:

- ✔ Know which sources offer you the most leads
- ✔ Know which leads are easiest to turn into sales
- ✔ Know which source provides the highest quality sales (recurring revenue)
- ✔ Know where to spend your marketing dollars to increase ROI in the future

WorkWave's Closed Loop Marketing solution integrates digital marketing and CallTrackingMetrics with PestPac to track marketing source performance from inception through to the sale:

EFFECTIVE MARKETING

Coalmarch runs marketing campaigns through a variety of sources (Paid Ads, Direct Mail, Organic Search, etc) generating calls, texts, chats directly to your business

COALMARCH by WORKWAVE
DASHBOARD

We provide your lead and sales data from Sales Center succinctly into your marketing dashboard to see true lead and sales numbers, CPL, CPS, and the ability to calculate ROI by marketing source

CallTrackingMetrics

Coalmarch partners with CTM to track all marketing campaigns, integrating with Sales Center and identifying where your leads originate from (lead source)
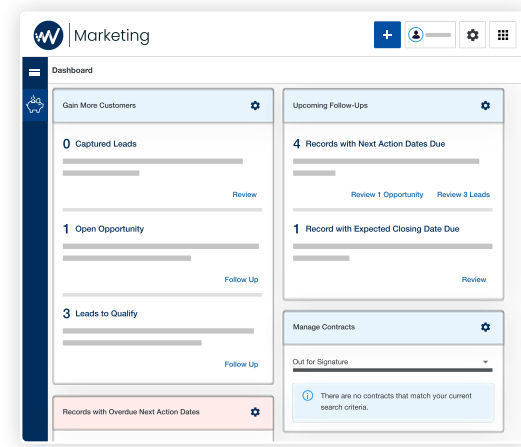
SALES CENTER

Lead source information is captured in CTM and integrated with Sales Center– showing the breakdown of leads by source* and pushing the information to your Coalmarch Marketing Dashboard

START YOUR JOURNEY TODAY!
Find out more about WorkWave's closed loop solution

*call, webform only; text and chat tracking not yet available
**ROI reporting coming soon