

# Why Marketing as a Service?

## You know you need Cutting Edge Technology - **But Where Do You Start?**

### The Problem

Today's marketers are accountable not just for the leads they generate, but more importantly for the qualified opportunities they create to fill the sales pipeline. Combine these demands with increasing pressure to "do more with less," and today's marketing and sales teams have plenty to manage — that all needs to get done yesterday.

### The Technology

Demand Generation. Lead Scoring. Behavioral Website Analytics. What? We know it seems like a daunting task. First you need to start with an insanely simple platform – that does insanely complex marketing. Sounds like a pipe dream right? Wrong. MaaS Impact partners with the #1, fastest growing Marketing Automation provider for a reason. The system does everything a marketer wants to reach their prospects effectively and convert them to HOT, nurtured leads. And, oh yeah, it's automated.

### The Solution Set



#### Design

**Let us help you hone your brand and your look.**

A well-designed landing page or email call-to-action can make or break a campaign. It immediately gives your prospects a sense that your company is trustworthy, credible, and offers good value. The process of developing such a site involves marketing, design, and technical expertise – we can help with all three.



#### Implementation

**We ensure you achieve record setting efficiency**

We utilize the Marketo platform, and we've done dozens of implementations. MaaS Impact's Consulting Team has the experts, proven track record, first-hand knowledge and passion to ensure your success. Our team of professionals has direct access to your MaaS Impact instance and can walk you through from setup to execution.



#### Management

**If you ask, we'll actually run the thing for you**

Many of our clients don't yet have the staff or comfort level to effectively manage Marketing Automation in house. Does this mean they shouldn't be generating qualified leads? We didn't think so either.

See More Now @ <http://lead.maasimpact.com/MarketingSecrets.html>

**"When it comes to campaign design, implementation assistance and an overall consultative approach based around the award winning Marketo Platform, MaaS Impact is the choice - hands down. MaaS Impact was the key to our success."**