



ClickDimensions Hosts Global Web Event: Dynamics CRM Marketing Ideas Workshop: 7 Tools and Tactics for Today's Marketer

Microsoft Dynamics CRM Marketing Automation vendor will share ideas, tools and tactics for successful marketing with Microsoft Dynamics CRM

ATLANTA – April 16, 2012 – ClickDimensions, developer of the most reviewed and 5-star rated [email marketing and marketing automation solution for Microsoft Dynamics CRM](#) (as reviewed by users on [Microsoft's Dynamics Marketplace](#)) announced today that it will host the web event “Dynamics CRM Marketing Ideas Workshop: 7 Tools and Tactics for Today's Marketer” on April 26, 2012 at various times to accommodate an international audience. Registration for the event can be found at <http://www.clickdimensions.com/ideas/>

In this web event ClickDimensions CEO and Chief Marketing Officer John Gravely will cover a variety of lead generation ideas and their execution including:

- Social targeting and the importance of Facebook, LinkedIn, Twitter and the hottest new social property Pinterest
- Content marketing and how ClickDimensions used this key technique to generate over 2,000 leads in under three months
- Newsletter list building, newsletter execution and measurement
- Nurture marketing to put your prospects on auto-pilot until they are sales ready
- Easy to implement automation and more automation to make all of your key sales and marketing resources more effective
- Thoughts on product positioning and examples of turning positioning liabilities into assets
- Brand reinforcement through retargeting (a.k.a. remarketing)

The event will be held at 8am, 11am, 2pm and 6pm Eastern Standard Time (GMT-5) on April 26. It is targeted at marketers who use Microsoft Dynamics CRM in their organizations.

“ClickDimensions is committed to providing high quality marketing content to all marketers using Microsoft Dynamics CRM” stated ClickDimensions CEO and Chief Marketing Officer John Gravely. “Our organization is unique in that we are the only marketing automation vendor dedicated 100% to the Microsoft Dynamics CRM platform. This gives us the ideal vantage point from which to see what marketers are doing and then share that information with our community.”

About ClickDimensions

ClickDimension's Marketing Automation for Microsoft Dynamics CRM empowers marketers to generate and qualify high quality leads while providing sales the ability to prioritize the best leads and opportunities. Providing Email Marketing, Web Tracking, Lead Scoring, Nurture Marketing, Social Discovery, Campaign Tracking and Forms and Surveys ClickDimensions allows organizations to discover



who is interested in their products, quantify their level of interest and take the appropriate actions. For more information about ClickDimensions visit <http://www.clickdimensions.com>, read our blog at <http://blog.clickdimensions.com>, follow us on Twitter at <http://www.twitter.com/clickdimensions> or email press@clickdimensions.com