# System Implementations

## Maximize your marketing platforms using our wide range of services, from seamless standard implementations to advanced custom solutions tailored to meet your unique needs.



## SmartStart

# Kickstart Your Marketing Automation Journey

Getting the initial implementation of Oracle Eloqua or Adobe Marketo right is essential for driving success and demonstrating ROI to management.

- Quickly set up Eloqua or Marketo, plan campaigns, integrate CRM, and implement lead scoring or nurturing to accelerate your marketing automation journey.
- Focus on rapid results, clearly defined goals, and achieving them efficiently with a proven implementation approach.
- Gain a tailored implementation that balances your organization's unique work processes with industry best practices.
- Generate more leads compared to self-guided setups.
- Choose from flexible implementation options, including no CRM, one-click CRM integration, advanced CRM integration, and customization to meet your specific needs.

[Contact Us About Your New System](#)

## Net Promoter Score Surveys

Net Promoter Score (NPS) is a valuable metric for understanding customer loyalty and identifying opportunities to enhance satisfaction and advocacy. With the right implementation, your marketing system can streamline NPS processes and deliver actionable insights.

- Integrate NPS surveys into your marketing platform and guide survey requests to completion through automated nurturing campaigns.
- Automatically delegate follow-up actions for negative feedback to ensure prompt resolution and customer retention.

- Route positive feedback to build customer advocacy and leverage satisfied customers as references.

Our tailored implementations align with what you need. They can include a kickoff meeting, needs analysis, design documentation, nurturing email programs, customized NPS survey pages, summarized results, and tools like spreadsheets for deeper analysis.

[Let's Talk About Net Promoter Surveys](#)



# Nurturing Campaigns

Nurturing customers is crucial for increasing revenue and doing it correctly can make a significant difference.

- Regardless of the industry or business, proper nurturing throughout the customer life cycle can create stronger customer relations, increase sales, and foster lifelong customer loyalty.
- Nurturing is beneficial in every aspect of the contact life cycle, including lead development, sales, training, support, and renewals.
- A well-executed nurturing campaign provides prospects with relevant and targeted information that builds trust and encourages them to become first-time or recurring customers.
- Lead nurturing reduces the sales team's workload by pre-packaging leads that are ready to buy.
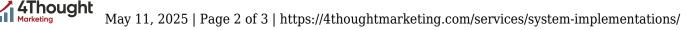
Whether you are new to nurturing and need help thinking through your first nurture campaign, or just need help with execution, 4Thought Marketing can quickly implement a nurturing campaign to fit your organization needs.

[Boost your results—let's talk!](#)

# Lead Scoring

Streamline your lead management with advanced lead-scoring solutions tailored to your needs. From custom algorithms for products and segments to account-based and data quality scoring, we ensure your leads are ranked and nurtured effectively for maximum ROI.

Our advanced model aligns sales and marketing, triggers the right nurture programs, and balances behavior and intent to boost conversions.

Implementation includes:

- Scoring criteria workbook
- Data findings and recommendations
- Implementation plan
- Customized scoring program
- MQL targets and benchmarks
- Sales training materials
- CRM integration

Boost conversions, improve ROI, and eliminate low-quality leads with our proven lead scoring solutions.

[Optimize lead scoring and drive conversions](#)