



The Thirsty Crow Marketing Services

# AARIALIFE HELPS THE THIRSTY CROW MARKETING SERVICES STREAMLINE SALES AND MARKETING PROCESSES WITH Zoho CRM & CAMPAIGNS

## CUSTOMER AT A GLANCE

The Thirsty Crow Marketing Services is a young but growing company that provides end-to-end marketing solutions to global corporations for over 7 years. The company has helped many startups with marketing strategies such as Events, SEO, Content Marketing, Social Media Marketing, and Email Marketing that have taken them a long way in terms of how they're found online and also with improving conversions and revenue. However, with a wide range of marketing services which were currently being used by the client, managing them altogether was a real challenge. The primary driver behind The Thirsty Crow Marketing Services search for a new solution was a need for a cloud-based solution that could integrate all the different applications used across the organization.

## RESULT

The implementation of Zoho CRM by Aarialife has helped The Thirsty Crow Marketing Services streamline their sales and marketing processes, resulting in exponential increases in sales productivity and an overall boost in their sales pipeline. With the integration of Neodove and Lusha, lead management has become more convenient and easy. The advanced segmentation features of Zoho Campaigns have enabled the business to target specific customer segments based on their preferences and purchase history, resulting in highly relevant and personalized emails. The Thirsty Crow Marketing Services can now manage their sales and marketing processes efficiently and focus on delivering exceptional marketing solutions to their clients.

## WHY AARIALIFE?

Aarialife is a Zoho implementation partner with a proven track record of delivering successful implementations for its clients. The Thirsty Crow Marketing Services chose Aarialife as their Zoho partner because of their expertise in implementing Zoho CRM, their experience in driving and implementing Digital/ Web Marketing Programs, including Social Media strategy to drive business pipeline and customer acquisitions, and their strong presentation, negotiation, and closing skills plus ability to make strategic decisions and react rapidly in conditions of high competition.

## BUSINESS CHALLENGES

The Thirsty Crow Marketing Services faced various challenges that required them to search for a new solution. They had a wide range of marketing services which were currently being used by the client, managing them altogether was a real challenge. They also had a couple of third-party applications for lead capture which required integration. Most importantly, streamlining sales and marketing processes was one of the most important agenda's for choosing Zoho CRM.

## SOLUTIONS

Aarialife implemented Zoho CRM for The Thirsty Crow Marketing Services, which helped the team to organize the onboarding processes for all its customers. Integration with Neodove for capturing leads from multiple platforms and different sources and storing the same in Zoho CRM became convenient and easy. Also, integration with a connector like Lusha helped capture leads from different platforms. They were also able to easily track and manage their sales leads and better understand their sales cycle. With Zoho Campaign's easy-to-use drag-and-drop email builder, the business was able to create visually appealing emails quickly, without needing any technical skills. They also used Zoho Campaigns' advanced segmentation features to target specific customer segments based on their preferences and purchase history, resulting in highly relevant and personalized emails. Contacts are now getting segregated based on designation, industry. From CRM, the user is getting qualified prospects based on designation and industry which aids business process further.

## BENEFITS

The implementation of Zoho CRM helped The Thirsty Crow Marketing Services streamline their sales and marketing processes, resulting in exponential increases in sales productivity and an overall boost in their sales pipeline. With Zoho Campaigns, the business was able to increase their email open rates, while their click-through rates also improved to a greater extent. The integration with Neodove and Lusha has enabled The Thirsty Crow Marketing Services to capture leads from multiple platforms and sources and store them in Zoho CRM, making lead management more convenient and easy.