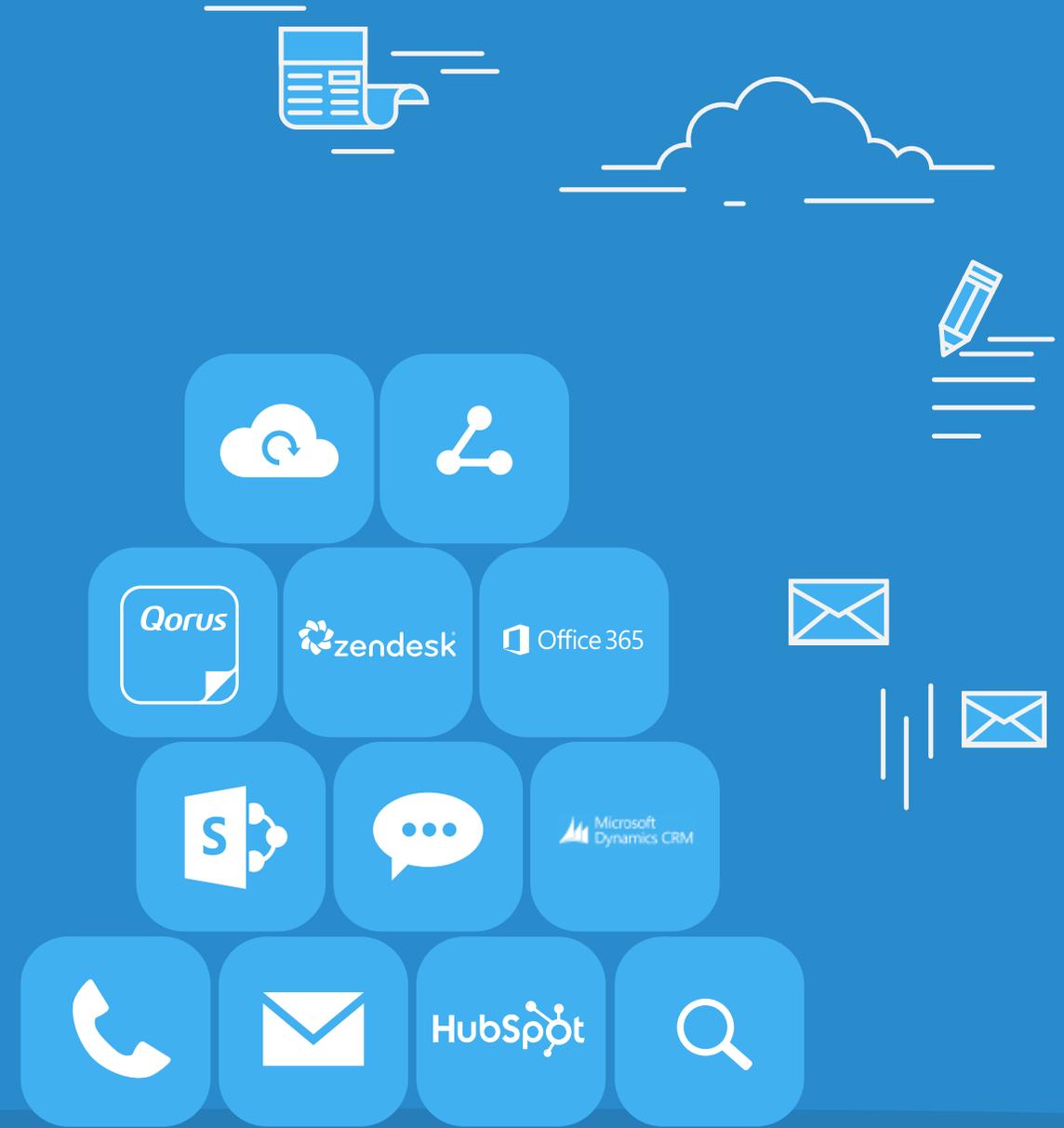




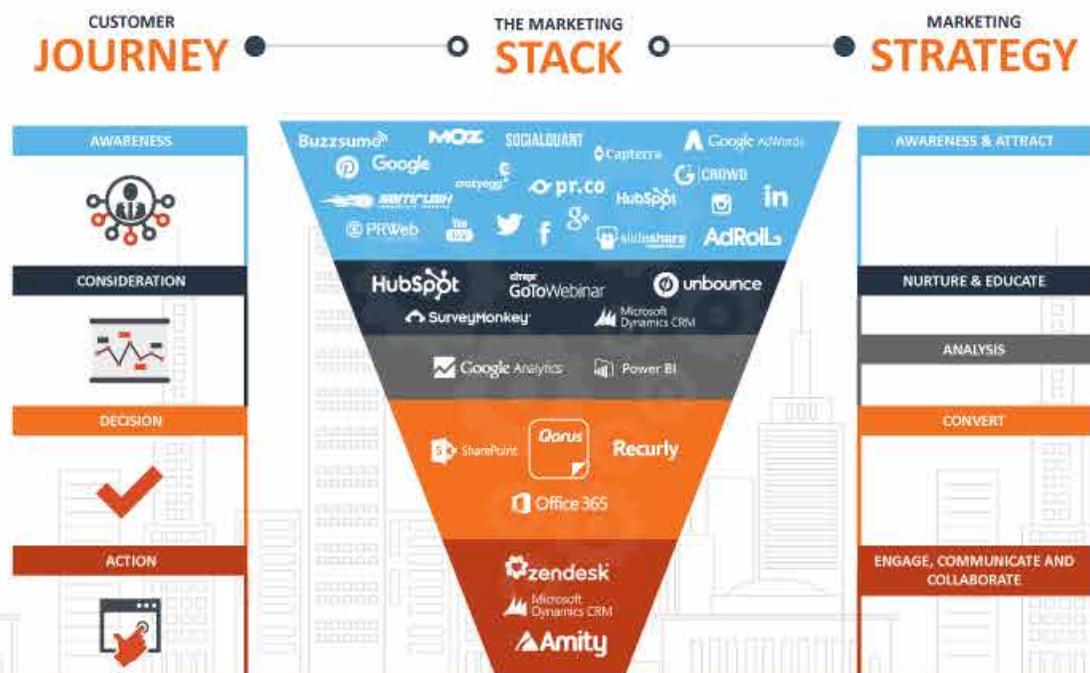
# How we use martech to deliver a consistent customer experience



Qorus is a technology company that helps bid, sales and marketing teams collaborate productively using Microsoft applications. Of course, this means that we think very carefully about the technology used by our own marketing team.

We look for technology that will help us create a seamless customer experience that is aligned to our buyers' journeys. We also look for tools that integrate with what our sales team is using, and that allow for collaboration with our colleagues in the US, UK and South Africa.

Here's what our marketing technology stack looks like today:



MARKETING AUTOMATION & CRM



COMMUNICATION & COLLABORATION



# Mapping tech to the customer journey

Layering several technologies on top of our own product – an Office 365 application that enables us to store, access and insert reusable content in Outlook, Word and PowerPoint – helps ensure a seamless customer journey from marketing to sales.



## Top of funnel

At the top of the marketing funnel, we use a wide range of tools to manage content distribution through social media, online advertising, search, review sites and press offices. These activities help build awareness and encourage initial engagement, such as a download of an e-book or case study.





## Middle of funnel

Once a prospect has engaged with content on our website, they are nurtured through the funnel with a tailored flow of messages, automated by Hubspot. Supporting services are used to create content in the form of surveys and webinars.

As prospects get deeper into the consideration cycle, automatic lead scoring is applied, and campaigns are evaluated for effectiveness and optimized.





## Bottom of funnel

As prospects near the bottom of the funnel it's vital that our sales and marketing teams can collaborate effectively. We use Qorus to collaborate on and around business development content. It enables the marketing team to retain control of messaging and branding, but empowers our sales team to generate their own pitches and proposals very quickly.

To further accelerate internal processes, we use Office 365 and Smartsheet to manage project deadlines, along with SharePoint Online for collaboration.

Recurly is a subscription billing management service. From there, the company uses Zendesk and Amity for customer care and support, and Microsoft Dynamics CRM for ongoing account management.



# Key technology in our marketing technology stack



**HubSpot** — We use HubSpot to streamline our marketing. Our website is built in HubSpot, data is stored in it, and all social media is scheduled through it. HubSpot allows us to measure every single activity and enables reporting from several angles, including by audience segment or persona. HubSpot integrates with SurveyMonkey, GoToWebinar and AdRoll, plus all our social channels and our CRM system.

**Microsoft Dynamics CRM** — As a business, we have invested heavily in Microsoft technology, using Office 365, Azure and SharePoint Online. [Qorus is also a Microsoft partner](#), and our products integrate with Microsoft solutions. Our Microsoft Dynamics CRM integrates with HubSpot and Qorus (via Scribe), enabling us to streamline and tailor the creation of business development content.

It also allows us to better manage the marketing funnel and automatically hand over leads to the sales team when certain criteria have been met. The bi-direction sync between CRM and HubSpot enables us to closely manage integrated data.



places we work.

**Qorus** — We use the content library to store and manage all business development content, including brochures, flyers, case studies, pitch decks, proposal content and RFP responses. The library is accessed directly from Outlook, Word and PowerPoint, connecting our content to the



**SmartSheet** — SmartSheet is a cloud app for project management and collaboration that enables us to track all projects, campaigns, costs and outcomes. We use it to project manage our blog, digital campaigns, events, webinars and social strategies. It gives us a calendar and Gantt view and ensures we are super organized, predictable and able to pivot, adapt, improve and enhance what we are doing all the time.



**PowerBI** — Another Microsoft tool, Power BI is a suite of business analytics tools used to recognize patterns and develop insights. It's great at presenting data visually. It integrates with Dynamics CRM and Google Analytics but not HubSpot yet.



**Office 365** — We use Office 365 to allow teams from around the world to collaborate on content easily and led to the introduction of a flexible working policy.



## About Qorus Software

Qorus helps organizations create business critical documents more efficiently and accurately. Our software is incredibly powerful but highly intuitive and very easy to use. Even the most non-technical users can quickly create accurate, personalized and compliant documents like proposals, contracts, RFPs, pitches, and reports.

Qorus runs on Microsoft Azure and integrates with Microsoft Office and Office 365 to enhance document productivity.

Our award-winning Customer Success team ensures our customers across all industries get the most value from our software.

We have offices in Seattle, London and Cape Town.



**Qorus for Office 365** connects your best content to the places you work. Instantly find winning content from SharePoint Online or OneDrive for Business and insert it into Outlook, Word and PowerPoint.



**Analytics** tell you how your content is being used so you can improve it.



**Collaboration** helps teams work together more productively on documents.



**Smart fields** allow you to merge data into your content so that its personalized and relevant.

**LEARN ABOUT QORUS  
FOR OFFICE 365**



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