



# Capture, Nurture, Retain

Turn visitors into relationship using a powerful marketing  
automation platform

# Capture, Nurture, Retain

1

**CHANNEL**  
Capture tools

2

**PEOPLE**  
Nurture tools

3

**CONVERSION**  
Retention tools



Gain a customer

## Capture relevant data

Drive traffic from paid media ads to landing pages with smart capture forms

1. Social media scheduling and community tracking at scale (Facebook, LinkedIn, Twitter, Instagram, Pinterest)
2. Landing pages that converts
3. Forms, popups and custom fields to collect relevant information from people

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Gain a customer

## Turn visitors into long term relationships

Deliver the right message to the right people at the right time

1. Lead intelligence and lifecycle tracking
2. Powerful journeys to keep the messaging consistent across email, SMS, browser push and retargeting channels
3. Track over 50 touchpoints for better segmentation

# Capture, Nurture, Retain

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Gain a customer

## Stay in touch

Leverage smart messaging and data to maintain relationships

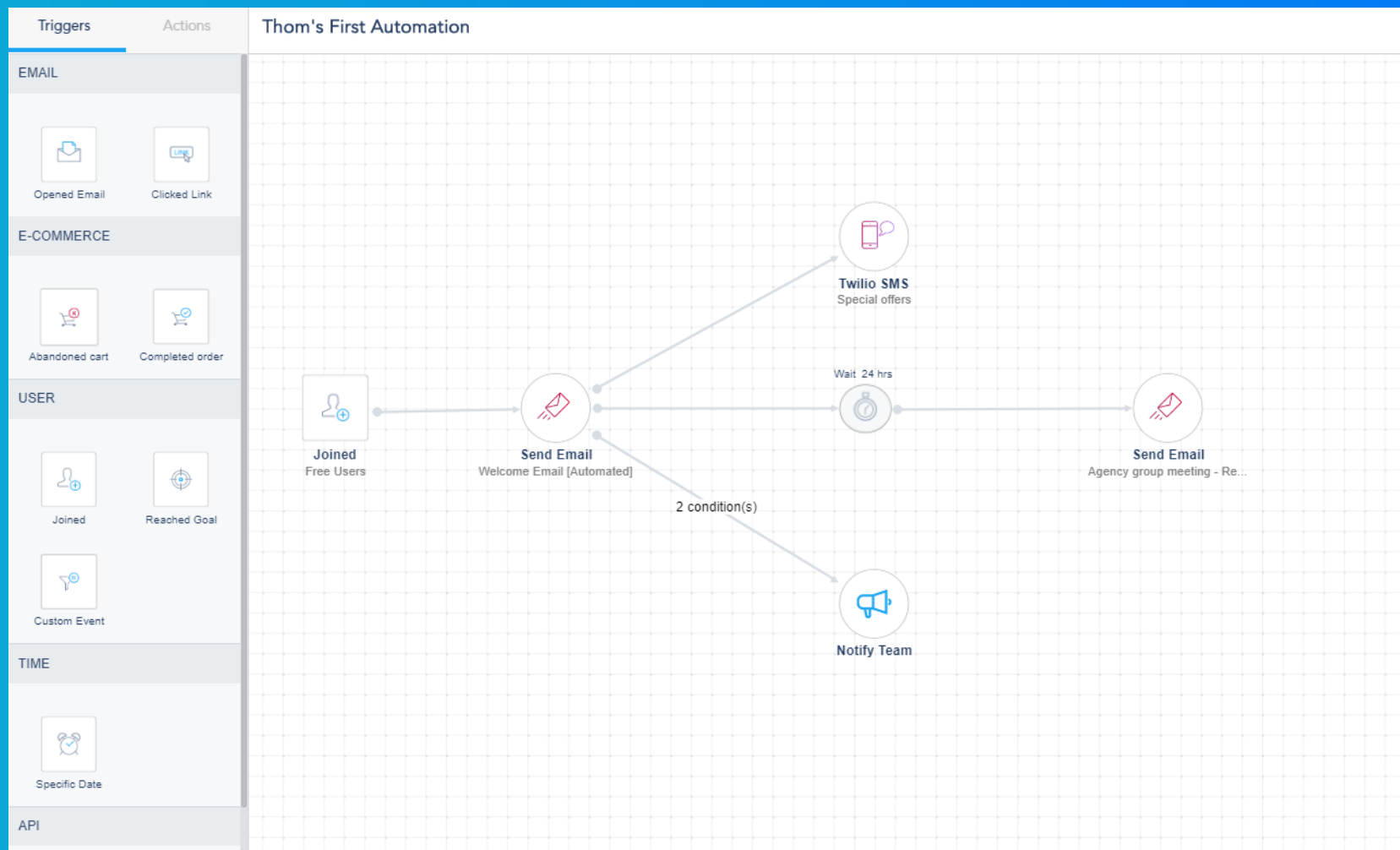
1. Powerful loyalty campaigns based on lead score and engagement
2. Multi-channel analytics and reporting
3. Traditional email marketing with AB testing

# PRODUCT TOUR

# Visual Marketing Automation

1. Automate the entire customer journey using a visual automation workflow builder.
2. Reach leads over Email, SMS, Browser push ad campaigns and more.
3. Deploys instantly without the need for technical know-how.

# Visual Marketing Automation

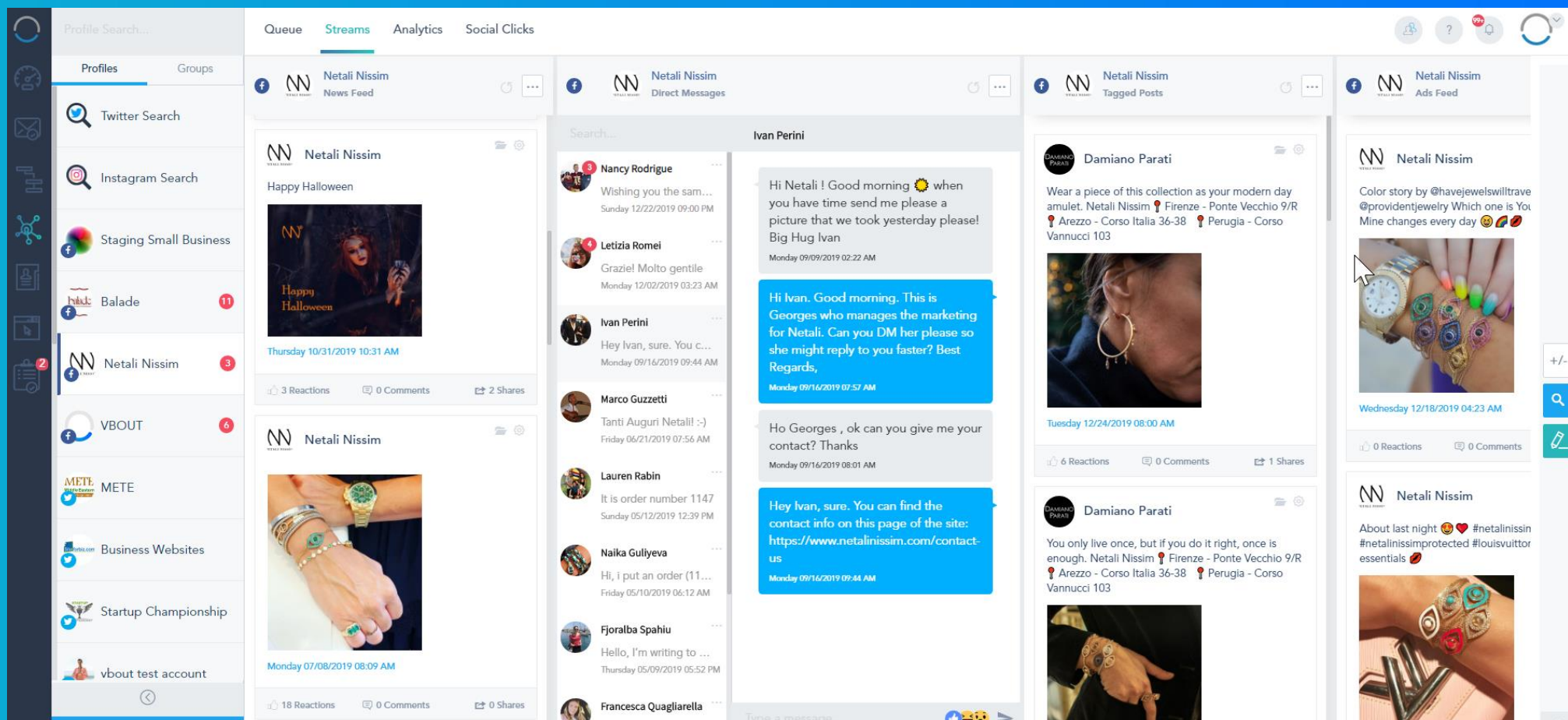


# Social Media Management

1. Automate post scheduling on Facebook, Twitter, LinkedIn, Instagram and Pinterest.
2. Track comments, instant messages and engagement at scale and reply directly from one centralized social inbox view.
3. Create a moderation process and collaboration between team members.



# Social Media Management



The screenshot displays a social media management dashboard with the following sections:

- Left Sidebar:**
  - Profile Search...
  - Profiles / Groups
  - Twitter Search
  - Instagram Search
  - Staging Small Business
  - Balade (11)
  - Netali Nissim (3)
  - VBOUT (6)
  - METE
  - Business Websites
  - Startup Championship
  - vabout test account
- Top Navigation:** Queue, Streams, Analytics, Social Clicks
- Main Content Area:**
  - Netali Nissim News Feed:**
    - Happy Halloween (Thursday 10/31/2019 10:31 AM)
    - Image of a woman in a Halloween costume.
    - 3 Reactions, 0 Comments, 2 Shares
  - Netali Nissim Direct Messages:**
    - Search: Ivan Perini
    - Messages from Nancy Rodrigue, Letizia Romei, Ivan Perini, Marco Guzzetti, Lauren Rabin, Naika Guliyeva, Fjoralba Spahiu, and Francesca Quagliarella.
    - Message from Ivan Perini: "Hi Netali ! Good morning ☀️ when you have time send me please a picture that we took yesterday please! Big Hug Ivan"
    - Response from Netali Nissim: "Hi Ivan. Good morning. This is Georges who manages the marketing for Netali. Can you DM her please so she might reply to you faster? Best Regards,"
    - Message from Ivan Perini: "Ho Georges , ok can you give me your contact? Thanks"
    - Response from Netali Nissim: "Hey Ivan, sure. You can find the contact info on this page of the site: <https://www.netalinissim.com/contact-us>"
  - Netali Nissim Tagged Posts:**
    - Post by Damiano Parati: "Wear a piece of this collection as your modern day amulet. Netali Nissim 📍 Firenze - Ponte Vecchio 9/R 📍 Arezzo - Corso Italia 36-38 📍 Perugia - Corso Vannucci 103"
    - Image of a woman wearing jewelry.
    - 6 Reactions, 0 Comments, 1 Share
  - Netali Nissim Ads Feed:**
    - Post by Netali Nissim: "Color story by @havejewelswilltravel @providentjewelry Which one is Your Mine changes every day 🌈💎"
    - Image of a hand with colorful jewelry.
    - 0 Reactions, 0 Comments
  - Netali Nissim (Bottom):**
    - Post by Netali Nissim: "About last night 🍷💎 #netalinissim #netalinissimprotected #iouisvuitto essentials 🍷"
    - Image of jewelry.
    - 0 Reactions, 0 Comments

# Drag and Drop Landing Page Builder

1. Create highly converting pages in minutes.
2. Optimize paid ads conversion, event registration, gated content and more.
3. Personalize landing pages per lead to create a personal experience.

# Drag and Drop Landing Page Builder

The screenshot displays the vabout drag and drop landing page builder interface. On the left, a sidebar menu lists various design elements: My Designs, All Elements, Top Menu, Header Intro, Call to Actions, Forms, Features, Social, Testimonials, Team, Events, Pricing, E-commerce Feed, General Content, and Footers. A button labeled "Upload your Own" is located at the bottom of this menu. The main workspace shows a browser window with a toolbar at the top containing icons for back, forward, search, and other browser functions. The browser address bar shows "Shortcode" and "Style -apple-syste...". The main content area of the browser displays a landing page for "vabout" with the following text: "NYC Digital Marketing Communities", "Learn. Network. Engage. Grow", and "Join over 15500 marketing experts, small business owners, entrepreneurs and digitally savvy professionals by clicking on the group that fits your interests below." Below this text are three columns of content, each with a header and a corresponding image: "NYC Digital Marketing Professionals", "Marketing, Advertising and PR Group", and "Master Web Marketing NYC".

# Scalable Email Marketing

1. Enhance your campaigns with chunk sending and engagement-based segmentation.
2. Deliver your brand identity through Intuitive drag and drop email builder.
3. AB test your campaigns to help you identify the winning versions of your copy.

# Scalable Email Marketing

The screenshot shows a web interface for email marketing. At the top, there are navigation tabs: 'Campaigns' (selected), 'Email Templates', and 'File Manager'. On the right, there are icons for user profile, help, notifications, and a refresh button. Below the navigation is a progress bar with four stages: 'Setup', 'Lists', 'Design', and 'Summary'. The main content area is titled 'Choose a Template' and features a central 'Regular Campaign' button with an envelope icon. Below this, there are four tabs: 'Themes', 'My Templates', 'Campaigns', and 'New Design'. A grid of six email templates is displayed, each with a 'Choose' button. The templates include: 'Real Estate' (Villa Semperin), 'E-commerce Special' (50% OFFER), 'Product Blast' (ARE YOU BEACHSIDE?), 'Review Request' (Review Us Now), 'Count Down Email' (600x300), and 'Video Email' (Watch our video).

# Lead Data Platform

1. Track leads across different touchpoints of your campaign.
2. Score leads based on engagement and prioritize your marketing accordingly.
3. Deliver a more personalized experience across the board.



# Lead Data Platform

**All Contacts** | Lists | Lead Scoring | Goals | Audiences | Salesforce Connector | Hubspot Connector | Zoho Connector

**John Williams**  
JohnWilliams1207@mailalpaca.com  
Ashburn, Virginia, United States (timezone: America/New\_York)  
**Cold** 50

**Contact Activity**

- PHONE +12162980167
- Organization facebook-corp (1)
- BROWSER PUSH ACTIVITY 0
- EMAIL ACTIVITY 0
- WEBSITE ACTIVITY 0
- LANDING PAGE VISITS 1
- GOALS REACHED 0
- POPUPS TRIGGERED 0
- TASKS 0
- AUTOMATION TRIGGERED 2

**Activities**

- Automation Triggered: Marketing automation tools comparison automation  
Wed Dec 25, 2019 09:14 AM
- Joined: Blog  
Copied from: Competitor Chart  
Wed Dec 25, 2019 09:14 AM
- Automation Triggered: Adding subscribers to the list pools  
Wed Dec 25, 2019 09:14 AM
- Joined: Competitor Chart  
Wed Dec 25, 2019 09:12 AM
- Visited: Marketing Automation Platforms  
<https://app.vabout.com/1208/marketing>  
Wed Dec 25, 2019 09:12 AM

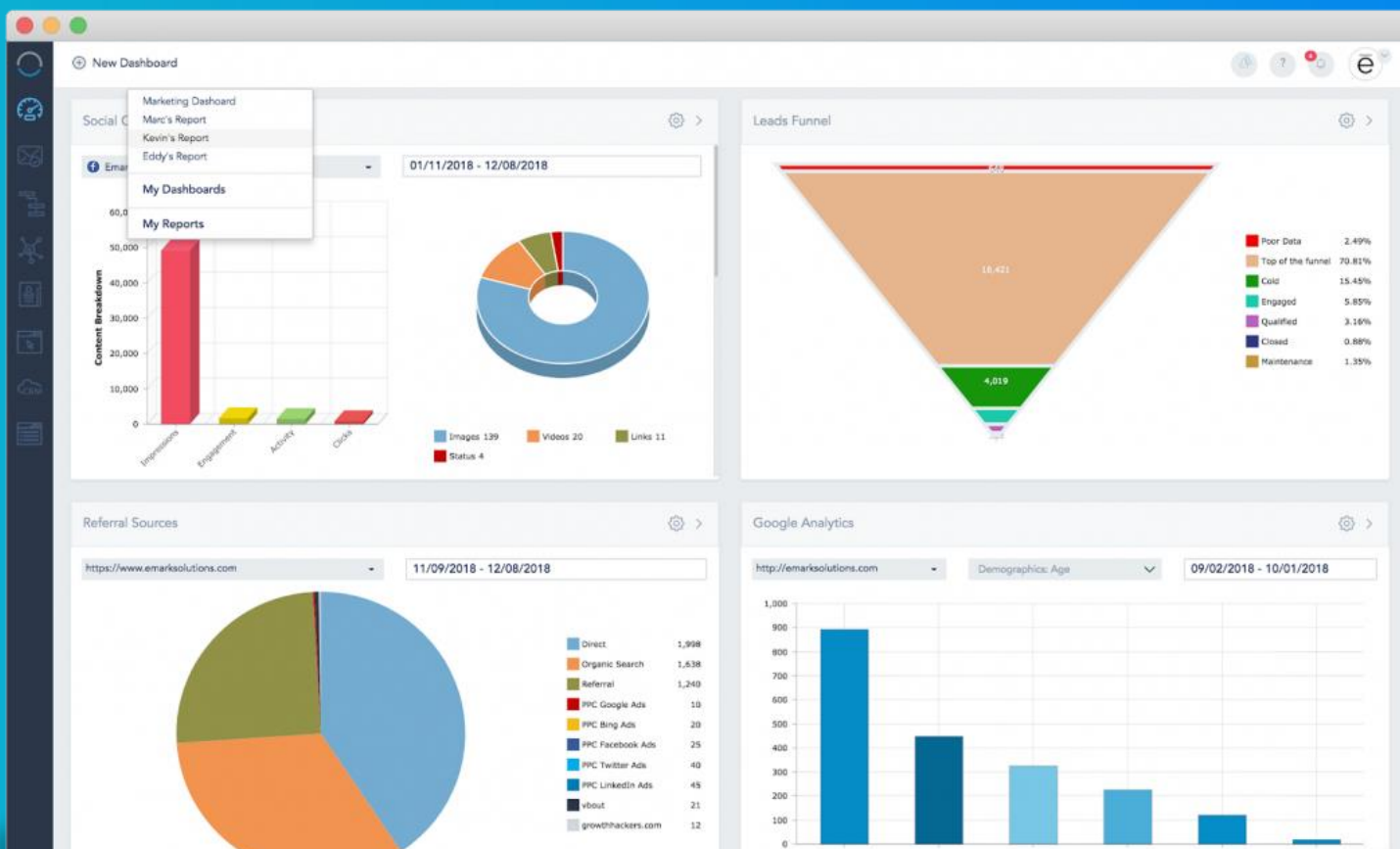
Filters

# Cross Channel Reporting

1. In-depth reporting across email, SMS, browser push, website, landing pages, email marketing, social media and google analytics.
2. Widget based report with public access.
3. Shareable reports via automated emails or direct export.



# Cross Channel Reporting



# Why VABOUT?



- ✓ Powerful marketing platform with a simple interface
- ✓ Multichannel marketing automation over social, email, SMS, browser push and retargeting
- ✓ Unlimited, dedicated support staff



 [www.vbout.com](http://www.vbout.com)

 [hello@vbout.com](mailto:hello@vbout.com)

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