



DIGITAL TREE

Integrating **Sales** and **Marketing** with a Unified Platform

Bridging the Gap: The Power of Sales and Marketing Integration

The Sales-Marketing Disconnect

In theory, Sales and Marketing form a perfect partnership. In reality, they often operate in separate worlds with:

Different Goals: Marketing focuses on MQLs whilst Sales concentrates on closed revenue.

Different Languages: Marketing speaks of CPL and engagement rates. Sales discusses pipeline and quota.

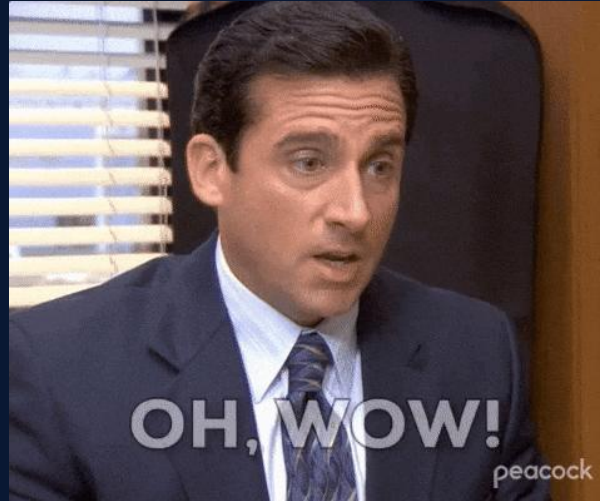




***87%** of sales and marketing professionals
describe their departmental relationship as "**dysfunctional**" or
"**lacking alignment**".*



The **Financial Impact** of Misalignment



The **Leaky Funnel** Phenomenon

80%

Lost Leads

of marketing-generated leads are
never followed up by sales teams

10x

Qualification Drop

reduction in lead qualification odds after
just one hour without response



**Rebuild
Your
Funnel** ➔

Root Cause: **Data Silos**

Marketing Data

Lives in Google Analytics, ad platforms, and email marketing tools.



Sales Data

Exists in spreadsheets, standalone CRMs, and sales notes.

Service Data

Stored in helpdesk systems, ticket platforms, and chat logs.

Each team possesses a piece of the customer puzzle, but no one has the complete picture, creating fragmented experiences and missed opportunities.



The Solution: Unified Platform

Breaking down these silos requires moving from disconnected tools to a Unified CRM Platform that serves as a single source of truth.

This isn't merely about shared databases—it's about creating a shared reality where every customer interaction is visible to all relevant teams.

- Every ad click
- Every website visit
- Every sales call
- Every support ticket



Contacting leads within 5 minutes makes you **9x more** likely to convert them



208%

Higher Revenue

Average increase from tightly aligned Sales and Marketing departments



Current **AI** Landscape in **Marketing & Sales**

Industry Shift

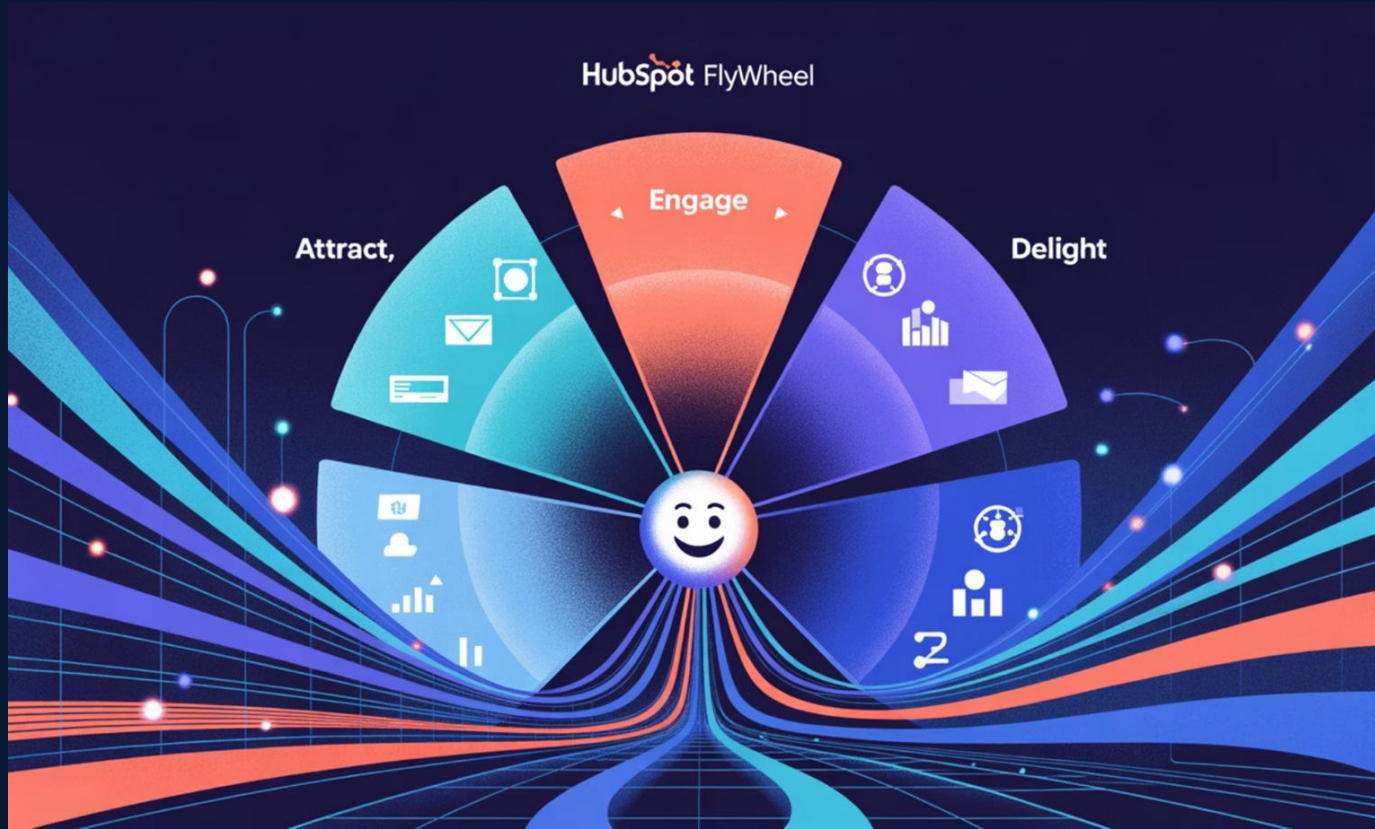
AI adoption accelerating across marketing functions

70% of Marketers use AI in customer insights

Challenges

Lots of experimentation, few scaled deployments

- Data integration hurdles
- Trust & transparency concerns



Happy customers become your best marketing channel as their momentum—through positive reviews and word-of-mouth—helps spin the wheel and grow your business.

How can a CRM help:



30%

Conversion Increase
From AI-enhanced campaigns

25%

Engagement Rate
Growth
Personalized content impact

40%

Efficiency Gains
Through automated workflows

90%

Prediction Accuracy
For client needs



Speed Matters

90% of customers expect instant responses for service queries.

61% prefer faster AI replies over waiting for humans.



Human Touch Needed

Complex or emotional issues often require human agents.

Chatbots excel at efficiency but lack nuance and empathy.

Key Takeaways & **Next** Steps

1

Understand the value of a CRM (unified platform)

2

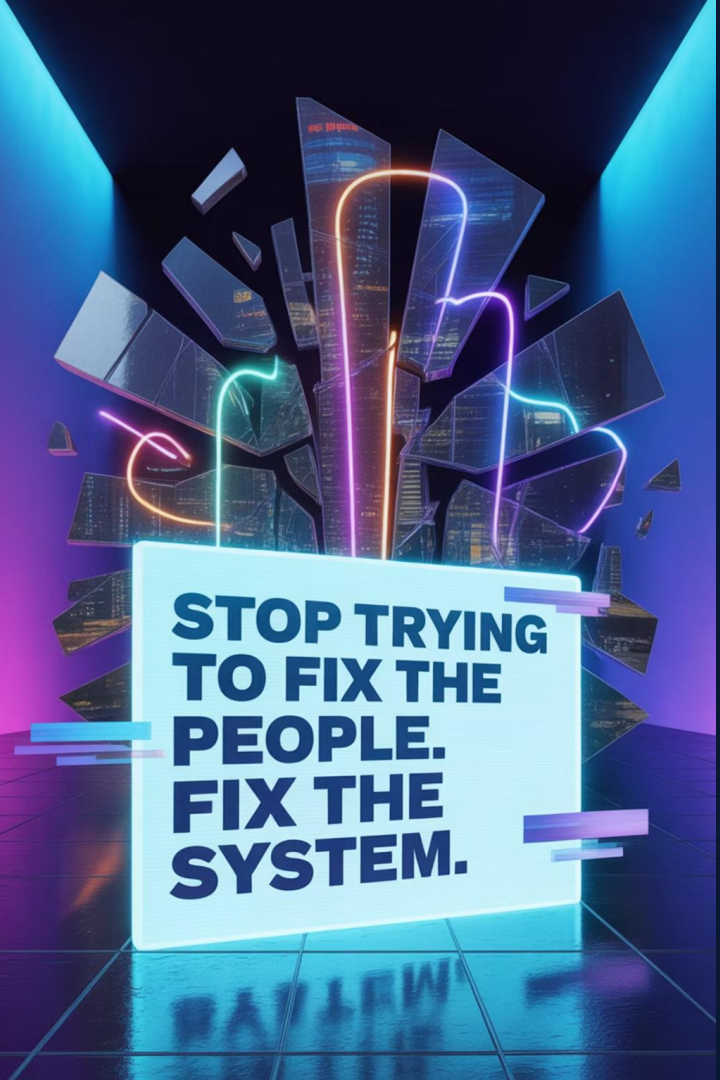
Integrate Meaningfully

3

Test & Measure

4

Adapt & Scale



**STOP TRYING
TO FIX THE
PEOPLE.
FIX THE
SYSTEM.**

Let's Connect!



FREE
Data Audit and a strategic CRM
Consultation session with
HubSpot

Fun Fact: images generated by AI





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Thank You

