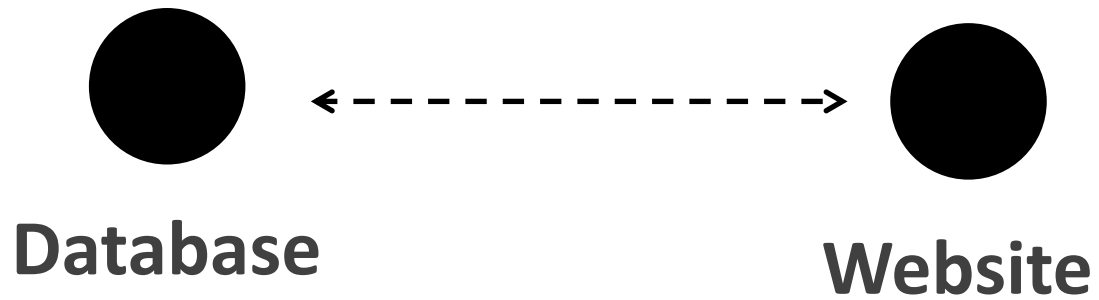


# Joining the Dots: Integrating your CRM

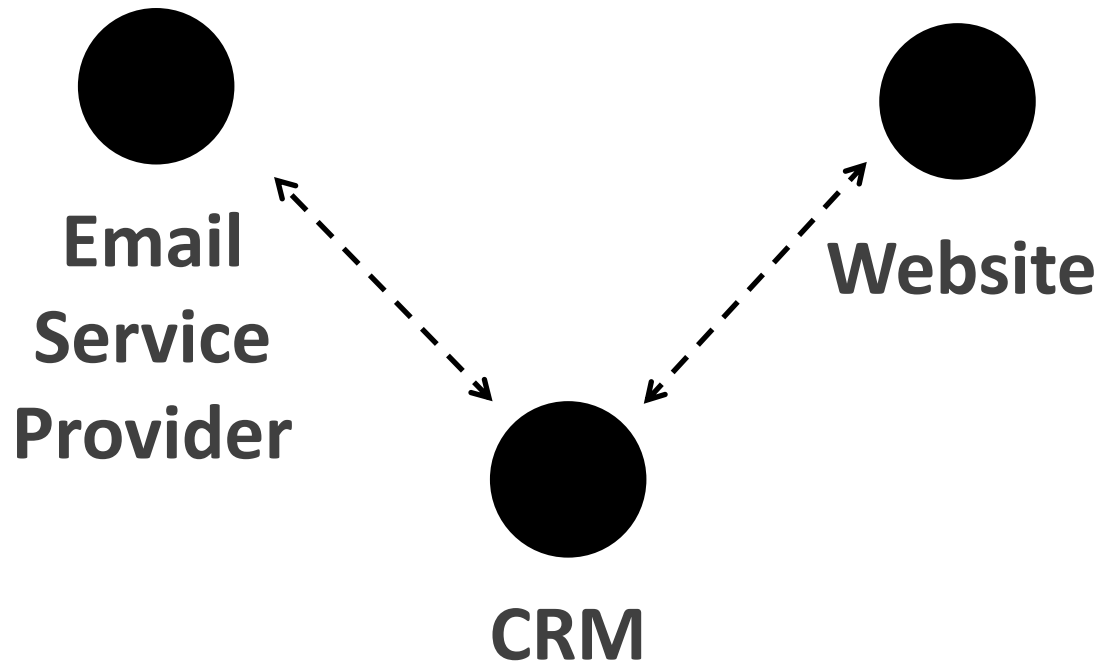


Becky Reid  
Marketing Manager  
Fire Industry Association

# Where we were...



# Where we are now...



# Why should I be doing this?



# Things to Consider

- Objectives
- Compatibility
- Data storage
- Touch points
- Future proof

# Outcomes

- **Dynamic content**
- **Communications frequency**
- **Cross- and up-sell**
- **Personalisation**

# Lessons Learnt



# Any Questions?

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