

Enfusen Releases New Microsoft Marketing Automation Program at WPC this Year

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AKRON, OH- Enfusen, a cloud based Marketing Software Solutions Firm, released their flagship Microsoft marketing automation software at the annual Worldwide Partner Conference in Orlando, Florida last week. The conference took place July 13-16 at the Orange County Convention Center, attracting over 20,000 partners from across the globe. WPC aims to help partners align their strategy, network with other partners, and create connections and lasting partnerships.

Enfusen was an exhibitor at the event, hosting a booth to launch their Microsoft marketing automation program to empower Microsoft Partners with sales and marketing automation tools. They are expanding their Microsoft marketing automation pilot to five total countries in FY 2016; serving the US, Canada, UK, South Africa, and Australia as part of the program expansion.

Enfusen's program focuses on strategic targeting of sales ready leads to unlock partner revenue potential in under 90 days instead of the typical 7-12 months that it takes for Inbound Marketing Campaigns. It will include the use of a Predictive Content Marketing Analytics Platform from Enfusen, as well as a marketing automation platform and tele-sales automation platforms.

Enfusen looks forward to working alongside Microsoft Partners, and building relationships inside of this community at future events.

Enfusen is a cloud based Marketing Software Solutions Firm that integrates your team, technology, training, and tactics. Their sales & marketing automation productivity software helps clients to improve their Lead to Revenue Velocity Models through strategic productivity management. If you are interested in the Microsoft marketing automation program, visit <http://www.enfusen.com/microsoft-marketing-automation> to learn more.

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Enfusen

We empower organizations with analytics that leads to smart marketing decisions. We work with Microsoft partners and clients to develop analytics engines to improve marketing efficiency and ROI.

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