

# TECH STACK

Empowering marketers through powerful technology is what we do. At every stage of the funnel, LeadMD can help you implement and optimize the **right technology** for your business needs. With a best-in-class tech stack in place and a **buyer journey centric content plan**, your revenue engine will fire on all cylinders.

## POWERED BY TECHNOLOGY



## TURNING ON THE TECH

Technology is critical to building a scalable revenue engine. Here's LeadMD's guide to our best-of-breed technology & solution partners you can leverage to create a world class marketing & sales tech stack.

### TOP-TO-BOTTOM FUNNEL SUPPORT



| DATA PLATFORMS                             | SEO TOOLS  | ANALYTICS  | WEB CONTENT   | DIGITAL MEDIA   | FORMS                                   | COMMUNICATION  |
|--|--|--|---|---|---|--|
| Adobe<br>TEALIUM<br>salesforce<br>Segment  | Google AdWords<br>SEMRUSH<br>MOZ<br>crazyegg<br>Buzzsumo | Google Analytics<br>bizible<br>vidyard<br>alteryx<br>aws<br>tableaui | SEISMIC<br>conductor<br>INVISION<br>SnapApp<br>Überflip | Terminus<br>vidyard<br>DYNAMIC SIGNAL<br>DEMANDBASE<br>bombora  | Überflip<br>BOUND<br>SnapApp<br>Marketo | zoom<br>citrix GoToWebinar<br>slack<br>DRIFT<br>clearslide |
| INTENT DATA MODELING                       | GO TO MARKET (ABM / DEMAND GEN)                          | CONTENT MANAGEMENT   | PRINT & MAIL  | SOCIAL  | ANALYSTS                                | DATA & OPS   |
| sense<br>bombora<br>MADISON LOGIC<br>CROWD | Engagio<br>Marketo<br>Terminus<br>sense<br>DEMANDBASE    | box<br>Dropbox<br>DocuSign<br>SEISMIC<br>WORDPRESS                   | Sendoso<br>alyce<br>PFL                                 | TechValidate<br>Delighted<br>CROWD<br>Trustpilot<br>TrustRadius | TOPO<br>Gartner<br>FORRESTER            | salesforce data.com<br>zoominfo<br>LeanData<br>Sigstr      |

### TOOLS TO ALIGN YOUR TEAMS



## BUT... IT'S NOT ALL ABOUT TECH

While technology might be easy to buy, it certainly isn't easy to manage. The key trifecta of this story is **People, Process, AND Technology**.

## CREATE BETTER ENGAGEMENT

Using the right tools, creating the appropriate content, and working with the right people will not only help generate new revenue, but also retain current clients.

**6 to 7x's**

It costs 6-7 times more to acquire a new customer than retain an existing one

Creating a scalable technology stack with the right tools to align your teams and communicate more efficiently with your clients will only secure a better client to vendor relationship.



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