

# Turn Chaos into Orders with BOL Orchestration Services



BOL Orchestration Services are the air traffic controllers of today's fast-paced marketing and sales arena. Similar to how air traffic controllers manage the flow of airplanes to prevent issues and delays, our Orchestration Services synchronize your teams, platforms, and processes, boosting their efficiency and effectiveness to ensure your business is constantly soaring.





## BOL turns marketing and sales headwinds into tailwinds

**Operational excellence:** We move you from manual tasks to automation, converting operational inefficiencies into a well-oiled machine.

**Strategic synergy:** We evolve your efforts from one-off campaigns to a cohesive, automated strategy that ensures every move consistently adds value.

**Tech optimization:** We unleash the full potential of your tech investments, minimizing tech sprawl while elevating platform performance.

## BOL's signature solutions

**Email marketing reinvention:** Utilize powerhouse platforms (Pardot, Eloqua, HubSpot, Marketo) to their fullest, through audits, advanced email logic, and journey mapping, ensuring every email is a bold statement.

**ABM integration:** Leverage elite ABM platforms (6sense, Terminus, Demandbase, Apollo.io) to sharpen your ABM strategies, turning insights into actions and strategies into victories.

**Dynamic engagement via Drift:** Transform interactions into opportunities, personalizing every touchpoint to exceed customer expectations with conversational AI.

**Precision sales enablement:** Maximize Outreach and Salesloft, enhancing your sales tactics with strategies that drive growth with greater efficiency.



73%

**of marketers** said they saw an increase in average deal size specifically in ABM accounts when they focused on quality of leads over quantity. The data never lies, it only builds a common GTM language.



82%

**of B2B marketers** said ABM greatly improves sales and marketing alignment.

## Why partner with BOL?

**Platform proficiency:** Our team's expertise in the latest Martech, Salestech and AI offerings empowers your business with next-gen strategies.

**Bespoke strategies:** We recognize the uniqueness of your challenges. Our customized solutions are designed to align perfectly with your distinct objectives.

**Insights-driven decisions:** Armed with data, every strategy we implement ensures your marketing and sales strategies are primed for exponential growth.

**Seamless integration:** We ensure your marketing and sales tools and teams work together to generate the greatest return on your tech investments.

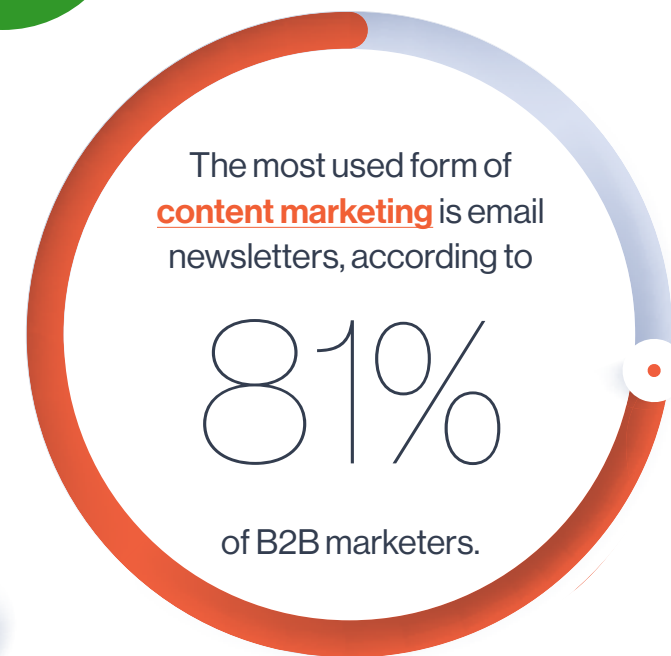
## BOL's impact-accelerating audits

**ABM Audits:** We audit and fine-tune every phase of your ABM program from configuration to analysis and reporting.

**Email Marketing and Nurturing Audits:** We assess and optimize your email efforts to enhance performance and lead generation.

**Conversational AI Audits:** We audit your existing live playbooks and provide guidance to improve CX and pipeline velocity.

Click [here](#) for more information about BOL audits.





**Want to maximize campaign efficiency, accelerate growth, and reduce your stress levels?**

CONTACT A BOL ORCHESTRATION SERVICES EXPERT TODAY.