

# GoldLemon

UNDER THE HOOD · INCLUDED IN EVERY PACKAGE

## The marketing system. *Complete feature list.*

Every Gold Lemon client gets the same marketing system, included. CRM, calendar, email, WhatsApp, forms, automations, reviews — all in one platform. No separate subscriptions, no scattered tools, no integration glue. Below is what's inside, organised into five categories.

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**Gold Lemon** · Haarlem, The Netherlands · [goldlemon.eu](https://goldlemon.eu)

Dedicated marketing strategist, monthly report, transparent pricing from €695 / month

## CRM & *pipeline.*

One place where every contact, deal, task and note lives. Replaces Excel sheets, scattered contact lists and shared inboxes. Built for B2B sales cycles where the same client can come back for years.

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▶ **Unlimited contacts & companies**

Two-level structure: people belong to companies. Custom fields per segment.

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▶ **Deal pipeline with custom stages**

Drag-and-drop kanban view. Multiple pipelines per service line.

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▶ **Tasks, notes & reminders**

Linked to deals and contacts. Notifications via app, email or WhatsApp.

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▶ **Custom fields & segments**

Build segments by sector, deal value, last activity. Use them in workflows and email.

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▶ **Activity timeline per contact**

Every touchpoint (email, call, form, meeting) automatically logged.

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▶ **Bulk actions & tag management**

Tag in bulk, move pipeline stages in bulk, send bulk email per segment.

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▶ **Import/export & CSV**

Bring in existing data without re-typing. Export for analysis.

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▶ **Role-based access**

Owner, manager, sales, viewer. Restrict per pipeline, per record.

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▶ **Mobile app for iOS & Android**

Access your CRM on the road. Log calls, update deals, see who's next.

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▶ **Audit trail per record**

Who changed what when. Useful for compliance and team handovers.

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## Calendar & *bookings.*

Online booking, automatic confirmations, reminders via email and WhatsApp. Replaces Calendly and similar tools entirely. Embeds directly into your website.

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▶ **Online booking pages**

One per service, team member or group. Embed on your site or share as direct link.

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▶ **Round-robin & team scheduling**

Spread bookings across team members based on availability or load.

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▶ **Calendar sync (Google & Outlook)**

Two-way sync so booked slots block your personal calendar automatically.

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▶ **Automatic confirmations & reminders**

Confirmation email, 24h reminder, 1h reminder via WhatsApp or SMS.

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▶ **Buffer time & minimum notice**

15-min buffer between meetings, minimum 4h notice, max 30 days ahead.

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▶ **Custom intake questions**

Pre-qualify before the call. Their answers land in the CRM record.

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▶ **Payment-on-booking (optional)**

Charge for paid consultations directly via the booking flow.

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▶ **Time-zone aware**

Show your client times in their zone, you see your own. No "what's CET?" emails.

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▶ **Rescheduling & cancellation**

Self-service link in confirmation email. No back-and-forth needed.

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▶ **Booking analytics**

Conversion rate from visitor → booked call. Drop-off per step.

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# Email, WhatsApp & SMS.

One inbox, one control panel, three channels active. Email campaigns with segmentation, automatic drip flows, A/B testing. Replaces Mailchimp, Twilio, WhatsApp Business and a few more.

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▶ **Unified inbox across channels**

Email, WhatsApp Business, SMS, Facebook DM in one view. Reply from any.

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▶ **Email campaigns with segments**

Send to a segment. Personalisation tokens. Open and click tracking.

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▶ **WhatsApp Business API**

Official WhatsApp integration. Templates pre-approved. Two-way conversation.

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▶ **SMS for transactional & alerts**

Booking confirmations, payment reminders, low-urgency follow-up.

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▶ **Drip campaigns & sequences**

5-step welcome series, lead nurture, re-activation. Pause when they reply.

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▶ **A/B subject testing**

Test two subjects on 20% of your list, send the winner to the rest.

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▶ **Email deliverability tooling**

SPF, DKIM, DMARC set up. Warm-up of new sending domains included.

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▶ **Templates & AI-assisted writing**

Save and reuse common replies. AI suggests responses based on context.

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▶ **Conversation assignment**

Route incoming messages to the right team member based on rules.

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▶ **Read receipts & reply tracking**

See who opened, who clicked, who replied. Trigger workflows on each.

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## Forms, pages & *automations*.

Contact forms, landing pages and trigger-based automations. Lead arrives, gets automatic welcome, calendar invite, follow-up email. Replaces Typeform, Zapier and your separate landing-page builder.

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▶ **Drag-and-drop form builder**

Contact forms, intake surveys, applications. Conditional logic per field.

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▶ **Landing-page builder**

Long-form pages with built-in forms. Mobile-responsive. SEO meta included.

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▶ **Trigger-based automations**

"When X happens, do Y." Lead arrives → tag → email → wait → check → call.

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▶ **Multi-step workflows**

Branching logic, time delays, conditional sends. Visual workflow builder.

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▶ **Native integrations**

Google Ads, Facebook Pixel, GTM, Stripe, Zapier (as fallback), Calendly.

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▶ **Lead scoring**

Auto-score leads by behaviour. Hot leads bubble to top of pipeline.

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▶ **File uploads in forms**

Clients can upload briefs, contracts, examples. Stored per record.

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▶ **Embed forms anywhere**

Iframe code for any website. No CMS plugin needed.

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▶ **Spam & honeypot protection**

Bot-traffic filtered out before it hits your CRM.

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▶ **Analytics per form & page**

Conversion rate, time-on-page, drop-off per question.

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## Reviews & *reputation*.

Reviews are a hard ranking signal for SEO and a citation source for LLMs like ChatGPT. The system collects, requests and displays reviews automatically. Replaces Trustpilot scripts and manual review requests.

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▶ **Automatic review requests**

After a completed service, the client gets a polite reminder via email or WhatsApp.

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▶ **Multi-platform: Google, Trustpilot, sector sites**

One request, multiple destinations. Track which platform each client used.

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▶ **Smart timing & cadence**

Don't ask everyone the same day. Spread requests across the month for natural flow.

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▶ **Negative-feedback diversion**

If they rate below 4, they get a feedback form instead of a public-review link.

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▶ **Review widget for your site**

Display Google reviews on your homepage. Auto-refresh, no manual copy.

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▶ **Response management**

Reply to Google reviews from the dashboard. AI-assisted draft suggestions.

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▶ **Review-rate dashboard**

How many reviews per month, average rating, response rate. Trend over time.

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▶ **Reminder cadence**

Send a polite follow-up if no review after 7 days. Stop after 2 attempts.

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▶ **Google Business Profile sync**

New reviews show in your dashboard. Notifications when a 4- or 5-star comes in.

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▶ **Reviews export for content**

Pull top reviews for use in LinkedIn posts, blog quotes, sales decks.

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## Want to see it *in action?*

Every Gold Lemon package includes the full marketing system. No separate subscription, no setup costs, no add-on fees. We configure it for your business, your sector and your sales process. Within two weeks the operational base is live.

Book a 30-minute conversation with one of our marketing strategists. We'll look at the tools you run today, what this system would replace, and whether it fits your business. Honest advice, even if we're not the right partner.

**Book a call**

**[goldlemon.eu/#contact](https://goldlemon.eu/#contact)**