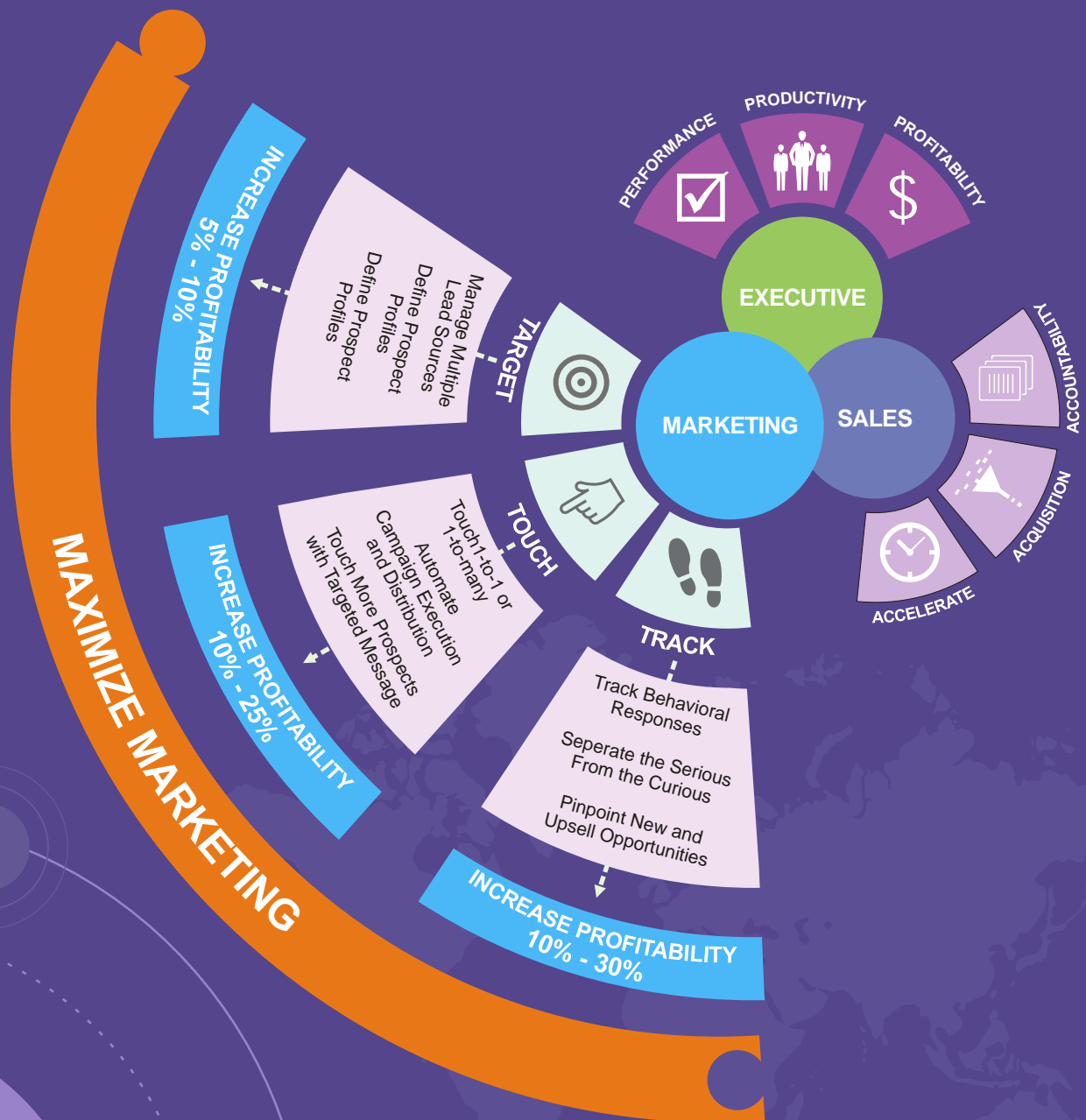


Amp up your Business with Marketing Automation

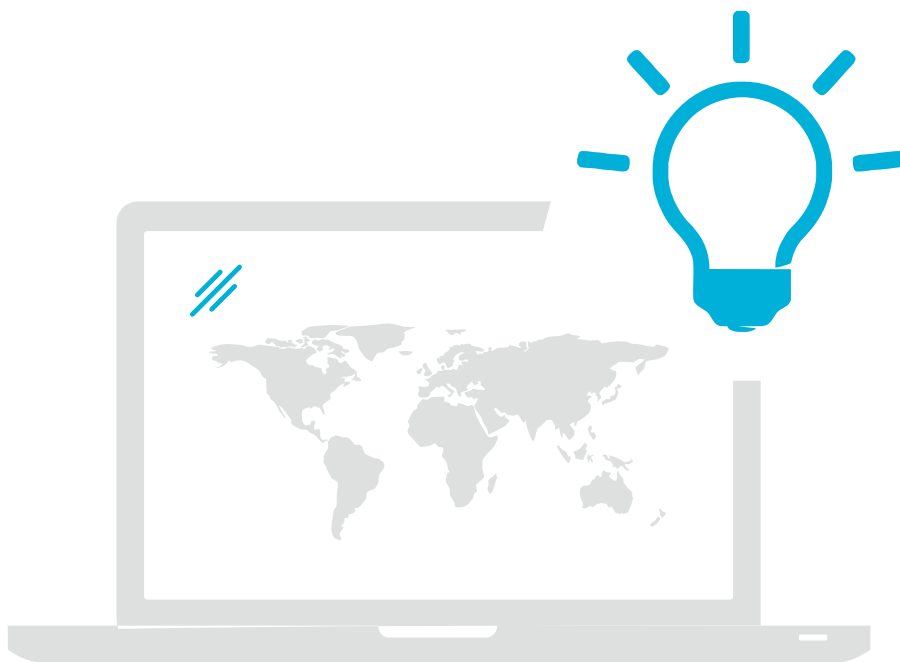
A Success Kit



Overview

Marketing Automation helps different marketing channels to perform together as a well-oiled machine. It allows companies to integrate, streamline, and measure marketing activities to increase operational efficiency and enhance revenue growth. With Marketing Automation, one can gain peerless insights into customer behaviour over time, and strategize better customer interactions.

This success kit discusses how marketing automation can enhance your campaign performance and ensure better returns on your marketing spend.



But Why Marketing Automation?

Simple. It makes everyone work together.

Marketing Automation helps your marketing activities perform as a cohesive unit and brings obvious business benefits by making:

- ✔ customer data actionable
- ✔ salesperson more effective
- ✔ enhancing strong ROI pipeline



Marketing automation connects the dots by:

- ✔ nurturing relationship with leads that aren't ready to buy
- ✔ retaining and cementing customer relationships
- ✔ aligning sales and marketing platforms
- ✔ measuring performance metrics

“Marketing Automation is a key technology that enables many modern marketing practices, including:

- | | |
|-------------------|------------------------------|
| ✔ Lead Generation | ✔ Relationship Marketing |
| ✔ Segmentation | ✔ Cross – sell and up – sell |
| ✔ Lead Nurturing | ✔ Retention |
| ✔ Lead Scoring | ✔ Marketing ROI Measurement |

*MARKETO

As digital marketing landscape gets increasingly cluttered, it's time to cut corners (without compromising the fundamentals) and make some new headway.

Do More with Less

While sales and marketing teams need to work harder than ever, manually executing all marketing activities will eat up precious hours – which otherwise can be better spent innovating new marketing solutions.

Automation not only lightens up work, but helps conversion better. Have a look:



Automated Campaigns Enjoy 200% Higher Conversion Rates

Automated campaigns not only convert at a much higher rate, but they also remain effective over a longer period of time than manual campaigns



Campaign Lead Conversion Rate



*ELOQUA

BIG DATA – The dual case of Challenge and Opportunity



Thanks to big data!

Today, customers not only have but exercise democratic choices when it comes to consuming information. They can access any information online at any time. This has empowered buyers with greater control in buying process. And often, buyers delay engaging with sales rep until they are through with their research, resulting in longer sales cycle.



Automation is indispensable

So when a marketer pursues hundreds or thousands of, even millions of buyers - without marketing automation - he will be dead in no time. For there is no other way to keep a tab on this deluge of buyer list. And that is why automation has become indispensable in inbound marketing.



The adoption of marketing automation technology is expected to increase by 50% by 2015

***SIRIUS DECISIONS**

Proliferation of explosive data is compelling companies to rethink their strategies and even to reshape their vision.

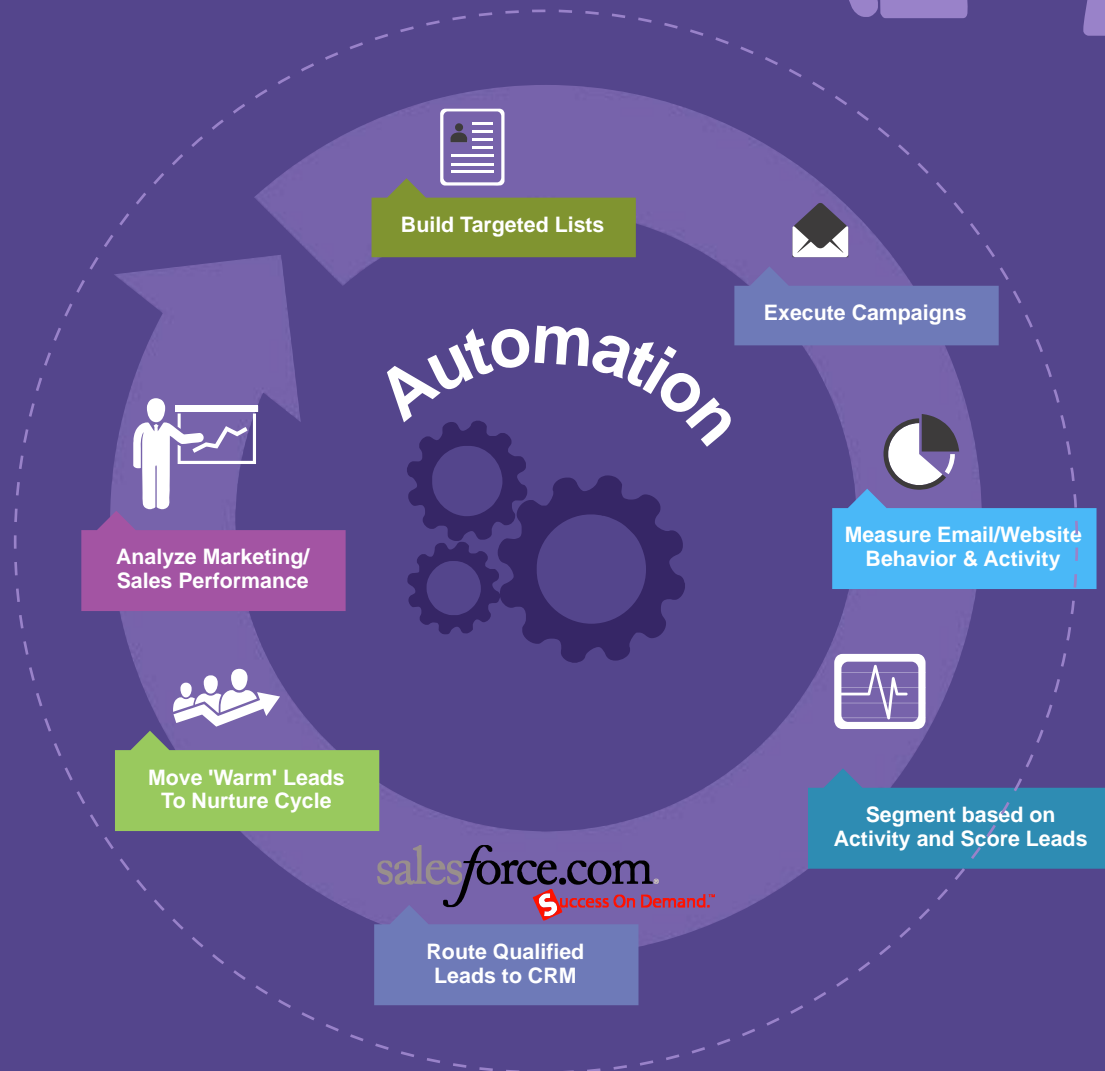
For marketers, it means buyers today have free access to research for what they are looking for.

But big data being in a highly cluttered shape, automation can help organize and streamline marketing activities. This offers a dynamic case of challenge and opportunity.



How Marketing Automation works for you?

Marketing automation presents a 360 view of prospects and their activities. It also presents 360 view of your marketing activities to remain super effective.



Marketing automation helps in Lead Scoring system to clearly segment engaged and cold leads i.e. which leads is ready for sales engagement and which leads need more nurturing. It automates measurable, tangible and convertible sales leads and keeps generating a steady stream of leads.

So for a marketer, it means he can capitalize on what he is doing right. But most importantly, he can work on the missed opportunity. A smart marketing automation integrated with CRM align Marketing and Sales by creating an automatic feedback –loop. Automation streamlines entire marketing activities and empowers marketer to tweak the systems for better performance.

Best Practices



Make the Right Choice

The market is flooded with service providers of marketing automation, claiming they will take care of all your marketing woes. However, you need to decide on your requirement first. Which part of the sales funnel you are trying to target, what features you need, your product offerings and most importantly, your budget and the expected ROI.



Focus on Lead Nurturing

Automation should facilitate your lead nurturing program. It must move up your leads and turn them sales-ready. So it is very important while opting for marketing automation tool that you go for the one which is high on lead nurturing features.



Lead scoring is must

Smart marketing automation must help in accurate leads scoring. It must be able to classify which leads are hot, warm and cold. It must also be able to classify leads which do not align with the product and services of your company.



Measure your performance

Marketing Automation must improve your real time performance tracking and help you in scaling up your campaign optimization. It must also smoothly integrate with CRM solution so that sales and marketing and the top level executives have uniformed access to marketing performance report.



Pursue the missed opportunity

At end of the day, your marketing automation tool must not only help you reduce operation costs, optimize campaign's performance but also must track all the small loopholes in your lead nurturing program. These loopholes are your missed opportunities.

7 Deadly Tip Sheet for marketing



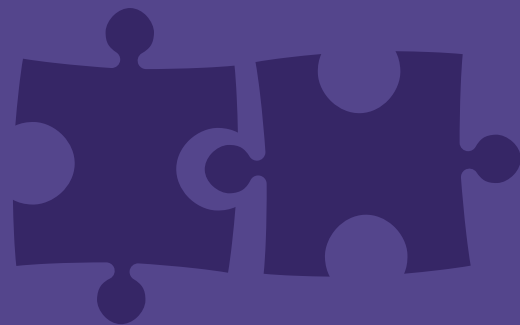
- **01 Track.** The key information of the buyers and leads. Who are they, where they come from and what they do. All these information are highly important. Automation must track them well.
- **02 Differentiate.** What type of leads and customers are they? Are they in just-researching phase or are they more advanced type of leads looking for specific information or are they already sales ready. Automation must be able to differentiate leads.
- **03 Understand.** All humans are created equal, but they have different needs and aspirations. Automation must enable you to find out what your leads are actually looking for.
- **04 Personalize.** Merely understanding the needs and aspirations of the leads is not enough. Target them with highly personalized campaigns.
- **05 Quick Launch.** Automatically allows you to create content and template, do an A/B testing, and launch the campaign quick and fast.
- **06 Analyze.** Creates not only automated reports capturing campaign performance and effectiveness but has solid embedded analytics capabilities for business insights.
- **07 Relevance.** Eventually, automation must have capabilities to deliver on the lines of holy grail of inbound marketing – delivering right content to the right prospects at the right time.

“ Marketing Automation is showing the strongest growth in the \$4B CRM market space.”

-FOCUS RESEARCH

Summing Up

Sales life-cycle is getting longer. Today, it is increasingly becoming important for marketers to manage multiple channels as they attract and nurture leads. Automation helps by pulling together data from various sources and integrating them under one platform. From web analytics to campaign management and from customer behaviour to content management – automation not only lightens a marketer's job – but actually makes him more effective by giving him creative space and time.



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