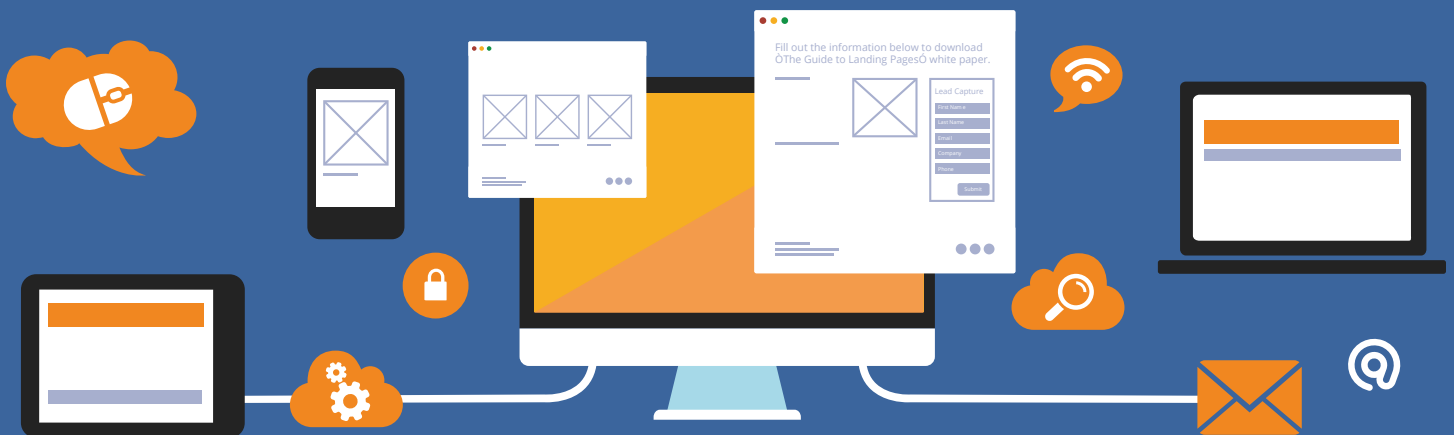


# 10 REASONS

## Why Companies Adopt Marketing Automation



# It's Problem Solving

As marketing has evolved, marketers have had to adopt a variety of tools and technologies. **Many of these solutions work independently of each other, requiring a great deal of manual work and a lot of moving pieces.** Their results are often varied and difficult to measure accurately. This has challenged marketers looking for a way to prove ROI and refine their tactics.

**A full service marketing automation platform offers concrete solutions to the most common problems marketers face today.** On the next page is a list of the most common challenges, along with how marketing automation solves each one.



# Problem — Solution

## **PROBLEM: SALES NEEDS MORE LEADS**

Marketers who struggle with lead generation often do so because they don't have an auto-mated way to manage leads before they're qualified and added to the CRM. They struggle to find and generate new leads because they create disjointed communications that don't guide prospects through the buying process on their own time.

## **SOLUTION: AUTOMATED LEAD MANAGEMENT**

Marketing automation is the single best way to manage and nurture leads. It provides the ability to create campaigns that execute automatically based on a prospect's behavior, engagement level, area of interest, geographic location, etc. This approach means marketers can spend less time being tactical and more time being strategic. It also offers more time to focus on how to pull new people into those programs and drive more leads.

## **PROBLEM: SALES NEEDS BETTER LEADS**

Lead quality is an important consideration when trying to create efficiency in the lead-to-revenue conversion process. When sales complains that they need better leads, the problem is often three-fold:

Marketers lacks intel on prospects' interests and engagement. They target everyone in firmographic target market. Even those unlikely to convert.

Sales can't see actions a prospect took before becoming a lead, and can't distinguish between hot and luke-warm leads, thus no priority.

Sales can't continue the conversation. If they don't know a prospect's engagement, interest and actions, they can't personalize their conversation. This creates a disjointed experience for the buyer.

## **SOLUTION: LEAD SCORING**

Marketing automation offers the ability to score leads based on behavioral and firmographic data. This means marketing is able to assign a value to each factor that identifies readiness or likelihood to buy. Prospects accumulate higher scores over time, indicating they're ready to be touched by sales. Not only does this prioritize leads in the CRM, it also delivers higher quality leads. Additionally, it helps marketers understand what types of prospects yield the highest return. They can then be more targeted in their efforts to drive more of those buyers into the funnel.

# Problem — Solution

## **PROBLEM: MARKETING NOT TARGETING THE IDEAL BUYER**

There are many cases in which marketing is able to drive a high volume of leads for sales. The sales team may even have quality conversations with those leads. Yet, they still don't close enough business.

Marketing will compare their ideal customer with their lead profile and they seem match perfectly. This is incredibly frustrating for many marketers. The piece they're missing is the journey their customers took before they became customers.

## **SOLUTION: BUYER JOURNEY PROFILING**

Being able to map the prospect-to-customer journey through marketing automation offers visibility into the behavioral characteristics of the ideal prospect, not just the firmographic characteristics. It maps their digital decision making path. With this information, marketers can profile and target potential buyers based on their engagement and behaviors. They can lead them down the right path. This helps ensure marketers push the right kind of prospects to sales - those most likely to buy.

## **PROBLEM: THE HAND-OFF FROM MARKETING TO SALES IS CHOPPY**

Sales typically lacks visibility into what marketing does and their leads' engagement with marketing. They can't see each lead's personal journey. This makes it very difficult for them to pick up the conversation where marketing left off. The conversation can feel impersonal and detract value from the buyer's experience. Additionally, research into the prospect's business and background is manual and time intensive. This disjointed process slows down the sales process and retracts from the buyer experience.

## **SOLUTION: INTEGRATE DEMOGRAPHIC & BEHAVIORAL DATA WITH SALES CRM**

Marketing automation offers the ability to auto populate all available demographic information directly into the CRM. This reduces the manual research needed for sales to understand each prospect. Automation also provides sales with complete visibility into each lead's journey. Every email that's opened, page they visit and nearly any other activity salespeople find valuable is captured at the contact level inside their CRM. This information will increase sales' efficiency and enable them to have personalized, meaningful conversations with leads.

# Problem — Solution

## **PROBLEM: SALES STRUGGLES TO STAY TOP OF MIND WITH PROSPECTS DURING A LONG OR COMPLEX SALES CYCLE.**

Companies with complex sales cycles, such as heavy equipment manufacturers, often struggle with keeping leads warm over very extended periods of time. In these circumstances, sales usually does a lot of manual outreach. While this may be effective, it is not an efficient use of your human resources.

## **SOLUTION: LEAD NURTURING**

Nurture marketing can help alleviate the manual outreach. It combines an automated digital touch with the human touch from sales. Customized emails are created for your prospects' journey through the buying cycle. Those emails are managed automatically by a marketing automation platform to keep your leads warm until they're ready to buy. This improves efficiencies in the sales and marketing process and frees up time sales can use to focus on new prospects.

## **PROBLEM: A HIGH-TRAFFICKED WEBSITE BUT LITTLE VISIBILITY INTO WHO'S VISITING**

According to SiriusDecisions, a leading sales and marketing intelligence firm, as much as 70% of the buying cycle is completed online before engagement with a sales person. This means that most prospects are self-educating online. Without marketing automation, marketers have limited visibility into where their prospects are collecting information. They also lack the insight to know where to invest time and resources to guide their leads' journey. Additionally, they can't measure the most important piece of website traffic - the conversion rate of anonymous visitors to known prospects.

## **SOLUTION: WEBSITE VISITOR TRACKING**

The key to driving more high quality leads is for marketers to reach out to other places on the web and drive prospects to their website. The only system that allows marketers to track and manage their outreach in one place is marketing automation. Through landing pages and forms, marketing automation offers the ability to measure exactly how many new prospects are downloading content, requesting demos or simply raising their hand for a salesperson to reach out to them. Whatever the call to action, marketers can actually capture prospects visiting their website and measure how many of them become qualified leads.

# Problem — Solution

## **PROBLEM: LEADS PUSHED TO SALES COLLECT DUST IF THEY'RE NOT YET READY TO BUY**

Marketing works hard to acquire new prospects and convert them to a lead for sales. However, if the lead is pushed prematurely, all of their hard work may come undone. Suppose they ask the salesperson to follow up in 6 months. The salesperson will likely set a reminder or task in the CRM to do just that. Then the leads sits there, untouched. It can go stale if the marketer doesn't continue the conversation.

## **SOLUTION: REMARKET NURTURE**

Marketing automation offers the ability to drip relevant content to leads during the research phase of their buying cycle. While that lead may have been prematurely given to a salesperson, the lead still expressed some level of interest. By continuing to nurture that lead with content, it guarantees that the marketer's company will remain top of mind and hopefully on their short list of vendors to buy from when they're ready.

## **PROBLEM: MARKETING IS STRUGGLING TO SHOW THE ROI OF THEIR ACTIVITIES AND SPEND**

Being able to report the ROI of marketing is important for any business. Many marketing departments spend days, weeks or even months trying to manually calculate how much marketing-sourced and marketing-influenced revenue there was in the last year. That reporting is tedious, time consuming and just a sliver of the reporting they could do with marketing automation.

## **SOLUTION: ROI DASHBOARD**

In addition to reporting on simple ROI, marketing automation dashboards can report on so much more. Marketers can understand how much of their marketing dollars were spent inefficiently. They can also understand how they influenced the buying cycle with different efforts, such as nurture campaigns and events. Marketing automation has tracking and reporting built into the system so very little effort is needed on the marketer's part to prove their value.

# Problem — Solution

## **PROBLEM: MARKETING NEEDS TO COMMUNICATE UNIQUE MESSAGES WITH DIFFERENT AUDIENCES**

This is usually the number one reason marketers adopt marketing automation - they need to send contextually relevant marketing messages to different audiences. Gone are the days of sending a basic company newsletter to all customers, partners and prospects at once. Bulk emails can be sent with email marketing tools like MailChimp or ConstantContact but they cannot be done with the personalization prospects demand today.

## **SOLUTION: DYNAMIC LISTS & A/B TESTING**

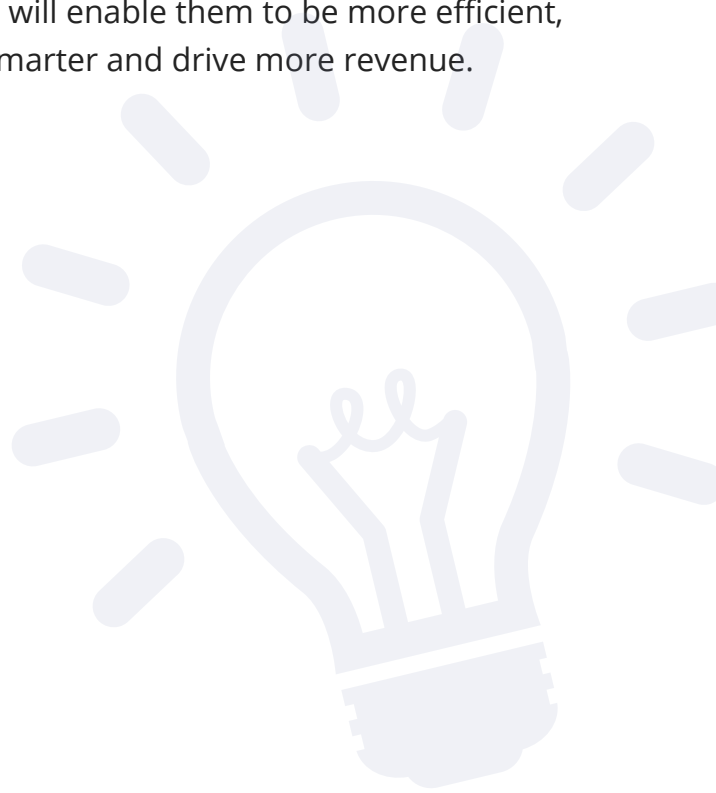
Marketing automation is able to pull dynamic lists based on any data set at the time of an email send. It offers increased flexibility with data segmentation. You no longer have to manually pull a list and load it into a platform each time you send an email. It also has the best tools for A/B testing email campaigns. There is so much literature on when the best time of day to send email is or the best day of the week. However, the only way to really measure what works for each company is to test on their specific audience.

## **PROBLEM: MARKETING IS PERFORMING A LOT OF TASKS IN DISPARATE SYSTEMS**

Marketers spend an incredible amount of time on tactical activities. These activities are generally done in different systems and are then combined manually to execute a campaign or program. Things like designing emails in InDesign, coding them in DreamWeaver, uploading the code to ConstantContact, pulling a list into an Excel file from their CRM and sending it. This is incredibly time consuming and ineffective.

## **SOLUTION: MARKETING AUTOMATION**

Marketers need to consolidate these platforms into one - marketing automation. It will enable them to be more efficient, smarter and drive more revenue.





Salesfusion is a leading provider of marketing automation software that is designed for B2B companies who are committed to driving more revenue by aligning marketing and sales. Salesfusion anchors around the belief that a well integrated CRM and Marketing Automation pair is the foundation of all B2B marketing.

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