# MARKETING AUTOMATION SIMPLIFIED

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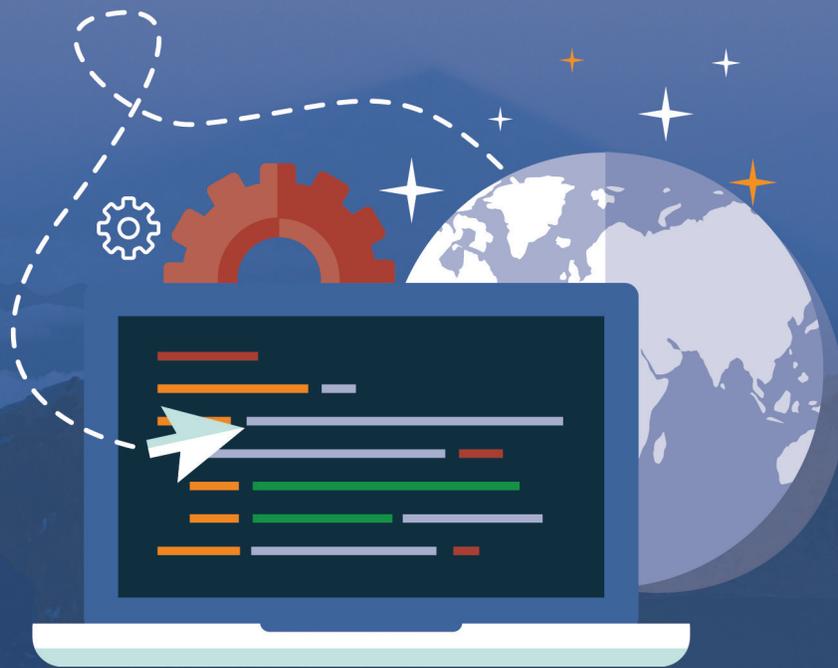
WHAT IS MARKETING AUTOMATION?

The adoption of marketing automation technology is expected to increase to 50% by 2015. – Sirius Decisions "How Marketing Automation Has Evolved" (2012)

ORIGINS

Marketing automation is a technology that initially took root among enterprise marketers. They started using it a decade ago to improve efficiency, scale marketing and drive higher ROI. As enterprise marketers proved its value to their organizational success, marketing automation became a buzzword in the marketing space. Marketers across all business sizes and industries began to take note. Today, marketing automation is employed by 60% of enterprise companies and 15% of SMB companies. Leading analysts expect adoption to increase by 500% over the next five years.

Because marketing automation is still relatively new in its popularity across the middle market, many companies have jumped on the marketing automation bandwagon. They've classified their technology as marketing automation even if it's not. That's why it's important to define what marketing automation is and what it isn't.

What is Marketing Automation?

True marketing automation offers a full suite of workflow integrations. Marketers can create, maintain and track all content in their primary digital channels in one place. This includes:

- Emails

- Custom landing pages

- Forms

- List management and segmentation

- Event marketing

- Surveys

Additionally, they should be able to catalogue and track traffic coming to their website including:

- SEO/PPC

- Display ads

- Microsites

- Blogs and socialized content

Finally, marketing automation platforms offer the ability to improve and expand sales and marketing workflows:

- Automate email, drip and nurture campaigns.

- Automate lead management across sales and marketing.

- Gain visibility into each lead's digital engagement.

- Push leads to sales and prioritize based on their readiness today.

- Scale workflows to drive more qualified leads to sales.

- Achieve transparency into ROI on marketing efforts.

- So much more!

What isn't Marketing Automation?

Platforms that only provide email marketing capabilities or social posting are not marketing automation solutions. They are marketing technologies, but do not deliver true automation. Marketing automation platforms should integrate all primary digital channels, simplify workflows and align sales and marketing processes with CRM integration.

WHY IS MARKETING AUTOMATION IMPORTANT?

79% of top-performing companies have been using marketing automation for more than 2 years. – Gleanster
Q3 2013 Marketing Automation Benchmark

PURPOSE

Marketing automation has become a critical tool because the role of marketing has changed. Foundationally, all marketers are expected to drive more qualified leads to sales, help sales close those leads more efficiently and show ROI on marketing spend. Marketers can't accomplish these goals working in disparate systems or using manual processes. They must find a way to scale their efforts so they can drive revenue growth.

A full service marketing automation platform offers the efficiency and flexibility to improve marketing processes and drive ROI.

Top Benefits of Marketing Automation

Generate more qualified leads for sales.

Marketing automation 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 easily scale their efforts to pull more people into the funnel and nurture them more efficiently without the need for more resources.

It also offers the ability to filter higher quality leads to sales. Marketing is able to assign a value to each engagement factor that identifies readiness or likelihood to buy. Prospects accumulate higher values (scores) over time. Once they hit the defined threshold, they're automatically pushed to sales through CRM integration. Not only does this prioritize leads in the CRM, it also delivers more qualified leads.

Additionally, it helps marketers understand what types of prospects yield the highest return. They can be more targeted in their efforts to drive more of those buyers into the funnel.

Increase efficiency in the sales cycle with a seamless buyer experience.

Sales typically lacks visibility into marketing's activities. They can't see how marketing has engaged with each lead so they don't know the lead's interests. This makes it very difficult for them to pick up the conversation where marketing left off. Sales can't customize the conversation. As a result, the buyer's experience can feel choppy or disjointed.

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. It also provides sales with complete visibility into each lead's digital 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 empowers sales to have personalized, meaningful conversations with leads. As a result, the sales cycle is made more efficient and buyers have a seamless experience across digital and human engagements.

Maintain top of mind awareness during long sales cycles.

Companies with complex sales cycles struggle to keep 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 sales resources.

Marketing automation provides the ability to digitally nurture leads to augment human outreach so sales isn't overcommitting their time to premature leads. Customized emails and programs are created to gently guide leads through the buying cycle based on their areas of interest. Those emails help maintain interest and awareness until leads are ready to buy. This improves efficiencies in the sales and marketing process and frees up time sales can use to focus on new prospects or those ready to close.

Gain visibility into who's visiting your website or reading your content.

According to SiriusDecisions, as much as 70% of the buying cycle is completed online. Most prospects are self-educating with a combination of third-party research, peer reviews and vendor provided collateral. Today's marketers must find a way to engage these prospects much earlier in their process to drive interest in their product.

Marketing automation offers a manageable way for marketers to engage with prospects across a variety of channels, such as social and PPC. They can pull prospects into their site and track how they engage with their content. This can help marketers prioritize the type of content they produce based on what's most successful converting prospects to leads and leads to customers.

Engage leads that aren't yet ready to buy.

Marketing may push a lead to sales because something the lead does indicates they're likely ready to buy. Sales reaches out but they aren't ready yet. They ask the salesperson to follow up in 6 months. In most cases, the salesperson will likely set a reminder or task in the CRM to do just that. Then the lead sits there, untouched. It goes stale if someone doesn't continue the conversation.

Marketing automation offers the ability for sales to push those leads back to marketing for further nurture. Marketers can automatically drip relevant content to leads while they're still researching options. While that lead may have been prematurely given to a salesperson, the lead still expressed some level of interest. Marketers can continue to nurture the lead's interest and hopefully get on their short list of vendors when they're ready to buy.

Demonstrate the ROI of marketing activities and spend.

In addition to reporting on simple ROI, marketing automation dashboards can illuminate how much money was spent inefficiently, how marketing influenced the buying cycle overall and how much each individual tactic contributed to lead conversion. Tracking and reporting is built into the system, so very little effort is needed on the marketer's part to prove their value.
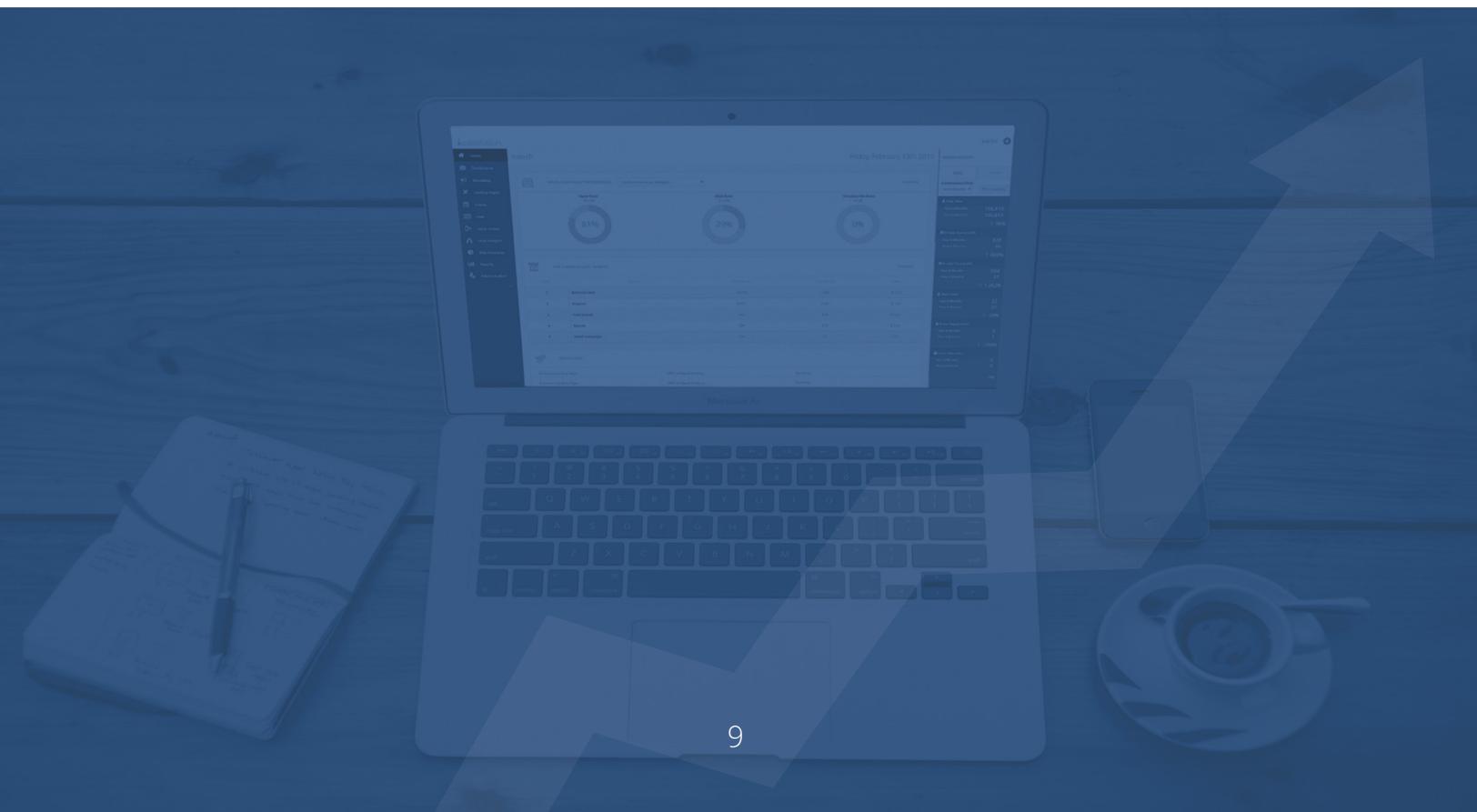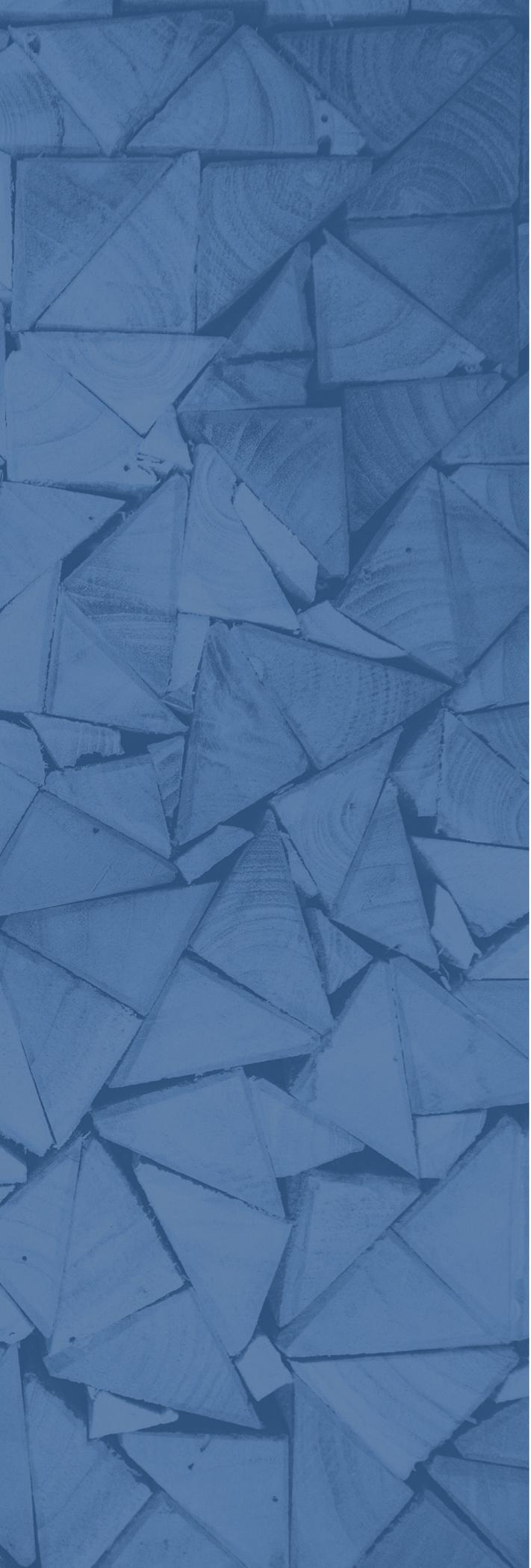
Communicate unique messages to different audiences.

This is usually the number one reason marketers adopt marketing automation - they need to send contextually relevant marketing messages to different audiences. 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. Marketers no longer have to manually pull a list and load it into a platform each time they send an email. They can create personalized campaigns based on a person's actions or characteristics. This delivers a more relevant buyer experience.

Consolidate primary digital marketing tasks in one system.

One of the greatest benefits marketers realize immediately after adopting marketing automation is that it consolidates workflows typically done in disparate systems. Marketers can build, execute and track all of their primary digital tactics in one platform. This streamlines efforts, saves an enormous amount of time and offers flexibility to view activities within context of each other. It also enables marketing to be more efficient, smarter and drive more revenue.

WHAT DOES ALL THIS MEAN FOR YOU?

Marketing automation is quickly gaining momentum among marketers because it's a proven way to address their core problems. **It helps to:**

Save Time by automating traditionally manual, time-intensive processes.

Acquire more leads with built-in social, message strategy and inbound marketing management capabilities.

Convert more leads with personalized content, lead scoring and nurture campaigns.

Eliminate lead waste with a bidirectional lead nurture workflow between sales and marketing.

Prove marketing ROI with built-in reports on channels, mediums and campaigns.

Become more strategic with a focus on scalable, personalized communications.

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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.

See A Demo

Click the button to the left to see a demo of how Salesfusion's marketing automation platform can help address your specific marketing challenges.

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