



WHAT MAKES MARKETING AUTOMATION TICK?

A GUIDE TO DRIVING RESULTS.

Extended Edition



WHAT IS MARKETING AUTOMATION?

This eBook details the keys to success, the thought process, and the best practices of great marketing automation.



Marketing automation is more than sending out a stream of emails. It involves lead nurturing, lead scoring, and improving workflows. It provides better content value to your prospects and customers with an automated practice that lets you refine and enhance the prospect and customer experience.

“Marketing automation forms the backbone for configuring nurture marketing campaigns across channels and managing communications based on prospect engagement.

It’s also one of the only ways marketers can actually start to attribute marketing spend to closed sales.

No amount of hired resources could manually reach out and touch prospects at just the right time with just the right message.”

- Gleanster Research, March 2013



WHY MARKETING AUTOMATION NOW?



(Source: Gartner Research)

Is your company prepared to operate in a “self-service” environment in which customers manage 85% of their interaction with no human contact? Marketing automation will help you engage with your customers in an online format that nurtures leads strategically. When they come to you for services, they’ll most likely know a good deal about your company, and you’ll know a good deal about them.

The adoption of marketing automation technology is expected to increase 50% by 2015. (Source: Sirius Decisions).

Marketing automation has seen the fastest growth of any CRM-related segment in the last 5 years. (Source: Focus Research)

Before too long, your competitors are going to start noticing, if they haven’t already. Let’s beat the curve.



UNDERSTAND YOUR BUYERS

A successfully executed marketing campaign that is automated is focused on portraying your message at the right time to the right prospects.

To succeed, an effective program gathers social, website, blog, purchase history and behavioral information on your prospects. It uses that data to deliver increasingly relevant and actionable marketing communications. It measures the effectiveness of your campaign and the strategy of the campaign.

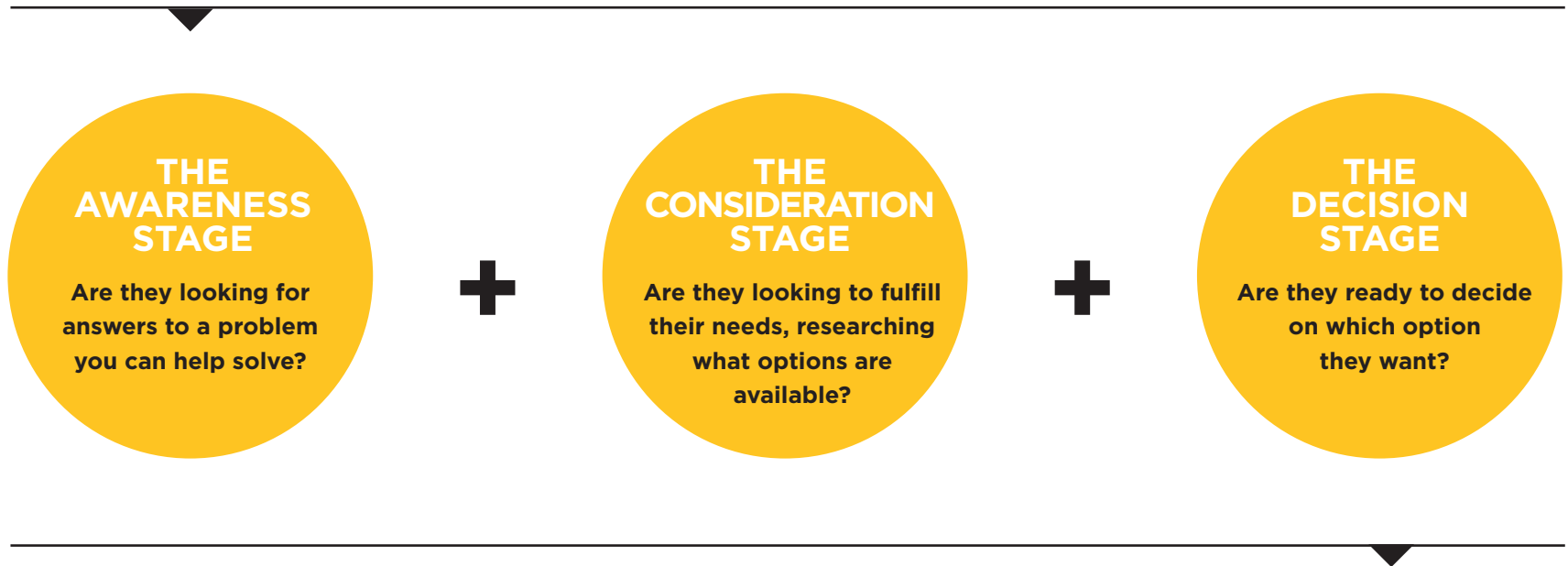
IF YOU TAKE TIME TO UNDERSTAND WHAT YOUR AUDIENCE WANTS, THEN THEY'LL BE MORE RECEPTIVE TO YOU. MARKETING AUTOMATION MEASURES WHICH TYPES OF CONTENT RESONATE THE MOST WITH THE PEOPLE WHO ARE ENGAGING WITH YOU.





UNDERSTAND YOUR BUYER'S JOURNEY.

Where are your potential buyers in the buying funnel? The buying funnel is typically divided into the three following stages:



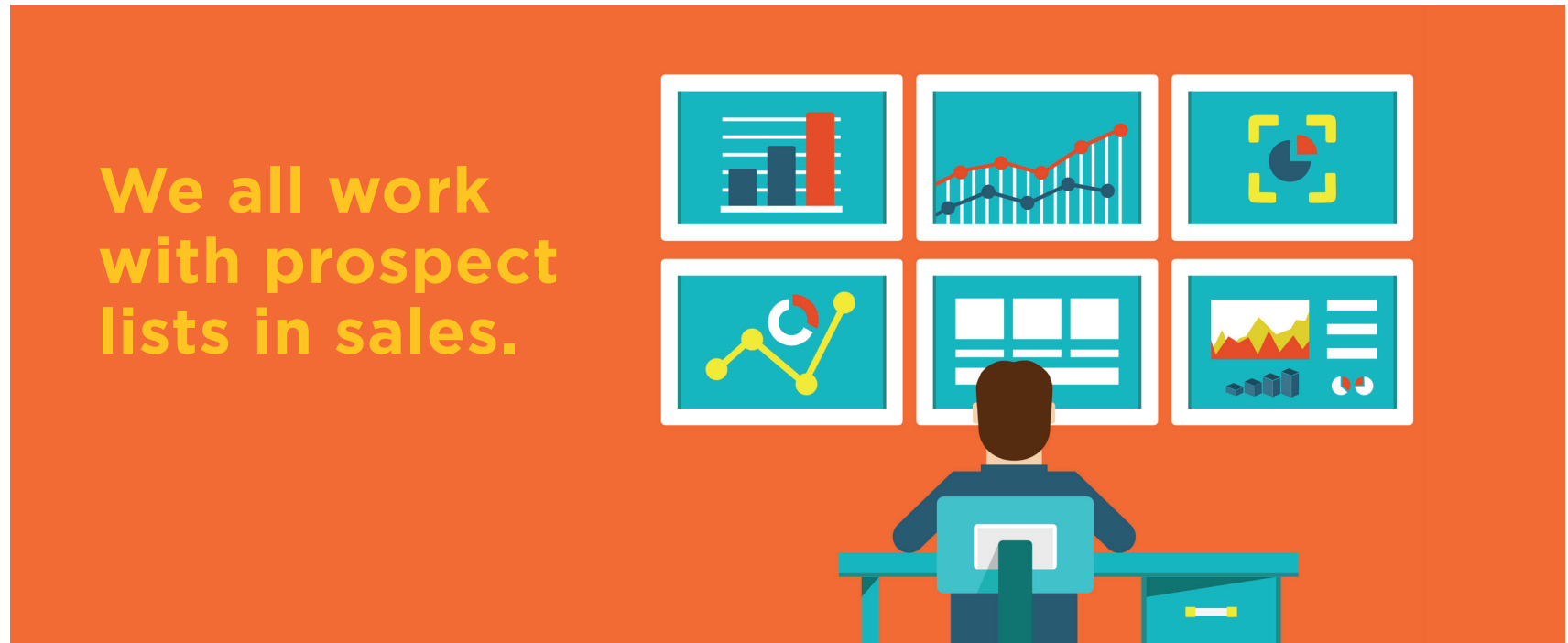
ONLY 23%
OF SALES PROFESSIONALS
SAY MARKETERS
CONSISTENTLY DELIVER
SALES-READY LEADS.



MARKETING AUTOMATION CAN HELP REACH PROSPECTS APPROPRIATELY IN ALL THREE STAGES. LEAD SCORING DEFINES WHO'S IN WHICH STAGE. **KNOWING WHAT STAGE YOUR PROSPECTS ARE IN IS CRUCIAL TO SENDING THEM THE APPROPRIATE CONTENT.**



UNDERSTAND YOUR LISTS.



Marketing automation breaks these lists into manageable segments so more pinpointed campaigning can be performed.

For example, divide the marketing directors from the executives and the soccer moms from the fishing enthusiasts. This way, you send the appropriate content based on interests, positions, website behaviors and budgets.

A good automation strategy personalizes communications based on behavior and experiences. By sending out personalized content to segmented lists, your prospects will better appreciate what they receive.



BE RELEVANT. BE TIMELY. BE USEFUL.

Fifty percent of qualified leads are not ready to purchase immediately [Source: Gleanster Research]. **If you push them through a series of hard-sell emails, you'll likely lose them. Send them resources and useful tips to help them decide.**



Timing is important. You don't want to send too many emails, but you don't want them to forget who you are. So manage the cadence of communications to provide great content with a consistent message and fresh, new offers.

HAVING A TRUSTWORTHY, CAPABLE SOFTWARE SYSTEM TO DELIVER THESE ITEMS IS IMPORTANT AS WELL. A SOFTWARE SYSTEM THAT CAN SCHEDULE OUT CONTENT PUBLICATIONS AND EMAILS IN A WORKFLOW FRAMEWORK IS VITAL.



Companies with a fully implemented marketing automation solution see a **54% increase** in sales-quota achievement rate. (Source: Bulldog Solutions)



YOUR FOUR-STEP APPROACH TO MARKETING AUTOMATION

STEP 1

A PERSON VISITS YOUR SITE AND COMPLETES A FORM

Now you have this person's contact information, making him or her a lead.

Based on the information they've provided, you can segment them into a list for nurturing. As they go further into the buying funnel, you'll gather more information, allowing you to segment more specifically.

STEP 2

YOU BEGIN NURTURING THE LEAD

Now your new leads start receiving content from you. Emails with targeted, personalized content appear in their inbox (not in massive waves, but at spaced out intervals). This is to drive leads back to your website.

STEP 3

YOUR WEBSITE KEEPS THEM COMING BACK

When giving links, don't send them to your homepage. Send them to landing pages where they can download more content and you can capture more information. Build pages they'll be interested in and send them to those pages. Your website should be optimized to fit your users' needs and interests.

STEP 4

MONITOR THEIR ACTIONS.

Track the actions your visitors take on your site, emails and social media. If a person visits your pricing page, you can automatically update your database and notify your sales team for follow-up.

COMPANIES THAT DEPLOY MARKETING AUTOMATION
SEE A 107% INCREASE IN LEAD-CONVERSION RATES



BEST PRINCIPLES TO REMEMBER.

Your marketing automation strategy should be...

- > CUSTOMER-SERVING
- > PRESSURE-FREE
- > SYNCED WITH THE REST OF YOUR MARKETING
- > SUPPORTIVE TO BOTH CUSTOMERS AND POTENTIAL CUSTOMERS, DRIVING REPEAT PURCHASES
- > CONTENT-DRIVEN
- > RESPONSIVE TO ACTIVITY ON EMAIL, WEBSITE AND SOCIAL MEDIA



EMAIL MARKETING

Businesses that use marketing automation to nurture prospects see a **451% increase in qualified leads.**

(Source: The Annuitas Group)



IN CONCLUSION

Marketing automation is a lot to take in. The digital frontier itself is a whole lot to handle.

It may seem like just another trend you have to research, but marketing automation actually ties your digital projects together. It gives insight into how your prospects are engaging with your company online and how you can best communicate with them. As the data shows, marketing automation drives ROI.

To learn more about marketing automation and what we can do for you, contact [Martin Thoma](#), at [501.664.5672](#) or martin@thomathoma.com.



Thoma Thoma | 501.664.5672
1500 Rebsamen Park Road, Suite 100
Little Rock, AR 72202