



Sales & Marketing Automation

State of the Industry Report 2015



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Who Should Read This Document?



- ⇒ Software and Internet Firms
- ⇒ Telecommunication Companies
- ⇒ Computer and Electronics Firms
- ⇒ Health & Pharma Industry
- ⇒ Business Services Providers
- ⇒ Financial Services Providers
- ⇒ Manufacturing
- ⇒ Real Estate & Construction



What is Sales & Marketing Automation?

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.

Marketing departments, consultants and part-time marketing employees benefit by **specifying criteria and outcomes** for tasks and processes which are then interpreted, stored and executed by software, which increases efficiency and reduces human error. Originally focused on email marketing automation, marketing automation refers to a broad range of automation and analytic tools for marketing especially inbound marketing. Marketing Automation platforms are used as a hosted or web-based solution, and no software installation is required by a customer.

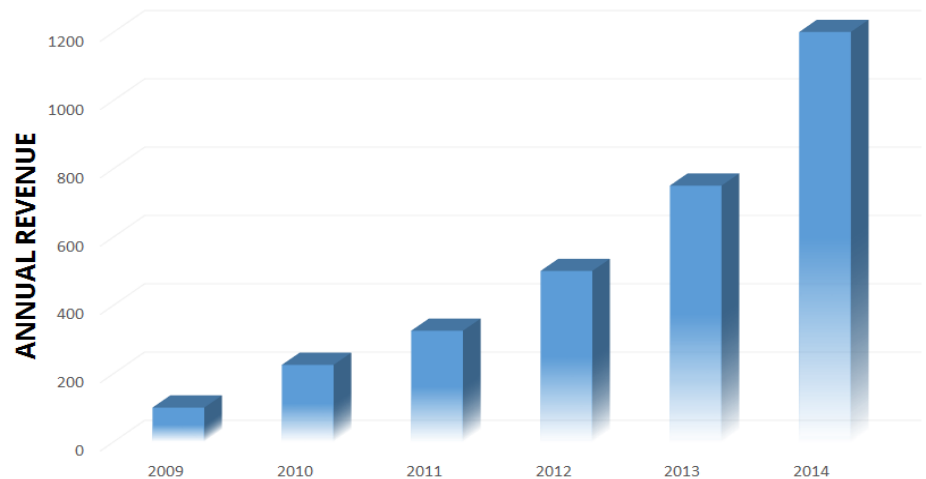


Growth of B2B Marketing Automation

✓ The industry is growing at a staggering rate.

✓ With limited adoption in the current B2B space the opportunity to implement is now.

**B2B MARKETING AUTOMATION VENDOR REVENUE
(\$ MILLIONS)**



Benefits of Automation

Marketing automation...

- ✓ Is a huge time saver
- ✓ Allows you to reach each one of your unique customers
- ✓ Makes the most of your staff resources
- ✓ Helps you to maintain consistency
- ✓ Provides detailed reports
- ✓ Saves you money
- ✓ Makes it possible for any business to create a consistent brand presence on multiple channels
- ✓ Is simple even for people who are not technically inclined
- ✓ Makes lead nurturing easier
- ✓ Helps you to build more useful and detailed customer profiles



<http://www.simplycast.com/blog/top-10-benefits-of-marketing-automation/>

Start My
Assessment >

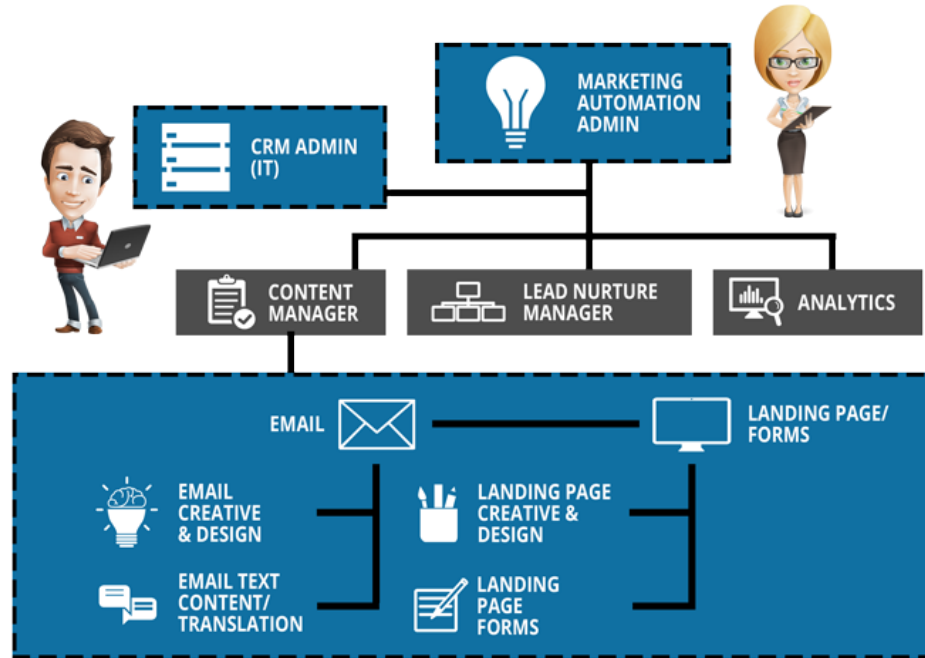


How to Implement Automation

- ✓ Define your requirements and goals upfront
- ✓ Choose the right marketing automation solution
- ✓ Consider what it's going to take for implementation
- ✓ Put a plan and process in place
- ✓ Start simple and build out
- ✓ Consider bringing in an automation agency partner



Typical Structure of an Automation Team



79% OF TOP PERFORMING COMPANIES HAVE BEEN USING **MARKETING AUTOMATION** FOR MORE THAN **2 YRS**



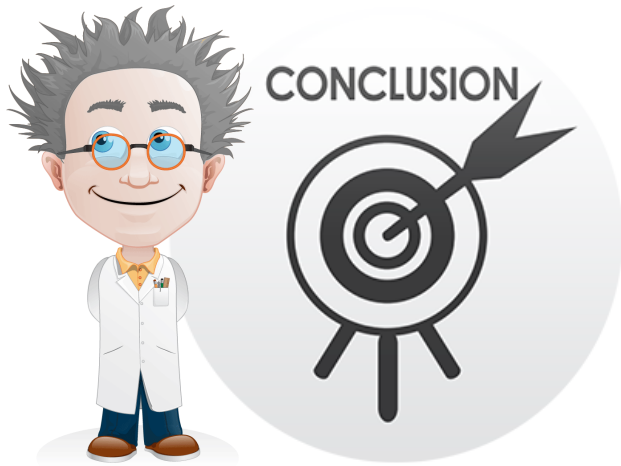
Common mistakes to avoid


- ❌ Automating bad processes doesn't magically make marketing better
- ❌ Automation requires a growing and engaged database to nurture
- ❌ People don't exist in a vacuum
- ❌ Features don't solve problems, solutions do
- ❌ Successful automation relies on sales and marketing alignment
- ❌ Marketing expertise by the vendor really, really matters

Mistake - Marketing automation does NOT improve the quality of marketing, it **improves efficiency** of marketing.



Conclusion



 This report is compiled from the top resources available on sales & marketing automation. The truth is that if your company is not working on a sales & marketing automation strategy you are falling behind. Your competition is and you need to be as well.



Main points to remember

- ★ Sales & Marketing Teams are disconnected
- ★ Sales & Marketing Technology is often not integrated
- ★ These disconnects cost companies massive amounts of revenue
- ★ Lack of integration lowers bottom line margins
- ★ The inefficiencies created in non-integrated teams costs companies
- ★ Most industries are lagging in automation adoption
- ★ The opportunity is now- get 12-18 months ahead of your competition



About Enfusen Marketing Control Center

What do we do?

➤ We integrate sales & marketing teams and technology & build them a sales & marketing machine

How do we do it?

➤ We integrate people, strategies, and technology with a seamless platform to create sales & marketing excellence.

Why should you request an assessment from Enfusen's Marketing Control Center Team?

➤ We can help you to implement the fastest and most efficient lead to revenue strategies

