

Marketing Automation



Marketing automation is the use of technology to generate, nurture, score, and qualify leads, as well as drive sales using customized, multi-touch marketing communications that are tailored for each contact's profile, level of interest, behavior, or place in the buying process.

Forrester Research notes that such systems were developed to “bridge a gap between lead generation activities (e.g., trade shows, direct mail, telemarketing, and email campaigns) and selling activities (e.g., closing the deal) that were managed by a customer relationship management (CRM) system.

Marketing Automation Results

INCREASE
49%

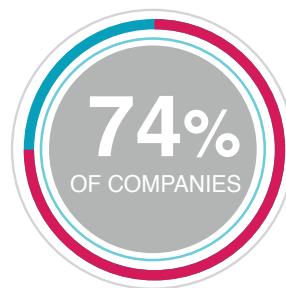
Monthly Lead Flow

DECREASE
68%

Cost Per Lead

What is the Value of Marketing Automation?

Marketing automation creates a digital infrastructure that allows marketing and sales to learn about, understand, and interact with prospects throughout the entire lifecycle – from attraction to conversion to retention – in a well-timed, personalized way.



SEE

POSITIVE
ROI

IN

12

MONTHS
OR LESS

Sources: Act-on, Hubspot

Contact us today!

713.520.5532 info@hollinden.com



/HollindenMarketing



@hollinden

hollinden.com