



5 REASONS YOU NEED

MARKETING AUTOMATION

IN THIS WHITEPAPER

We'll take a close look at Marketing Automation and explore the reasons why it has become a must-have tool for organizations that are looking to optimize their digital marketing processes.

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LENSKOLD GROUP

Introduction

Marketing automation has exploded in popularity over the last few years and is quickly becoming one of the must-have tools for organizations that are looking to optimize their digital marketing processes.

Marketing Automation Has Gone Mainstream

70% of businesses are using a marketing automation platform (MAP) or currently implementing one.

The Most Successful Organizations Are Using It

79% of top-performing companies have been using marketing automation for more than 2 years and 25% of Fortune 500 B2B companies have adopted marketing automation.

You May Be Falling Behind

If you haven't implemented marketing automation yet or haven't at least been thinking about it, you may be at serious risk of falling behind your competitors.

63% of companies that are outgrowing their competitors are using marketing automation.

The benefits of implementing marketing automation go well beyond just the marketing department. Here are the five ways that marketing automation can help your organization.

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Improve Lead Quality

The #1 benefit of marketing automation is the ability to not only generate more leads, but also better leads.



#1 Improve Lead Quality

One of the number one complaints from sales teams is that the leads acquired by the marketing team aren't qualified enough for a sale. In fact, only 23% of sales professionals say marketers consistently deliver sales-ready leads.

So how can marketing automation help with the transition of leads from marketing to sales?

B2B marketers cite the #1 benefit of marketing automation as the ability to not only generate more leads, but also better leads. The lead scoring capabilities that are present in tools like HubSpot and Pardot keep track of where leads are in the sales process and will assign a score to each of them based on what content they have interacted with, what pages they have visited, and any other engagements they have made with your company online. This allows only the best and most qualified leads to move on to the sales team, who can then convert at a higher rate. Another piece of improving lead quality is the ability to nurture potential customers to a point where they are ready to make a purchase through email campaigns. Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads. (DemandGen Report)

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Increase Campaign Effectiveness

Improving lead quality is great, but marketing automation can also help with your day to day campaigns that are turning leads into customers through list segmentation, targeting, and personalization.



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#2 Increase Campaign Effectiveness

Improving lead quality is great, but marketing automation can also help with your day to day campaigns that are turning leads into customers through list segmentation, targeting, and personalization. It's no secret that online experiences are becoming more and more personalized and tailor-made for individual users. Your leads and potential customers are expecting this type of unique experience from your marketing campaigns as well. Sending out a cookie cutter email and expecting it to convert won't work anymore. Luckily, marketing automation provides the features that can take your messaging to the next level and speak to your contacts on a personal level.

The ability to segment contact lists is cited as the most valuable method for improving conversion rates according to 96% of B2B marketers and targeted personalization helps increase customer engagement according to 74% of marketers.

Good marketers know that personalization and targeting are essential to be successful at their jobs, and marketing automation is the tool that allows them to do this in the most efficient and effective way possible.

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Trackable ROI

Being able to improve the quality of leads and increase the effectiveness of campaigns is great, but how can you prove that your efforts are actually working?

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#3 Trackable ROI

Being able to improve the quality of leads and increase the effectiveness of campaigns is great, but how can you prove that your efforts are actually working? The internet has made it exceedingly difficult to determine which areas of your marketing are actually working and which ones aren't. Only 38% of marketers have a reliable view of how their customers are interacting with their digital touch points.

This has made allocating marketing dollars for campaigns guesswork when it comes to determining which ones will give the best return on investment.

If your organization is struggling with being able to track the performance of your marketing efforts, it might be time to look into marketing automation to make the job easier. The reporting and attribution capabilities of marketing automation allow marketing departments to see exactly which piece of content, campaign, or email turned a visitor into a lead or a lead into a sales opportunity.

This level of detail makes your marketing smarter by showing you exactly what worked and what didn't. Companies that use marketing automation are 3 times more likely to be able to track and attribute content marketing efforts than those who don't. Next time there is uncertainty about where to allocate resources, your marketing automation platform will be able to provide reports showing the best use of time and money.

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Maximize Resources

One of the most overlooked benefits of implementing marketing automation is that it is going to maximize your organization's resources and efficiency.



#4 Maximize Resources

One of the most overlooked benefits of implementing marketing automation is that it is going to maximize your organization's resources and efficiency. No matter what kind of marketing automation platform you decide to implement, it will quickly become your best employee. It will always be scoring leads, segmenting lists, running campaigns, and generating reports 24 hours a day and 365 days a year. This will allow the members of the marketing team to be more efficient and focus on the things that really matter like new campaign ideas and strategy. They will no longer have to waste time trying to allocate leads to a specific marketing effort or manually run reports on campaign performance.

The other major benefit of marketing automation is that it will easily connect with your content management system (CMS) and customer relationship manager (CRM) and help make those tools even more useful. All three of these systems will talk to each other, share information, and give a holistic view of your company's marketing efforts.

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Increase Revenue

What is really going to matter when your company implements marketing automation is whether or not it helps the bottom line and increases revenue.

#5 Increase Revenue

What is really going to matter when your company implements marketing automation is whether or not it helps the bottom line and increases revenue. Companies that have the most success with lead nurturing produce 50% more sales ready leads at 33% lower cost using marketing automation (Forrester Research). Nurtured prospects have a better understanding of your company making them more qualified and giving sales teams the opportunity to close deals easier and faster. Based on the companies that are already using marketing automation, 53% of them see higher conversion rates and an annual revenue growth rate of 3.1% compared to non-users.

When you combine these numbers with all of the other benefits laid out above, you can start to make a very compelling case for how marketing automation can bring your sales and marketing teams to the next level. Marketing automation helps bridge the gap between sales and marketing by streamlining reporting, nurturing leads, and providing sales with a better understanding of each individual prospect. Once your sales team starts closing deals more efficiently, you'll see your revenue start to increase. Marketing automation gives your team the ability to produce qualified leads, and speed up the sales process, ultimately bringing more revenue to your business.

Conclusion

Marketing teams understand the necessity of improving lead quality to drive the success of their sales teams, and ultimately the success of their organization as a whole. Marketing automation increases the number of qualified leads through nurturing campaigns, which helps sales teams close more deals. The ability to segment lists with your marketing automation tool encourages campaign effectiveness – allowing you to target your prospects more effectively by delivering the right content at the right time. Even better, your marketing automation system is recording your prospects and leads response to your marketing efforts, allowing you to pull real-time reports and analyze what's working. Get the most out of all your technology solutions by integrating your marketing automation tool with your CMS and CRM system. This will provide your organization with full understanding of your marketing team's efforts. Marketing automation systems are designed to be an extension of your marketing team. Companies that have implemented these tools understand how marketing automation can ultimately increase revenue by efficiently speeding up the sales process.

About SilverTech

SilverTech, Inc. creates custom, integrated digital solutions that enable its clients to grow loyal relationships with their customers. Founded in 1996 with a vision to deliver transformational growth through innovation, creativity, and technology, New England-based SilverTech has earned national recognition and several prestigious awards. Leveraging strong technology partnerships and industry expertise, SilverTech makes hard stuff - website design, technology integration, digital marketing, and user experience - easy. SilverTech's clients include Pepco Holdings, Inc., Dyn, State of New Hampshire Travel and Tourism, Hoveround, and Miss America.

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