



Five ways marketing automation can impact the bottom line

B2B digital marketing moves at a blistering pace, but it is vitally important that businesses allocate resources where they make the biggest impact on revenue. Juggling so many touch points, campaigns, and channels can make it difficult to pinpoint the revenue implications of each action. To help boost the bottom line, marketing needs the ability to align on objectives with sales; identify the most effective types of campaigns; optimize marketing plans based on results; and plan, execute, and manage campaigns across multiple channels.

Here are five ways marketing automation can help you improve your company's bottom line:

1

Better align sales and marketing

When used correctly, marketing automation can be a great help in aligning sales and marketing. For the best results, marketing should regularly seek input from sales about what makes a hot, sale-ready lead versus a cold lead. The sales team can also help identify the best behaviors to score a lead and give advice about the timing of the campaign in terms of when to send certain pieces of content. As sales helps marketing, the sales team will be able to see the results in a more robust flow of leads. Better alignment is always a win-win for both departments.¹

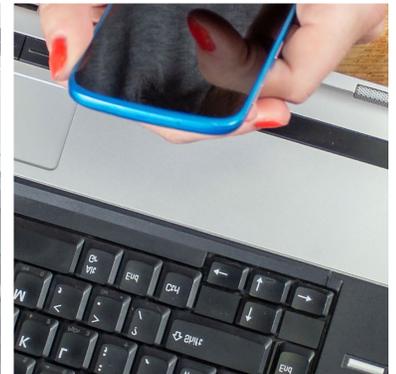
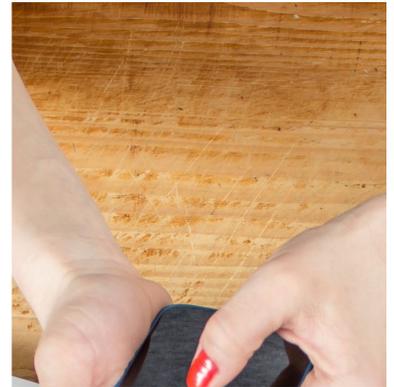
2

Become more responsive

In the digital age, customers have higher expectations about how long they should have to wait for service or how hard they should have to look for information. It is important to have marketing automation in place to provide a rapid response to any new leads.

According to a comprehensive study of lead response times, online leads require a near-instant response from your organization. “The odds of contacting a lead if called in 5 minutes versus 30 minutes drop 100 times. The odds of qualifying a lead if called in 5 minutes versus 30 minutes drop 21 times.”²

Likewise, the business world no longer interacts within the confines of business hours. Even B2B focused companies will receive leads after-hours. In fact, about 30-40% of leads come during after hours³ and it is just as important to acknowledge those leads quickly and deliver any promised follow-up content.



3

Fully utilize your existing content

Marketing automation creates a centralized catalog of all your marketing content. This makes it easier to more fully leverage each asset to its best potential. The ROI of your content is higher if you can use it multiple times, yet only 29% of leading marketers reuse and repurpose content effectively.⁴

With marketing automation, you can explore techniques to:

- **Update and reuse:** Sometimes content that has already worked well for you, would work well again on a new campaign. Tweak a few items—create a new headline, write a new intro and offer a different call to action.

- **Repurpose:** Convert an already-existing piece of content into a different type of content. Turn the information from a webinar into an eBook. Split a white paper into a series of blog posts, or add statistics to design an infographic.
- **Retune and redirect:** Tweak an existing piece of content to speak to another audience. This might involve inserting a new fact set or examples to address a different vertical industry. In some cases, it might even be helpful to provide content to a business partner to educate their customers.

4

Do more of what works best

If your primary goal is to increase revenue, it's important to measure the impact of different marketing activities and do a lot more of whatever leads to successful sales deals. One of the greatest advantages of marketing automation is the high level of accuracy it can add to marketing campaign reporting. Where in the past, sales deals may have been closed with just one or two marketing touches, today it can take 10 or more touches to lead a prospect to a sale. Those touches may be part of a single multi-touch nurture campaign or the result of several different campaigns. Proper allocation of a sale across all marketing touches is a big part of learning how to repeat activities that make the biggest impact on revenue.

5

Nurture leads to be sales-ready

By far the most common complaint by the sales department is that the marketing department delivers leads that aren't really leads yet. Lead nurturing is a critical part of achieving better marketing and sales alignment. Marketing automation makes it easy to set up and execute multi-touch, multi-channel marketing campaigns. Research shows that lead nurturing produces 50% more sales ready leads.⁵ To be effective in lead nurturing, it is important to create campaigns that are:

- **Trustworthy:** Be sure you've gathered a lead's opt-in before sending multiple communications.
- **Relevant:** In every touch, the content provided should be useful to your leads. To help ensure relevance, segment your leads and match the messaging in your content to the persona, industry, or interests of the lead.
- **Multi-channel:** Talk to leads across the communication platforms they use. Consider including email, mobile, social media, events, and your website in your nurture campaigns. By using multiple channels, you increase the likelihood of moving a lead to sales-ready status.

[Learn more about marketing automation >](#)

¹ Mckenzie Ingram, "5 Reasons Marketing Automation Is Good for Your Bottom Line," September 2016.

² Dr. Peter Oldroyd, "The Lead Response Management Study."

³ Digital Air Strike blog, "10 Lead Response Best Practices," April 27, 2017.

⁴ MarketingProfs, "The State of Content Marketing in 2017," Infographic.

⁵ Marketo.

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