



Marketing automation – the name really doesn’t do the technology justice. While it’s true that a marketing automation platform can help you automate marketing campaigns, these robust systems are capable of so much more and benefit many areas within an organization outside of marketing.

In recent years, the internet and social media have changed buyer behavior, which has in turn changed how companies sell to their buyers. Consider the sales statistics below and it becomes apparent why sales has typically been the first department outside of marketing to adopt and benefit from marketing automation.

- **89% of customers** begin their buying process with a search engine - Fleishman-Hillard
- It takes an average of **10 marketing-driven “touches”** to progress a lead from the top of the funnel to revenue generating - Aberdeen Group
- **79% of marketing leads never convert into sales.** Lack of lead nurturing is the common cause of this poor performance. – MarketingSherpa
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Marketing automation technology has recently become more important than ever. The current COVID-19 pandemic has led to mass social distancing efforts around the globe. This has had a profound impact on how businesses connect with their audiences. In-person events are out of the question and, as more work is conducted remotely, B2B companies will face difficulties with phone and direct mail. Social distancing means digital everything. And not just for sales and marketing.

Now is a great time to put marketing automation technology to work for functional areas throughout your organization. Today’s marketing automation platforms can help many departments overcome individual challenges while allowing entire organizations to make smarter business decisions and more effectively engage with all audiences. Let’s take a look at some ideas for using marketing automation in departments throughout an organization.

Marketing

An organization's marketing function is likely the first thing that comes to mind when you think of marketing automation – and for good reason. Aside from the obvious name, marketing automation platforms feature a variety of powerful tools that are essential for marketing success today. These tools vary by platform, but include email marketing, campaign automation, landing pages and forms, web intelligence, surveys, social marketing and more.

For marketing teams today, creating the personalized experiences that consumers demand can be a significant challenge. At the same time, marketers are often tasked with doing more with less and stretching resources. Marketing teams today must also contribute to pipeline and revenue generation. By utilizing marketing automation to its fullest capabilities, marketers can meet these challenges head on while increasing the efficiency and effectiveness of their efforts.

Sales

While a significant rift once often existed between sales and marketing, in high-performing companies today, sales and marketing alignment is a way of life. Marketing automation is often at the heart of this relationship, allowing the two to join forces to nurture leads and share valuable insights on individual prospects and the entire buying cycle.

One of the biggest challenges sales faces today is focusing on the hottest leads while building pipeline. Using the automated campaigns tool in a marketing automation solution, a sales team can set up a lead nurturing campaign that can notify a salesperson based on the lead's interactions, allowing them to focus on the right leads at the right time. Lead scoring can help ensure that sales teams prioritize these leads in a data-driven way. To ensure conversations with leads are as effective as possible, marketing automation web intelligence allows sales teams to understand prospect behavior and what interests them most.



Companies that have implemented a marketing automation platform report higher levels of collaboration between sales and marketing

– Forrester

Customer Service

Much like their sales counterparts, customer service and account management teams face several common challenges that marketing automation can help solve while increasing the value and use of CRM within these departments. Building strong customer relationships, increasing customer satisfaction and engagement, and driving renewals are among these challenges.

Beyond features like email marketing, customer service teams often benefit greatly from other marketing automation tools. Surveys can help gauge customer satisfaction, allowing companies to pinpoint areas for improvement. Using campaign automation, reminder campaigns can send periodic messages leading up to renewal and upsell campaigns can help customers discover related products or services of interest. Marketing automation also enables more personalized customer service by allowing organizations to send customized messages and content based on the customer's preferences or demographics stored in CRM.



63% of companies that are outgrowing their competitors use marketing automation

– The Lenskold Group

Training

Whether they serve internal or external audiences, or both, training teams can be found in a variety of different organizations. Training departments of all kinds often are challenged by how to best keep learners engaged, particularly with today's generally shorter attention spans, and improving the effectiveness of training. Driving attendance to training events – particularly at a time when such events have all moved online – is another common pain point for training teams.

Enter marketing automation to help resolve these challenges. From event management to email marketing to forms and landing pages, marketing automation platforms have a variety of features to drive attendance to training events. By sending all learners through the same campaign automation, content and messaging is consistent and learning effectiveness can be improved. Using email marketing within marketing automation, training teams can send invitation, reminder and follow-up messages when someone registers for or attends an event to ensure learners are engaged throughout the training experience.

Human Resources

As the business landscape continues to evolve, so too do the challenges faced by human resources departments. Three challenges that endure across many industries for HR professionals are: recruiting skilled employees, engaging and retaining current employees, and communicating change as it occurs within their organization.

With so many changes and challenges on the horizon, marketing automation increases in usefulness for HR teams. Social media is at the forefront of recruiting efforts today, and marketing automation social media tools can assist with the publishing and tracking of those efforts. Human Resources can ensure the entire organization receives consistent messaging by using automated campaigns to communicate change. Marketing automation features can also be used to send satisfaction surveys or company announcements to employees to increase engagement.

Marketing automation can be a communications game changer for departments throughout your organization, allowing each to communicate more effectively with their respective audiences. This expanded usage of marketing automation can help organizations in many ways, including increasing the value of their marketing technology investments. And while the ability for businesses to communicate with their audiences digitally has been important for some time, the “new normal” brought about by the COVID-19 pandemic has made digital essential for the foreseeable future.

Founded in 2010, ClickDimensions is the leading marketing platform for Microsoft Dynamics, with more than 3,700 customers around the globe and a partner network that spans 76 countries today. As The Marketing Cloud for Microsoft Dynamics™, ClickDimensions is redefining how marketers work and attain results with the only unified marketing technology, analytics and services platform in the market – made exclusively for and natively built within Dynamics. Learn more at clickdimensions.com.

About InfoGrow

InfoGrow has a proven track record in helping companies accelerate their sales and marketing effectiveness by assisting sales, marketing, and service teams in making better decisions. With over 30 successful years of experience in lead management, CRM, business intelligence, mapping, and B2B market analytics, InfoGrow knows how to get everyone in the organization on the same page: Finding more best prospects, keeping the customers they want, discovering missed opportunities, focusing reps on the most profitable accounts, and reducing marketing waste.

Learn more about InfoGrow at www.InfoGrowCorp.com or call 330-929-1353

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