BEYOND EMAIL BLASTS

The Case for Marketing Automation

Abstract

Marketing Automation provides many benefits beyond email. Create a more targeted marketing plan and focus your sales team on closing more deals.

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Marketing automation provides many benefits beyond just email marketing. It provides a more targeted and personalized approach for client engagement with full measurement abilities for the both the marketer and account rep. Blast emails must be generic by their very nature and thus less targeted to the specific client's industry and role. In addition, because email blasts are often seen as spamming, it violates the rules of consent under GDPR (General Data Protection Regulation) which is a European Union privacy law enacted in 2018. This law applies to US-based companies operating in the European Union and is expected to come to the U.S. market. Many software providers and organizations are already changing polices in anticipation.

- **Subscription management:**
  - Allows your email subscribers to choose which emails they receive by opting in to those messages which are relevant for them.
    - Helps reduce the level of unsubscribes and frees up the marketing team from doing manual maintenance.
    - Less chance of you being labeled a spammer when recipients have an easy choice about what content they want to receive.
    - Allowing a choice of content permits additional segmentation of customers and prospects. It also provides more intelligence about audience interests to your sales force.
    - Subscriber sources for manufacturers and distributors:

Existing customer base:	73%	Bought & supplied leads:	5%
Web-derived subscribers:	12%	Public promotional events:	4%
Promotional results:	6%		

      Benchmark Internet Group 2018

- **Nurture Marketing:**
  - Also known as drip marketing or campaign automation, this tool sends a series of customized messages, over time, which reacts to the recipient's interactions.
    - Customers and prospects receive messages that correspond to their needs. This results in better qualified leads for the sales team.
    - Sales benefits by keeping their focus on deals ready to close while marketing focuses on leads until they are ready for sales.
    - Credibility and trust are established by providing timely and relevant information for your buyers.

- **Landing Pages and Forms:**
  - Landing pages are web pages, not on the company's website, that are designed to drive lead generation. Forms are frequently part of landing pages to capture lead data.

- Focus is provided on one topic, of interest to the buyer, without the distraction of all the other information on a typical web page.
- A single call-to-action helps to increase conversions.
- Landing pages and forms allow your visitors to opt in for the communications they want to see. This is additional intelligence for your sales team when they become sales qualified leads. It also provides more data to sales when interacting with existing customers.

- **Surveys:**
  - This tool has become a more common choice for organizations seeking more data and feedback from their audiences.
    - Gain insights and make more informed decisions with input from your audience.
    - Customers and prospects gain an outlet for their voice which can help you strengthen relationships and support sales.
    - Increase your personalization by undercovering your audiences' interests. Build deeper relationships to increase sales performance.

- **Web Intelligence:**
    - Also known as web tracking or analytics. This tool uses a tracking code which is inserted into web pages. A record of traffic data provides insight about visitors. Understand who is coming to your site and how they got there.
    - Benefit from valuable insights into the performance of your marketing campaigns and strategies. Then, adjust as needed.
    - This traffic data is tied directly to individual contacts and leads within your CRM. It co-exists with tracking services such as Google Analytics.
    - Sales benefits from knowing the forms completed by prospects and the web pages visited. Then, they can better tailor their first call or email to that individual that is ready to buy.

- **Event Management:**
  - Event integrations allows the connection of online event management systems with marketing automation platforms.
    - A variety of events can have attendee details recorded in your marketing automation platform: such as webinars, lunch & learns, and tradeshows.
    - See all your registrations and post-event data in one place.

- ▪ Sales and marketing achieve deeper knowledge of the effectiveness of your events and overall ROI.

- **SMS Messaging:**
  - o Reach customers and prospects on their mobile devices, that have opted in for your messages.
    - ▪ Effective for reminding clients about an upcoming sales appointment, informing about a big company announcement, subscription confirmation or simply to thank.
    - ▪ These messages have fast and high open rates. Particularly good for time sensitive information.

- **Lead Scoring:**
  - o This is a ranking of leads based on prospect interest in your products or services, how likely they are to buy, and how soon they will be ready to move from prospect to customer.
    - ▪ All leads do not have equal potential but scoring allows marketing to send sales the leads most likely to buy.
    - ▪ Lead scoring helps sales to focus on the most likely customers first.
    - ▪ The result is sales pursuing the right leads more quickly which leads to higher conversions.
    - ▪ For marketing, lead scoring reveals what activities best move leads to a state of sales-readiness.

- **Social Media:**
  - o Interact with customer and leads, within a marketing automation platform, for social posting, social sharing and social discovery.
    - ▪ Manage all your social media activity including scheduling, publishing, analytics, reporting, content curation, listening, campaign tracking and advocacy programs.
    - ▪ Make it another tactic of your marketing strategy for developing leads and customers.

- **Reporting:**
  - o This feature generates data about the performance of marketing functions and provides insights into customer and prospect behavior.
    - ▪ Marketing can better understand campaign effectiveness and strategically plan.
    - ▪ Sales gains more information about prospects and can fine tune their approach.
    - ▪ Sales can also understand the effectiveness of any sales emails sent through the system.

- **Account Rep Awareness:**
  - ○ Communicate CTA (Call to Action) alerts for high-value actions.
  - ○ Provide access to the behavior and data behind the lead score alerts to improve effectiveness of sales calls.
  - ○ Set actions for sales follow-ups driving to the sale.

Contact us to discover more today!

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