



April 2014 Whitepaper:

The Magic Logix Guide to Marketing Automation



Magic Logix Guide to Marketing Automation

Marketing Automation Overview

Ultimately, the goal of sales and marketing efforts is to generate revenue for your company. One of the best ways to do this is by driving consumers to your website. Once there, they can be converted into leads. Those leads in turn can be nurtured into lifelong customers. In a perfect universe, this process takes minimal effort. You provide a service that people are interested in, and they immediately flock to your website and make a purchase. In reality, there's a little more involved than that. This is where marketing automation comes into play. It can ease the stress of converting leads and closing accounts and when implemented properly, can be vital to your workflow. This whitepaper covers the ins and outs of marketing automation, explains just what a digital agency that utilizes marketing automation can do for your business and provides key insights for the integration of marketing automation.

What is Marketing Automation?

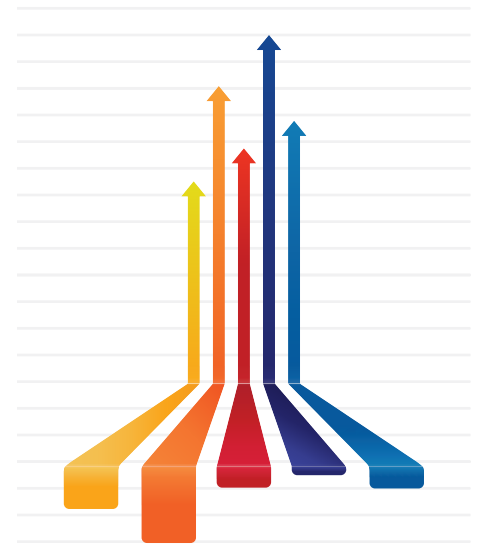
Simply put, marketing automation is software that automates your marketing efforts. As a result, your sales and marketing teams can work in tandem with one another. This allows many marketing practices to take shape, including:

- + Lead Generation
- + Lead Nurturing
- + Relationship Marketing
- + ROI Measuring
- + Segmentation
- + Lead Scoring
- + Customer Retention

What Does Marketing Automation Do?

While marketing automation can definitely be used for email campaigns, it's not just a tool for email marketing. The software can also be used for direct mail campaigns, phone campaigns and social campaigns. By far, the biggest benefit of marketing automation is that it allows your sales team to nurture leads that aren't ready to purchase. Studies show that 20% of initial leads aren't ready to purchase and 50% of qualified leads aren't purchase ready. The software allows your marketing and sales teams to communicate properly through various campaigns and send targeted and timed communication to these leads to continue correspondence until they are sales-ready. During the nurturing phase, you can also score your leads so you know just when the time is right to reach out to your potential customers according to your sales and marketing plan.

Of course, once you've gone through the nurturing process and acquired a new customer you don't want to neglect them. You can then utilize your marketing automation software to retain your relationship with the customer. Just sending out a quarterly newsletter isn't going to cut it, so you want to be sure you're on your game. From up-selling to cross-selling and even retention, you can create targeted campaigns that are tailored to your customer's specific needs. In a nutshell, think relationship marketing. You're not just having minimal contact with your customer; you're fostering a relationship that will benefit you both over time, in addition to bringing in more revenue for your company.



Allow your marketing and sales teams to communicate properly through various campaigns and send targeted and timed communication to leads

What Does Marketing Automation Do? *(Continued)*

The communication doesn't just stop between the customer and your sales team, either. By having targeted campaigns and initiative, your sales and marketing teams are able to communicate together to find the best solution to target your messages to potential and present customers. Streamlining your marketing and sales efforts this way will most often result in a boost in your marketing ROI.

Is Marketing Automation Right For Me?

As mentioned, businesses of all sizes can properly utilize marketing automation. It increases the operational efficiency of your business while driving revenue. Utilizing marketing automation will help take care of the routine and mundane tasks often associated with leads and the creation and maintenance of a marketing lead database. So if you're concerned about leads and are wanting to increase your business and revenue, then yes, marketing automation is most definitely right for you. However, you don't have to go about the process all by yourself. Selecting the right digital agency will help expand what's possible, not to mention provide countless benefits.



How Can A Digital Agency Implement Marketing Automation For My Business?

Hiring the right digital agency can be monumental for your business. The right digital agency can make sure best practices for marketing automation are implemented and can really have a significant impact on the look and feel of your campaigns. Here are some of the many ways a digital agency can affect your marketing automation process:

+ Campaign Management

- Campaigns can be set up by an agency so that each one has a consistent branded look and that your sales team is properly following up on leads as they are scored and nurtured.

+ Landing Pages

- Crafting a landing page within software such as Marketo is essential for many campaigns. Forms can be created, configured, styled and added to branding landing pages. These can be the cornerstone of a campaign and will be integrated within your CRM to allow your salesforce to follow up on potential leads.

+ Inbound/Search

- Properly optimized and keyed landing pages are necessary for inbound marketing. A good search agency will do the proper keyword research and optimization to increase your traffic both organically and from a paid aspect if you choose to go the PPC route as well.

How Can A Digital Agency Implement Marketing Automation For My Business? *(Continued)*

+ Email Campaigns

- A properly crafted email campaign is everything. In fact, studies show that for every \$1 spent on email marketing, the average ROI is \$44.25. Another survey showed that 89% of marketers said email was their primary channel for lead generation. Without question, it's still an effective method of company communication and sales. Properly keyed and branded email campaigns are monumental, especially when your salesforce is maintaining proper relationships and communication with prospective and current clients/customers.

+ Lead Management, Nurturing and Scoring

- Once a campaign has been properly put in place, a digital agency can work with you to develop a system for scoring leads. From there, a process can be developed to nurture leads as they grow. Through timed and targeted campaigns, these leads can be monitored until they are sales ready.

+ Demand Generation

- This relies on targeted marketing efforts that result in increased brand awareness. Just as the name implies, the goal is to generate demand for a company's products or services. Through a variety of campaigns (social, email, organic search etc) an agency can help create buzz about a brand and subsequently the desire for purchase. This in turn results in additional leads and conversions.

How Can A Digital Agency Implement Marketing Automation For My Business? *(Continued)*

+ Sales Intelligence, Analytics and Reporting

- Often times, marketing automation software won't be integrated with your CRM. A digital agency will then integrate the software within your CRM, allowing access to sales intelligence, analytics and reporting. These tools will guide your salesforce in their process down the sales funnel.

Insights For Business Owners and Agencies Integrating Marketing Automation

While it is true that the nature of marketing needs for businesses can vary, the benefits of marketing automation tools are very high. As we've discussed, they can increase the speed, execution and accuracy of marketing campaigns, result in higher quality analytic insight, improve lead quality and reduce labor from your sales and marketing teams. However, when integrating marketing automation tools, there are five key insights business owners should consider:

+ Start with a Clean and Clear Database

- Make sure your CRM includes only valuable data. Filter out duplicates, merge databases, and purge unnecessary files and dead leads to make sure your system only has information that is important for your sales and marketing efforts.

Insights For Business Owners and Agencies Integrating Marketing Automation *(Continued)*

+ Establish Consistent Lead Scoring Methodology

- When working with your digital agency, be sure to define a method to rank prospects against a scale that represents the perceived value each lead has to your company.

+ Establish Strong Communication Between Marketing and Sales

- Sales and marketing must communicate efficiently. Doing so will foster effective collaboration on events and campaigns.

+ Evaluate Sales Process Flows

- Step back and take a look at all your current sales process flows. Look at how the process takes shape and which steps make sense to automate versus which ones do not. This allows you to develop a logical sales flow plan.

+ Map Your Content

- It's important to make sure your site includes content with calls to action that are appropriate for all stages of the sales cycle. The content should inform and prompt the reader to act. The goal is to provide both unique and shared content that is relevant to all flows in the sales process.



Additional Marketing Automation Facts and Figures

- + 75% of companies who use marketing automation see ROI within 12 months, 44% within 6 months
- + The adoption of marketing automation technology is expected to increase by 50% by 2015
- + Sales agents spend 22% more time selling when marketing automation is deployed
- + By 2020, customers will manage 85% of their relationship without talking to a human
- + Companies that invest in marketing automation solutions see 70% faster sales cycle times and 54% improvement in quota achievement
- + Marketing automation provides a 225% increase in prospect volume that convert to sales opportunities
- + 64% of CMOs have an informal or no process to manage their marketing automation
- + Nurtured leads make 47% larger purchases than non-nurtured leads
- + 70% of companies declare marketing automation meets or exceeds ROI expectations
- + Relevant emails drive 18 times more revenue than broadcast emails

75%

Of Users of Marketing
Automation See ROI

22%

Sales People Spend 22%
More Time Selling with MA

70%

Of Companies Using MA
See a 70% Faster Sales Cycle

In Summary

Marketing automation tools can be used in virtually any business, regardless of the size or industry. It's important for each business owner to evaluate their marketing and sales processes when deciding whether or not marketing automation would be a correct avenue to pursue. It's important to choose the correct digital agency to help manage your marketing automation tasks. Doing so can have positive effects on your business revenue, lead generation and marketing and sales efforts. Marketing automation isn't just another fancy word for relationship marketing or email marketing; it's all about streamlining a process for your sales and marketing teams and allowing some processes to be automated while others maintain a real human connection. Appropriate lead management, scoring and nurturing can lead to lifelong customers and better relationships. Therefore, marketing automation is an extremely viable tool for any business when implemented correctly.

More about marketing automation at www.magiclogix.com



Sources Used

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