



Streamline Your Efforts to Achieve Exponential Growth with Marketing Automation



FIRST, THE BASICS

What is the tech stack behind the term?

Email Marketing Tools: MailChimp, A-webber, Emma, Marketo, and Pardot

CRM: Salesforce, Microsoft Dynamics 365, HubSpot, Pipedrive, FreshSales

Social Media Management Tools: Sprout Social, HootSuite (HubSpot), Falcon, TrendKite (Cision)



WHAT IS MARKETING AUTOMATION?

Refers to software that exists with the goal of automating marketing actions or task. Many marketing departments have to conduct repetitive task like social media, email and website actions on a daily basis. The technology of marketing automation makes completing these task easier.

FIRST, THE BASICS

What are common Marketing Automation Platforms?

eloqua

HubSpot

salesforce pardot

Marketo™



NOW, LET'S GET STARTED

Planning for Marketing Automation

GOAL DRIVEN CONTENT

What is goal driven content?

Content that's developed with the intent to do or cover a specific thing. Which means that it was created for a specific purpose.

- Educate the user on a topic that's beneficial to the constituents that it serves
- Quantifiable by the type of leads it's generating

HOW DO YOU DEVELOP GOAL DRIVEN CONTENT?

What are you trying to do?

First, you must have a clear understanding of what the content needs to accomplish. The goal or objective should originate from your personal or company business initiatives.

UNDERSTANDING YOUR AUDIENCE

Qualitative and quantitative data can help you understand your audience in a way that would allow you to build out Personas.

Personas are a semi-fictional representation of the audience that you are trying to reach





Understanding your audience and being able to segment them out into groups that have similar attributes, and traits **will help you understand how to effectively communicate with each group with an individual approach to meeting their needs.**

QUANTIFICATION OF GOAL DRIVEN CONTENT

How do you measure content ROI?

The ultimate purpose of creating content for a business is to generate revenue. To create a specific content ROI, you must have a defined audience and understand their value to the organization before creating benchmarks for reporting.

CONTENT KPI's

KPI's that can help you set benchmarks

- Number of sessions from organic traffic
- Social reach and engagement
- Time on page
- Conversions that stemmed from content
- Calls in to answer questions
- Influence form submissions
- Create compelling actions that leads a register for events

WORKSHEET TIME!

Identify a goal on your focused opportunity.

Which audience will you focus on?

What's your desired action?

WHAT IS MARKETING AUTOMATION?

An Analogy

The idea concept or methodology behind marketing automation is similar to how individuals and organizations utilize Amazon and eBay to sell goods. That is, to nurture consumers/targeted end users with highly personalized, useful content that helps convert prospects to customers and turn customers into advocates.

WHAT IS MARKETING AUTOMATION?

The Misnomer

Marketing automation by itself is the ultimate pathway to your organization's growth. In fact, the misconception around “Marketing Automation” has allowed many companies with this sophisticated software with no real solution to generate new business leads.

HOW IS AUTOMATION DIFFERENT THAN EMAIL?

Email Marketing

A simple tool that's created in order to send emails to a static list. The downside to the batch and blast approach is that you send the same messaging to everyone on your list. If your customers find it relevant, then great. If not, then you can lose them very quickly.

HOW IS AUTOMATION DIFFERENT THAN EMAIL?

Marketing Automation has the ability to send emails based on a multi-faceted criteria list and can account for dynamic variables as well.

- Accounts for user behavior or intent
- Aggregate an overall lead score that's based on the historical and current user behaviors
- Creates conditional logic around actionable items that are tied to triggers
- Offers the ability to deliver multiple touchpoints based on one trigger or event
- Ability to communicate with multiple platforms at once
- Can resegment email lists automatically



AUTOMATION AND ITS EFFECTS ON YOUR BUSINESS

Understanding your customer and their particular Buyer's Journey will help you utilize marketing automation to nurture leads effectively through the sale cycle that ultimately converts them into loyal customers.

THE BENEFITS OF AUTOMATION

Automation helps to deliver highly personalized content to each individual

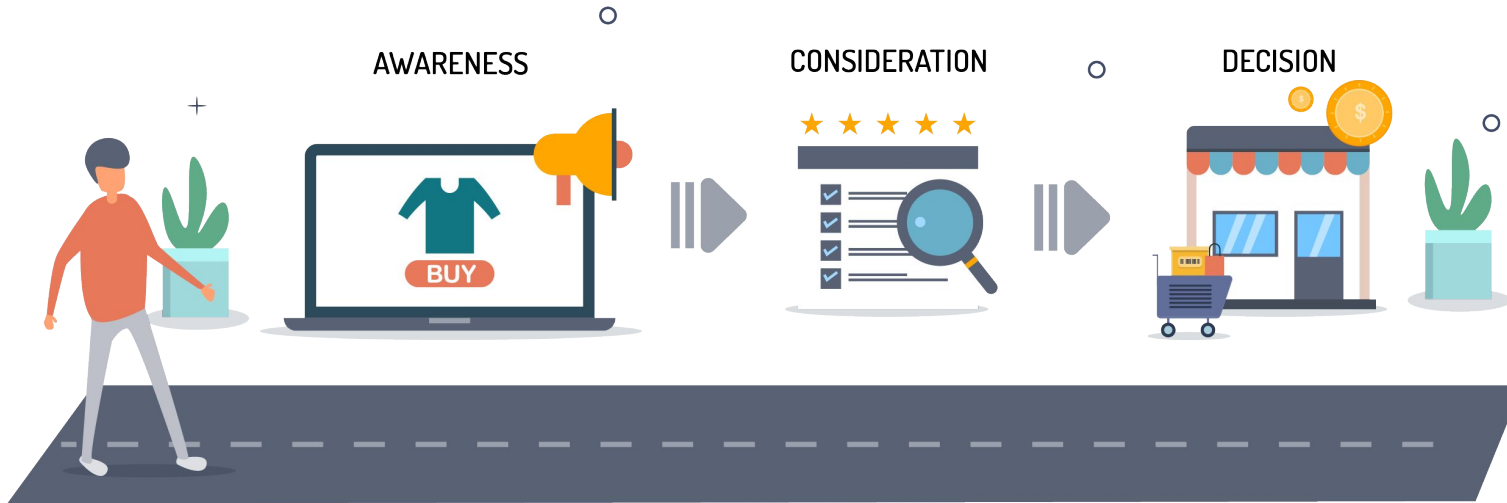
- Leads that are nurtured with targeted content increase sales opportunities by 20%
- Companies that excel at lead nurturing generate 50% more sales-ready leads at a 33% lower cost.
- Reduces your staffing cost
- Personalizing the customer journey
- Builds a 360-degree perspective of your customer
- According to Annuitas Group, companies that are using marketing automation historically are seeing a 451% increase in qualified leads
- Get Sales and Marketing on the same page.

AUTOMATION AND GOAL DRIVEN CONTENT MOVES LEADS THROUGH THE BUYER'S JOURNEY

What is a Buyer's Journey?

The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service.

STAGES OF A BUYER'S JOURNEY



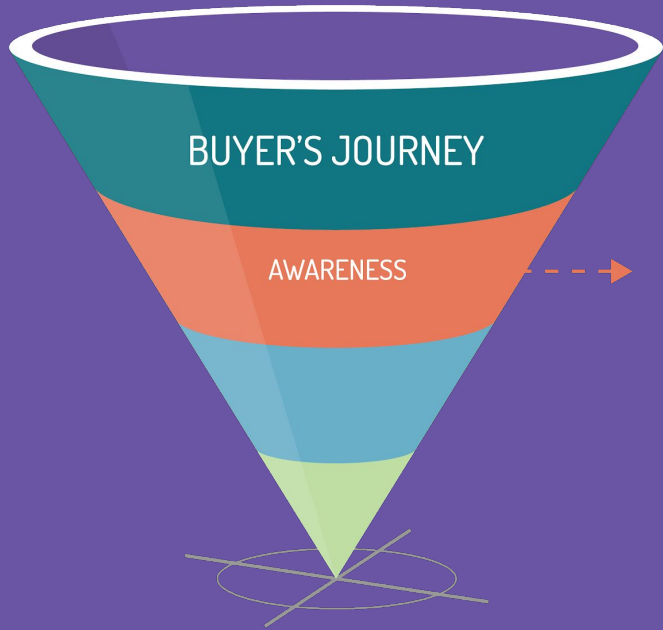
Prospect is experiencing and expressing symptoms of a problem or opportunity, they are doing educational research to more clearly understand, frame, and give a name to their problem.

Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.

Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase.

MIND BLOWING STATISTICS

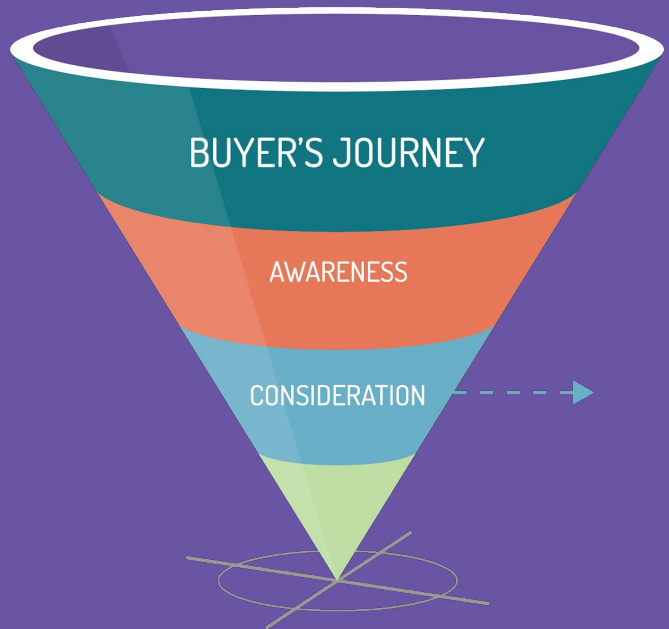
- 81% of shoppers conduct online research before making a purchase (Hubspot)
- Half of shoppers spend 75% of their total shopping time conducting research (Hubspot)
- 72% of all buyers turn to Google for information during the awareness stage (Pardot.com)
- 70% of all buyers turn to Google for information during the consideration phase (Pardot.com)
- 50% to 90% of the buyer's journey is completed before they reach out to sales (Hubspot)



GOALS FOR AWARENESS PHASE CONTENT

Content that describes and educates on the issue that may be resonating with the user.

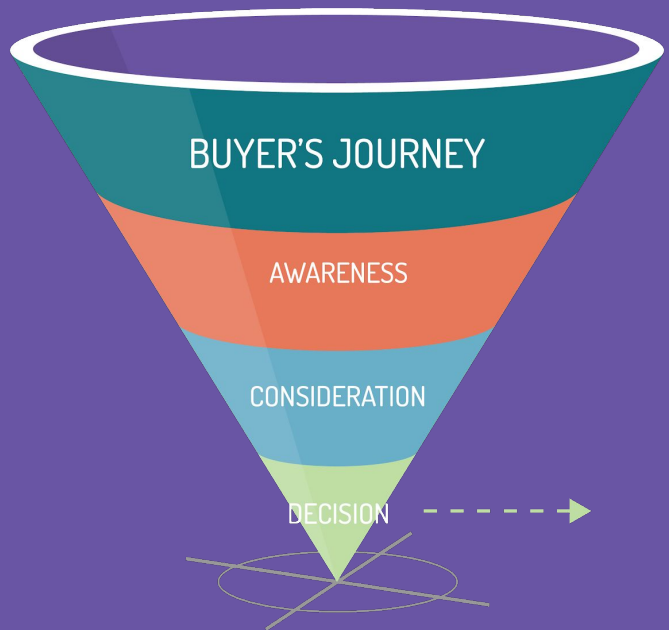
- Blog
- Social Media Updates
- Infographics
- Photographs
- Digital Magazine / Book
- Audio or Video Podcasts
- Microsite
- Print Magazine / Newsletter
- Primary Research



GOALS FOR CONSIDERATION PHASE CONTENT

Content that helps the user understand all the different options and approaches to allow them to potentially solve their problem.

- Educational Resources
- Quiz / Surveys
- Discounts / Offers / Loyalty Club
- Useful Resources
- Downloads
- Webinar / Events



GOALS FOR **DECISION** PHASE CONTENT

Content that helps the user understand how your product or services can solve their problem. These leads are the bottom of the funnel leads and most of the time they only need the last bit of nudge or compelling call-to-action to push them over the top.

- Demo
- Comparison / Spec Sheet
- Customer Story
- Webinar / Events

WORKSHEET TIME!

Create your buyer's journey.

What types of content resonate with your audience?

How does your audience move through the journey?

USE AUTOMATION TO PRODUCE EFFICIENCIES WHEN SALES & MARKETING AREN'T IN ALIGNMENT

First, establish an SLA (Service Level Agreement) agreement. It will define exactly how many leads marketing is responsible for creating.

What's considered an MQL?

Tangible task or steps that has to be taken in order to qualify

What's considered an SQL?

Tangible items that the sales representative must do in order to close an SQL lead

What happens when an SQL lead doesn't close?

- How this lead is handled/Who should sell pass this off to
- Where do these unclosed leads fit in the funnel or buyer's journey now
- The type of messaging that they receive to finish nurturing them

WHAT ARE THE GOALS OF YOUR SALES AND MARKETING TEAM?

- Even though the core functionalities of each team is different, both team should be trying to ascertain the same goal. **Ultimate Goal:** *Meeting the Organizations Yearly Revenue goal.*
- Marketing is responsible for producing a certain amount of leads for Sales each month
- Sales are responsible for closing “x” number of leads to meet quota each month

SET UP AUTOMATION SOFTWARE TO ACCOUNT FOR ALL THE “JOBS TO BE DONE”

- Create workflows that will automatically email the appropriate touchpoints to the buyer in each of the different phases. Simply stated...Effective Lead Nurturing
- Create lead scoring that automatically notifies the assigned sales representative that a particular lead is ready for them to take action on
- Automatic Segmentation and re-segmentation of leads based on logic and user behavior
 - Allows you to personalize your message to meet the users in their respective phases of the journey
- Close more qualified leads and spend little to no time with the users who are never going to buy from you anyway
- Give you a way to delight and to have continuous engagement with current customers so that they buy more from you throughout the year



NEXT STEPS?

What's needed to implement marketing automation?

Things to consider for Automation Implementation

- Define your requirements and goals upfront
- Choose the right marketing automation solution
- Consider what it's going to take for implementation
- Put a plan and process in place
- Start simple and build out
- Consider bringing in an automation consultant



THANK YOU FOR JOINING US
THIS MORNING!