MARKETING AUTOMATION

Innovating Your Marketing Technique

DataCaptive
Copyright© 2018,
All rights reserved

DataCaptive

DataCaptive

TABLE OF CONTENTS

Executive Summary 1

An outlook of the Marketing Era 2

Marketing Automation: Its features 9

Marketing Automation: Essential Applications 11

Marketing Automation: Common Pitfalls to Avoid 14

Future Scope 15

About Us 17

Executive Summary:

Ever since the adoption and practice of online marketing activities, there has been a drastic change in the approach to customers to crack profitable deals. Today most customers are tech-savvy, and prefer to pick the right product or service at the right price. Moreover, it is becoming harder for marketers to keep a track of the customer's online behavior and interests. Fortunately, upcoming modern marketing technologies like marketing automation mainly focus on untangling online marketing issues.

This whitepaper specifically highlights the following:

- An outlook of marketing era
- Marketing Automation: Its features
- Marketing Automation: Essential applications
- Marketing Automation: Common pitfalls to avoid
- Future Scope of marketing automation

DataCaptive

An outlook of the Marketing Era:

Evolution of marketing activities

Since ages, marketing activities have grown at a considerable pace to satisfy our needs. Initially, Entrepreneurs relied on the door to door sales to market their products or services. Door-to-door sales worked well with the local business community but, it had few limitations like reaching out to customers across the globe. However, the arrival of Print media advertising helped entrepreneurs to step out of the local business community. Although they couldn't reach their customers across the globe, they could reach those within the nation. Likewise, the radio and TV advertising offer distinct advertisement channel for entrepreneurs. They provide a medium to reach more customers than print media advertising. Later, direct marketing was introduced to connect with the target audience across the globe in an economical budget. Evolving technologies are paving the path for new marketing platforms like digital marketing to reach prospects. Digital marketing involves marketing through digital channels like websites, search engine, social media and so on. However, today most of the business owners prefer to pick modern marketing methods to meet their desired marketing goals.

DataCaptive

Infographic Content:

Door -to-Door Sales:

Statistics:

15% decline in the door to door sales by 2018 according to Forbes reports. – Forbes

However, 80% of direct marketing still exists and is increasing in revenue even in the current age of online marketing.

Limitations:

a. Consumer behavior changes very often
b. Abide by solicitation laws
c. Irregular weather patterns

2. **Print Media Advertising:**

Statistics:

a. 67% of US population prefer to read printed material when compared with digital deliverables - B2C Print
b. 33% of customer do not rely on companies that fail to provide printed communications - B2C Print

Limitations:

a. Expensive depending on the selected medium
b. Helps business marketers to reach limited prospects
c. Lacks flexibility during tight deadlines

3. **Radio or TV Advertising**:

Statistics:

54% of the U.S. population use the radio on a daily basis - Statista
75% of the U.S. population uses the Television on a regular basis - -Statista

Limitations:

a. Radio advertising lacks visual appeal
b. Radio and Tv advertising remains localized to a nation
c. Modification of ad campaigns is quite cumbersome

4. **Direct Marketing** :

Statistics:

86% of executives prefer to communicate over emails for the business purpose - HubSpot

78% of decision-makers took an appointment or attended the event just through calls and emails - HubSpot

Limitations:

a. Direct marketing results in poor response rates
b. Demands more cost when compared to traditional marketing methods
c. Its success rate depends on the accuracy of the customer database

5. Digital Marketing :

Statistics:

83% of business marketers actively use social media marketing activities – Aberdeen 2016

97% of marketers rely on perspective content for better marketing results – Curata 2016

Limitations:

a. The threat of promotional strategy theft
b. Limited products get advertised
c. Poor internet security for transactions

6. Modern Marketing :

Statistics:

50% of the internet users look for videos related to products or services – Google 2016

70% of marketers revealed that focusing on the customer journey has shown significant growth in business revenue.

Limitations:

a. Expensive when compared to other marketing methods
b. Consumes more resources to design effective marketing strategies
c. Demands skilled resources for productive marketing results

Marketing Automation: Its features

Marketing automation automates a few repetitive tasks involved in marketing programs. It includes many processes to automate essential steps in a marketing program. Business marketers use a marketing automation platform in email marketing, lead generation and management, social media marketing and resource management. In this whitepaper, we have disclosed a few common functionalities of marketing automation in lead management.

Lead management functionalities :

Marketing database: It stores complete marketing data including customer behavior, interaction, and behavior. Moreover, this data helps in designing profitable marketing strategies to achieve higher sales conversion rates.

Single view of the customer: The single view of a customer is a process that involves, extraction, transformation and load process to deliver acceptable data for marketing, and analytics. Few marketing automation platforms offer a provision to incorporate data from the third party systems, social networks, and organization's inbuilt applications. It helps platforms to deliver the right message at the right time.

Segmentation: Precise segmentation of database based on a few attributes like demographics, firmographics, certain behavioral filters as well as CRM information are the lifeblood of successful marketing activities. Fortunately, few marketing automation platforms include this functionality to ease the business marketer's job.

Multi-touch campaigns/lead nurturing: It involves a process of sending a consistent message to your target audience that reinforces your brand and message. This functionality helps in lead nurturing as well as in email marketing campaigns. It strengthens the customer bond that can turn into profitable business relationships.

Online behavior tracking: This feature tracks the prospect's behavior like acknowledged emails, visited websites, preferred keywords, feedbacks over social media sites and so on. It specifically helps in tailoring offers and prices to fetch the customer's interest in your products and services.

Lead scoring and grading: Lead score increases or decreases based on the lead's action; a higher lead score indicates that it is suitable for sales conversion. Likewise, lead grading helps marketing platform to ensure that leads are pushed towards the sales stage that nearly matches ideal customer profile. Moreover, marketing platforms include this functionality to ensure that the time spent by sales team is productive with better sales conversion rate.

Data quality and append: This feature ensures that the marketing database is free from the duplicate, and erroneous data. It includes three essential steps like data de-duplication, cleansing, and appending.
Data de-duplication eliminates the existing duplicate data, and data cleansing standardizes data by deleting bad data. Finally, data appending will add missing information and updates marketing database based on the requirements.

CRM integration (Data Sync): Integrating CRM and marketing automation platforms benefit an organization in various aspects. It reduces the barrier between the marketing and sales team and increases the chances of retaining existing customers. However, CRM integrated with marketing automation platform at the various level depending on the requirements resolves silo issues.

DataCaptive

Marketing Automation: Essential Applications

- Customer engagement
- Lead Nurturing
- Enhance data quality
- Personalize customer journey

Customer Engagement

Implement marketing automation during the pre-sales and post-sales process to increase the sales conversion rate. Engage customers in learning about your products or services throughout their purchase journey. Create customer-centric business models to provide a better customer experience.

a. Structurize the lead capture
b. Personalize customer experience
c. Offer a quick response to your customer's queries
d. Go for re-sell, upsell or cross-sell with transparent communication

Lead Nurturing

Business marketers succeed in generating leads but fail to provide a better customer experience throughout the customer's journey. However, marketing automation rescues business executives by helping them to take wise data-driven decisions and send personalized messages to the customer.

a. Design marketing campaigns for better marketing results
b. Identify the hurdles in marketing activities
c. Satisfy your customer needs to enhance the customer journey
d. Align marketing and sales team to nurture generated leads

Enhance Data Quality

Business executives capture leads in the initial stage of the sales cycle from various channels like social media, trade shows, webinars, and in-house applications. It is essential to keep track of the gathered data as well as updating them on a regular basis. Moreover, marketing data changes very often depending on the marketing trends and new technologies. Some powerful marketing automation platforms include functionalities to enhance data quality.

a. Keep a track on the gathered marketing data
b. De-duplicate data on regular intervals
c. Clean the marketing database
d. Append data based on the business requirements

Personalize Customer Journey

Business marketers can achieve better marketing results by personalizing customer experience at common touch points. However, in this data-driven world, it's hard to personalize customer experience as each customer requirements vary depending on geographical locations, business needs, and so on. However, marketing automation resolves this issue by generating automated responses and keeping track of the customer journey.

a. Regulate data quality to reach appropriate customer
b. Get clear insights on customer journey and important touch points
c. Respond quickly to your customer's queries
d. Monitor the flow of personalized customer messages

DataCaptive

Marketing Automation: Common Pitfalls to Avoid

- Assuming that technology resolves the business related issues.

Tips: *Calibrate existing cross-functional business process to minimize the chances of lead drops.*

- Restricting marketing automation to lead generation and management

Tips: *Extend sales and marketing automation technology to entire organization for better marketing results*

- Know about your buyer's journey to design a profitable marketing strategy.

Tips: *Align both sales and marketing team to understand buyer's journey*

- Content marketing strategy not documented but the content is ready to market.

Tips: *Include both marketing and sales resources to define an effective marketing strategy*

- Failing to allocate adequate resources to deploy marketing automation

Tips: *Include appropriate marketing and sales resources through out the project lifecycle.*

Future Scope

In today's customer-centric business world it's hard to stay ahead in the global market due to technological limitations. However new marketing technologies like marketing automation leveraged by AI and machine learning can empower business marketers in achieving higher ROI.

AI in marketing automation

a. Natural Language Generation leverages the basic content of marketing automation to address a global audience.

b. AI in marketing automation helps business executives to understand their customer to reduce the sales cycle.

c. Powerful AI leverages marketing automation to enhance the omnichannel experience. It helps business executives to track customer behavior irrespective of the channel.

d. Marketing automation with AI enhances visual marketing which provides analytics to business executives that help them in making timely decisions.

e. Marketing automation powered by AI can build preferable prospects lists that help business executives selecting best prospects for sales.

DataCaptive

Machine Learning in Marketing Automation

a. Machine learning in marketing automation monitors the frequency of follow-up emails sent to prospects to enhance the lead nurturing process.

b. Predictive analytics empowers marketing automation to help business executives in predicting the customer's next move and making a profitable budget plan.

c. Machine learning algorithms incorporated in marketing automation helps in micro-segmenting customer's database and delivering distinct buyer's journey based on the business needs.

Meta description:

Grappling to make beneficial data-driven decisions in marketing activities?
Then deploy marketing automation with the help of this whitepaper for higher ROI.

About Us

Venturing into the ever-evolving field of B2B marketing and sales, DataCaptive has made a mark with its state-of-art data and lead solutions. DataCaptive helps you achieve your business goals through customized databases, better connectivity with qualified prospects who are seeking information to move forward in the buying process and easier engagement by phone, email, direct-mail and social networks. DataCaptive provides Data Intelligence and Lead management solutions that help in theideation of optimized campaign
strategies for effective results.

connect@datacaptive.com

1-800-523-1387

3080, Olcott St, Ste B220,
Santa Clara – 95054, CA

www.facebook.com/DataCaptive

www.twitter.com/datacaptive

www.in.linkedin.com/company/datacaptive