

WHY MARKETING AUTOMATION IS A MUST-HAVE IN EVERY MARKETER'S TOOLBOX



As a marketer, you are under more pressure today than ever before. You're expected to generate high quality leads, run and optimize marketing campaigns to contribute to revenue, and get more done with less budget and resources. It can feel very daunting at times. Marketing automation is a proven solution that can address these common challenges and more.

THE PRESSURES ARE PILING UP

We live in a fast-paced, "always on" world. With information and technology at their fingertips, your buyers have higher expectations and are more informed. And as marketers, we have to meet these expectations—whether they come from our team, our organization, or our prospects and customers.

Do these challenges sound familiar to you?

Do more—and faster

In today's digital environment, you are under pressure to generate more leads and revenue, and close deals faster. Once one campaign is finished, it's time to launch the next. The pressure never subsides! As your responsibilities increase, so does the need for a solution that can scale with you.

Launch and manage multiple programs

To satisfy lead and revenue demands, you are likely building out more programs and developing a wider variety of cross-channel campaigns than ever before. This can be a tedious, not to mention time-consuming, process.

Potential customers are slipping through the cracks

You're charged with driving demand and nurturing buyers until they are ready to talk with a sales or make a purchase. But the reality is that potential customers may slip through the cracks—especially for companies with longer sales cycles. The further they journey down the marketing and sales funnel, the easier it is to lose track of them, waste precious dollars, and miss out on prime opportunities.

Be in lockstep with sales

You're responsible for driving demand and generating conversions that translate into revenue. But things can fall apart when you and your counterparts in sales disagree on key definitions and processes, such as what defines a qualified lead and when a handoff occurs.

Demonstrate ROI

Unless you can deliver on your goals and demonstrate marketing ROI, you'll be hard pressed to justify budget for next quarter or next year. But it's tough to pinpoint the most effective channels and programs without the right tools and processes in place.



Companies using marketing automation see 53% higher conversion rates and an annualized revenue growth rate 3.1% higher than non-users." — **Aberdeen Group**

Maximize the customer lifetime value

Marketing doesn't end after the first purchase. Marketers can set up retention, cross-sell, upsell, and advocacy campaigns and ensure they are delivered at the right time, with the right message, and on the right channels. Marketing automation helps you communicate with your buyers from awareness to acquisition and all the way through to advocacy.



A critical question you need to be able to answer: If you were given more budget, which programs and channels would get more investment and which would get less? Do you know which programs and channels drive the biggest results?

HARNESS MARKETING AUTOMATION TO PAVE THE WAY FOR SUCCESS

To succeed, you need a complete platform to communicate and engage with your customers throughout their journey, one that integrates well with other complementary technologies. And that's where a complete marketing automation platform comes to the rescue.

With marketing automation, you can:

Focus on the right buyers

Identify target buyers and understand the right time to communicate with them to nudge them further along the customer lifecycle. Focus your efforts on the campaigns, potential customers, and customers that deliver the most return.

Align sales and marketing

Marketing and sales need to be in lockstep when it comes to identifying the ideal lead and customer. With demographic and behavioral lead scoring, you can find the prospects that fit your target profile and pass the most promising to sales in a timely manner. To make sure the sales team follows up quickly—and in a relevant manner—marketing automation integrates with customer relationship management (CRM) platforms and automates processes like alerting sales, lead recycling, and enforcing service level agreements.

Reach buyers wherever they are

Your buyers interact across all types of communication channels, such as website, email, mobile, social media, search engines, online ads, landing pages, direct mail, call centers, retail stores, print, TV, radio, and outdoor ads. Marketing automation is the technology that enables marketers to synchronize their efforts on every channel and across every device to deliver a seamless conversation.

Achieve new levels of efficiency

Because marketing automation makes it possible to streamline, automate, and measure common marketing tasks and workflows, you can more efficiently—and more quickly—handle manual tasks and grow revenue.

Measure marketing performance throughout a buyer's lifecycle

Marketing automation allows you to more easily determine the effectiveness of your campaigns, so you can waste less budget and time on low-performing campaigns and allocate more budget to those that drive the best results.

You can't argue with these numbers:

- **79% of marketing leads never convert** into sales. Lack of lead nurturing is the common cause of this poor performance. (Source: MarketingSherpa)
- **As much as 90% of a buyer's journey** is self-directed (Source: Forrester Research, "Don't Let Muddled Messaging Compromise Customer Experience," 2015)
- B2B buyers are **57% of the way through the buying process** before they engage a sales rep. (Source: CEB)
- **86% of CMOs and senior marketing executives** believe they will own the end-to-end customer experience by 2020. (Source: The Economist)

Marketing automation brings more functionality together into a single unified platform that includes:

Email marketing

Social marketing

Marketing analytics

Lead management

CRM integration

Predictive content/scoring

Lead generation

Campaign management

Account-based marketing

Consumer marketing

Marketing programs

Testing and optimization

Customer base marketing

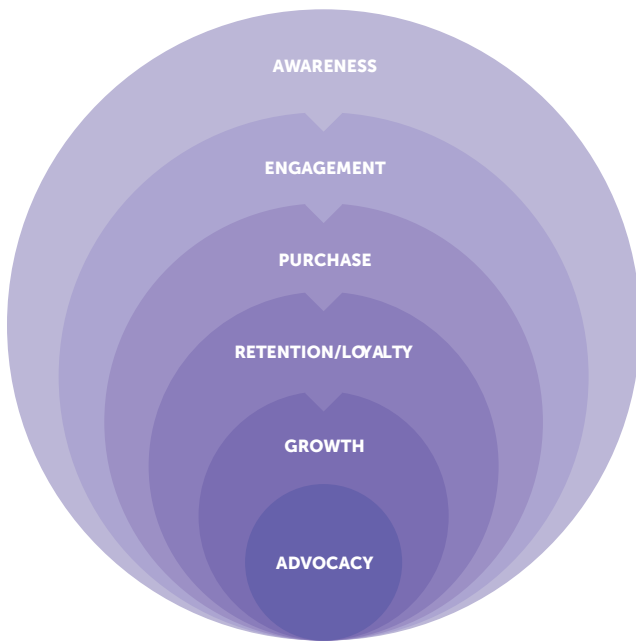
Landing pages and forms

Mobile marketing

Resource management

Marketing automation enhances all parts of the customer journey

It allows marketers to generate demand more successfully, measure their results, and tweak campaigns to incrementally increase campaign effectiveness. In fact, marketing automation can help you address your challenges in a more streamlined and effective way throughout each stage of the customer lifecycle. Each buyer's unique journey is fluid and traverses between these stages, forward and backward:



- 1. Awareness:** Drive brand awareness and capture audience interest
- 2. Engagement:** Listen to your buyers' behaviors and engage them with targeted, relevant messages
- 3. Purchase:** Monitor your purchase process to ensure an easy transaction for your new customers
- 4. Retention/Loyalty:** Create trusting, long-term relationships with your customers and identify additional products or services that will be of value to them. This objective transcends outside of marketing teams and should be a priority of other customer-facing teams as well, such as sales or customer support.
- 5. Growth:** Continue to provide value with to your customers by identifying cross-sell and upsell opportunities
- 6. Advocacy:** Offer a great customer experience to encourage your customers to become brand advocates, and refer your brand to their friends and family.

MARKETING AUTOMATION IN ACTION

Don't just take our word for it: here's real-world proof that marketing automation can empower your team to deliver big results, whether you work for a startup or an industry giant.

Marketing automation is New Relic's secret weapon for record growth

New Relic, which provides cloud-based software analytics, focuses on engaging users throughout the customer lifecycle so that they can realize the most value from the company's solution. To support its approach to engagement marketing, New Relic uses Marketo's marketing automation platform. Doing so has enabled the company's marketing team to better qualify and move leads through the funnel, and dramatically increase the number of freemium users converting to paying customers. **As of early 2016, the company had signed on more than 1 million users and 13,000 paid business accounts (including 1,500 enterprise customers).**

GE Healthcare's marketing team helps drive \$600 million of business

GE Healthcare, the \$18-billion-dollar arm of GE, sells advanced healthcare solutions to provider facilities in more than 100 countries. Before using Marketo, its 1,000 marketers were delivering undifferentiated messages to doctors around the world. To help it evolve its message to one focused less on business and more on humans, it used Marketo to personalize the way it engages prospective customers. **As a result, the marketing team touched \$2 billion in opportunities and helped drive \$600 million in wins in a single year.**

Ready to take the next steps? Check out [Your Marketing Automation Checklist](#) for everything you need to know when evaluating a marketing automation solution.

For more information and to find out how you can start achieving results with Marketo, please contact our sales team at sales@marketo.com.