

Key Characteristics of Agile, Customer-First Marketing Automation

Learn how marketing automation can help you deliver a great customer experience in the midst of business change



Businesses have had a lot to adjust to lately.

Not only is the “new normal” often bewildering, but the marketplace is growing increasingly competitive as well. In a survey of 330 business leaders in the US and Europe, **57 percent** said they’ve had to reconsider their entire business model in the wake of COVID-19.¹

The one thing all businesses know is that they must deliver an exceptional experience—in fact, more than **80 percent** of business buyers are willing to pay more for it.² The only problem is that what those customers want is changing, too. Right now, they crave reassurance and responsiveness. Marketers have two tasks: to empathize with their customers’ challenges, and to offer practical solutions as new ones crop up.

To accomplish these tasks your marketing team, even if it’s a small one, needs to be agile and ready for anything. And that demands marketing automation. Advanced marketing automation allows marketers to quickly craft relevant campaigns, measure customer response, and adapt on the fly. It also eliminates time-consuming manual tasks, so marketers have the time and freedom to devise new customer-centric strategies.



This eBook highlights five ways marketing automation can help you deliver an amazing experience while supporting sales, even as business fundamentals evolve.

1. Personalize the customer experience

Three-fourths (**77 percent**) of B2B sales and marketing professionals believe personalized marketing experiences make for better customer relationships.³ Marketing automation, especially when it includes artificial intelligence (AI), makes personalization convenient and easy to scale. Plus, because AI learns the content and offers that get the best customer response, your communications grow even more relevant and better personalized over time.

Marketo Engage does all of this and more. Its Predictive Content capability uses artificial intelligence, backed by Adobe Sensei, to put the most relevant content in front of each buyer across all channels and stages of the buying journey automatically. It also uses AI with Predictive Audiences to help you focus on the right leads and accounts and identify the people most likely to attend your next virtual event.



77%

of B2B sales and marketing professionals believe personalized marketing experiences make for better customer relationships.³

2. Connect marketing and sales

If your marketing and sales teams aren't working closely together, they can wind up confusing or even alienating customers—for example, if your customer receives an email promoting a financing offer that they've already applied for, they may wonder if there's a problem with their application. However, when marketing automation is closely integrated with your CRM system, email sequences and other activities can be automatically turned off when prospects start interacting with sales.



Marketo Engage helps to give marketing and sales a complete picture of each customer's experience and readiness to engage

Marketo Engage integrates seamlessly with leading CRM platforms like Salesforce and Microsoft Dynamics 365 to give marketing and sales a complete picture of each customer's experience and readiness to engage. Plus, its Sales Insight feature gives sales reps a real-time dashboard of high-priority leads and their history with marketing, prioritized by quality and urgency.

3. Scale and pivot with ease

It can seem as though today's customers want more of everything: more updates, more offers, more flexibility. They also want to do more online. For marketers, this means launching more campaigns and managing more channels. It also means a lot of trial and error when you're trying something new.



Easily set up and launch multi-channel campaigns, track their performance effortlessly, and make changes quickly

It takes a lot of time and effort to build and track multi-channel campaigns manually. If you're a small team, this kind of activity will put a hard limit on how quickly you can evolve. The same is true if you use an inflexible marketing automation platform, which can require your marketers to spend hours or even days configuring each new campaign.

With Marketo Engage, you can easily set up and launch multi-channel campaigns, track their performance effortlessly, and make changes quickly. You can also clone successful programs and campaigns—including associated workflows and content—with a single click. Many customers say they can launch new campaigns in two hours or less.

4. Identify and reach accounts that are ready to buy

Business buyers in particular want a more personalized experience, with content that's tailored precisely to their needs and their stage of the customer journey. When they don't get it, they can spend a full **15 percent** of the buying cycle time deconflicting information.⁴

Account-based marketing (ABM) can help marketers zero in on businesses that are ready to buy and give each member of those businesses' buying groups exactly what they need. In fact, **69 percent** of marketers who use ABM say it has exceeded their expectations.⁵ ABM, when it's done correctly, can help marketing and sales teams work together to deliver highly effective and coordinated customer experiences.

Marketo Engage harnesses the power of AI to predict which accounts are most likely to buy—and the power of automation to help you build highly customized campaigns. It also makes it easy to coordinate with sales and share real-time account information. Plus, it can track the performance of ABM activities in real time.



69%

of marketers who use account-based marketing say it has exceeded their expectations.⁵

5. Prove the impact of marketing

Today's marketers are under pressure to defend their budgets and show how marketing not only contributes to a great customer experience, but boosts revenues as well. Marketing automation with attribution reporting can show exactly how marketing activities—even those at the top of the funnel—produce qualified leads and opportunities. In other words, you can quantify ROI for your leadership team.

Marketo Engage comes with marketing attribution reporting and dashboards built in, so you can understand and prove the impact of your marketing efforts from day one. For an even deeper dive into marketing's contribution to pipeline and revenue, you can use Bizible to get every-touch attribution that captures ROI for all your offline and online marketing programs.



Marketo Engage has a payback period of less than 3 months and an average 3-year ROI of 267%⁶

Forrester

Total Economic Impact study



What's next

Tomorrow's customer experience may not look anything like today's. But with the right marketing automation solution, you can be ready for anything. For many businesses, the "[just right](#)" marketing automation solution is Marketo Engage.



[View a product tour](#)

Sources

- ¹ Futurum Research via Forbes: <https://www.forbes.com/sites/danielnewman/2020/06/23/4-actionable-customer-experience-statistics-for-2020/#39546da71a84>
- ² <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>
- ³ Folloze, March 2020: <https://www.businesswire.com/news/home/20200311005240/en/Folloze-Research-B2B-Marketing-Sales-Teams-Link>
- ⁴ Jordan Bryan, "What Sales Should Know about B2B Buyers in 2019," Gartner, February 1, 2019.
- ⁵ 2019 ABM Benchmark Report, DemandGen: http://e61c88871f1fbaa6388d-c1e3bb10b0333d7f-f7aa972d61f8c669.r29.cf1.rackcdn.com/DGR_DG110_SURV_ABM_Oct_2019_Final.pdf
- ⁶ <https://www.marketo.com/analyst-and-other-reports/the-total-economic-impact-of-marketo-engage/>

ADOBE EXPERIENCE CLOUD

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed explicitly for customer experience. So each product is infused with artificial intelligence and works seamlessly together, but also integrates with your existing technology and your future innovations so you can consistently deliver the right experience every time.

MARKETO ENGAGE

Marketo Engage specializes in customer engagement over complex B2B buying journeys. As a complete solution for lead management, it brings marketing and sales together to nurture leads, orchestrate personalized experiences, optimize content, and measure business impact across every channel. Marketo natively supports both demand and account-based marketing strategies, providing a single, integrated lead management platform from acquisition to advocacy. Build engaging, personalized experiences at scale and prove impact with Marketo Engage.



© 2020 Adobe. All rights reserved. Adobe, the Adobe logo, Adobe Experience Cloud, Adobe Sensei, Marketo, and the Marketo Engage logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.