

The marketing value of marketing automation

Six ways marketing automation helps prove value and drive success.





As a marketer, digital transformation has changed how you do your job. And what customers expect from your efforts. You're planning, building, and delivering increasingly complex customer experiences. And in an age where everything can be precisely tracked and measured, you probably feel increasing pressure to prove the impact of your contributions. The right solutions and processes can do just that by helping you hit ambitious goals and demonstrate your results to diverse stakeholders.

Turn your challenges into opportunities.

In the digital age, marketers face key challenges, including these:

- Managing multiple programs across many channels
- Sustaining content through long sales cycles
- Acquiring qualified leads to share with the sales team
- Aligning sales and marketing teams to focus on customer experience
- Demonstrating ROI to prove organizational value

Marketing automation can help you address each of these challenges by giving you the power to scale programs, deliver personalized and targeted content to customers, align your internal teams with integrated technology, and measure the impact of your efforts across channels. With it, you can gather all the data you need, carefully consider all your options for using it effectively, assemble targeted content, anticipate customer trends, and deliver customer experiences that resonate.

In short, the right marketing automation solution helps you take your business to the next level. Organizations that focus on customer experience using marketing automation connect powerfully with their customers—and realize significant business value. They enjoy lower acquisition costs, increased conversion rates and prospects, higher average order value, higher retention, and increased loyalty.





Define marketing automation to redefine how you connect with customers.

Making customer experience the heart of your business requires in-depth digital transformation—old marketing tools, data-gathering systems, and outdated technology simply won't cut it. That's where marketing automation comes in.

Marketing automation is designed to help you streamline, automate, and measure marketing tasks and workflows. By taking on some of the more repetitive and time-consuming aspects of your marketing strategy, automation increases operational efficiency—and helps your teams grow revenue faster.

Your marketing automation solution should do the following:

- Centralize data.
- Orchestrate cohesive customer experiences.
- Run robust analytics.

Right now, you may be completing each of these tasks manually, which puts your organization at a disadvantage. Because it's now necessary to scale all experiences to meet individual customer preferences across channels, consider how marketing automation can scale content effectively, while leaving more time for your marketing team to innovate.

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While marketing automation has always been about amplifying messages through speed and scale, the next wave is about being predictive, personal, and more selective about tools.

Nick Edwards

CEO and Co-Founder, Boomtrain

The right time to invest is **right now.**

Each day, we're inundated with messages. According to Campaign Monitor, the average office worker receives between 120 and 150 emails per day, including content, deals, event invitations, and more. Each one of those emails competes for a small but highly prized outcome. Attention.

That's why a one-size-fits-all approach doesn't work anymore. In fact, emails with personalized subject lines are 26 percent more likely to be opened, and marketers using segmented campaigns enjoy a 760 percent increase in revenue, as Campaign Monitor has shown.

To stand out, you need more than a solid email strategy. You need a strong brand presence across channels to help you stand out from the crowd—and resonate with consumers. Buyers form opinions and draw conclusions long before they ever interact with your brand. Make sure your communications strategy spans the entire sales funnel.

Marketing automation helps you curate experiences to engage customers in every touchpoint across the entire sales cycle. Overall, marketing automation helps your entire organization adopt a mindset of digital maturity and customer experience excellence.



70%

**of marketers say they
currently use at least one type
of marketing automation tool.**

Source: Social Media Today

Six reasons to adopt the marketing automation mindset.

Marketing automation helps you deepen and expand customer experiences—and drive your ongoing digital transformation. By engaging buyers in every stage of their evolving buying journey through lead and account-based strategies, marketing automation helps you target and connect with consumers through meaningful, relevant experiences. The right marketing automation solution is comprehensive, designed to help you accomplish your goals toward digital maturity. Here are six top capabilities that marketing automation can provide, which double as six powerful reasons to invest.

1. Manage prospects from inquiry to close with lead nurturing and management.
2. Close your most strategic opportunities with account-based marketing.
3. Make the most of every interaction using machine learning and predictive analytics to personalize content and experiences at scale.
4. Connect with leads and accounts on every channel with cross-channel engagement.
5. Align marketing and sales teams throughout your organization with integrated sales applications.
6. Understand, prove, and optimize your marketing efforts with marketing measurement and attribution tools.



Customer experience is perhaps as much a mindset and business philosophy as a discipline.

Ashley Friedlein

Founder, Econsultancy



1. Manage prospects with lead nurturing.

Lead nurturing can help you capture—and maintain—buyer attention. It helps you shift your focus from individual touchpoints to a holistic, well-rounded view of the entire buyer experience. In fact, lead nurturing is all about building and maintaining relationships across complex buying journeys filled with many touchpoints. Using the right lead-nurturing solutions, you can personalize experiences and drive deeper levels of connection with each and every buyer.



Marketing automation provides the polling and referral capabilities you need to collect lead information, which you can then use to personalize experiences and cultivate long-term engagements. In all these ways, lead nurturing helps you create customer-centric experiences and relationships by focusing on each touchpoint in the sales cycle and across any channel. What's more, marketing automation also helps you find and attract more qualified leads.

Done effectively, lead nurturing results in shorter sales cycles, increased average selling price, and overall increases in sales productivity. Marketing automation can help you manage prospects from inquiry to close by capturing, scoring, nurturing, routing, and tracking leads with sophisticated journey flows and robust CRM integrations.



Marketo research shows that nurtured leads make 47% larger purchases than non-nurtured leads. Targeting specific actions and audiences can help you track warm leads all the way to purchase.

Lizzy Ragno

Enterprise Campaigns, Adobe





2. Close strategic opportunities with account-based marketing.

While account-based marketing (ABM) isn't a new concept, it's newly invigorated by innovative technologies that make it easier to focus your efforts on a defined set of target accounts. No longer a tool best suited for enterprise brands alone, ABM now makes sense as a strategic approach for companies of all sizes. Improved data capabilities, including artificial intelligence, have made ABM more personal and more effective than ever before.

For an example of how ABM works today, consider the speed it brings to campaigns. A typical direct mail campaign could require over 20 steps to create and hours of copying and editing each workflow individually, as well as creating new, additional steps. But marketing automation solutions that include ABM powered by AI give you the power to automate campaign creation. And account-level segmentation lets you drive automated ABM campaigns across channels—including email, web, ads, mobile, events, webinars, and more. All from the same solution.

“ Over 70% of B2B companies have adopted or are planning to adopt ABM practices in the next year, according to eMarketer. As well they should: ITSMA reports that of the companies that adopted ABM in the past two years, 55% are seeing significantly higher ROI than with traditional marketing.

Source: CMO.com

Recent research from Adobe Digital Insights reveals that mobile site traffic and engagement has grown over the past three years on B2B software company websites, as engagement has decreased on desktop devices. These days, account-based marketing can help you close your most strategic opportunities by identifying and engaging accounts with the highest potential. As a bonus, marketing automation solutions can also help you easily measure the efficacy of these targeted efforts.



3. Personalize every customer's experience.

There's a pervasive belief that the human attention span has reduced to that of a goldfish in the last few decades, suggesting that the many digital distractions demanding our attention have stolen our ability to focus. While it may be true that we decide what content to engage with in mere seconds, we're still capable of making deep connections, and it's undeniable that consumers care about how they spend their time online. After all, we wouldn't bounce around so quickly if we weren't looking for quality reasons to slow down and get engaged.

This is why personalizing experiences at scale has become so critical to marketing. When content feels customized to unique buyer needs and interests, it's that much easier to capture lasting attention and investment. Authentic communication goes a long way these days.

“By combining the data collection, automation, and predictive capabilities of machine learning with your creativity as a marketer, your company can optimize and scale its campaigns to create more personalized and engaging content.

Santiago Pombo

Senior Product Manager, Adobe

Website personalization tools show you demographic and behavioral data about individual customers, which you can use to share content that will be more relevant to them. This tool also helps with retargeting efforts—helping you match advertisements with the demographics, purchase history, buying intent, lead score, and other details of individual site visitors.

Website personalization and predictive content help you deliver the most relevant content to everyone who interacts with your brand—whether they're on your site or opening up your latest email. Through website personalization, you can begin to make deep connections with all prospects, even anonymous visitors. And predictive content helps you match your existing content with the right customers, at the right time.

“ By tapping into artificial intelligence and machine learning to create spot-on relevant experiences and automation to scale, brands can curate unparalleled customer journeys that far exceed what human marketers can deliver.

Kevin Lindsay

Director of Product Marketing, Adobe Experience Manager Assets, Adobe

4. Deliver engaging content on every channel.

One of the key challenges in creating customer experiences is shifting from a focus on individual channels to the bigger picture of how individual customers move through diverse touchpoints. Marketing automation can help with that, in more ways than one.

By driving cross-channel engagement, marketing automation helps you engage leads and accounts with targeted experiences on every channel, including email, mobile, social, display, search, website, events, and sales. Such a perspective shifts channel-specific goals toward the bigger picture—understanding each individual customer so well that you can deliver targeted, meaningful content to them no matter what channel they're on.

“An omnichannel strategy is about creating a mutually rewarding, connected experience across online and offline channels, rather than focusing on audiences, content, and messaging for each individual channel.

Source: Adobe

Marketing automation can also help you understand how each channel works together and drives your larger goals. As Kristin Naragon has explored, the way we measure a channel's value shifts under this model.

For example, instead of seeing the value of an email in terms of its opens, clicks, and conversions, marketing automation allows us to explore how email assists with conversions in other channels and, as she puts it, “how it boosts lifetime value, customer satisfaction, and brand engagement.”

“ The biggest challenge for marketers often isn’t the technology; rather, it’s how to knit those technologies together to create fluid experiences throughout customer lifecycles.

Danny Dalton

Industry Strategy Group, Adobe





5. Align your sales and marketing teams.

As you work toward gaining a holistic perspective on your customers, your organization should also take a more holistic approach across teams. By aligning your sales and marketing teams, you can enjoy increased revenue, a shortened and more productive sales cycle, improved conversion rates, and improved forecast accuracy.

One simple result of aligning teams is that the customer experience gets better. When your marketing team works with your sales team to plan experiences, you're more likely to create content that keeps customers engaged. This is coordinated aircover, where both teams have visibility into the other's process—creating a bank of shared insights that allow for a more coordinated, cohesive buyer journey.

When everyone focuses on the importance of the holistic customer experience, it becomes easier to work together and align goals. By using integrated sales applications, you can align your teams as you tap into new levels of visibility between stakeholders. Within those applications, you can share insights, templates, and sales playbooks that help sales teams engage top opportunities identified and nurtured by the marketing team.

“ Businesses with highly aligned sales and marketing teams earned an average of 32% year-over-year growth, while those who reported less alignment saw a 7% decrease in revenue.

Ray Meiring

CEO and Co-Founder, Qorus Software

6. Measure every marketing effort.

Marketing analytics, a key feature of marketing automation, gives you more sophisticated ways to measure ROI for your campaigns. The data and insights collected can reveal which of your efforts are most effective, so you can improve your efforts in real time and connect powerfully with buyers at all stages in the sales cycle.

Marketing analytics illustrates the full scope of the buyer's experience, including showing you where a customer got involved with your brand—what content or touchpoint caught their attention—and then detailing every successive move they made along the way to purchase. In other words, marketing analytics allows you to learn more about your individual customers as you gain a holistic perspective on the experiences you provide as customers navigate them. This gives you an in-depth look at where you can improve said experiences.

With attribution that measures every touchpoint in the buyer journey, you can also use marketing analytics to accurately identify which channels and campaigns deliver the most revenue and highest ROI. And that makes it easier for your teams to confidently plan and place resources where they will reach customers best.

Robust analytics solutions include comprehensive attribution capabilities that streamline the way marketers illustrate their impact and empower overall business growth. Pre-built dashboards and flexible ad hoc reporting provide actionable insights that help you focus your efforts. You'll get a return on your investment—and save time, too.

Overall, marketing analytics help you understand, prove, and optimize marketing impact with comprehensive campaign performance and attributed revenue analytics.

“ It starts with data, and then building upon that—getting an understanding of who customers and prospects are and what data sources you have.

Bruce Swann

Group Product Manager, Adobe

A holistic customer experience requires a **holistic sales funnel**.

As your organization embraces the importance of the customer journey, you should also refresh your perspective on the sales funnel. Think about marketing efforts throughout the entire process—from inbound leads to closed deals. With a full-funnel perspective on marketing, you can also streamline how your internal marketing and sales teams work together.

Marketing automation helps marketers throughout the sales cycle—and it helps everyone find common ground in the quality of the customer experience. The six capabilities we've explored here also align to the sales funnel, showing the stages in which marketers and sales teams can work together. They are as follows:

Attract. Drive more inbound web traffic and convert web visitors to leads.

Engage. Deliver the right message to the right person at the right time—and accelerate their journey.

Close. Increase lead quality for sales to help them win more deals.

Using this framework, you can understand how the six capabilities of marketing automation align to the sales funnel — creating cohesion across the customer journey for marketing and sales teams alike.

Six capabilities that marketing automation brings to the sales funnel.

ATTRACT

Marketing automation helps everyone drive top-of-funnel engagements, and it allows you to complete the following tasks:

1. Pursue high-value prospects with lead nurturing and lead management.
2. Connect across every channel with personalized engagement.

ENGAGE

Marketing automation solutions give you the power to communicate with potential buyers over time, at scale, and in personalized ways. With it, you can build more effective experiences for customers and employees alike:

3. Scale experiences and content with machine learning and predictive analytics.
4. Further align your marketing and sales teams with integrated sales applications.

CLOSE

Marketing automation isn't just for marketers—it can also help your sales team close deals faster. Use it to help everyone drive results that make a difference:

5. Trust account-based marketing to help close deals.
6. Implement marketing measurement and attribution tools to track success.

Marketing automation is your key to the future.

Marketing automation helps you accomplish your biggest goal in the digital age: to connect with customers across an array of channels, and to guide them from first interaction to final sale. It helps you attract, engage, and close sales. And it helps your marketing and sales teams work together to accomplish their tasks—from increasing lead generation and nurturing customers with personalized content to driving high-quality leads all the way to conversion.

What's more, marketing automation also provides key measurement tools that help everyone track effectiveness, make changes as they go, and improve the probability of success in the future. All in all, marketing automation expands the potential of your teams, allowing everyone to explore and implement diverse strategies and take action.

In years past, marketing automation has been treated as a perk—a “nice-to-have” for large, sophisticated marketing teams. But these days, it's a must-have for teams large, small, and everywhere in-between. Because as businesses pursue digital transformation and seek to become the digitally mature leaders of tomorrow, marketing automation solutions will be the way they get there.

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