Marketo Engage

Adobe

10 Reasons to Consider Marketing Automation

More agile, more efficient, more effective marketing.

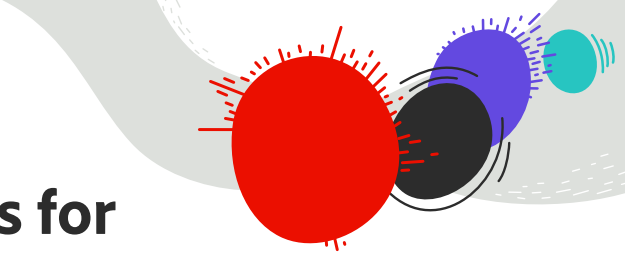# Are your marketing campaigns earning their keep?

As a marketer, your value is based on how well your campaigns meet your organization's aggressive revenue goals.

You probably have a well-defined plan for achieving those goals. But changing markets and customer needs can quickly throw your plans out of whack.

When this happens, you must adapt. This means rapidly evolving your plans, testing new strategies, and continuously measuring your results. And this is almost impossible to do manually, especially if you have a small team.

With marketing automation, you're ready for anything. You can quickly and efficiently change and personalize your campaigns, monitor your progress, and do it all at scale. This eBook outlines 10 powerful ways automation can help your marketing become more agile, efficient, and effective.
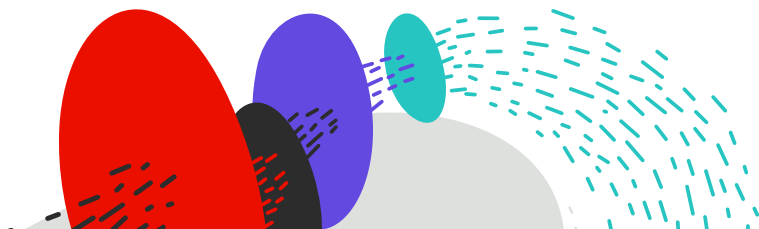
Top issues for marketing teams

Here are some of the principal concerns that marketers face today:

Doing more with less. While budgets may not increase, performance expectations are on the rise. If you're like most marketers, your team is under pressure to generate more leads, grow revenue, and close deals faster.

Juggling multiple programs. Many marketing teams contend with multiple programs. As the number of channels increases, so does the need for different campaigns, from email and social marketing to webinars and virtual events.

Repairing leaky sales funnels. Complex buying processes mean more room for leaks and lost leads. Since most buyers now start the process online, the sales cycle is longer, creating more opportunities for marketers to lose track of leads.

Gaining qualified leads. Marketers can't focus on just top-of-funnel lead generation and awareness-building strategies. The leads they generate need to be a good fit for the company. There's no point in generating leads that will never convert.

Aligning sales and marketing. Sales and marketing alignment continues to be a significant issue for many companies. It's a constant struggle to hand sales highly qualified leads at just the right time.

Proving ROI. For marketers to keep their budgets intact, they must prove ROI. Validating ROI can also help determine which channels and programs work best. Do you know which are your best-performing channels? Is there a top-performing channel among them? What would you do if you had more budget?

Responding to the unexpected. The COVID-19 pandemic has modified many customer behaviors, possibly forever. The ability to change the course of your marketing strategy with speed and agility has become critical to getting through this disruption with marketing intact.

Marketing automation can help you meet many of these challenges by allowing you to scale programs, deliver more personalized and targeted communications, align marketing with sales, measure which channels and programs are most effective, and react to unforeseen events.

With the right marketing automation solution, you can:

- Operate more efficiently
- Introduce new strategies that drive business
- Scale programs as the business grows
- Deliver more personalized and targeted communications
- Align marketing and sales
- Measure effectiveness

What is marketing automation?

Marketing automation is software that streamlines, automates, and measures marketing tasks and workflows to increase operational efficiency and grow revenue faster.

Marketing automation essentially fills all of these roles for you:

A central marketing database. It serves as a repository for all your marketing data, including detailed prospect and customer interactions and behaviors, which helps you segment and target the right message to each customer.

An engagement marketing engine. It provides an environment for the creation, management, and automation of marketing processes and conversations across online and offline channels.

An analytics engine. It offers you a way to test, measure, and improve marketing ROI and impact on revenue. Analytics shed light on what worked, what didn't, and where you can improve. Marketing automation also helps you scale, which becomes more important as the number of channels you manage increases.

Why you need marketing automation now

In 2020, it was estimated that the average person encountered between 6,000 and 10,000 ads or messages every day. In such an arena, it's harder for businesses to stand out than ever before.

Marketing automation helps you break through the noise and create relationships with your buyers over time. Additionally, data shows that [80 percent of marketers](#) using marketing automation software generate more leads, and 77 percent also convert more leads.

End-to-end marketing campaigns

It is important to think about how your marketing functions throughout the entire sales funnel, from an inbound lead to a closed deal. With a full-funnel view of your marketing efforts, you can streamline marketing programs effectively and efficiently.

Here are three key areas where marketing automation can help marketers throughout the entire sales cycle:

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

2. Engage
Deliver the right message to the right person at the right time to accelerate the sales cycle.

3. Close
Increase the quality of leads and help sales win more deals.

Using this framework, we will go through the 10 reasons you should consider using marketing automation to support you through the sales cycle.

Attract

Marketing automation includes several tools to help your team increase top-of-funnel activity and lead generation. Lead generation is the marketing process of stimulating and capturing customer interest in a product or service to develop the sales pipeline.

Lead generation often uses digital channels, including new online and social media outlets. In particular, the deluge of information online has led to the rise of the "self-directed buyer" and the development of new techniques to qualify potential leads before passing them to sales.

Because the buying process has changed, marketers need to find new ways to reach buyers. Instead of finding customers with mass advertising and email blasts, companies must now focus on standing out from the crowd and learning to build stronger customer bonds.

Search engine optimization, real-time personalization, and social reach are essential to increasing awareness and attracting qualified leads to your website. The following pages will explore a few ways marketing automation helps entice new customers.

10 reasons to consider marketing automation

Here are the 10 reasons to consider marketing automation:

1. Increase inbound traffic to your site
2. Personalize the experience for known and anonymous visitors
3. Improve social reach and influence
4. Easily test and determine which emails are most engaging
5. Replicate success in minutes
6. Trigger workflows based on behavior
7. Send relevant real-time information based on visitors' activities
8. Provide flexible scoring models to define success
9. Prioritize leads for sales
10. Know which programs are the most effective throughout the sales funnel

Now, let's dive into these reasons in more detail.

1. Increase inbound traffic to grow top-of-funnel leads

There are many ways to drive activity at the top of the sales funnel, ranging from social media to pay-per-click to events, but your website is one of the first areas of focus for lead generation.

Search engine optimization (SEO) is a marketing tactic that helps your website get a high placement in the organic search results of Google, Bing, Yahoo!, and other

search engines. It is important because having a high ranking in search results increases your visibility. High placement also helps your business gain trust and positions your company as an industry leader.

At its core, SEO is a set of guidelines that help determine if your website provides an easy and valuable experience for visitors. Three components contribute to making your SEO efforts more effective:

- **Keywords.** Target particular keyword themes by aligning your site's broader content to those target keywords. Start by looking at your list of keywords and evaluating their search volume, the difficulty of ranking each term, the level of competition, and how long it will take to challenge the competition. Then prioritize your keywords based on balancing your needs, resources, and expected return.

- **Website performance.** Is your website easy for visitors to navigate? How easy is it for the search engine to crawl? Slow site speed and page load times, server errors, and non-mobile design can affect the experience and are part of the search engine algorithms that determine site ranking.

- **Content.** The copy and content assets on your site should satisfy the intent of a visitor's search for information, a service, or a product.

When building your SEO, make sure your content is written for people rather than for search engine machines. Trying to game the system won't work, as most search engine algorithms change continually.

Ultimately, SEO is an ongoing marketing effort. Because SEO is never done, it makes sense to use a marketing automation solution such as Marketo Engage to quickly analyze your site and uncover new keywords. It can also offer recommendations for webpages and landing pages to help you identify inbound link opportunities.

2. Personalize the experience for known and anonymous visitors

Your headline or landing page has mere seconds to engage a visitor, so content should be as relevant to their needs as possible. With marketing automation, you can personalize marketing tactics, even for people you don't know.

- **Real-time personalization.** AI-powered marketing automation can help you serve up personalized content and offers in real time. For example, a Marketo Engage capability called Predictive Content uses machine learning to match various prospects with content each is likely to respond to, even if their behavioral and demographic characteristics differ widely. It even works with anonymous visitors when you gather company and other data from their IP addresses.

- **Personalized retargeting.** Now that you have people coming to your site, what about bringing them back? Retargeting occurs when a prospect visits your site, is tracked, leaves the site, sees your ad on other web pages, and then returns. Retargeting is effective when implemented correctly. Marketing automation allows you to execute personalized retargeting with highly targeted ads based on demographics, purchase history, buying intent, lead score, and more to make your ads more relevant to unique visitors.

With Marketo Engage, you can target the right potential customers, attract them with personalized ads, and engage them throughout the buying journey.

3. Improve social reach and influence

Another important channel for top-of-funnel awareness and demand is social media. When you're already managing campaigns and keeping track of SEO, it can be hard to find time to maintain social channels. Marketing automation allows you
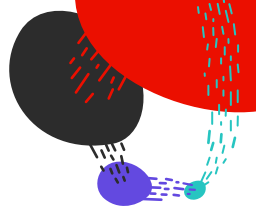
to quickly and easily give your existing campaigns a social boost and help drive more targeted paid advertising on social channels.

- **Add social sharing.** A marketing automation platform allows you to easily add social buttons to your website, landing pages, ad campaigns, and more so you can quickly increase your social reach. These tools also make it easier for readers to share your content with their own professional and personal networks, giving your campaigns a signal boost.

- **Use polling and referral campaigns.** Some marketing automation platforms have polling and referral capabilities. For example, the Social Marketing functionality in Marketo Engage lets you post polls on Facebook pages and landing pages, which is a quick way to collect lead information. You can also implement referral campaigns, which encourage customers to share your content. Referral marketing generates conversion rates [3–5x](#) higher than any other marketing channel.

- **Engage leads and build relationships.** Once you have qualified leads in your database, how do you further engage and create relationships until they are ready to buy? The next step is to entice these leads further down the sales funnel with nurturing. The goal of nurturing is to build relationships with your buyers regardless of when they buy. This is a critical step in your full-funnel marketing process. It's one thing to attract potential buyers, but quite another to keep them engaged and interested throughout the buying journey. A marketing automation platform gives you the critical functionality you need to communicate with potential buyers over time, at scale, and in a relevant, personalized way. Since email is a key element to nurturing your potential buyers, we'll go into detail on various ways you can drive engagement.
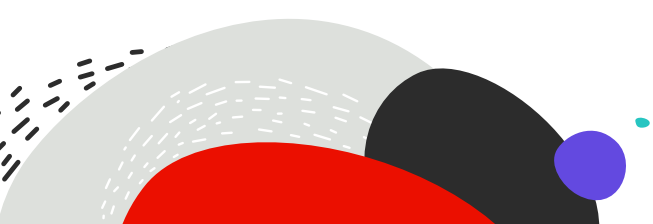
4. Easily test and determine what emails are most engaging

Marketing automation allows you to quickly test different email elements to find which approach is most effective at engaging readers. Marketers don't always test their campaigns because it's challenging to do without the right tools, but marketing automation makes it easy to adopt this process and to continue measuring and improving marketing strategies.

- **Predictive Content and Predictive Audiences.** These [Marketo Engage](#) capabilities use AI to send the most relevant content and webinar invitations to the right customers, which can improve open rates, click-throughs, and conversions.

- **A/B testing.** With marketing automation, you can easily run tests to ensure you send emails to the right prospects. You can perform A/B tests of campaign elements to find the most effective features. A/B testing compares two versions of an asset, such as an email, to see which one has a higher conversion rate. For instance, you could test different email subject lines or landing page images. Understanding the most engaging approach helps you improve your campaigns as you go. With consistent experimentation, you can hone your strategies to achieve the best results. Small adjustments can deliver big results—5,000 more opens times 100 email campaigns equals 500,000 more opened emails.

5. Replicate success in minutes

If you run several marketing programs, the ability to replicate programs quickly is a huge asset. Replicating campaigns lets you create new programs based on previously successful campaigns, saving time. With marketing automation, you can duplicate program elements in just a few short steps. Small marketing teams can use this feature to accelerate their marketing programs.

For instance, a standard webinar program could take 22 steps and two hours to create—time spent copying and editing each email template and workflow and then creating the additional steps. Using marketing automation, you can clone an entire program automatically in about three minutes, and use the time saved to improve campaigns and come up with new strategies for engaging customers.

6. Trigger workflows based on behavior

To trigger a workflow means to automate communications based on the actions that prospects take on your website or other channels.

Marketing automation allows you to track real-time behavior across channels, such as web, email, social, customer relationship management (CRM) software, campaign history, transactions, and mobile. Using this information, you can trigger automatic messages in real time with messaging based on prospects' behaviors.

For example, you can set up a specific email flow if someone downloads an eBook from your website or interacts with you on Twitter. The workflow might be set to change the lead score, add to a specific lead nurture track, or send out an email.

7. Send relevant information in real time based on visitors' activities

Use the behavioral information that marketing automation collects to send more relevant messages. You can automate workflows to send appropriate messages to leads, and use real-time behavioral information or marketing automation's "listening" capability to segment and re-categorize your audience in real time.

Let's say a visitor downloads a specific piece of content. In addition to triggering content offers or promotions across channels, your visitor's action can put them on another appropriate track according to which asset they downloaded.

8. Provide a flexible scoring model to define success

Marketing automation includes lead-scoring capabilities to help marketers give sales the leads with the strongest chance of converting into customers. Lead scoring helps sales teams know where to focus their energy and is generally based on three factors:

Fit

Based on demographics or firmographics like location, company size, and industry, does the lead seem like an excellent candidate to be a customer?

Interest

Marketing automation helps marketers gauge interest by the level of activity. Is your lead consistently downloading content, viewing webinars, or asking for product demos? If so, they probably have a high level of interest in your brand.

Buying stage

It's essential to assess where leads are in the buyer's cycle. Some customers may not be in the position to make a decision yet. Are they ready to buy, or do they still need more time? Leads who aren't ready to decide should be sent back to marketing for nurturing.

9. Prioritize leads for sales

Marketing automation integrates seamlessly with CRM, which means your sales team never has to log into your marketing platform. Sales will see lead information natively. To make life even easier for your sales team, you can use marketing automation to highlight the most critical information in the CRM.

For example, the Sales Insight capability in Marketo Engage allows sales teams to see:

- High-priority leads requiring urgent action

- How leads interact with marketing resources (download papers, visit web pages, attend webinars, etc.)

- When leads interact with marketing resources

- All the leads associated with each account

Marketing automation can help close the deal. It isn't just for the marketing team—it also helps the sales team close more deals. Automation helps marketing prioritize leads based on quality and urgency. Leads that aren't ready to buy should go back into the nurture track.

When sales closes a deal, lead activity history gives them insight. Marketing automation makes it easier to align sales and marketing efforts.

How the reporting maturity curve affects attribution

There are many different types of reporting and levels of sophistication. Many marketers are at the bottom of the maturity curve, which means they don't know which elements of campaigns worked and which didn't.

"Conversion-based attribution" is the simplest type of reporting. This approach, for instance, shows marketers how many people converted on page by filling out a form. "Opportunities won" indicates how many sales were attributed to a marketing program, but not which parts of the campaign contributed to the win.
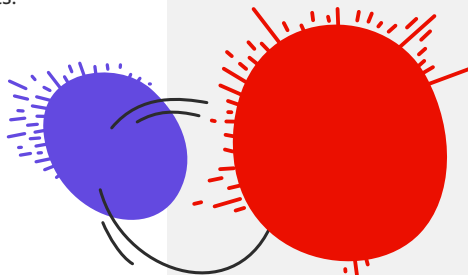
10. Understand which programs are effective

Measuring ROI and other metrics is one of the most important benefits of marketing automation. Marketing automation offers very sophisticated ways to measure campaign success. When you understand which campaigns—or campaign elements—are effective, you can iterate your strategy and report your findings to key stakeholders.

Marketing automation reporting gives you a better idea of how each campaign component led to an eventual sale. It allows marketing teams to:

Track all touches across people

See the entire buyer's journey, including each marketing touch, even if multiple people within a buyer's organization access different content at different times.

See all marketing touchpoints

Understand what brought a buyer in and all their touches along the way. Marketing automation also visualizes marketing touchpoints to show how marketing contributed to the final sale.

How important are reporting and measurement? The more insight you have into how your marketing campaigns contributed to the sale, the more effectively you can use that information in future campaigns.

Here are two ways to measure campaign success:

- **First-touch attribution** only gives credit to the first activity, even though the lead also attended a trade show, webinar, etc.

- **Multitouch attribution** spreads the attribution over all activities. Marketers can pick and choose which activities get credit.

Multitouch attribution can help you perfect your campaigns. When you can spread the revenue over multiple activities, you know which marketing activities are effective for the top of the funnel and which for the bottom of the funnel. You may determine that trade shows are great for getting leads, while webinars are more effective for pushing leads through the funnel. Without multitouch attribution, you lack the insights you need to ensure campaign success.

Expand your capabilities with marketing automation

Marketing automation can help you attract, engage, and close sales. It has the potential to help marketers increase lead generation and to nurture leads more effectively with targeted, personalized, omnichannel messages. And it allows marketing to empower sales teams with high-quality leads and insights.

Marketing automation helps teams measure and iterate campaigns to increase effectiveness. In summary, marketing automation expands your capabilities, allows you to devise more effective strategies, and pivot faster. It empowers marketers to do all of the following:

- **Grow the top of the funnel.** Gain inbound leads with effective SEO, and boost conversion and engagement with real-time personalization and targeting.

- **Engage potential buyers.** Listen to buyer behaviors and respond with relevant, multi-channel conversations. Don't just blast leads with marketing communications—send messages that matter to your audience.

- **Test and scale programs.** Continue to implement new campaigns and iterate without increasing your teams' workloads.

- **Deliver sales-ready leads.** Use lead-scoring and nurturing programs to improve the quality of leads you pass to the sales team. Your sales team is busy—don't burden them with leads that aren't ready to convert.

- **Measure channels and programs.** Determine the effectiveness of campaigns so you can change and course-correct to protect your budget and illustrate the value of your team.

As you've seen throughout this eBook, marketing automation can make a significant impact on your business, affect the efficiency and measurability of your marketing efforts, and help sales to close deals.

Marketing automation technology is no longer a nice-to-have for the modern marketer—now it's a must-have.

Visit the [Marketo Engage email marketing blog](#) for road-tested tips, tricks, and advice.

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 Engage 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.