



Boost ROMI With 'BOTS'!

What Marketing Automation Can Do For Your Business!

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Introduction

“18% of B2B organizations use marketing automation platforms; out of which 85% do not believe they are using it to its fullest potential”, according to SiriusDecisions benchmark study.



3 Questions

that will help in knowing if Marketing Automation is something you need to consider:

1. Do you have more number of leads than you can manage individually?
2. Do you have actionable customer segments and targeted marketing plans?
3. Do you have a CRM system already in place to integrate with MA?

Marketing Automation (MA) is a process that ensures prospects are constantly engaged. It creates and delivers email campaigns and other marketing collaterals, and tracks website traffic and responses.

However, it is not about only implementing a new product; it is about a change in mindset. Automation alone does not translate to increase in sales; it will automate sending emails, taking the prospect to the next level is what the sales team needs to do!

What Marketing Automation Can Do

What marketing automation can do is it automates lead generation and lead nurturing campaigns, identifies sales qualified leads, website visitors and lead qualification.

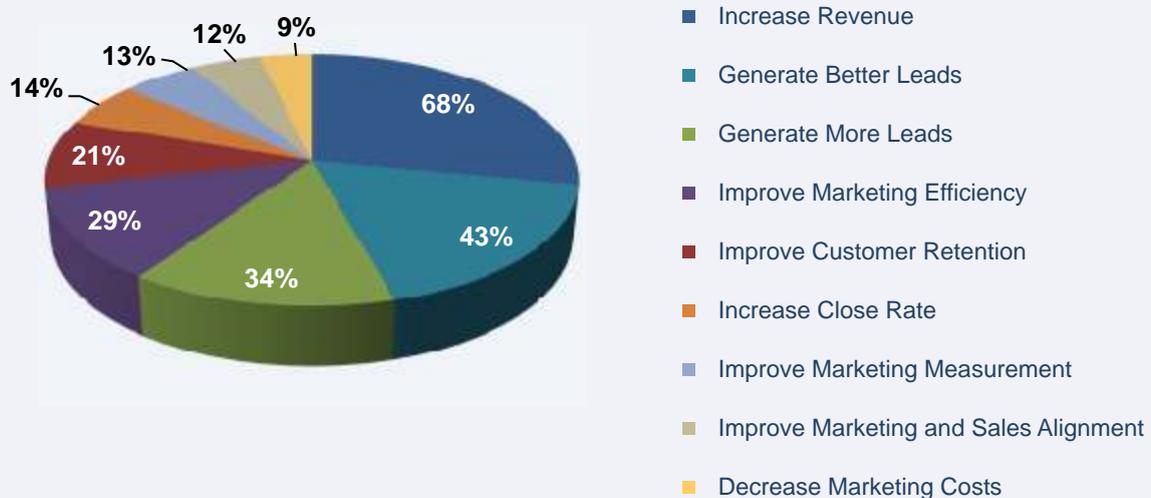
- **Lead Nurturing Campaigns** – You can automate email engagements and distribution of resources such as whitepapers, case studies, blogs and webinars.
- **Lead Generation Campaigns** - You can automate email campaigns targeted at prospective leads and increase engagement by integrating content, SEO, social media, tradeshows, events and paid search with generation programs.
- **Identify Sales Qualified Leads** – You can identify sales ready leads and segment leads based on buying intent, buyer stage and buying decision making.
- **Segment Based on Lead Qualification** – Through lead scoring, you can score, label and understand visitor intent.
- **Identify Website Visitor** – Through automation you can obtain contact data, visitors' requirements and identify key decision makers and influencers with purchasing power.

Marketing Automation Benefits

Marketing Automation helps in maintaining a single point view of all customer interactions across channels.

- 🔴 You can understand customers' needs at a detailed level.
- 🔴 It aids in implementing 'real-time', behavior-driven, trigger based campaigns.
- 🔴 It helps in anticipating and predicting changing customer needs required in improving satisfaction.
- 🔴 It enables customized communication.

Why Implement Marketing Automation



Source: - 'Glensight Marketing Automation' by Gleanster

Marketing Automation Best Practices

Keep in mind – Automation is only as good as the strategy that is developed for it.

Therefore, all functionalities of MA tools should be used to justify its effectiveness. You should:

- Observe customer actions and interactions to send them relevant messaging at the right time.
- Know which customer is in the “buying mode”, therefore building valuable leads for your sales team.
- Monitor, measure and develop reports through KPI dashboards to find out marketing and sales effectiveness.
- Develop customized and flexible sales workflow to give attention every lead deserves.
- Integrate MA with CRM systems in order to nurture leads with relevant communication.

The Info CheckPoint Advantage

- **Right Lead to Right Rep** - Real-Time Lead Prioritization
- **Right Email at the Right Time** - Automate - Personalization of Emails and Drip Marketing
- **Monitor KPI Dashboard and Custom Reporting** – Measure Marketing and Sales Effectiveness
- **Customize, Flexible Sales Workflow** – Give the Attention Every Lead Deserves

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With **Info CheckPoint** you can easily integrate your database with one of the leading CRM applications, Salesforce.com. You can implement coherent nurturing strategies and action plans. Utilize a multi channel email engagement approach to build customer relationship through automating marketing processes.

Let ‘bots’ help you connect relevantly with your customers! [Get to know how](#)

