



# Boost ROMI With 'BOTS'!

What Marketing Automation Can Do For Your Business!

## Contents

- Introduction
- What Marketing Automation Can Do
- Marketing Automation Benefits
- The Info CheckPoint Advantage
- Marketing Automation Best Practices

## 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.

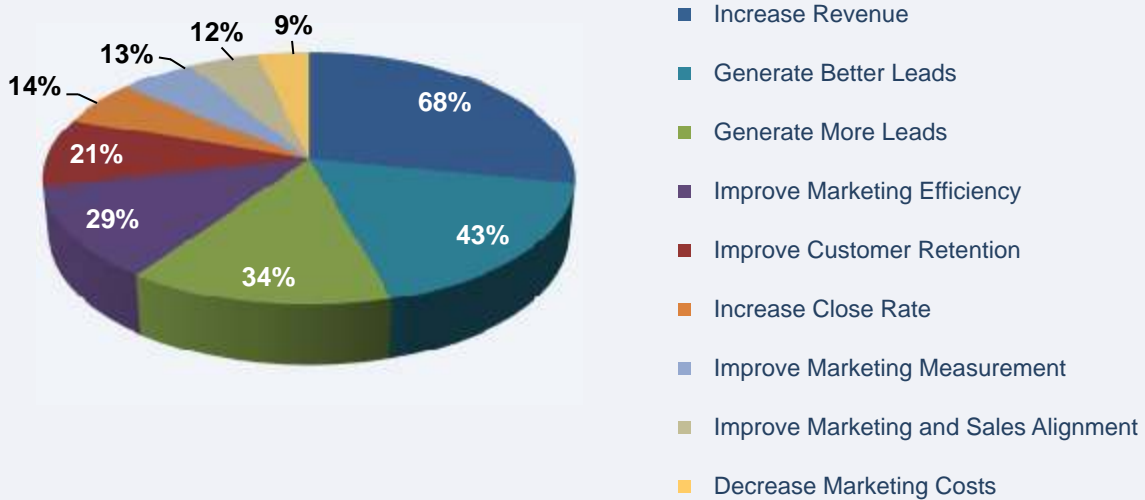
- **Lead Nurturing Campaigns** – You can automate email engagements and distribution of resources such as whitepapers, case studies, blogs and webinars.
- **Lead Generation Campaigns** - You can automate email campaigns targeted at prospective leads and increase engagement by integrating content, SEO, 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](#)

