

MARKETING AUTOMATION™

Harmonising **sales and marketing** to achieve competitive advantage through MarTech

Sometimes, it's not the best product or service that makes a brand the market leader. Often it's because they've also invested in marketing technologies to support the sales cycle and are smarter as a result.

There are 3 main reasons

If investment has been made 64% of businesses **DON'T optimise it's full potential**



Business leaders don't understand what the potential is



Marketing and sales teams have only had basic training and it takes time to "learn on the job"



It's used mainly to track email responses and web site visits

55.6% of companies that don't use automation cite a lack of expertise as the reason

Common misconceptions about automation

WILL

- Moves marketing teams from being cost centres to revenue centres
- Empower marketing and sales teams
- Create efficiency and measurability
- Allow campaigns to scale sustainably

WON'T

- Push out spam
- Replace marketing teams
- Deliver results if staff are under-skilled
- Create content



44% of marketers consider delivering personalised content to be the biggest barrier to success

MarTech and Automation check-list

	NO	DON'T KNOW
Can you finitely segment data so that your audience only receives information relevant to them?	<input type="checkbox"/>	<input type="checkbox"/>
Can you identify track and engage individual buyers online?	<input type="checkbox"/>	<input type="checkbox"/>
Can you prioritise buyers based on fit and likelihood to buy?	<input type="checkbox"/>	<input type="checkbox"/>
Are you filtering leads based on level of engagement and interest?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have established content and workflows prepared in advance, or is it done on the hoof?	<input type="checkbox"/>	<input type="checkbox"/>
Are you delivering your audience the right thing at the right time, dependent on their engagement score?	<input type="checkbox"/>	<input type="checkbox"/>
Can you measure revenue contribution for every single campaign?	<input type="checkbox"/>	<input type="checkbox"/>
Are you managing all engagement channels, eg social and direct mail, not just email?	<input type="checkbox"/>	<input type="checkbox"/>
Is it only of benefit to the marketing team?	<input type="checkbox"/>	<input type="checkbox"/>
Are you helping your sales team by creating a smooth transition between MQL and SQL?	<input type="checkbox"/>	<input type="checkbox"/>
Is it complicated and time consuming to add new features such as Progressive Profiling or Intent Data Analytics?	<input type="checkbox"/>	<input type="checkbox"/>
Are you fully GDPR compliant?	<input type="checkbox"/>	<input type="checkbox"/>

Forrester expect adoption of automation will top **\$25billion** by 2023 compared with just **\$11.4 billion** in 2017

The most powerful marketing automation benefits that businesses can expect:

- Increased qualified leads, at a lower cost per lead
- Improved customer retention and relationships
- Improved marketing and sales alignment
- Demonstrated strength in marketing ROI



Make your business fit for revenue generation

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PS If you have a reseller channel and they're not doing this, you're pouring MDF down the drain. Ask us about Automated Channel Management for an immediate fix!