

### MARKETING AUTOMATION™

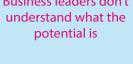
## Harmonising **sales and marketing** to achieve competitive advantage through MarTech

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











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

of expertise as the reason

55.6% of companies that don't use automation cite a lack

## Common misconceptions about automation

#### WILL

- Moves marketing teams from being cost centres to revenue centres
- Empower marketing and sales teamsCreate efficiency and
- measurability

  Allow campaigns to scale sustainably

# ly

under-skilled

Create content

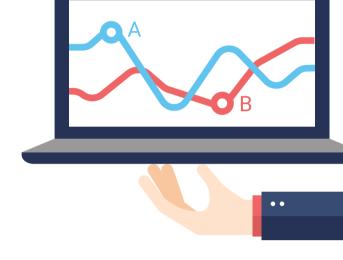
WON'T

Push out spam

Replace marketing teams

Deliver results if staff are

**DON'T KNOW** 



to be the biggest barrier to success

44% of marketers consider delivering personalised content

## NO

Can you finitely segment data so that your audience only

MarTech and Automation check-list

receives information relevant to them?		
Can you identify track and engage individual buyers online?		
Can you prioritise buyers based on fit and likelihood to buy?		
Are you filtering leads based on level of engagement and interest?		
Do you have established content and workflows prepared in advance, or is it done on the hoof?		
Are you delivering your audience the right thing at the right time, dependent on their engagement score?		
Can you measure revenue contribution for every single campaign?		
Are you managing all engagement channels, eg social and direct mail, not just email?		
Is it only of benefit to the marketing team?		
Are you helping your sales team by creating a smooth transition between MQL and SQL?		
Is it complicated and time consuming to add new features such as Progressive Profiling or Intent Data Analytics?		
Are you fully GDPR compliant?		
Forrester expect adoption of automation will top \$25billion by 2023 compared with just \$11.4 billion in		

The most powerful marketing automation benefits that businesses can expect:

Improved customer retention

and relationships

2017

Improved marketing and sales alignment Demonstrated strength in marketing ROI

Increased qualified leads, at a

lower cost per lead

Make your business fit for revenue generation

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