

Understanding B2B Marketing Automation

An Infographic By Couch & Associates Inc.

At its most basic level, marketing automation is any technology that helps companies easily segment leads and scale personalized communications. Marketing automation typically works in connection with CRM systems like Salesforce and, when most effective, it is integrated with a comprehensive inbound marketing strategy.

(Source: HubSpot)

An Introduction to Marketing Automation



Marketing automation uses technology to manage, scale and measure marketing. (Source: eConsultancy)



Marketing automation is the art and science of automatically managing the targeting, timing, and content of your outbound marketing messages in response to prospects inbound actions and online behaviors.



Marketing automation has seen the fastest growth of any CRM related segment in the last 5 years.

(Source: Focus Research)

\$4B

Marketing automation is showing the strongest growth in the \$4B CRM market space.

(Source: SiriusDecisions)

What Marketing Automation Includes:



MARKETING AUTOMATION IS A PLATFORM THAT SUPPORTS THE MARKETING PROCESS

enabling targeted communications that nurture leads until they are sales ready, better management back-end technology that enables better, faster, more relevant, more accountable marketing on the front-end.

(Marketing Automation Best Practices, Econsultancy)

How Marketing Automation Can Help

Marketing automation tools can help you guide your potential customers through the decision making process with targeted communications that address their specific needs and timelines. (Source: Hubspot)



Marketing automation tools are empowering marketers to answer key questions, including:

- Who is my target audience?
- What is the best way to communicate with our prospects?
- How do we assess and nurture a non-responsive prospect?



Marketing automation will help your business focus on the most valuable sales leads while allowing you to control the cost of marketing initiatives according to real world performance.

(Source: 4 Ways to Maximize Return on Investment with Marketing Automation)



SHORTEN SALES CYCLES



SEAMLESS INTEGRATION OF CRM SOFTWARE



BUILD BETTER RELATIONSHIPS WITH SALES



IMPROVE ENGAGEMENT



AUTOMATE REPETITIVE TASKS



ACCESS TO REPORTS AND ANALYTICS



EFFICIENT USE OF TIME AND RESOURCES



REDUCE COSTS



WIN MORE DEALS AND GENERATE HIGHER REVENUE

Results You Can Expect

43% of top performers are using marketing automation tools. (Gleanster Research)

Companies that invest in marketing automation solutions see **70%** faster sales cycle times, and **54%** improvement in quota achievement. (Source: McRae & Co.)

Gartner has estimated that automating marketing processes can increase revenue by **20%** and reduce marketing costs by **25%**. (Source: Gartner Research)

Companies that automate lead management see a **10% or greater increase** in revenue in 6-9 months. (Source: Gartner Research)



THREE TIMES

Top performers are **three times** more likely to use marketing automation than everyone else. (Gleanster Research)

Personalized emails improve click-through rates by **14%**, and conversion rates by **10%**. (Source: Aberdeen Group)

451%

of businesses who use marketing automation to nurture prospects experience an increase in qualified leads. (Source: Focus.com)

Relevant emails drive **18 times** more revenue than broadcast emails. (Source: Jupiter Research)



Gartner estimates a **15%** savings on creative production with marketing automation. (Source: Gartner Research)

15%

87% Marketing automation is essentially all the same benefits you currently get from an email marketing tool (which 87% of the market currently utilize) with integrated web analytics, landing pages, business rules, and CRM integration. The outcome is one system to manage multiple channels, automation of personalized engagement and transparency into marketing and sales performance. (Source: Ian Michiels, Principal Analyst Gleanster Research)



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