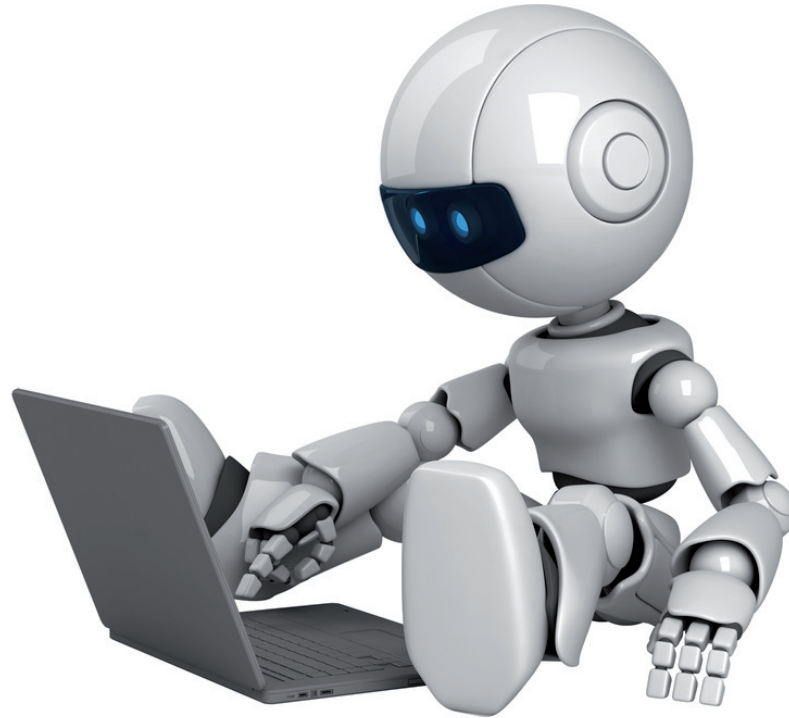


# The **target**360 Simple Guide To...



## Marketing Automation

by Marina Lumley

### about the author

Marina Lumley is a Marketing Communications professional of 18 years. In her career Marina was on the board of a highly regarded integrated marketing agency and developed marketing communications strategies for brands such as British Airways, Whitbread, Royal Mail, BT and many more. In the last 4 years Marina became an independent consultant and is both a trainer in marketing and practitioner in marketing communication strategy.



Marina trains her own clients and also works for the Institute of Direct and Digital Marketing and The Chartered Institute of Marketing. Her areas of expertise include Social Media Marketing, Digital Marketing, Content Marketing, Integrated Marketing and eCRM. Marina also works closely with clients and agencies to improve their relationships and working practices through the creation of agency management programmes.

### who should read this guide?

Thank you for taking the time to download this Simple guide. We hope that it is both simple but informative.

The fact that you have downloaded it probably means that the concept or term has hit your radar and you are rightly trying to understand the term and its implication better. You are most likely in a marketing role or have some connection to marketing and/or sales. But equally you could be in an IT or procurement department.

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### marketing automation defined

Don't rely on the Wiki description of marketing automation as it just doesn't go far enough. It says *"a software platform designed for marketing departments to streamline high-touch, repetitive manual processes with automated solutions"*. This description is factually correct, but doesn't go nearly far enough.

### but it's more than that...

**It is an 'enabler'** – it makes marketing related communications with individual prospects or customers easier and more possible than ever before so that you can nurture individuals depending on their readiness to buy.

**It is an 'engine'** that allows you to process

- a. behavioural data about an individuals prospects interactions with the majority of your digital assets across websites, landing pages, emails, social media, blogs etc
- b. provided data by the prospects themselves which is captured. Something that was a dream a few years ago or came at a huge price is now entirely feasible and cost effective for even a small

business. You can now harness 'big data' and make meaningful decisions and design customer communications around it.

**It's a tool** that measures the effectiveness of your digital marketing efforts and reports in a powerful and insightful way in real time so you can make marketing decisions.

**It automates** previously manual tasks, in particular email, so that your marketing responds to the interactions of your prospects as soon as your prospect does something – rather than when you manually create a campaign that you then blast to a group of prospects.

And what does this all lead to? – through the combination of all of its features, it enables a company to drive a stronger ROI from its marketing investment by

- a. improving the quality of the marketing to individual prospects
- b. improving the marketing intelligence gleaned through carrying out activities which in turn enables you to improve performance
- c. to focus marketing budget on the things that make the most impact to your bottom line

# Why is it so hot now?

## The Simple Guide To... Marketing Automation

Some would say that Marketing Automation has risen in prominence for two main reasons.

### the recession

It puts a greater focus on measuring and driving a strong ROI from marketing budgets which Marketing Automation facilitates.

### the invention of sas

Cloud computing and software as a service reduces the cost and ease of deploying a technology such as Marketing Automation.

Both are most certainly true, but there is another reason too. There is now a sufficient level of understanding permeating through the marketing industry on the fact that we have reached a very important development in marketing.

Marketers can now do what they once dreamed of but couldn't afford or enable – they can have truly relevant, engaging and responsive interactions with prospects on an individual basis. They can for the first time do what they have 'said' they have done

before, but didn't! Engage with their audiences.

Marketing Automation is an extremely potent force in marketing! It can change the way you do your marketing. And companies can afford it. In fact most companies can't afford not to!



# What can Marketing Automation do for you?

## The Simple Guide To... Marketing Automation

So what are the features of marketing automation that could make a real difference to your business?

### the power of email marketing

After SEO, email marketing is often cited by companies as the most important channel for driving ROI and yet email marketing has come under a lot of scrutiny lately and is sometimes a 'forgotten' channel - probably due to the negative themes of 'spam', low open rates, low response rates, inbox bombardment, lack of opt-in, low satisfaction rates, and the perceived attitude of email receivers being negative towards what comes into their inbox.

The reality is that when we as customers receive a relevant and timely email – we don't think about the email – we don't celebrate email as the channel that sent us this message – we just get on with engaging with the content.

So good email marketing goes uncelebrated by consumers but it fulfils its purpose for a business - and by integrating it with a marketing automation system, real power can be realised!

### *Benefits of email marketing and marketing automation*

**Good bye batch and blast emails.** Emails can be sent to individuals based on their interactions with your content and digital assets. Truly 1-2-1 marketing.

**Personalisation as a norm.** It becomes an easy task to personalise your emails with specific data fields and content – again based on prospect behaviour.

**Proactive and reactive** – Respond to prospect behaviour and demonstrate proactivity by suggesting what they may want to engage with next. Also automatically react to actions.

**Automatic triggers** – automatically respond to a trigger actions. Manual campaigns only need be created where you have a new story to tell.

**Testing** - becomes par the course because you can see the impact of every email you send in a handy dash board – open rate, click-through rate etc.

**Fine Tune** - the number and frequency of the emails you send to a prospect based upon their individual behaviour rather than prescriptive rules. Ensuring a more engaging experience that doesn't over or under kill.



### better lead management...

In a business where customer acquisition is a role of marketing, marketing is usually set a goal of driving a greater and greater number of leads. When we have asked businesses for their key acquisition metrics – more leads please is the task that marketing is usually set by the rest of the business –and in particular sales. The focus is on the number first and sometimes only the number.

Yes this is an important metric and goal but a potentially more powerful one is to better manage the leads that you initially get in and turn more of them into MQL – Marketing qualified leads that are suitable to be passed on to sales and that sales will be happier and more excited about. Marketing Automation makes this possible.

### ...makes better leads

**Marketing database and single customer view** – You can now build a powerful picture of your prospects and customers in a database designed to be easy to drive marketing campaigns from. No importing and exporting data – the data arrives in



the right place in the first place!. And that data can come from multiple sources – 3rd party sources including social media and provide a single customer view. This then enables the triggered communications we spoke about in the section on email marketing.

The marketing database is also powerful enough to recognise and de-dupe leads using cookies and IP addresses.

**Automate your email and offline DM campaigns** - based on the steps that you define and set up in advance.

**Behavioural tracking** – Track across all your digital assets what each prospect does and in what order too. Web pages visited and re-visited, keywords typed, inbound links from social feeds –all of which enables you to assess the effectiveness of your marketing, assess the likely value of your prospects and decide when they are ready to be passed to sales

**Automated alerts** – a very useful device that you can set up to ensure that when a prospect conducts certain key tasks your marketing team or sales person can be alerted via an email to

their phone so that they can react immediately. E.g. – someone requesting a demo or asking to be called back.

**Assign a lead score to each lead** - that can go up and down based on what the prospect does. This tool varies in its sophistication by vendor but the principle remains the same. The score enables you to see at a glance how many people you have at different levels of engagement within your marketing pipeline and who requires further engagement verses those ready for more advanced buying cycle marketing tactics or sales intervention.





### integration with crm systems

The level of true integration that Marketing Automation systems provide with existing CRM systems varies greatly and this is something to scrutinize when selecting a vendor and assessing what you really need.

target 360 is fully integrated within Microsoft Dynamics but also syncs with Sales Force and other CRMs. This means that target 360 actually provides a CRM system for businesses who don't have one yet and this solution is often much more cost effective.

### happier sales teams

Marketing Automation can provide both sales intelligence and the ability for sales to run their own sales campaigns.

Marketing can control the communications and interactions with a prospect until such time as the prospect is deemed a MQL (Marketing Qualified Lead) at which point it can be automatically

handed over to a specific sales person.

That sales person then has access to the prospect behaviour and interactions and is therefore fully armed with the intel required to engage in conversation. They will know how long the prospect has been investigating, what they were particularly interested in and what content they have downloaded. They will also know what that first touch point was that bought them into the marketing funnel in the first place – a paid for search, verses a natural search and what keywords they used.

They will also be able to see all the data that the prospect gave proactively – such as job title and function, decision making capability etc.

## marketing radar

Whilst the lead has now been passed to sales, marketing still doesn't lose control. They can see the interactions that sales has and monitor appointment making and the status of a deal. And when that sale is completed – marketing can see the value of that sale and the ROI against the campaigns deployed. Potent stuff!

And if the sale doesn't close on this occasion, sales and marketing can decide to re-cycle that lead and recommence the nurture process back within marketings remit – and leave sales to focus on the fresh sales-ready prospects.

## measurement and analytics

Within the one-stop-shop of Marketing Automation software marketers are able to determine how effective their individual marketing efforts are and, to a point, what campaign or touch point should be credited for the ROI.

You can see the conversion pathways of specific individuals and

look at what the most common or strongest pathways are in the sales conversion. These can then be bolstered and invested in.

## dashboards and reporting

Depending upon which Marketing Automation system you deploy you are provided with functionality that allows you to set up your own dashboards and reports based on what intel you need to see – and how frequently you want to see it.



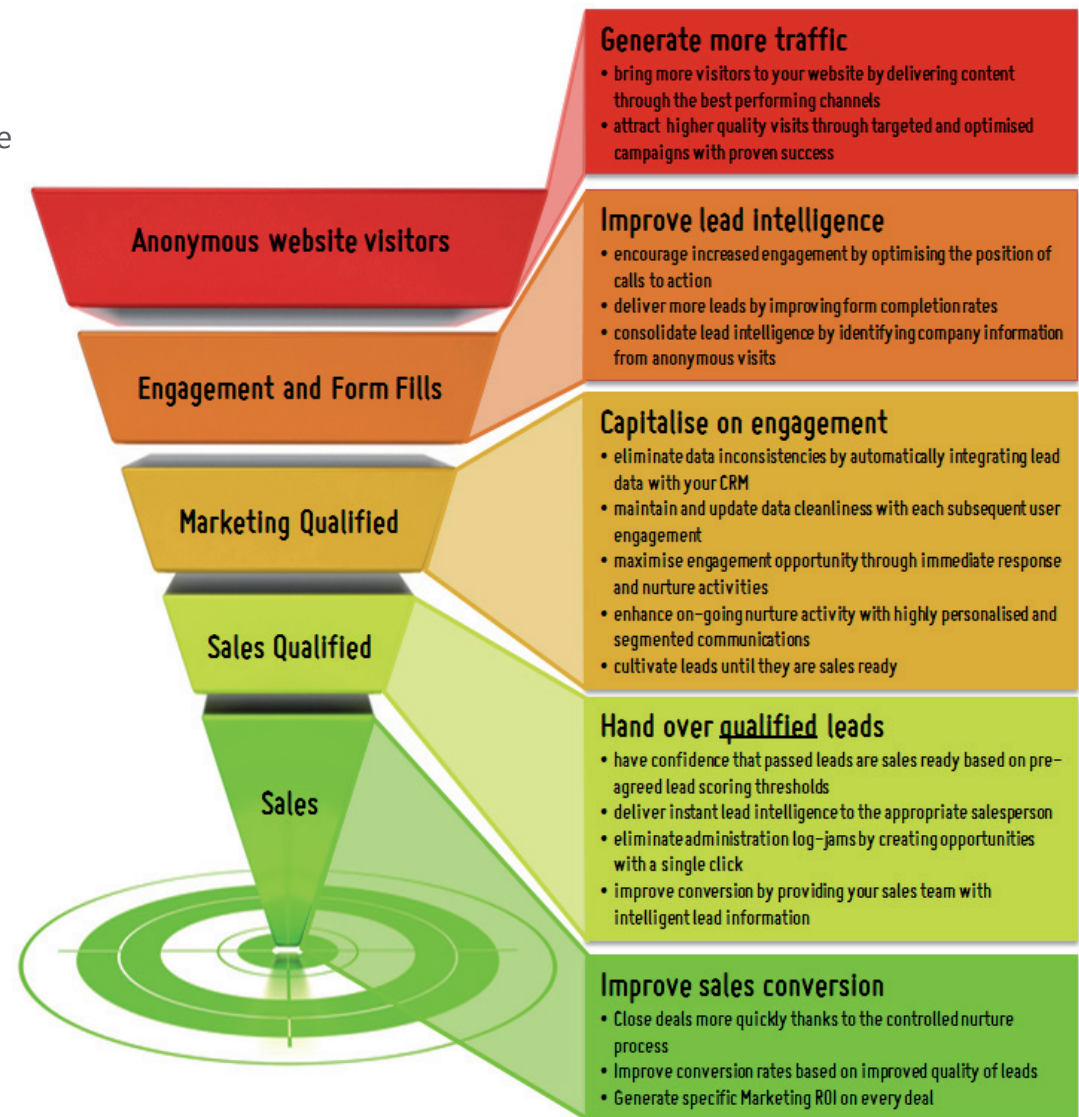
# The funnel explained

## The Simple Guide To... Marketing Automation

We could have chosen to start this simple guide with an explanation of the funnel – but we thought it easier to explain the principles of Marketing Automation first and then show you how it all comes together in the marketing funnel.

The funnel helps to illustrate the journey of a prospect and the opportunities to improve the conversions along the way. Once you understand what you can influence and measure the impact of improvement – you can focus your efforts better.

By this point in the guide you have either started patting yourself on the back because you have already identified these opportunities – or you are now itching to progress to the next step and see what impact Marketing Automation could truly make to your business.



Marketing Automation is not a stand-alone solution that you merely plug in. To drive the greatest impact, you need a strategy.

### building your strategy

You need clear goals that have been derived from a strong understanding of your 'current situation'. You then need broad strategies of how you are going to go about achieving your goals. You then need SMART objectives to deliver those broad strategies and finally the individual and specific tactics you will deploy.

Armed with these 5 ingredients, Marketing Automation is the enabler and implementer to a more profitable 2013 and beyond.

At target360 we recognise that this 'thinking' piece at the beginning is often a barrier for companies. Because they don't know if they have the time to do the thinking or don't know what frameworks they should use for thinking.

That is why at target360 we offer workshops held on your premises to define exactly those 5 key ingredients and we work closely

with independent consultants who will help you get to your clear strategies and then build the exact elements within your Marketing Automation system to deliver your needs.

### getting it working for *you!*

One of the things that upsets us about the deployment of Marketing Automation is when it doesn't get used. When it's bought by a company but the people that should be using it and would benefit greatly from using it – just don't know how. For many valid reasons, they never fully embrace the opportunity.

That is why at target360 we pride ourselves on the level of training we provide. It's both flexible in how we train and also for how long we train for. We will keep coming back and working with you on your specific needs until its second nature.

And being a UK founded and UK based Marketing Automation provider, we are always within easy reach of our customers and go the extra mile for you.

According to an article in B2B Marketing:

**“In the UK, marketing automation still has a way to go in becoming standard practice. When you consider that the leading vendors in the sector are all US-based this perhaps isn’t so hard to understand – trends that begin in one territory take time to cross to another, after all.....Marketing automation as a concept was still fairly new to UK B2B marketers as little as two years ago.”**

We built our target360 due to the demand of UK companies who were not being serviced well enough by US vendors. We wanted to provide an up close and personal service that truly got under the skin of the challenges for B2B businesses. Our roots as a business were in CRM providing solutions for some of the biggest brands in the UK.

## what does 2013 look like?

We expect more and more UK businesses to adopt a Marketing Automation system in 2013 in order to drive a better ROI from their marketing. Solutions like ourselves appeal to SMEs both because of our service levels and also the low cost of the solution. We have no doubt that businesses will see a positive ROI from the deployment of our MA system within its first year – often within its first months.

## what is around the corner?

Greater social integration is on the agenda as marketers utilise social media to encourage conversation and inbound marketing.

More advanced analytics. As customers familiarise themselves with the current packages on offer they will seek out even more intel – and Marketing Automation vendors are only too willing to oblige.

Managing the whole marketing department – Sounds a bit big brother, but over time Marketing Automation could increase its role and remit and support more and more of the marketing department.



## integrated marketing automation and sales crm

target360 is an enabler to supercharge sales and marketing. It enhances your marketing and sales practices and informs your business decisions. Through our marketing automation and CRM toolkit, we allow companies to optimise their marketing and sales funnel to help them deliver on their potential.

Our marketing automation suite provides solutions to these 5 common challenges faced by marketers on a daily basis.

1. Not enough time
2. Insufficient content to drive true engagement
3. Weak processes that inhibit the sales journey
4. Limited ability to measure effectiveness
5. Inflexible and cumbersome data management system

UK owned and based, our team's ambition is to help customers deploy a cost effective solution and realise the benefits now, and support you in the future.

## get in touch

Find out how we can supercharge your sales and marketing



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