

The benefits of marketing automation and **it's** return on investment



ACEBO

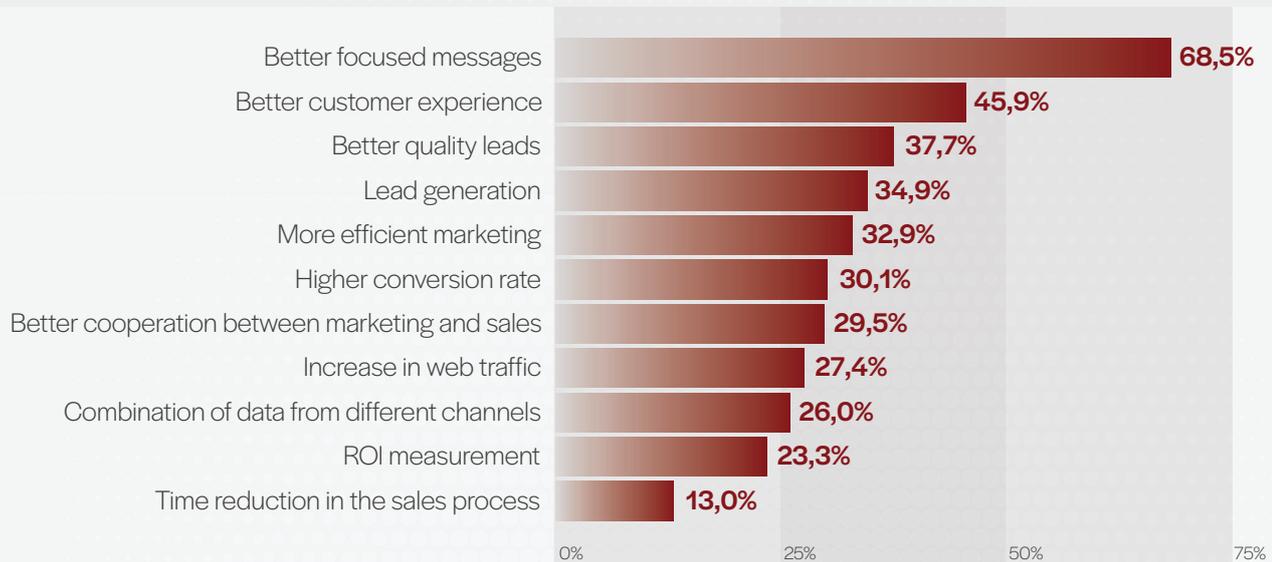
There is a strong desire and need for businesses to succeed in the world of digital marketing and automation. The automation of the marketing, and the cost of implementation, is nothing to fear, however. This technology is designed to take your business to another level of demand generation and customer loyalty. Change is not always easy, but change will never happen smoothly or correctly if you are not willing to invest in the equipment that understands this new kind of marketing technology. To create a marketing automation strategy effectively requires time and careful planning. The good news is that, with a well-implemented strategy, you will have more knowledge about customers than ever before.

No matter what sector your company is in, the goal is always the same: **Conversions**.

	B2C	B2B
Mission	Brand distinction	Lead generation Engagement
Tactics	Customer journey Data-driven products / service recommendation	Audience segmentation Lead nurturing
Objective	Conversions	Conversions

Benefits of marketing automation

One of the most significant benefits of a marketing automation software is that it allows you to gain a better understanding of your potential customers. The software will keep track of the pages on the website that your potential customers have seen, the emails they have opened, the links in the emails and who have clicked, and the forms they have completed. However, when it comes to implementing marketing automation, many people can be intimidated or overwhelmed by its complexity or by the process of it all, which in turn prevents them from making any progress.



Leading companies across various industry sectors are using marketing automation to improve their marketing activities, as well as using marketing automation to make improvements and train sales teams with more qualified leads, resulting in achieving overall greater return on investment.

So, how do these various companies differentiate from each other? It's not that they are better, smarter, more creative, or have a larger budget. They simply have the right tools: tools that give them a better view of the entire marketing funnel, allowing them to gain insight to effectively determine when potential customers are ready to buy. In the current marketing environment, these skills are becoming essential and highly sought after.



How much does a marketing automation tool cost?

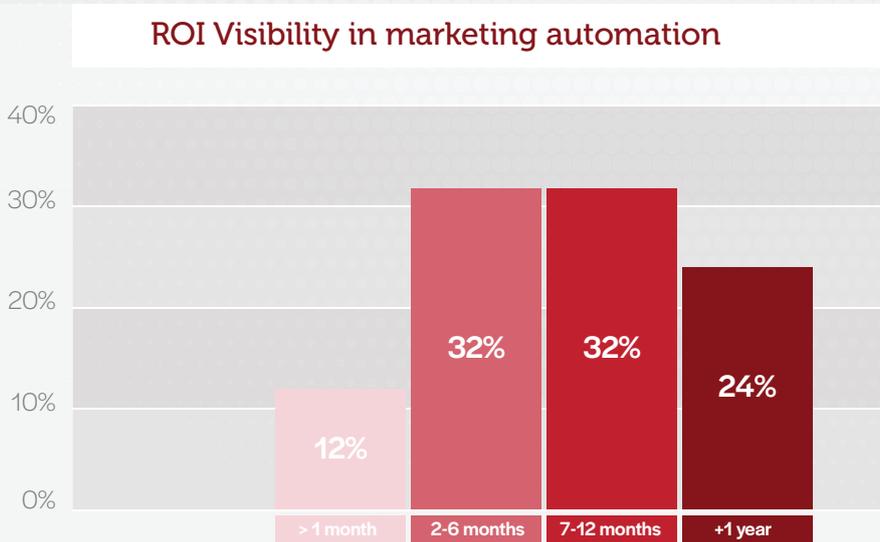
Marketing automation software programs have a very wide price range and it also depends on the project at large. Most software programmes will include a monthly fee, e.g software from ActiveCampaign or Hubspot starting from €50, or Marketo or Salesforce Pardot within the €4000+ range. However, it all depends on both the software used and the project requirements and scale. Software providers such as Marketo or Salesforce Pardot are often used for more complex processes and are usually used by medium and large companies. There is a wide variety of software and rates that can be adapted to any company, generally depending on the number of contacts. For example, the price of the same tool will be different if administration is necessary of 1,000 contacts than if we want to manage 10,000 contacts.



Today's software market includes all types of companies and necessary processes. So, what does it mean exactly? It means that regardless of the size of your company and the complexity of the tasks to be performed, there will always be software according to your needs. Knowing how to choose a platform that provides what you need today, and what you will need tomorrow, is transcendental to achieve the return of investment you are looking for.

How long does it take to see the return on investment from marketing automation?

While results are produced quickly, the main benefits of marketing automation start to be most visible after the first two months of running, however, depending on the sale of the project and data at hand, it can also take up to a year, depending on the company and sector. However, an average approximate time frame is typically 4 to 8 months.



Source: Marketo

What is clear is that marketing automation allows you to demonstrate the ROI of your campaigns. The ability to know the effectiveness of campaigns is helping companies to demonstrate the impact of marketing and the bottom line. This allows you to scale your campaigns, reach your leads more effectively and bring in better qualified potential customers.



“Two-thirds of the buying process for a client takes place before contacted by a sales representative.



Companies shouldn't waste time or waste resources on unqualified leads. Today, companies waste large portions of their marketing budgets by generating and qualifying potential customers who will never buy. Marketing budgets can be more or less tight or limited, and in any case, placing your money where it will generate more demand is essential for business and commercial success.

The Conversion is a metric to follow and determine the return on investment of any marketing effort. Determining the ROI of a marketing automation platform is a matter of comparing historical conversion rates with how the rates change with the implementation of automation.