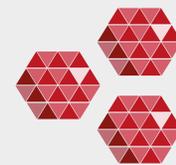


# Marketing automation helps companies to **reach and engage with new potential customers**



ACEBO

Marketing automation platforms are really powerful technology tools that provide companies with a wide range of solutions to manage the components of various online marketing campaigns. But without careful implementation, companies are less likely to fully utilize and realize the significant potential that these platforms really offer.

For example, once the appropriate marketing campaign is in place, you can generate, manage, and track the performance of the marketing campaign, and use a variety of channels and formats to penetrate your audience, such as whitepapers, articles, case studies and industry reports to optimize your reach and maximize the impact on your audience for a greater number of conversions. The data you collect must be filtered to understand the opportunities of income generation that in the past were very difficult to see. It is also worth noting that without a solid content marketing strategy to attract leads through different touch points and stages, investing in a marketing automation platform will not make much sense. Creating enough content is one of the main challenges for companies and marketing automation. Marketing automation enables you to determine what information you can collect and analyse, such as targeted behaviour of a prospective lead, customer, as well as tailored communication in a timely manner. This helps to give a clearer picture of the customer journey, and communication can be sent through an automated process.



## What does marketing automation really do?

Automation allows you to control and run complex campaigns with ease, with minimal or no manual effort, reaching highly segmented audiences, at ideal times to get the maximum return on investment. When communication and customer engagement is automated, you can spend more time focusing on the higher-level strategy and creating high impact content.



### Generating leads

Lead generation is the process of gathering information about your potential customers and those who may be interested in purchasing your company's products or services and engaging them with relevant marketing content.



### Manage leads

Generating leads is just the beginning, managing them is a crucial step to drive them through the marketing funnel until they are ready to move on to the sales teams. This step includes targeting and qualifying the audience.



### Build and manage marketing campaigns

You can create dynamic emails, custom content, use A/B testing to see what content works better and automate the sending of emails at the right time based on the activity of your leads.



### Align sales and marketing teams

Marketing automation can bring sales and marketing teams together to make your efforts more efficient and effective. You will see how your tactics contribute to increased sales by integrating with your CRM.

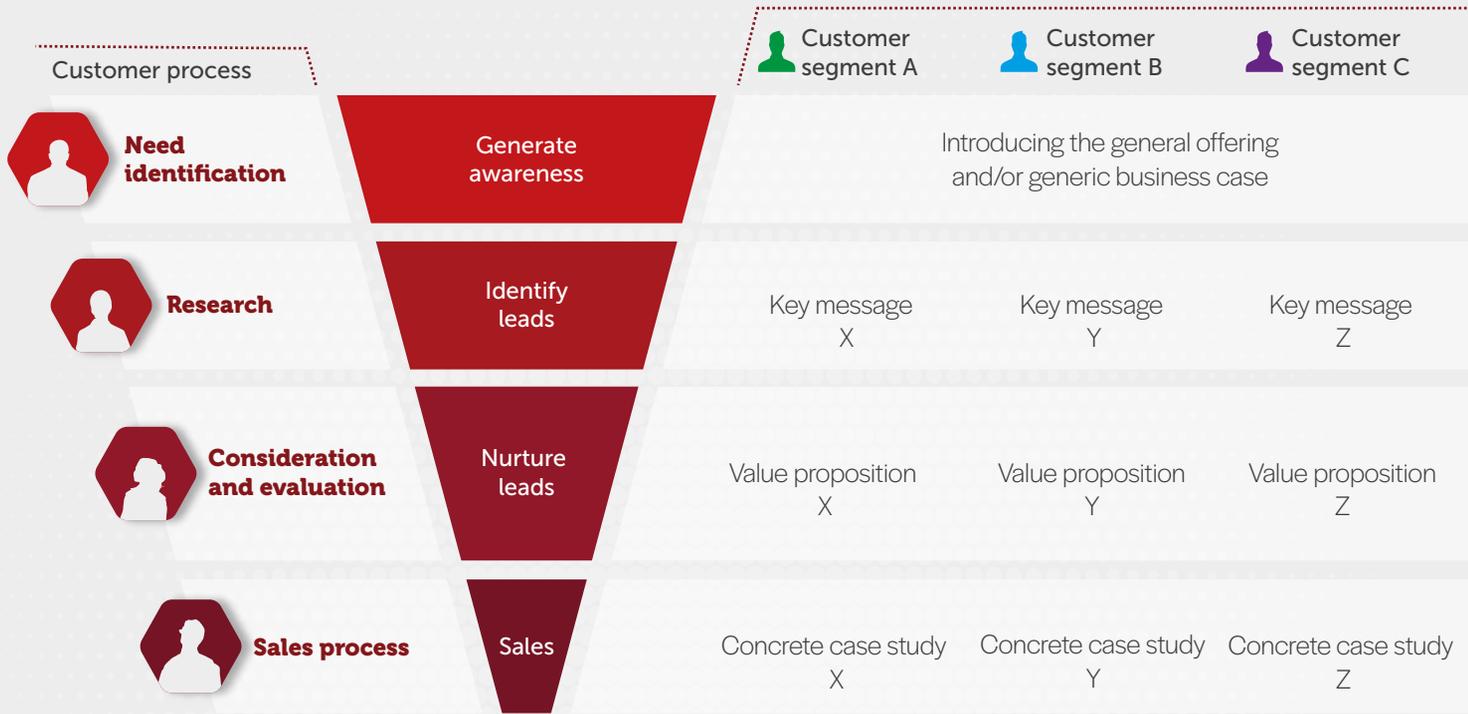


### 100% visibility

The members involved want to see the impact of their marketing campaigns. Marketing automation platforms help you check the status of your funnel and easily report on campaign performance and much more, even in real time!

## The right message for every potential customer

Businesses can use marketing automation to display personalized content for each of your leads depending on the state they are in to maximize the impact of the marketing campaigns. Not all potential clients have the same needs or interests, so a “one size fits all” message is an outdated concept.



In many ways, marketing automation software is a fantastic tool with a great power, but only as good as the implementation, the process, and the commitment behind it. Some companies are captivated by the capabilities of this technology, but do not implement the right plan and process to ensure success.

## The impact of marketing automation

Businesses can use automation software to target customers in a multichannel way, customizing the types of messages and communications that are most suitable for a customer specific at a certain point in the customer's journey. This creates a more organic relationship between client and company, ultimately benefiting both. Here are some benefits:



Companies that use marketing automation have a conversion rate 53% higher.



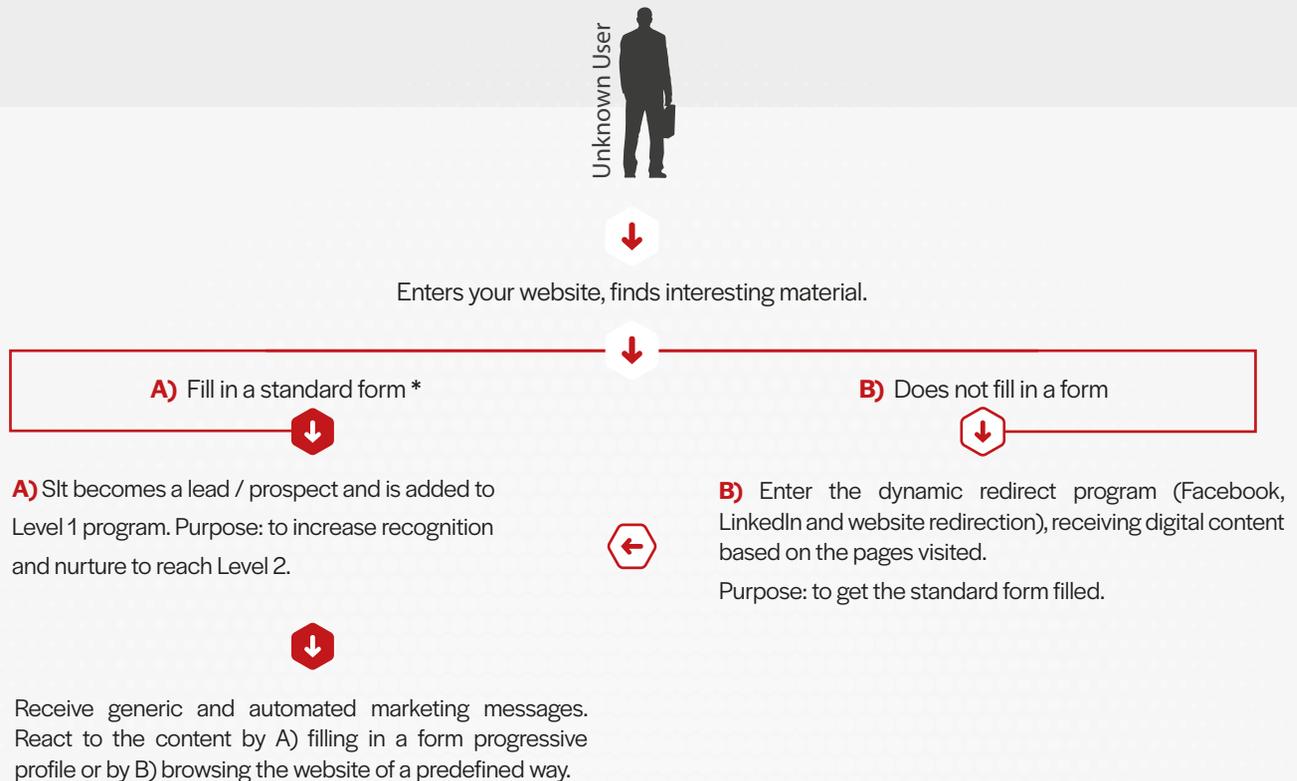
Companies that use marketing automation have a 20% increase in sales opportunities.



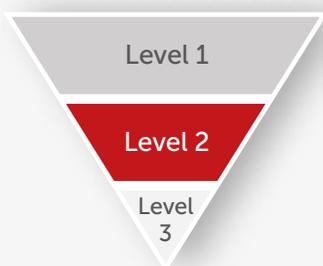
63% of B2B companies that grow faster than their competitors use a system of marketing automation.

## Automation of messages and content

The automation of messages, communication and content helps to optimize marketing ROI. When social media, emails and website content is established under the same digital ecosystem and based on certain actions, potential customers will see messages and updates according to their needs.



The lead is added to a specific nurturing program. It can be customized according to region, country, language, etc. The further down the funnel, the more personalized the message. Each program has a specific scoring system to give monitoring the impact on each potential customer.



Reacts to certain content and moves through the funnel. When a lead is activated as a Marketing Qualified Lead (MQL), transferred to a CRM (Customer relationship management) system and/or sent to the person responsible for the area / sector within the company.

The automation of the tasks for marketing efforts saves you the hassle of manual work and saves you time. Whether it is a similar case study, a document or a blog entry, marketing automation helps companies keep in touch with their audiences.

The bottom line: automation solutions for marketing guarantees a positive ROI when implemented effectively.