

## 2.3 Marketing Automation

### META DATA

Browser Title: Marketing Automation is a Smart Move Towards Better Revenue

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(<160 chars) Meta Description: Marketing automation is essential for managing, targeting, scheduling, and optimizing fundamental content marketing strategies.

## **H1: Marketing Automation & Online Efficiency**

At the core of content marketing, lead nurturing, and generating demand online is an intelligently designed layer of automation. There are too many tiny menial tasks involved for any sane human being to worry about on an hourly/daily basis. Instead, organize and optimize each and every step of the cyber-marketing process ushering quality leads into the sales funnel. Marketing automation is definitely a user-friendly process in most cases, but not everyone can navigate through the deeper functionalities.

### **Outsource Some Simplification**

The kind of results people are looking for when delving into this aspect of digital marketing are typically only had when professionals oversee the process. In the past this was a problem for regular folks trying to start a new business or brand, but not anymore.

Through the online freelance revolution, it's simple to get in touch with teams who know every facet for a fraction of the traditional price. For example, Inbound Marketing Services can be a one-stop-shop for all automation needs which include:

- Quality content creation, general layout, and thorough optimization.
- Integration of lead nurturing & demand generation.
- Expert CTA landing pages, lead promoting emails, and opt-in formatting.
- Ground up creation of personalized web pages, social media, and blogs.
- Split-testing, consultancy, and analytical examination of existing components.
- Fast lead scoring centered on email interactions, form information and conversions.
- Synchronization of lead data by integrating it with the CRM to maintain updated and qualified leads.
- Comprehensive measurement of key performance indicator (KPI) based on channel and campaign.

### **How Does Marketing Automation Work?**

Marketing automation takes care of the many simple (borderline mindless) but time consuming tasks involved in online branding and business. A common example is automatic emails which are sent to your customer base. They're triggered by customer activity, usually signing up for a mailing list or clicking the link in another email.

However, marketing automation can also incorporate algorithms to “score” customers based on their likelihood to prefer a certain message. The automated marketing software would then send one campaign to people that score high, then another email campaign to those customers who scored differently.

### **The Email Marketing Dilemma**

The days of direct marketing exclusively through snail mail are long gone, which leaves the cheaper and more efficient option of email as a great alternative. However, email can easily be abused by companies, who either neglect their customers or send out emails that are too frequent or don't possess anything of real value. While it's nice to keep in touch, spamming customers can be even more damaging than sending no emails at all. It's tricky to find a happy medium between no contact and constant contact and this is where marketing automation comes in.

### **Why It Works**

Automation streamlines your email marketing efforts in a way you never could manually. No longer will you forget to let your customers know about your latest product offering or an upcoming sale. The software eliminates all the guesswork that typically comes with email marketing. Just set up the system and let it take care of the rest. All you have to do is come up with the messages you want to send and that's something Inbound Marketing Service can help you with.

### **Additional Benefits**

The best part about marketing automation is that it takes a major responsibility — strategic, frequent communication with your customers — off your plate. With this major burden taken away, you'll have a lot more time on your hands. You can use this time to work on the next great innovation your company will bring to the market. And when you make this discovery, you can rely on your automated email marketing system to keep your customers informed.

### **Next Step to Be Considered**

Don't leave your loyal customers in the dark. Add marketing automation to your arsenal of tools and ensure that your following has all the information they need. Contact our specialists with your questions about marketing automation and we'll put you back on the path.