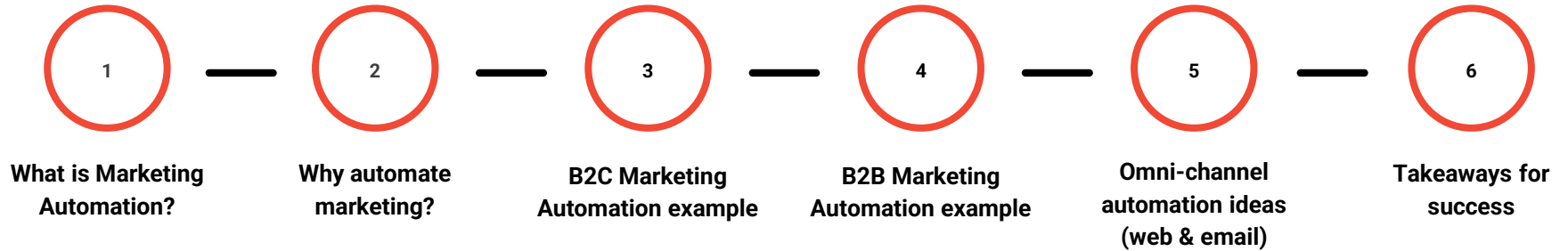


# How you can leverage marketing automation in your strategy

Najib Raad - Managing Director



# What Is Marketing Automation

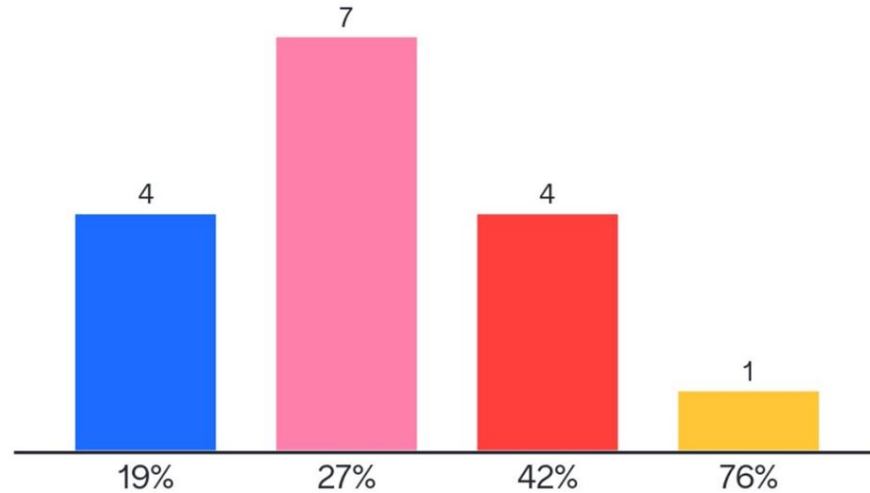


# What Is Marketing Automation

Marketing automation empowers businesses to do more with less by using software to **automate repetitive marketing tasks** — like ads, emails, nurturing, reporting and social media.



# What is the percentage of companies utilising marketing automation?



# What Is Marketing Automation

## What does it do?

- ✓ Scales up successful marketing processes
- ✓ Automates repetitive tasks
- ✓ Delivers an exceptional experience at every turn

## What does it not do?

### **Marketing Automation does not “do marketing”**

- ✗ Strategy.
- ✗ Thinking.
- ✗ Planning.
- ✗ Create compelling content.
- ✗ Replace human interaction.

# Why Automate Marketing?

Users expect **always-on** experiences that can meet their demands any time, anywhere.

- ✓ Market better with less manpower
- ✓ Better results with data driven marketing
- ✓ Achieve mass scale
- ✓ Provide a better user journey for your clients
- ✓ Mass personalisation

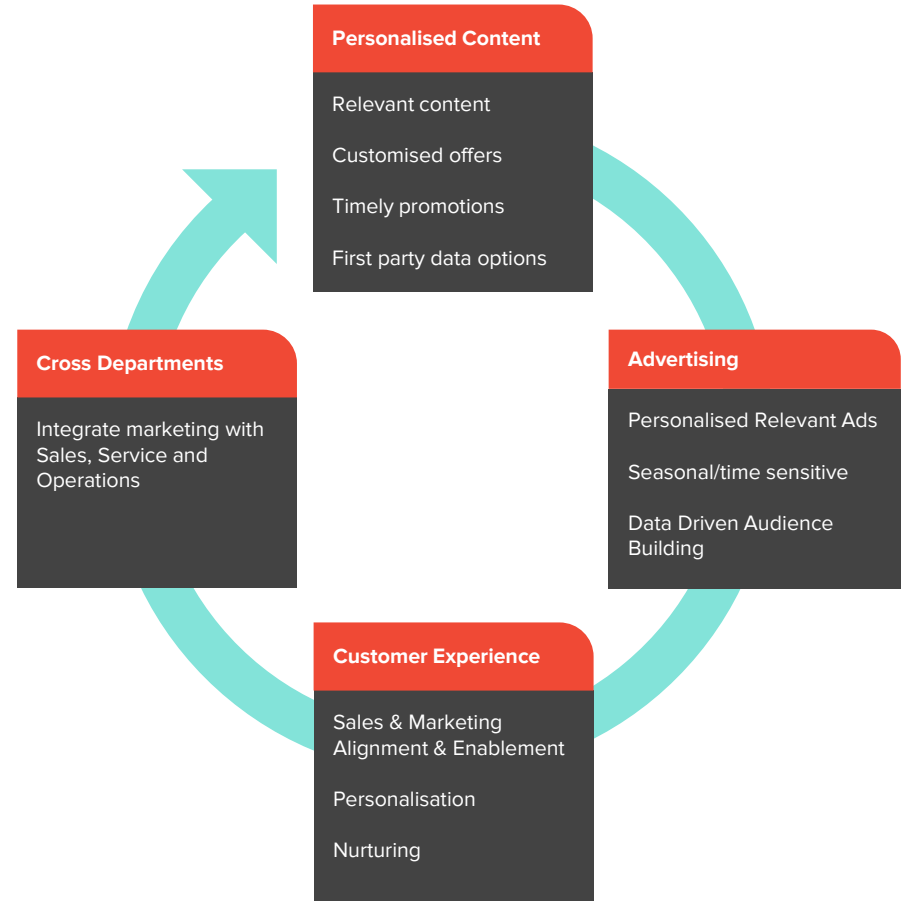


# Why Automate Marketing?

Users expect **always-on experiences** that can meet their demands any time, anywhere.



“Whether they’re one of ten customers or one of 10,000. At its core, marketing automation gives marketing teams the power to do just that.”



# B2C Marketing Automation Example

How Kennards Hire used automatically generated weather ads to launch campaigns at key time intervals with amazing speed and results.



Input weather criteria

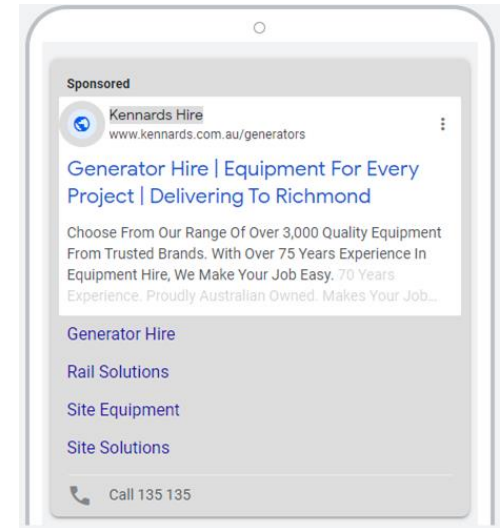
A screenshot of a configuration interface for weather criteria. It features three main sections: 'Condition' with a dropdown menu set to 'Temperature', 'Amount' with a dropdown menu set to 'equal/...' and a text input field containing '90', and 'Trigger Type' with a dropdown menu set to 'Current'. Below these sections is a link that says 'Show Advanced options'.



Connect weather to ad networks



Turn on weather specific creative/campaigns





# B2B Marketing Automation Example

How a software company utilised automation in an Account Based Marketing (ABM) project to generate hundreds of qualified B2B leads.



LinkedIn Advertising



Personalised email outreach copy

Personalised Email Copy:

Primary Email -

Hi {{name}},

{{personalised-comment-of-around-20-words}}

I'm {{our-name}}, the {{job-title}} at Hachiko. We help companies like {{target-company-name}} create world leading loyalty-led marketing campaigns for your channel partners.

We've helped nurture loyal channel partners for companies such as {{brand}}, {{brand}} and {{brand}}.

We recently worked with {{brand}} to solve {{persona-pain-point}}.

I've created a case study with some info on how we did it.

Would you like me to send you a copy?

Regards,

Follow-Up Email - (5 days later)

Hi {{name}},

Just following up from my email last week.

Did you have any interest in knowing more about how we helped {{brand}} streamline their {{persona-pain-point}}?

If so, I'm happy to send you the case study, just say the word.

Also, more than happy to jump on a call if you are looking for advice on how to channel partner comms.

Regards,

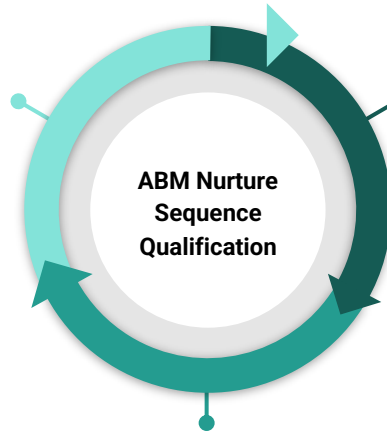


Integrate outreach software with CRM and pass data depending on engagement



Enrol in Nurture Sequence

Once they are live in a workflow they will receive an initial nurture sequence to help support the sales process.



Qualify As MQL

A prospect qualifies as an MQL by replying to a cold outreach email.

Add to Dynamic List

Once the prospects are imported into Hubspot, they will be qualified in a custom workflow



# Omni-Channel Automation

Omni-channel automation encompasses a range of tasks related to different platforms and channels where you interact with your users. A few ways you can leverage it in your marketing campaigns...



## On Your Website

- ✓ **Personalise website pages by campaign** and ensure your assets are optimized for conversion across devices.
- ✓ **Personalise web copy by user type** and present a curated message based on whether someone is a first-time viewer, repeat visitor, or existing customer.
- ✓ **Automate the direct delivery of gated content** offers when users submit a form on your website.
- ✓ **Enroll prospects in workflows** or assign lead status based on their web interaction data.
- ✓ **Serve up the top-performing version of a web page** to visitors based on insights from machine learning and split testing



## On Email

- ✓ **Create custom workflows** with automated triggers that ensure the cadence of your messages aligns with your customer journey e.g follow-up email when someone views your pricing page or opens up your proposal.
- ✓ **Schedule email delivery** based on recipient time zone and automatically skip holidays to ensure your contacts are at their desks when your message hits their inbox.
- ✓ **Build sales sequences** that automatically spark conversation with qualified leads and encourage them to schedule a meeting or engage further with your sales team.
- ✓ **Set up automated emails** within your CRM, then monitor engagement and click-through rates to evaluate email performance and adjust your campaigns accordingly.

# Takeaways for success

## Set clear intentions and expectations.

Before you start building a strategy, step back and identify goals. Now is the time to set clear expectations across your business. Involve key stakeholders and be honest as you determine what areas of your business can benefit from automation.

## Determine your unique business needs.

Identify specific needs and existing gaps in your current marketing strategy. Consider the long term and assess how effectively automation will help you save time and money down the road.

## Know your audience.

Personalised marketing requires you to understand your audience's pain points and how you can meet them. Build your buyer personas to get to know your audience before building your marketing automation workflows.

## Consider the entire customer journey.

Map out your customer journey and consider what new channels you might want to leverage to engage customers. Then, match your marketing automation to corresponding lead stages and channels.

## Create opportunities for immediate ROI.

Look at a phases of your strategy that focuses on low-hanging fruit. What automation processes will deliver results in the first thirty days? Sixty days? Six months? Simple automations like basic email workflows if you don't have them could rapidly increase lead-to-MQL conversions.

## Review your strategy regularly.

Examine your workflows on a monthly, quarterly, and yearly basis and adjust your strategy as your business, products, and customers evolve.

# Thank You For Your Time

