



PROCESS AUTOMATION FOR MARKETING

As a marketer (either if you're flying solo or part of a kick ass team) we you know you are up to your eyeballs in work. In a chaotic environment with so much noise to cut through, consistent marketing is critical to thrive if we want to truly unleash the power of marketing.

With the demands increasing, marketing must combine the power of automation with their skills to create effective marketing strategies and execute in a timely manner. Let's face it, marketing is sitting on a gold mine of data and if we don't put it to good use, we're missing out on new opportunities.

According to the Digital Marketing Institute, when comparing the world's top performing companies, 80% of them have seen increases in engagement and revenue because of using marketing automation. Let's face it, marketers are creative and innovative human beings, take the mundane tasks away and let them work the strategy to boost your brand and keep active on the data being gathered.

WHAT TASKS CAN PROCESS AUTOMATION SOLVE FOR MARKETING?

The life of a marketer can get a whole lot easier, while keeping the creativity flowing.

- Email
- Drip campaigns
- Lead generation and nurturing
- Campaign data reporting
- Spam and promo email removal
- Social media management
- Content scheduling
- Keyword research
- Website monitoring
- Monitor target audience

EXPLORE THE BENEFITS OF AUTOMATING MARKETING PROCESSES.

- Better conversion rates
- Understand your consumers buyer trends and engagement
- Smoother hand off to sales department for better collaboration and success
- With improved lead generation and sales, and cost savings, budget can be re-allocated into our marketing initiatives
- Retain key branding guidelines across all platforms
- More personalized interactions to engage customers
- Streamline customer data into one spot
- Enhance marketing pipeline
- Empower sales team to nurture existing relationships and grow new

Marketing automation isn't just a nice to have in your strategy, it's something that can't be ignored as it becomes a new standard and expectation. Automation will allow a marketing team a richer picture of trends and behaviors so they are able to use that information and direct it into creative efforts.

Saving time, money, energy and where you just can't find marketing support to help you achieve your goals, automation will allow your marketing team to focus on what matters most, without the distractions, leading them to drive better results and maintaining the love for their job.

