

5 answers to why you need Marketing Automation

1

Marketing Automation gives you a better marketing flow

Does your company use multiple communication-channels to reach your customers? If not, now is the time to start! Multi-channel marketing has become a part of our everyday lives, since more and more of us doesn't just use one channel to get information. We're constantly on the move and have access to our mobile, we surf on our computers or we read our e-mails on our tablet. We're in multiple channels all at the same time, both digitally and physical.

That's why it's important for your company to be where your customers are. But it's not enough to just be where they are, you need to be consistent with your marketing too. With a Marketing Automation tool it will become simple to keep an even marketing flow towards your customers and visitors. You can set up simple or more advanced flows depending on your needs, and meet your customers in the information channels they choose to be active in.

2

Investments in Marketing Automation saves time and money

There are many excuses to why you're not doing multi-channel or omnichannel marketing. It costs too much money, you don't have the time or you're missing internal resources in the shape of knowledge or staff. With a Marketing Automation tool, it'll become simple to do omnichannel marketing campaigns that reaches the customers in multiple areas of the customer journey through your company.

Marketing Automation makes it easy to gather your marketing in a uniform way. With the right tool it's easy to set up marketing flows, schedule newsletters to be sent out and prioritize what kind of marketing is sent to your customers. When you use your tool the right way, you'll get more time over for other marketing efforts instead. Connect your Marketing Automation tool to a CRM system and you'll make sure that all your data is up to date, saving yourself time, money and effort over a longer period of time.

3

No customer communication

By adjusting your marketing to the recipient it'll become easier to reach them with the important parts of the message. You can easily adjust what messages arrive in the hands of your users depending on the interaction they do in your marketing automation flows. If the customer for instance clicks on an article in an e-mail multiple times, that might be a signal that you should send similar articles to the customer the next time. If the customer is showing an interest in a certain product you might want to send similar product or combinations of products that fit with the product the next time. This is just a few suggestions on how you can adjust and create your marketing automation flow, the possibilities are endless!

By coordinating what kind of message you send to your recipients you'll look like an expert in your field and show your customers that you understand them and their needs, which makes it easier for the recipient to pay attention to your marketing.

4

Improve your internal communication

Your marketing department is comprised of several people that are all experts in their fields, from web design and graphics to text and social media. In larger marketing departments it's easy to just focus on your own field without seeing the bigger picture of all marketing efforts. Internal information might get stuck in parts of the organization without finding the right recipient. That's why it's important not only to integrate your Marketing Automation tool with your CRM, it's also important to integrate your internal communication with your marketing flows.

You can control the internal communication flow to your departments in the same way you control information flows to your customers. Has the customer clicked on a price-card in your e-mail multiple times? Automate a response to your sales department with a lead. Has the customer clicked multiple times to your contact us information? You might want to automate an e-mail to your customer service with further information. It's all up to you and your own internal needs on how you set up your internal communication flows.

5

Stay ahead of your competitors

Today's modern Marketing Automation tools offers multiple solutions to your communication towards your customers. With the right kind of tool you'll be able to find better leads, create drip-campaigns, do regular marketing or provide anti-churn on customers about to leave your company. Basically, almost any kind of marketing automation communication can be automated more or less.

Marketing Automation is in other words a powerful tool if it's used the right way. But the tool can only perform the automation on the marketing flows you've set up and planned, which is important to have in mind. If you prepare different marketing flows and create areas where the Marketing Automation tool can work, you'll stay ahead of your competitors in an easier way. Where your competitors might not follow up on whitepaper-download, your tool will automatically send a "Thank you" e-mail after 3 days. Where your competitors will lose the customer contact after a call, your customers will end up in a drip-campaign where the customer gets additional marketing from you. These are just a few examples of how you can stay ahead of your competitors in your marketing communication. With great marketing you'll increase your leads and closed deals over time, and continually stay ahead of the competition!

?

Do you want more insights into what a Marketing Automation tool can do for your company? Is it time to improve your marketing communication towards your customers? Don't hesitate to contact us at Lime Technologies for further information and a demo of our Marketing Automation tool.