"MARKETING AUTOMATION FOR DUMMIES" BY MATHEW SWEEZEY

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A SUMMARY

Marketing Automation (MA) can be defined as, "The process of using a single platform for tracking leads, automating personal marketing activities and producing marketing effectiveness reports".

The business case –

Marketers can generate more leads with the same budget. They can track leads and report the ROI of their activities by tying their efforts to the sales opportunities that result automatically. MA empowers marketers to build online campaigns, qualifying leads and passing them to sales when ready. MA can be easily integrated with CRM. This aligns sales and marketing. See some useful stats on P20. MA is also a great revenue predictor for C-level executives.

Gartner reports that companies using lead nurturing generate 451% more qualified leads. Develop a demand generation strategy with sales and marketing that aligns with company business objectives. A small database has fewer than 10,000 contacts. A large one has over 120,000 contacts. Once set up, an MA application should only need a few hours a week to manage.

Choosing an MA solution –

You probably need up to 40 hours or a week to set up MA. Connecting your CRM and website to the MA application are the most important. MA will help you identify which content you should be creating. MA's quick wins are lead qualification, scoring, assignment and nurturing. Additional benefits are list management & cleaning and ROI reporting. In order to uncover bottlenecks in your marketing workflow –

1) Use a whiteboard to show all lead generation and marketing channels.
2) Circle your pain points using colours.
3) Make a list of the bottlenecks that cause your pain points and then prioritise them.

CRM integration –

Companies that have combined CRM with MA include Microsoft Dynamics with MarketPilot, Oracle with Eloqua and Salesforce with Pardot. You can use Data.com, D&B or Equifax to clean your database. Alternatively try NetProspex, Ring Lead or Fresh Address.

Sending leads to sales –

Marketing and sales need to define their goals together. Good sales "cadence" is voicemail followed by 2 days, then email followed by 5 days, then a second voicemail & email followed by 12 days, then repeat.

Help prospects to be better at their jobs. Short – form content is lead nurturing and email marketing used for inbound traffic when prospects fill out their name and address on your website. Long – form content is an e-book or white paper.

Website landing pages –

When offering your free gift on your website, only ask for name and email address. The more you ask for after these, the fewer people will download the gift. Optimise your landing page for one goal only. Consider video auto plays.

Lead nurturing, drip marketing/nurturing and emails –

This is a great revenue generation resource. Nurturing involves a personalised email campaign. With mass email sending you only see opens, bounces and clicks. With MA you can follow each lead to a website and identify sales ready leads from there. The email signature should be consistent and one person only. Never confuse the prospect.

Remember –

1) Don't format your emails, keep them personal.
2) Remove bullet points.
3) Keep emails short.
4) Don't use Dear or Hi, just use their 1st name.
5) Remove heavy signature blocks.

Don't attach a file or embed a video. Use a hyperlink to direct the reader to your asset. Don't use "click here". For Calls-to-Actions, ask for comments on a blog. Always ask for feedback on your short helpful pieces of content. Emails are best sent weekly but not always on the same day.

MA gives you email marketing and so much more. It also logs which prospect does what on which page of your website. The same goes for your videos. See if your LinkedIn groups allow you to share URLs. If they do, set up a custom redirect to track leads coming from LinkedIn.

Scoring leads –

A lead scoring model measures interactions or behaviours. It's used to measure a person's sales readiness. Actions to score are – page views, email clicks, downloads, search terms, campaign touch points and form completions. A lead grading model measures demographic qualities of people. Common criteria to grade are job title, company size, company location, company revenue, software used and industry sector.

Scoring models –

Percentage of sales readiness estimates how close a prospect is to a buying decision. Sales ready score determines when a prospect is 100% sales ready, in other words ready to pass to sales. Use a spreadsheet for this. Scoring on email engagements – don't score email opens and only score clicks lightly.

Generating reports –

Marketing Qualified Leads (MQLs) are leads that meet the criteria to pass to sales. Then they become a Sales Qualified Lead (SQL). This is also where CRM meets MA. However, sales must agree to accept MQLs.

Measure the efficiency of SQLs by dividing the number of leads that reach the MQL stage by the number of leads that make the SQL stage. The closer to 100% you get the better.

MA gauges future lead flow and enables you to plan your time. Create three lead stages –

1) No identified need – no pain points yet.
2) Identified need but no BANT, in other words the lead knows what they want but can't buy yet.
3) Short list – have need and BANT.

Remember that ROI doesn't account for time.

Open-to-click ratio = your email open rate tells you how good your Subject Line is. A click on a link on its own tells you how good your Call to Action (CTA) is. Your OTC ratio tells you whether your CTA meets your prospect's expectations. To get your OTC ratio, divide the number of clicks an email had by the number of opens it had. The goal is to reach 100% of opens to clicks.

When evaluating your cold lead nurturing campaign, don't think ROI, think value created.

First campaigns –

If you have a database, you need to use MA to determine who is sales-ready and who isn't. 76% of prospects want different content at each stage of their buying journey.

Subject Lines shouldn't be sales specific. Exclude your company name and keywords. Try, "Here's a great article I found" or "Thought you'd enjoy this". Send weekly emails for up to five weeks.

Create an autoresponder which sends the white paper or e-booklet to a prospect who has requested it. But don't ask more than three questions. However, if you want to promote your free gift to existing contacts, don't ask them to fill out a form. Use Rich Text, not HTML. Don't use bullet points.