



Marketing Automation:

It's powerful, it's compelling and it's here to stay.

Marketing automation (MA) refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online. MA systems enable organisations to execute automated 'drip and triggered' campaigns via email, mobile and social messaging, assisting them in nurturing and scoring leads as well as in upselling and retaining customers.

Using marketing automation makes it easier to schedule communications, segment your database, automate social posts, manage content, and track the progress of your target audience in your sales funnel.

Marketing automation has the potential to be extremely powerful, but only if it is configured and implemented carefully. It is not a case of either using marketing automation or not using it. Using it is a no brainer but do yourself a favour and use it effectively; learn the full potential and capacity of your chosen platform to deliver incredibly powerful inbound marketing campaigns that keep your target prospects interested in hearing more.

Perhaps surprisingly, nearly around 25% of B2B businesses are not using marketing automation at all, which illustrates the future potential to expand. Of those who have jumped on the MA bandwagon, only 7% reported that they used all the platform's features, which suggests an overwhelming majority still have a long way to achieve satisfactory results.

We believe that 2016 will see continuing growth in MA as marketers combine traditional and digital campaign approaches. Incorporating MA into your marketing strategy

requires serious consideration. To really benefit from the potential of inbound marketing you need to commit a significant amount of time to creating, developing, curating and approving content. Without it, and not matter how feature-rich your MA platform, you'll have nothing to disseminate to your target audience. It's easy to see MA as a cure-all for

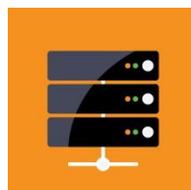
over-worked and under-resourced marketing departments but this neglects the intricacies and work involved.

Marketing automation is worth \$5.5 billion and is leading the way in lead generation and prospect nurturing.
Source: Hubspot

Not only is there a large capital outlay, but the human resource required to make the most of this labour saving technology can make the difference between your platform being an absolute winner or a white elephant, cursed by Marketers C-suite execs alike.

OK, so we've considered content but another, possible more important, aspect is the data. You can have the most complex MA product on the market fuelled with the greatest, snappiest most engaging content, but without the data what do you have? No audience. It's a little like having a Ferrari without an engine...

But let's not be pessimistic and negative, one thing is for sure, if you have the correct process flow, good content, target personas, good data, an Account Based Marketing model and an enthusiastic marketing team to deliver it all, then you should be able to reap the rewards from any MA solution. Not only can you do all of that but the analytics and reporting elements of MA platforms enable you to easily track every behaviour twitch from your traffic, leads and clients at any time and in response to any campaign or touch-point, allowing you to keep tabs on how your brand is interacting with your customers, gather user generated content and develop brand advocates.



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So far MA has only really been adopted by larger organisations but there are options on the market that are lower cost and perfect for SMEs. As 2016 develops we believe more smaller enterprises will begin to see the benefits of MA, understanding it can help them remain ahead of their competitors by not only automating tasks but also delivering otherwise unavailable insights, predictions and information regarding customers.

So MA sounds like the bees knees doesn't it? Well, there is one more thing we've not yet touched on, and that's its ability to build brand trust and loyalty through developing credible and sustainable relationships with your target audience. Used intelligently MA can develop sincere relationships which boast longevity – something all marketers are seeking in this digital world where the consumer is more fickle and promiscuous than ever before and where brand loyalty is becoming harder and harder to earn.

MA is pretty nascent technology but one thing we can be sure about is that its growth will only continue over the next 12 months; our predictions for marketing automation in 2016:

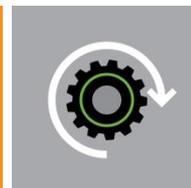
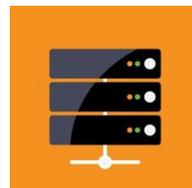
- Demand will continue to rise for MA solutions
- The adoption of MA by sales and marketing departments will increase
- 2nd generation MA platforms will gain traction as they offer even greater functionality
- The importance of core data will gather momentum
- Integration with CRM will become more pronounced
- Lead scoring and nurturing will continue to become more intricate

In conclusion

Marketing automation isn't for everyone, however, an MA platform *will* streamline your sales and marketing function by replacing the high-touch, repetitive manual processes of marketing campaigns with automated solutions. It isn't going to magically reduce your workload, but, once the content is in place and inbound marketing is underway it will allow you to strategize and report more effectively, which should make for a happier sales and marketing team, better relationships with customers, improved brand trust and loyalty and clearer, more defined ROI.

Automation results not only in an improved ROI, but genuinely better conversion rates, reduced churn, increased customer loyalty and an improved brand reputation".

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About the author

Established in 1998, CPB delivers outsourced marketing services for vendors, distributors and suppliers of IT products and services.

As independent telemarketing specialists we provide our clients with expertly delivered campaigns; saving them time and resources through accurate targeting and project fulfilment.

Data is the lifeblood of CPB, whether for targeting prospects or developing data-driven personalised campaigns we use all the big data at our disposal to meet our clients demand generation expectations.

Experts in helping clients to streamline internal processes and replace time and labour intensive tasks with sophisticated software solutions for sales lead management and marketing automation

As an innovative marketing services agency, CPB incorporates the full functionality and capacity of digital marketing services into its portfolio; delivering successful digital lead generation solutions for a range of marketing campaigns.

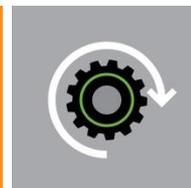
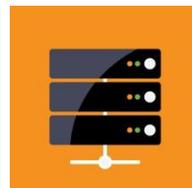
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