

Benefits of marketing automation system

With all the data available today you have the opportunity to communicate with customers and reach them with relevant offers, in the right channel, at the exact right time and even in the right context. This is not only feasible but also what customers expect you to do. As you attempt to meet and exceed their expectations there are a few things that you need to take in to consideration – time, technology and knowledge.

TIME CONSUMING TASKS AT HAND

It's likely that you already know what your customers expect. But you find it hard to deliver on those expectations given the time and resources you have available.

Time is scarce, you need to find time to:

- structure your data and make it actionable
- set up methods for collecting new data
- do the analysis
- set up automated campaigns
- create custom content
- map customer journeys
- sync different channels
- adjust and optimize

and so on...

SO HOW DO YOU FIND THE TIME?

74% of marketers say that saving time is the biggest benefit of using a Marketing Automation (MA) platform. It allows you to automate your processes and free up time to reallocate to the tasks outlined above. Our customers, as well as most experts, can also testify to the fact that a MA Platform will make marketing more efficient. To ensure success you will need to secure budget for investments in technical implementation, go to market process improvements as well as getting new competences onboard.

INVESTMENT IN TECHNOLOGY THAT HAS GONE WRONG

You might have heard about expensive MA platform implementations and that the platforms still are under consolidation. This is often a result of poor expectation-setting where companies underestimate the implementation efforts required. To succeed with MA you still need to have an effective strategy, understand the complexity of the system, have your data in place, use your analysis, ensure employee skills, align the marketing and sales department and create the right content. Then you can fully enjoy the advantages of a MA platform.

BENEFITS OF A MARKETING AUTOMATION PLATFORM

Effectiveness

You will be able to create more campaigns with the same amount of resources.

ROI

You will be able to better target your efforts since you will know which potential customers you need to target in order to reach higher conversion.

Analysis

You will be able to enrich you existing data as well as get access to different data in order to evaluate which strategy to use.

Cross channel benefits

You will be able to personalize your content in all channels; in channel messaging, on the website, in social media and in bought media.

OTHER CONSIDERATIONS

The digital advertising landscape of today can be confusing. It is not simply a matter of deciding which MA Platform to use, your overall solution stack will need to be assembled based on how you work with content, Social Media, DMP (Data Management Platforms), Display and Programmatic as well as how you need to integrate it with you existing systems. Beware that traditionally separated capability areas such as Digital Advertising and CRM are now merging.

WHAT DOES IT ALL MEAN?

MA

Marketing automation; setting up marketing campaigns with data driven automated processes.

Social Media Marketing

Managing your companies profile on Facebook, Twitter, Instagram, YouTube and LinkedIn and targeting of ads you buy on these platforms.

DMP

A platform that ties together your first, second and third party data sources and cookies so you can personalize your content in all your customer interactions – cross device

Display

Digital banners and other solutions like in-video ads containing both image and text.

Programmatic

The use of software to purchase digital advertising as opposed to the traditional way of RFP:s and negotiations.

DO YOU HAVE THE RIGHT KNOWLEDGE?

Marketing has quickly become a discipline powered by technology and data. This requires new roles within marketing such as analysts and marketing technologists – hybrid roles that should have competence in both marketing and IT, be creative plus naturally see the connections between these areas. It is also likely that your need for content will keep increasing since you now have the availability to tailor messages in more channels and touchpoints. You should



consider producing some of the content in-house to increase speed and to be able to keep up with the large number of campaigns running due to automation.

With time, technology and knowledge in place the question still remains:

DOES YOUR COMPANY NEED A MARKETING AUTOMATION PLATFORM?

To do the things listed above a Marketing Automation Platform is a powerful addition to your arsenal of tools. The Marketing Technology landscape has rapidly changed and gone from about 150 different solutions in 2011 to over 3 500 today and its not stopping there. It is a fast moving space and you need to make sure you pick the right solution set as well as implement it correctly to be able to get access to all the business benefits.

We at Recoordinate can guide you through the entire journey from technology selection to creative dialogue concepts. ■

WHITEPAPERS

Recoordinate regularly publishes whitepapers on subjects such as customer relationship management (CRM), customer experience (CX), marketing automation (MA), business intelligence (BI) and agile transformation and work methods.

For more whitepapers, please visit the website.

SEMINARS

Recoordinate also holds seminars and roundtable discussions where we discuss current trends and cases.

For information about upcoming events, register for our newsletter or visit the website.

Welcome!

ABOUT RECOORDINATE

We are needle-in-the-haystack finders who dream big and transform customer experiences. We help our customers create a competitive advantage by putting their customers first and by delivering next generation customer journeys.

Recoordinate started in 2010 and since then we have helped a several well-known brands in Sweden and across the EMEA markets. We specialize in developing our clients' cross-departmental people, processes, technologies and data capabilities to support communications, marketing, sales and customer service.

Want to know more or get in touch, please visit www.recoordinate.com or contact us at info@recoordinate.com.

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