

# B2B

## 'BOT' TO BUSINESS



# B2B - 'Bot' To Business

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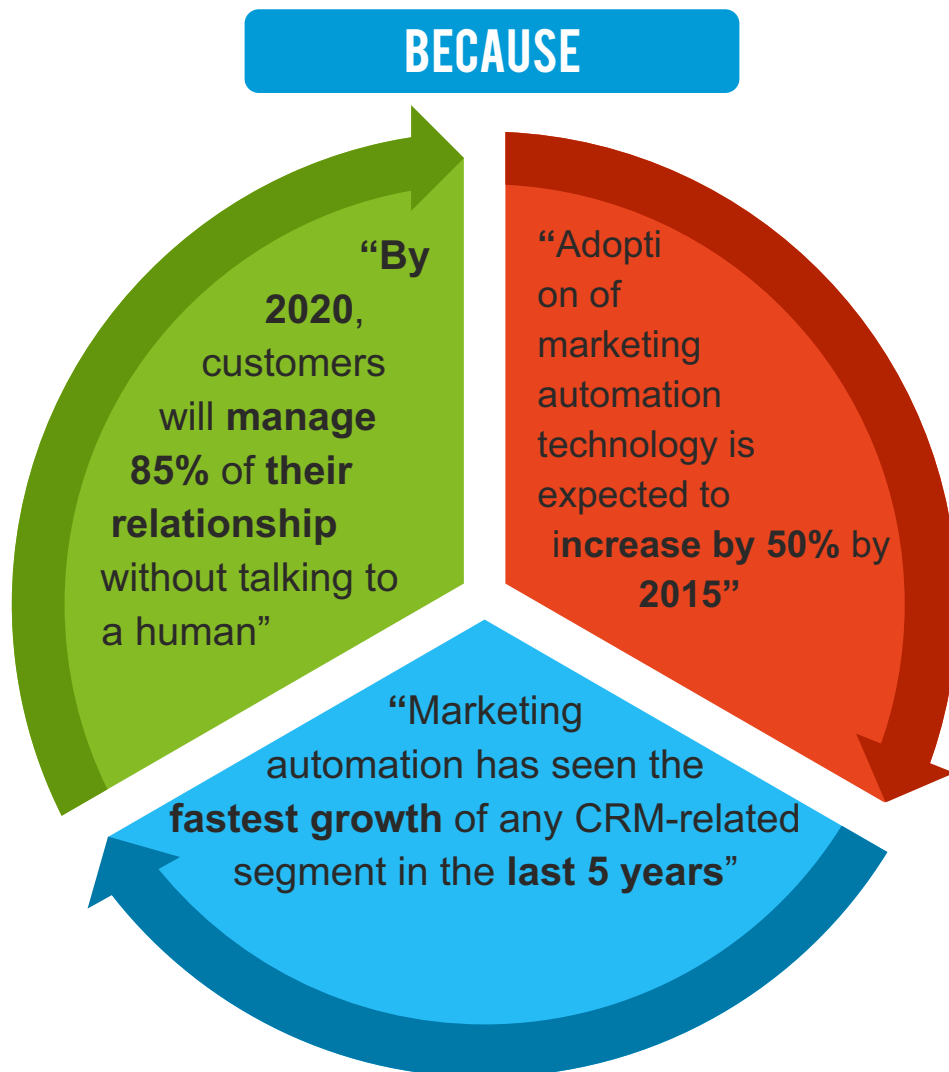
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## Marketing Automation

Marketing Automation (MA) is a process that ensures prospects are constantly engaged. It creates and delivers email campaigns and other marketing collaterals, and tracks website traffic and responses.

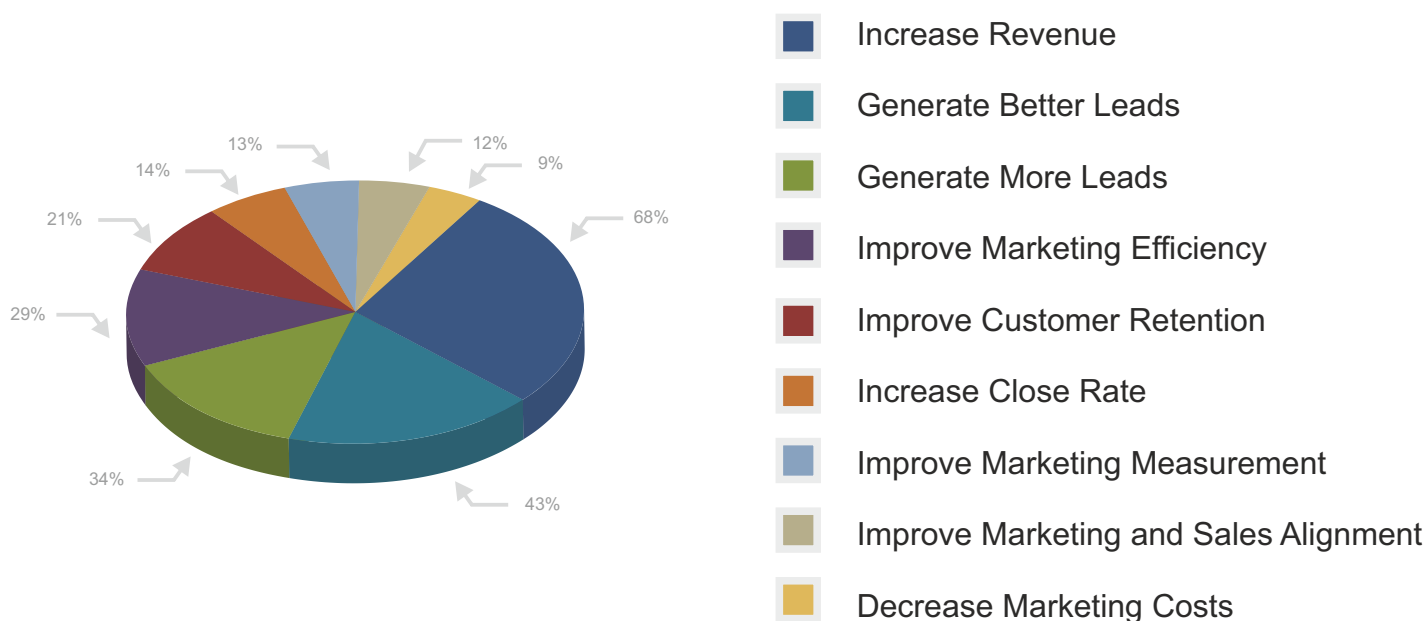
However, it is not about only implementing a new product; it is about a change in mindset. Automation alone does not translate to increase in sales; it will automate sending emails, **taking the prospect to the next level is what the sales team needs to do!**

## Why Implement Marketing Automation



Marketing Automation helps in maintaining a single point view of all customer interactions across channels. It helps in increasing revenues, generating more quality leads , improving marketing efficiency and customer retention.

- You can understand customers’ needs at a detailed level.
- It aids in implementing ‘real-time’, behavior-driven, trigger based campaigns.
- It helps in anticipating and predicting changing customer needs required in improving satisfaction.
- It enables customized communication



Source: - 'Gleansight Marketing Automation' by Gleanster

## Marketing Automation Challenges

### 1. Need for a Marketing Process

*“64% of CMOs have either an informal or no process to manage their marketing automation” -  
The Annuitas Group*

Organizations may obtain automation tools to automate marketing processes. But what use would it be if there is no process in place. People may buy lists or attend trade show events:

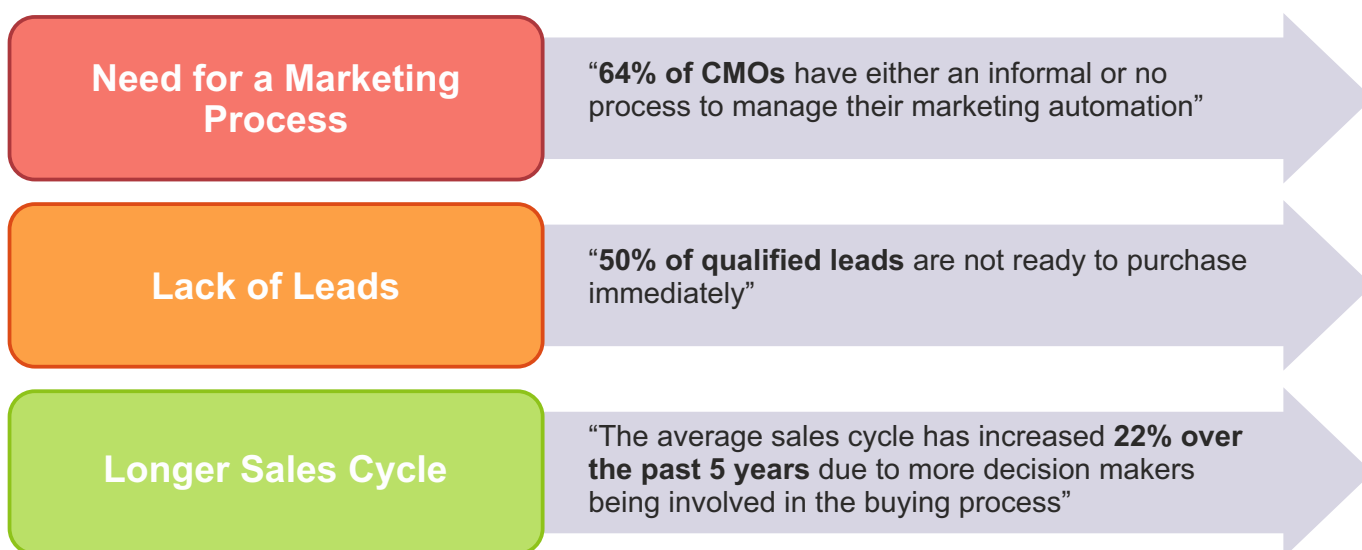
- What is the action plan after that?
- How are leads acquired, going to nurtured?
- How will it be integrated with current CRM?

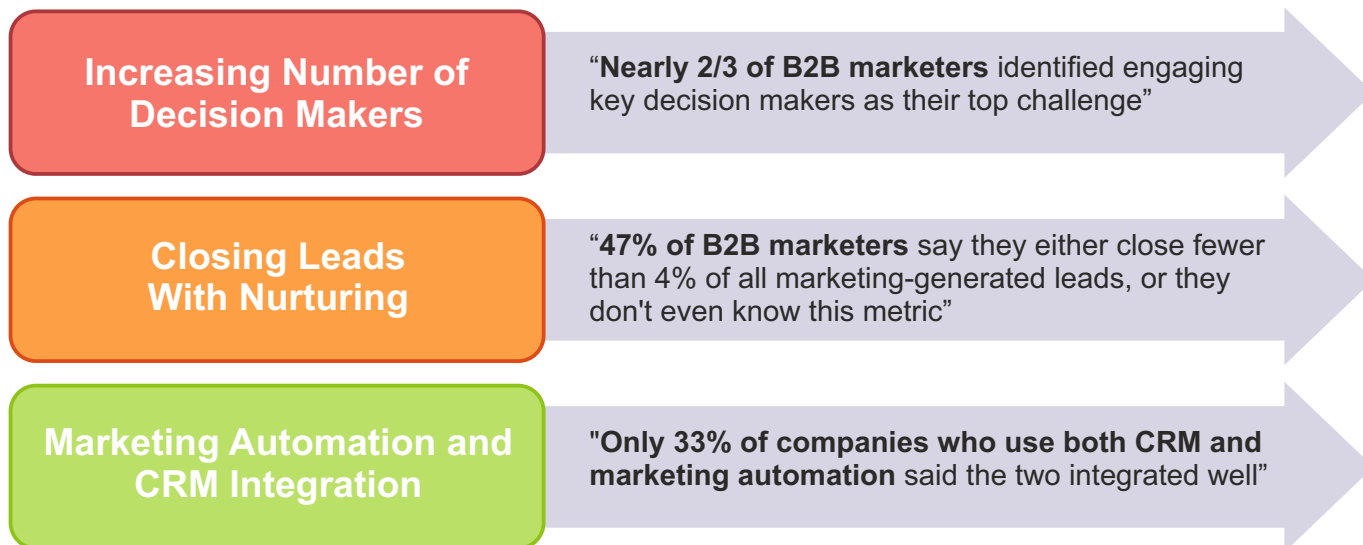
There should be a concrete marketing process planned in order to effectively utilize automation tools.

### 2. Lack of Leads

*“50% of qualified leads are not ready to purchase immediately” - Gleanster*

Marketing automation will help in qualifying and nurturing leads, however it will not generate leads. What marketing automation does is it provides quality leads to sales teams; it is not a lead generation tool.





### 3. Longer Sales Cycle and Increasing Number of Decision Makers

*"The average sales cycle has increased 22% over the past 5 years due to more decision makers being involved in the buying process" - Sirius Decisions*

*"Nearly 2/3 of B2B marketers identified engaging key decision makers as their top challenge" - Forrester Research*

As the number of key decision makers involved in the buying process, are increasing, sales cycles are getting longer and it is becoming a key challenge to identify them. While it is possible to connect and nurture decision makers in an organized manner, with marketing automation; being relevant and resonating to the target audience cannot be done by bots.

### 4. Closing Leads With Nurturing

*"47% of B2B marketers say they either close fewer than 4% of all marketing-generated leads, or they don't even know this metric" - Forrester Research*

*"With a delivery rate of just 75%, achieving strong inbox placement remains a challenge in the B2B sector" - Return Path*

Marketing automation is a great tool to implement a lead nurturing plan. A drip campaign can be developed to influence decision makers and urge them down the sales funnel. However, a well defined nurturing plan is nothing without relevant content. In order to improve conversions, engaging content should be provided to drive leads to take positive action.

## 5. Marketing Automation and CRM Integration

*“Only 33% of companies who use both CRM and marketing automation said the two integrated well” - The Experts Bench*

The main objective of Marketing Automation and CRM is to nurture leads and customers. Organizations need to realize that by combining MA and CRM, it can facilitate an organized approach to educate, inform, analyze, validate and keep prospects and customers alive, interested and engaged.

### Why Marketing Automation is the Way Forward

Marketing Automation helps in streamlining processes and bridging the gap between sales and marketing goals. It not only makes processes faster, it also helps in targeted personalization as well!

However, Marketing Automation does not automatically deliver emails, analyze results, sell or segment, target and personalize for you. That’s what we as marketers and sales representatives need to do with well defined business goals and action plans.

#### Why Marketing Automation is the Way Forward

Businesses using marketing automation to nurture prospects experience

451% increase in qualified leads

Companies that automate lead management

10% or greater increase in revenue in 6-9 months.

Companies using marketing automation save

15% on creative production

Through automation fulfillment companies reduce

5% on marketing waste

**Marketing Automation is a Mindset,  
More than a Product or Process  
Integrate Marketing Automation Successfully,  
Boost Your ROI with Bots!**

Customer Acquisition. Customer Retention. Customer Loyalty

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