

Bulk up your business case for marketing automation.

# Marketing automation means better customer experiences.

Marketing automation makes it possible to scale your best marketing practices. And it helps keep your sales and marketing teams aligned through every step of the process. From segmentation, lead generation, and scoring to building relationships across channels, marketing automation simplifies the way businesses reach and connect with their customers. In short, marketing automation means better customer experiences.



“The journey to get to marketing automation was really around getting more toward an omnichannel environment.”

**Scott Berns**

Director of Marketing Automation at CenturyLink

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# Today, many businesses use marketing automation to personalize and manage every customer relationship in real time.

In fact, a Marketing Benchmark Report from Marketo reveals that 65 percent of marketers who market to global audiences are using a centralized marketing automation strategy.

A centralized strategy can help you scale marketing activities into new regions quickly and easily by cloning audiences, programs, scoring, and more. An ideal marketing automation platform grows with your business, evolving to help you create, deliver, and glean data from complex customer experiences. And hurdle new challenges.

**Today, the benefits of marketing automation have only increased**, even as the challenges have changed. And as technology evolves, so does the effectiveness of automated marketing. Using automated marketing strategies can make complex customer journeys more manageable and help your organization deliver memorable, engaging experiences on an individual level. This is the key to becoming an experience business — and marketing automation can get your team there.

More than ever, it's crucial to consider how marketing automation can help you create better experiences for every individual customer who interacts with your brand.

Research from Forrester showed that top companies still consider connecting with their customers as their number one challenge.<sup>1</sup> In the following business case, we show how marketing automation can help organizations find the budget, time, and resources for improving customer experiences. Use these proof points to make a stronger case for marketing automation in your organization. Whether you're already using automation solutions or still searching for the right platform, you'll find key information here to help build or maintain your marketing automation goals moving forward.

## The top challenges of global marketing



Marketing automation can help marketers overcome these challenges.

Back in 2012, research by Marketo identified three core benefits of marketing automation: more pipeline, more productive sales reps, and higher revenue.

<sup>1</sup>Rusty Warner, "The Forrester Wave": Cross-Channel Campaign Management, Q1 2018," Forrester, 2018.

# The core benefits of marketing automation

Today, there are several core benefits that come from marketing automation: saving time and money, simplifying content marketing demands, and improving multichannel outreach and personalization for every customer.

## Save time and money.

When talking to decision-makers about why your organization should begin or continue budgeting for marketing automation, highlight the money- and time-saving benefits that marketing automation can bring. After all, that's the best way to get a CFO to sign off. Here are three ways marketing automation can save your company money:

**1. Less tedious labor.** Creating individualized experiences for every customer on every channel in every communication is a lot of work. Automation can reduce the number of hours your employees spend on such efforts — freeing up their time for more creative and critical tasks.

**2. DIY marketing capabilities.** Marketing automation saves time and money by allowing you to do it yourself. Instead of outsourcing projects to a third party, marketing automation makes it possible to build campaigns in house.

**3. Simplified approval and compliance.** For large companies or those in highly regulated industries, executing a marketing campaign might require many stakeholders to sign off. Marketing automation streamlines this process, resulting in fewer spreadsheets to track and update.

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“We asked references for the 12 vendors in this study to identify their biggest cross-channel campaign management challenges for the next two years, and ‘increasing or enhancing customer engagement, education, or loyalty’ topped their list.”

— Source: Forrester



Possible stakeholder objection:

“We have too many campaigns and events happening right now.”

Your response:

“Marketing automation can help improve every campaign — without requiring lengthy implementation time.”

## Marketing automation also helps measure and optimize your marketing investments in the following four ways:

**1. Keeps a system of record.** Marketing automation provides the core system of record for all your marketing information. If you don't have a system of record for your marketing efforts, you can't measure.

**2. Helps with measuring and testing.** The ability to run tests — for example, A offer versus B offer — helps your company learn what works over time, which ultimately gives you better optimization and more revenue.

**3. Provides proof of program ROI.** What is the specific amount of revenue generated from a marketing program? How can the results be compared? Marketing automation dials into which marketing campaigns are directly affecting revenue. So you can spend your money where it will make a real impact.

**4. Makes an impact on sales funnels.** How does your funnel work? What is your conversion rate from a name into a lead? From an opportunity to a close? Marketing automation illustrates how leads move through your funnel and can therefore help you make more spot-on predictions about how your marketing efforts are paying off.

Gleaning all of this information about your marketing efforts allows your company to optimize its marketing decisions to directly impact revenue growth. It also gives you more time to think about customer experiences — and the content that drives them.

### Simplify content marketing demands.

How do marketers today keep up with exponential content demands? According to Marketo research, 62 percent report that they scale their marketing by duplicating over 50 percent of their campaigns — and they do it with marketing automation. Repurposing content to meet the needs of diverse audiences and formats allows your company to work smarter, not harder.

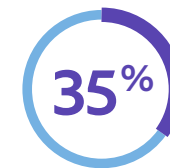
As companies continue to create customized experiences for customers across online and in-store channels, the need for content to drive these experiences has increased. Rather than running your content team ragged with nonstop demand, marketing automation can take on the tedious or repetitive tasks, giving your creatives more time to be creative.

“By using advanced marketing automation and analytics software, marketers are strengthening their agility and increasing their offensive capabilities to grow revenue more consistently and profitably.”

**Phil Fernandez**  
Former CEO, Marketo



**68%**  
**of marketers**  
publish content at  
least once a week.



**35%**  
**of marketers**  
publish a few times  
a week.

Using targeted content for specific audience groups in their 2013–14 season, the [Portland Trail Blazers](#) found new levels of success in ticket sales and fan engagements from marketing automation. A record 96 percent of their season ticket holders renewed the following year, and the Trail Blazers reported a 9 percent year-over-year increase in season ticket sales. This is just one example of how marketing automation brings a combination of capabilities that make huge impact possible by focusing on individualized customer experiences.

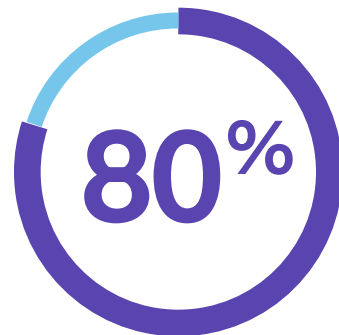
## Focus on lifecycle marketing.

One of the potentials of marketing automation is that it can empower you to build and retain long-term customer relationships. The biggest impact comes from how marketing automation allows you to take action:

- **Engage in personal dialog** and interact across channels with prospects and customers.
- **Capture data**, analyze it, and respond to customer behavior online and offline.
- **Integrate marketing activities** and information with sales and call centers to create a seamless experience for buyers.

The result is deep, long-lasting relationships that increase customer lifetime value. By focusing on a few key areas, you can make sure your marketing automation strategy delivers.

As you seek to create long-term customer experiences, consider how marketing automation can help you develop a nurturing strategy to scale.



**80% of marketers** are now running nurture campaigns



## Possible stakeholder objection:

“We’re drowning in content requests right now. We simply don’t have the time to try something new.”

## Your response:

“Marketing automation is designed to simplify that exact problem. It can also help us reuse some of our existing content and take pressure off our creative team.”

According to Marketo research, 44 percent of marketers named “content” their biggest challenge in scaling nurture campaigns, critical for creating consistent, cohesive experiences for customers. Marketing automation makes that type of constant communication possible.

As new technologies and solutions continue to appear, seek out solutions that offer a single view of every customer on any channel — making it easier to meet diverse audience needs and create campaigns across every channel without hiccups.

## Consider the following key areas:

### The number of technologies in your stack



More than 60% of marketers have **six or more technologies** in their tech stacks.

### Your strategic plan for your existing tech stack



**68% of marketers** have a plan for their marketing technology stack.

### How you'll integrate external vendors



**96% of marketers** believe it's critical for their vendors to be able to integrate third-party solutions into their existing technology.



## Possible stakeholder objection:

“Our team isn't trained in this new technology. I don't have time to research it all. And I don't have the budget to hire a new team to run it.”

## Your response:

“Marketing automation can't run itself — that's true. And we can start small and figure out what our specific needs are before making any big investments.”



# The business advantages of Marketo Engage.

To meet today's demands for individualized customer experiences and content, Marketo Engage is designed to grow and evolve with your business — and to be as agile as your marketing team requires. It's a big-picture marketing platform that helps you in the following areas:

- **Lead management.** Engage with more of the leads that will really drive revenue and help your sales team take action.
- **Account-based marketing.** Identify and nurture contacts at your best accounts with coordinated marketing efforts.
- **Revenue attribution.** Go beyond counting leads to truly understanding the business impact of your campaigns.
- **Marketing automation.** Develop long-term relationships with your customers through personalized content and nurture campaigns.

“Marketing is a highly creative endeavor. It requires thinking and planning. And it touches people...marketing people, salespeople, and most importantly, customers. So, marketing automation is best done in a way that doesn't stifle creativity, doesn't create a burden for your salespeople, and doesn't offend your customers.”

**Joe Martinico**

Editor, [MarketingAutomation.com](http://MarketingAutomation.com)



Learn more about Marketo Engage and how marketing automation can help grow your marketing — and sales — impact.

[Visit us today >](#)

Learn more about what Marketo Engage can do for you.

[Request a demo >](#)

## Marketo Engage

Marketo Engage, as part of Adobe Experience Cloud, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond.

To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and our robust partner ecosystem, visit:

[www.marketo.com](http://www.marketo.com)



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