

6 Reasons You Need Marketing Automation

When you're spending all of your time managing lists, being ignored by the sales team, and losing the good leads to competitors, you know there's work to do.

Your business needs marketing automation.

How it can infuse your marketing with get-up-and-go:



Helps You Target

Targeting with demographics isn't enough. To develop unique messages that get prospects' attention, you need to know what motivates them. With marketing automation, you can track the right people based on their online activity, interests, and intent to deliver relevant messages that lift conversion rates – and stop unsubscribes.



Saves You Time

Instead of reinventing the wheel with every campaign, put marketing automation to work nurturing your leads. It enables you to build a reusable workflow for events, webinars, and email marketing instead of burying yourself in the busy work of rebuilding lists, managing leads, and making landing pages. So you can focus on breakthrough creative programs.



Unites Departments

Stop pushing every lead to sales. Marketing automation will help your team decide which leads go where based on their behavior. This means the sales team gets the hottest leads and you save them time and forge cross-team trust – even when there isn't any.



Proves Your Worth

The pressure is on to provide proof that marketing drives revenue. You need it. And the executive team demands it. Marketing automation closes the loop on dollars spent and dollars made across all channels, empowering you to measure (and report on) campaign effectiveness, pipeline performance, and marketing ROI.



Helps Sales

Sales has a tough job to do. And with the data you're sitting on, (email opens, website visits, form submissions, etc.) you're in a prime position to help them put their best foot forward. But you need tech to get it done. With marketing automation, you give your sales team a look at prospects' digital body language, which helps them prep before they pick up the phone.



Keeps Leads In Your Court

Not all of your contacts are ready to buy. But if they fall off your radar, a competitor can swoop in and scoop them up. Marketing automation gives you a technique for understanding why leads are rejected, and it empowers your team to deliver personalized communications to every prospect for conversations that pack a punch.

Go beyond batch-and-blast tactics. And get the sales team on your side. With marketing automation, you can.

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Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud solutions to create ideal customers and increase revenue. They use integrated information from cross-channel, content, and social marketing with data management and activation to deliver personalized customer experiences across all marketing channels.

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