

GROW YOUR BUSINESS WITH US



THE ESSENTIAL MARKETING AUTOMATION GUIDE FOR LOCAL SMES



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INTRODUCTION

The key to targeting and swaying customers in the digital era

As an SME, time and cost is a precious asset. You might have put a lot of work into attracting leads, without much results or effort. How qualified are your leads? If they are not ready to buy, what do you with them? Research shows that more than 50% of leads aren't ready to buy on the day they visit your website or hear from you.



If you call your leads and appear pushy in this era, you will most likely lose them. Doesn't this sound like a familiar case?

Marketing automation helps you manage these valuable leads. They might not be ready to purchase now, but the process you usher them through, helps you determine if they finally do or not. If you're not managing them properly, you're wasting your time, marketing resources and budget. That is what SMEs in today's competitive industries, cannot afford.

INTRODUCTION

The key to targeting and swaying customers in the digital era

In this digital age, our businesses should be capitalising on digital resources and technology to heighten productivity and efficiency while cutting costs. Many international organisations are automating their marketing initiatives to perform important tasks, effectively marketing their products and services online through multiple digital channels.

Automation in this era is no longer an option but a necessary tool for businesses to increase productivity while cutting costs. It helps boost marketing and sales efforts when used correctly, leaving departments additional time and budget for other business expansion plans.

Hubspot reported that businesses using marketing automation to nurture leads received a 451% increase in qualified leads; so it's not hard to see why many businesses owners are taking advantage of this system. The best marketing teams use marketing automation to make their campaigns more accurate and to empower their sales team with better leads and achieve greater ROI.

A marketing team doesn't have to be richer, smarter or more creative to produce better results, achieving greater ROI. What they really need, is to have the right marketing tools.

INTRODUCTION

What is marketing automation?



Marketing automation gives us greater insight into the sales funnel, allowing us to determine when leads ready to buy. With that precious knowledge, we are able to qualify leads through marketing automation's lead scoring and pass them on to our sales team. This effective, accurate and cost-saving process will result in our business' greater sales and profitable growth.

INTRODUCTION

Some statistics on marketing automation...

On average 49% of companies are currently using Marketing automation. With more than half of B2B companies (55%) adopting the technology. – Emailmonday “The Ultimate Marketing Automation stats”. (2016)

80% of marketing automation users found that their number of leads increased, and 77% saw a rise in the number of conversions (src: Venture Beat)

58% of top-performing organizations (where marketing contributes more than half of the sales pipeline) use marketing automation (src: Forrester)

B2B marketers with successful lead-nurturing programs reported, on average, a 20 percent increase in sales opportunities from nurtured leads

78 percent of high-performing marketers identify marketing automation as a key contributor to improved revenue.

Between 2012 and 2015, 84 percent of top-performing businesses use or plan to use marketing automation software

By 2020, 85 percent of customer relationships with businesses will be managed without human interaction, says Gartner on their Gartner Customer 360 Summit.

KEY TO SUCCESSFUL MARKETING AUTOMATION

There are many components that must be pieced to establish a successful marketing automation strategy. However, there are some key principals and pillars to developing one. You want a strategy that is scalable and adapts well to your prospective customers' buying behaviour.

1. Personalisation

Your marketing automation messages should be personalised to target a real, live person at the receiving ends. Each email you send should be highly customised to their buying interest. Treating our customers like real people even across different channels eg. social media, is the only way to get and hold their attention in this day. You will only be able to nurture them if you get a good grasp on their unique challenges and interest with concrete behavioural data.

2. Nurturing

50% of leads are not ready to buy. Hence, nurturing them till they are is important. You send your leads valuable content from blog posts, to infographics to case studies. Different buyers want different content at different buying stages. Marketing automation will ensure you are sending the right people the right type of content at the right time. It helps you target your content according to your lead's buyer's journey stage, with created automated email workflows, hence, saving your time.

KEY TO SUCCESSFUL MARKETING AUTOMATION

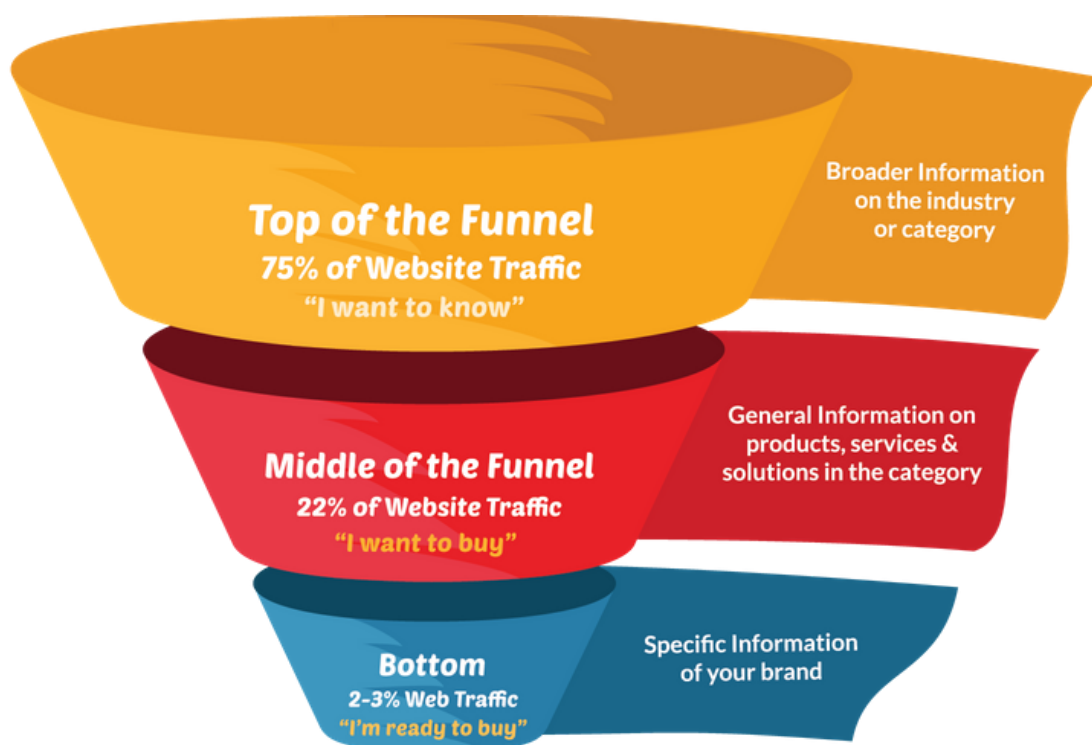
3. Segmentation

Automation allows you to track your lead's interaction with your content, or any responses they have in detail with segmentation. Your leads are divided into separate contact lists with clear distinction according to their readiness to buy or specific characteristics. With an automated process, you are able to syndicate customised mails to designated contact lists, delivering information they will be highly interested in, at the right time.



BEST PRACTICES

How to use marketing automation for successful lead nurturing and management



If you're a seasoned marketer or business owner, informed enough of successful marketing techniques, you'd know that lead nurturing works. 79% of marketing leads never convert into sales. Lack of lead nurturing is the common cause of this poor performance.

BEST PRACTICES

Thus, automating lead nurturing is important. It allows for the systematic tracking of lead engagements with your content and site and moves potential customers through the sales process.

Automation helps you maintain your focus on building long-lasting relationship and nurture the leads in a way that will make them want to buy from you, rather than your competitors.



**"A whopping 68% of B2B organizations have not identified their funnel."
-MarketingSherpa**

BEST PRACTICES

Here are some best practices with marketing automation for lead nurturing and management

1. Make data driven decisions

Using metrics for analysis to tweak and perfect strategies is a best practice in marketing. A good marketing automation solution will give you statistics and data that will provide great insight of your lead nurturing program. You will be able to focus on what is working and change what is not.

With marketing automation's data, your creative and content team can do some great targeted work. Content offers are now crafted and planned with a purpose, with a specific achievement in mind. All action and decisions should be based on actionable data from your marketing automation system.

2. Lead scoring to qualify

Lead scoring, a feature of marketing automation as addressed earlier, allows marketers to accurately assess qualified leads that have been successfully nurtured, and are ready to be passed to the sales team to be contacted.

BEST PRACTICES

Various actions from the prospect contribute to their lead scores. Some examples of their actions are- opening and clicking a nurturing email, visiting a few important web pages, filling in contact details on a landing page form, registering for events or requesting product demos. There should be a score threshold at which a lead is considered to be marketing qualified.

3. Map your lead flow

Marketing automation works hand in hand with a lead process. Your marketing team needs to get together to map out a solid lead management process to get to your destination of closing a sale. When you do, and have one in place, you'll see your sales coming in systematically and racking up exponentially.

Having a lead flow planned out from start to finish is the single biggest differentiator of marketing automation success. This allows a business to capture all the trigger points that affect lead routing.

4. Target multiple channels

In this digital era, your leads are looking for information everywhere, through multiple channels. Thus, you have to nurture your prospects on the communication channel that they are at. Different demographics use different channels for different purposes.

BEST PRACTICES

You also have to consider the industry that they are in and cover a wide range of channels that are relevant. Marketing automation allows you to connect with your leads at where they're at and reach them across all the channels on a consistent basis.

5. Create buyer's personas

Marketing automation gives you the freedom to focus on one-on-one communication and lead nurturing. If you have buyer personas, you can make these processes better. They will give you deeper insight into why buyers take certain actions and how can influence them. It makes you smarter because you are aware of the ins and outs. You know what your customer needs.

6. Do not bug or tire your leads

It is important that you don't tire out your leads with constant outreach and bugging. Annoy them and lose their attention in a snap. If you are spamming your leads with emails and reminders too frequently, they will not hesitate to unsubscribe, and you have lost a lead in your nurturing program.

With a well-planned strategy, you can keep your leads engaged but not overwhelmed. Use engaging content that will help your brand stay top of mind succinctly.

BEST PRACTICES

7. Perfect alignment between your team's marketing and sales effort with CRM

Your business will not grow if your sales team is inept. No matter how many leads your marketing automation strategy has gotten you. When marketing automation's lead scoring function has determined leads that are sales-ready, it will trigger a task automatically to sales to follow up.

Through most marketing automation systems, your sales rep has a clear view into every marketing touch point that lead the lead to qualification.

Your sales team should be acting on them right away with personalised information they can see through the automation system, and prepare for a highly customized sales pitch that is in the lead's interest.

"46% of marketers with mature lead management processes have sales teams that follow up on more than 75% of marketing-generated leads."

-Forrester Research

BEST PRACTICES

8. Leverage great content

Content is king, haven't you heard? It is necessary for SEO and definitely necessary for lead nurturing. You want to build trust with your prospective leads with content that showcase your credibility and thought leadership. Put out these really informative content with a focus of addressing your leads' pain points.

When it comes to mentioning your product or services, do not oversell your brand or company, be passive. Being a pushy salesman just won't work anymore. Content marketing is a growing trend, combining your content efforts with a marketing automation strategy will guarantee you consistent inflowing leads.

9. Build a non-linear nurturing campaign

Build your marketing automation nurture campaigns to be as dynamic possible. Send messages with dynamic content and allow leads to go through responsive paths according to their actual needs, individually.

Do not set a linear path that restricts their options or difficulties, forcing them into one or two paths. Have a well thought out plan but not a fixed plot.



BEST PRACTICES

10. Retargeting

Dynamic retargeting is a marketing automation strategy that allows you to personalise your emails that feature offers that are specifically relevant to individual groups of potential customers. A potential buyer may not buy at your first bunch of email triggers, that doesn't mean they are an unqualified lead. With marketing automation, you get many chances to eventually convert them.

Dynamic targeting will enable to pull information from your website based on your prospect's browsing behaviour and insert that content into your ads. The success rate of it is 2-3 times higher than your regular static ads.

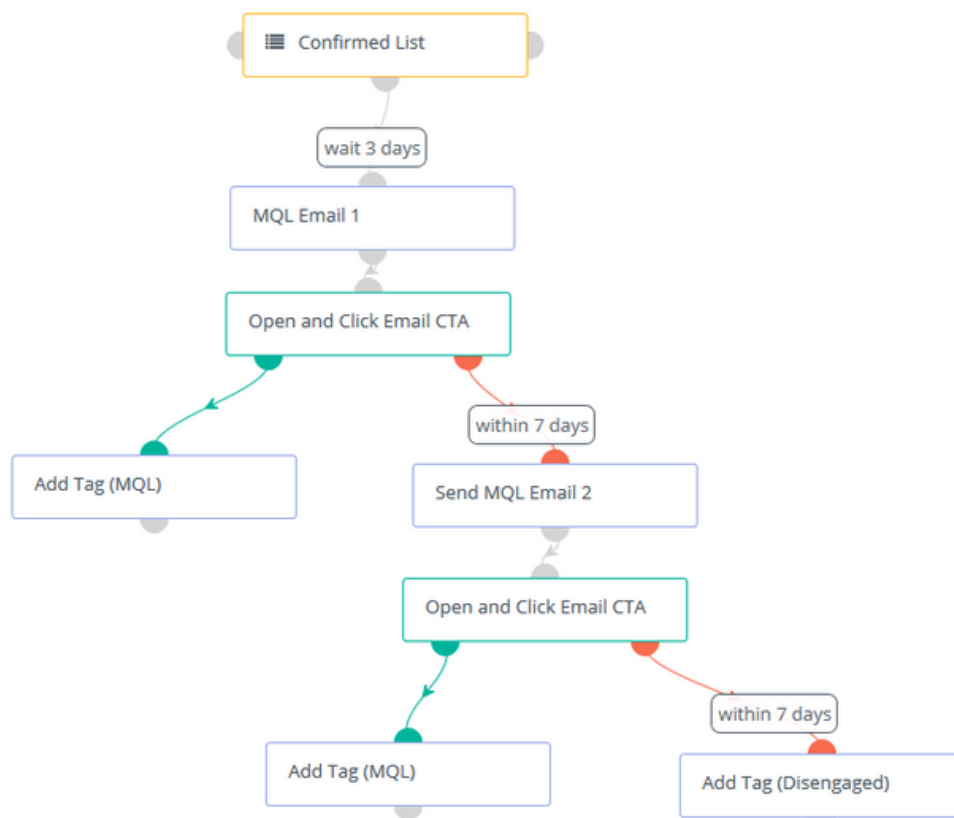


WORKFLOW EXAMPLES

Some great workflow examples for SMEs

What is a flow chart?

The flow chart is the driving force behind marketing automation, as it ensures that the customer journey continually spurs the customer forward. When you set out to design your flow chart, it's important to know what content needs to be shared, and in what order it needs to be distributed.



WORKFLOW EXAMPLES

Some great workflow examples for SMEs

1. Topic Workflows

Create workflows for each topic targeting different industries. Your workflow triggers should be content offer downloads such as an eBook or when your contact views a page related to that topic. You start by creating a landing page for your downloadable content.

When your contact downloads a content offer of that topic, he or she will be added to an email list, this action should initiate a workflow to be automatically triggered, sending that contact useful, relevant content such as other blog posts, another eBook addressing more depth of the same topic or other useful tips.

2. Lead Nurturing Workflow

Lead nurturing workflows help keep your customers engaged throughout their research and pre-buying consideration phase. They should contain emails that provide prospects all the relevant information they need to make a purchase.

Your lead nurturing workflow should help you automatically qualify leads and usher them down the sales funnel till they are at a buying decision.

WORKFLOW EXAMPLES

For example, if a contact has downloaded a top of the funnel content, they are probably open to another top of a funnel content or a little more-middle of the funnel content.

Your lead nurturing workflow has a primary aim of helping to advance these contacts down to the bottom of the funnel where they are Marketing Qualified Leads (MQL), ready to be contacted by your sales reps.

3. Re-engagement Workflow

Have a bunch of contacts that are appearing inactive, seemingly stuck in a stage of your funnel? If a contact is showing no signs of activity, an automated re-engagement workflow will give a gentle nudge by triggering an email. The email should contain an offer that your dormant lead will be interested in, something that will surely catch their attention eg. an exclusive discount coupon.

Re-engagement email workflows should focus on rekindling the relationship you once had with your subscribers or previous customers. The emails you send them should be highly personalised with dynamic content, as mentioned above. Always remember, inactive leads are not the end of the lead journey, they are great opportunities for you to plan out a great re-engagement program and workflow to get them right back into the cycle.

WORKFLOW EXAMPLES

4. Abandoned Shopping Cart Workflow

When a potential buyer adds an item to their shopping cart but leaves your site without completing the purchase, you can trigger an automated workflow to gather feedback and find out more on why they didn't complete the purchase.

You can also further send them an email with a special promotional code or other discount incentives to motivate them to complete the transaction or of a similar, better related product recommendation.

This recommendation can be automated to be according to what they wanted to buy but didn't, or what they wanted to find but couldn't the first time round.

Statistics show that a follow up email to people who abandoned carts is a very effective way to win back some conversions. For example, abandoned cart emails have twice the average open rate of regular emails.

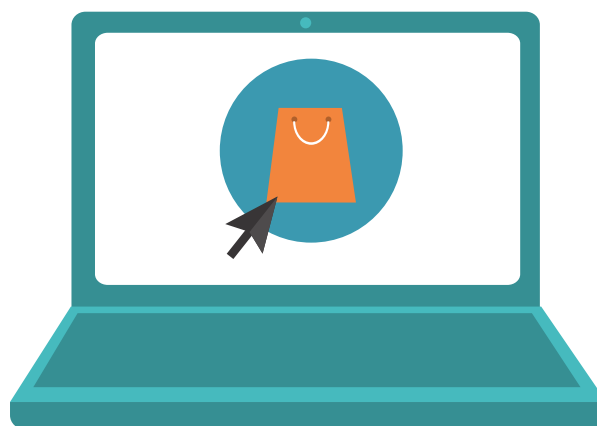


WORKFLOW EXAMPLES

5. Upcoming Purchase or Subscription Renewal Workflow

Does your business deal with products that customers typically purchase on a cycle period?

You can import these contacts into a workflow that gets triggered whenever they make a purchase.



For example, if your business deals with dietary supplements, that are bought every 3 months, you can trigger a reminder email by the 2nd month to remind them that their supply is about to run out.

Include special offers and discounts for them to embark on a new cyclical purchase.

If your business deal with classes that runs by subscriptions, you can trigger a workflow with special offers and new class updates along with their subscription renewal reminders to fully engage with your customers and keep them for a long time.

WORKFLOW EXAMPLES

6. Upsell or Cross-sell Workflow

It is foolish if you stop contacting customers right after they make a purchase, most especially, if you're selling a large range of products or varied connected services.

You can use an upsell or cross-sell workflow to re-engage existing customers for added on sales. Chances that if they have decided to buy from you, they would also want to look around for other products or top up other needed services.

According to the Gartner group, 80% of a company's future revenue will come from just 20% of its existing customers.

Create specialised list of segmented contacts who have made past purchases and with marketing automation's dynamic content personalisation feature, target and recommend other products or services in tantalising packages.



CONCLUSION

Global businesses are increasingly turning to marketing automation

Why are small businesses left behind? SMEs face budget restraints and have to be extremely cost-saving. As a result, some aspects of your business might not get the necessary focus they need to excel.

Hence, marketing automation is the solution that startups and SMEs need, to market themselves, establishing a worthy presence in competitive industries. Marketing automation allows them to save on additional marketing resources or hires. Moreover, most marketing softwares are pretty affordable these days.

We hope with information in this eBook, your imagination is sparked on how this technology can grow your business through expert lead nurturing and management.

Your business' marketing automation strategy should always be evolving and improving, working interconnectedly to support the same goals. They should always look to be revised to ensure workflows are all targeted and effective.



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