



Change Your Business Forever By Understanding the Power of Marketing Automation



If you haven't considered automating your marketing, now's the time. And, before you say, "Hey, wait! I'm not a marketer! I'm a business owner and entrepreneur!"

Remember that if you own a business you are a marketer. There's no way around it. That is, at least, if you want that business to be successful.

There is a good reason, however, to avoid wanting to take on the role of marketer - it's difficult (and that's being kind). Today, the faces of marketing seem to change every day and the to-do lists get longer and longer. Trying to keep up with it all can feel like a full-time job (because

it is). And, even when you have a full-time marketing team at your disposal, there are still those pesky "to-do" items that never get crossed off (or at least not as frequently as you'd like).

As such, businesses are constantly looking for ways to improve their marketing strategies, staying up-to-date without wasting time or money. A considerable challenge, yes, but in no way insurmountable, especially when the latest technology is considered.

Today, the savviest businesses are discovering the power of marketing automation, enjoying consistent ROI and fewer resources needed to get it.



But What Exactly Is Marketing Automation?

Marketing automation is one of the best, most powerful ways to put your business in front of large audiences without relying on a huge (read: expensive) staff. But, more than just a well-positioned billboard, marketing automation allows you to simultaneously be personal and relevant, which means you actually make a connection with your audience. These connections, not the marketing itself, is what really makes marketing automation so successful (and the ROIs so good).

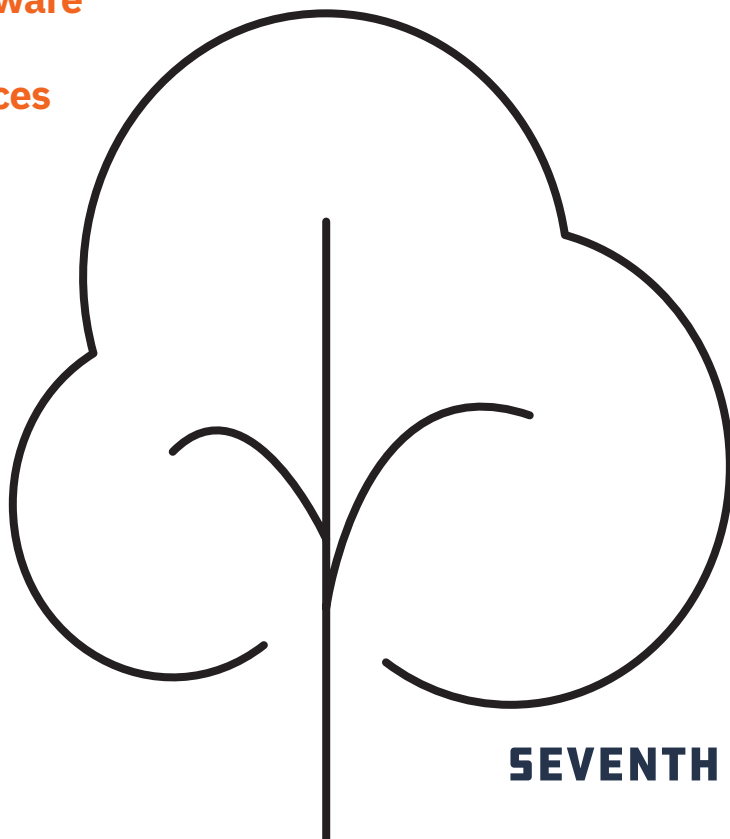


By leveraging the power of marketing automation, you make the impossible, possible, providing consistency and personality to your current and all future marketing strategies. When done correctly, marketing automation leads to huge results in areas like qualified leads, revenue, and larger purchases. (And not just double or even triple - **many case studies indicate upwards of 400% increases**, which means that if your focus isn't on marketing automation yet - it should be.)

In most cases, leveraging marketing automation tools means investing in software or a team that brings their software to your business. In general, marketing automation services include things like:

- Email sequences
- Social media posts
- Collecting emails
- Analyzing data
- Organizing customers
- Segmenting campaigns
- Personalizing messages

When it works, marketing automation seamlessly takes prospects through an enjoyable experience - an experience with a final destination that includes a purchase (not to mention loyalty, word-of-mouth marketing, etc.) For smaller businesses and start-ups, **marketing automation is one of the best ways to save time, make your business more efficient, and receive more accurate analytics.** It really is one of the smartest investments that can be made simply because the **ROI is enough to get you from “baby plant” phase to “thriving evergreen tree” phase - and what business wouldn't dream of that?**





How Does Marketing Automation Work Day-To-Day?

From automated personalized emails that thank your customers for signing up or purchasing to highly intelligent analytics that can help you better understand the inner workings and life cycle of your customers, marketing automation can do it all. Imagine how great life would be if every single form submitted on your site or every single request form filled out was immediately met with a message you wrote - but without ever having to write it. Imagine getting the answers to questions you have about what your buyers do when they hit your site, how long it takes them to fill out a form (if they do), and then how they respond to your follow up emails and messages. Without even needing to know much about marketing, you can understand just how valuable this type of automation would be.



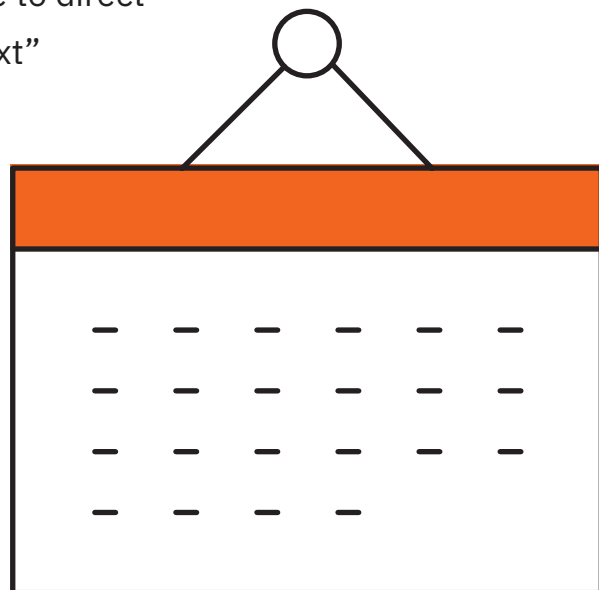
In the Short-Term

In the short-term, marketing automation saves resources because it is one system taking care of your marketing needs - not several people who, at some point or another, will disagree, not show up, get confused, misunderstand... And, of all of the resources that are saved, your time is one of the most important. Executing the same steps in a marketing strategy, no matter how effective they are, gets boring and tiresome day-after-day. Human error is bound to happen and when it does your company will pay. The beauty of marketing automation is that your time is given back to you. This means that instead of doing the same tasks over and over again, you're able to work on higher level pieces of your business. And, for those of you with in-house marketing experts, they're able to work on the creative side of campaigns.

In the Long-Term

In the long-term, marketing automation forces you to look at, well, the long-term. Because it requires you to build systems, experiences for your customers and potential customers to go through, you have to direct your attention to all of the “what - happens - next”

scenarios. **This type of long-term vision is one of the underlying benefits of using marketing automation. When you see the big picture, so do all of your employees - and your customers.**





Okay. But What Are Some of the Biggest “Real-Life” Benefits of Marketing Automation?

Marketing automation works quickly. According to a study of companies switching from traditional marketing to automated marketing, within six months almost half reached a positive ROI, which is huge compared to most other types of campaigns. The statistics get even more impressive though when companies stick with automation for a year or more. In just twelve months the same study shows that nearly 3/4 of all companies see a positive ROI.

The return on investment alone is enough to sell most people about why marketing automation is a smart move. If, however, you want more benefits, keep reading.

Your Sales Funnel's New Best Friend

One of the most dreaded parts of owning or starting a business is cold calling. Not only is it a huge time expense, but it's draining. From saying the same pitch over and over to getting interrupted (or hung up on) half way through the pitch because you simply weren't talking to the right potential customer, cold calling is hard. Not to mention, it's not really effective. Marketing automation is a savior when it comes to cold calling because it has the potential to completely eliminate it - for good. Leads can be nurtured through carefully crafted sales funnels - sales funnels that are intelligent enough to know how to respond based on the customer's unique feedback.

And, because marketing automation is intelligent, it knows which prospect is the right one to zero in on and exactly what needs to be said.

Just as you would respond differently to someone who buys from you all the time and someone who just stepped into your store, marketing automation tools are able to segment and react, which means you are no longer taking stabs in the dark (or blowing a potential sale because you say the wrong thing at the wrong time).





So, How Do I Pick the Right Marketing Automation Tool?

It will sound like a cliché, but it's true: **Every business is different.**

As much as marketers want you to believe that there is one perfect tool for every business, there really isn't. And, unfortunately, because so many businesses are lead to believe that the first marketing automation tool they come across is perfect, many people quickly give up on the idea altogether, writing it off completely because it's too expensive or too difficult to manage.

That's why before you start researching tools, it's important to have a few things in place. This will ensure you get the most out your marketing automation system.



- **Good List Relationship.**

While you might not be thrilled with how you communicate with your list (you know there's a way to do it better), you are aware that it's important to keep the list happy and engaged. If you've been collecting email addresses (but never sending emails except for the extremely occasional "Buy This Now!"), then your marketing automation tool will take longer to be effective. **If, however, your list is still warm (and used to getting some sort of communication from you), then it will be much easier to see the results you want quickly.**

- **Brand Strength.**

The stronger your brand already is, the faster marketing automation will work. If you already have a following, it makes sense that optimizing your marketing will be able to work its magic quicker. Of course, that doesn't mean that new course, that doesn't mean that new companies and brands shouldn't use it. In fact, a great marketing automation tool can actually help strengthen new brands from the get-go, giving them the consistency and information they need to dig into their niche and make an impression. **Just don't expect a brand new or less recognized brand to get the same results in the same amount of time as a brand that has a strong following and presence.**

- **Business Experience.**

As awesome as marketing automation is, it can fall short if the person behind it doesn't have a lot of tech or business (or marketing) experience. While it will still create a basic scaffold for your marketing, it does require you to have skills. (We're not completely in the robots-do-everything-you-need-for-you world yet.) The more knowledge and experience you have, the faster your marketing automation will work. **If you don't have experience, it will still work, but it will require some learning on your part (which means results may come more slowly).**



When you have these things in place...

You can start shopping marketing automation tools. There are several out there to choose from and if you've never heard of any of them, it can be overwhelming. Consider taking a look at two specific things for each tool: Convenience and Time to Value (or TTV).

Convenience. If the tool you choose is convenient and easy to use, there's a better chance you'll use it. There's also a better chance that you'll use all of it. There's also a better chance that you'll use all of its Automation features, not just some of them, which means you'll get better results. Of course, what's convenient and easy to use for one person is going to be different for what's convenient and easy to use for the next. So, when shopping, look at reviews, yes, but more importantly find ways to test-drive the tool. Look at the dashboards, watch the how-to videos and decide from there if it feels like the right fit for you or not.

And, if you have a team working with you, then it's important to make sure that the tool is convenient and functional for everyone. Although the "fancy" features can be distracting, getting down to the day-to-day practicality is way more important. After all, who wants to pay for a tool that people hate using - or, worse, never use.

TTV. Time to Value, or TTV, is another way of saying, "How long will it take for me to see a return on my investment?" If a tool makes a lot of promises but, in order to get those results, you have to invest years in setting it up and learning, then the TTV won't be great. A reasonable TTV is different for each business because it really does depend on where your business is at, the resources you have and your end goal. Before you invest in a tool, spend some time to calculate (or at least consider) the TTV.

Ask yourself these questions:

- Will I get where I need to be as quickly as I need?
- What's the best investment for my business right now?
- If I spend money on this tool, where will I be able to save money and resources?

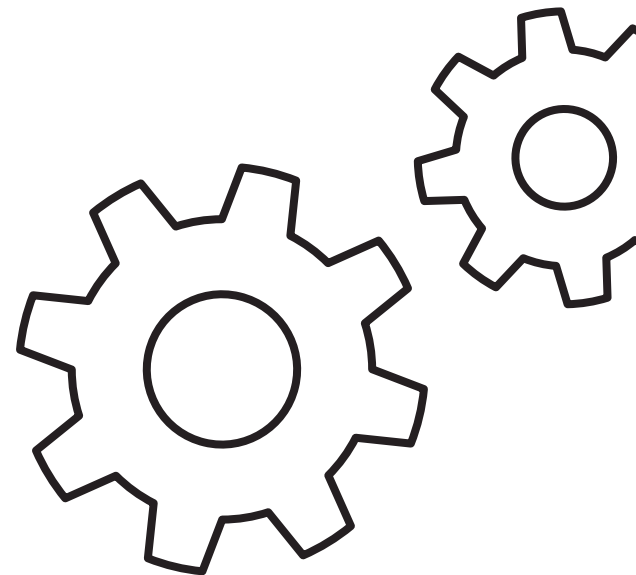


Get Started With Marketing Automation

Even the most brilliant marketing strategies won't work if they aren't executed properly and efficiently. That's why marketing automation is seen as a superhero to every business using digital marketing. It has great benefits that allow any business to focus on operations and other greater responsibilities instead of spending hours on a 20-step process just to send out an email. It's that kind of consistency and reliability that is a game changer and a value-add for any business. Just in keep in mind that your marketing automation tool doesn't have to be the fanciest or the most complex (or the most expensive). If it works for your budget, fits your needs, and is intuitive and easy enough to setup and operate, then that's your ideal solution.

Seventh Scout is a proud Hubspot Partner and works with businesses of all spectrums to audit and automate their marketing assets and processes.

Talk with us about folding in automation into your current initiatives today.





Let's make things happen

We welcome the opportunity to work with your business. Contact us to get started.

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