Korcomptenz

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Why Your Business Needs MARKETING AUTOMATION

Automation is the new imperative for sales, marketing, and operational excellence

Today's technology savvy companies are using automation and personalization to deliver experiences that matter to their customer, building trust and loyalty one email and one click at a time. Many organizations, however, have faced challenges taking advantage of these trends, and have been unable to continuously deliver relevant content to the right user at the right time, consistently across all channels. The answer is automation, and there is no better time than now to begin your journey through the spectrum.

The Automation Software Spectrum

MARKETING AUTOMATION

Marketing Automation uses specialized software that automates and personalized your prospecting and conversion efforts.

BUSINESS PROCESS AUTOMATION

Business Process Automation uses features available in ERP, CRM, and other software to automate key operational tasks.

ROBOTIC PROCESS AUTOMATION

Robotic Process Automation is powered by next generation tools designed to automate tasks across and between systems without dependence on specific platform.

Why you need Marketing Automation?

Marketing investments are a key component of an organization's growth strategy. Industry reports show that spending on automation alone will exceed $25 billion annually by 2023. Gartner estimated that one third of marketing budgets is now spent on marketing technology which usually translates into some form of automation.

Customer Experience is the core reason

Companies are doing everything possible to personalize their engagement with their customers. The goal is to transition from a 'This is what I sell approach" to "How may I help." **The focus is on generating enthusiasm and establishing a relationship, not simply completing a transaction.** Value critical tot his relationship, helping to address both their passion and their pain points to earn loyal customers for life.

Memorable Experience = Mind Share = Market Share

Humanize interactions

Be Responsive

Be consistent across channels

Tell me what you stand for

Speak about **mypassion** and pain

Keep my **credentials** safe

Reward me for my loyalty

Today's customers have higher expectations than ever...

Adding value all the time = Marketing that is always on

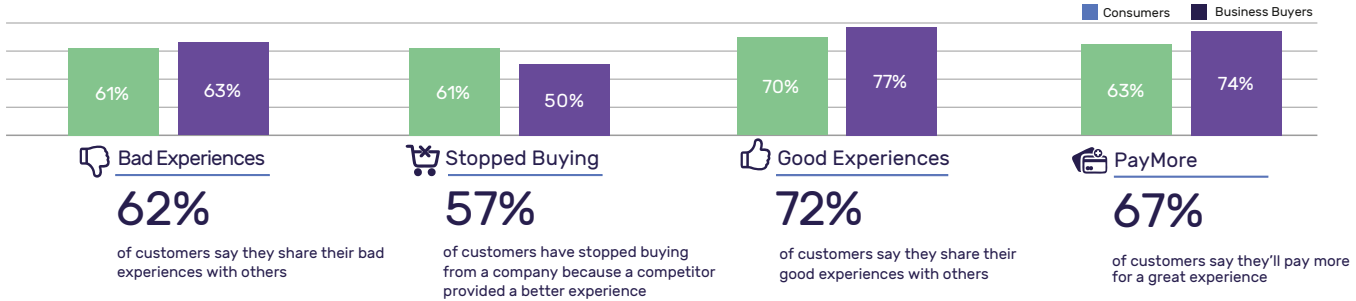## Make Marketing the Department that Never Sleeps

If you are a frequent online shopper and internet user, there's a good chance that you are constantly receiving personalized offers and other promotions aligned with your purchasing and visiting habits. This concept is called *"Always on Marketing."* Always on Marketing is based on the premise that your relationships with your customers never stop.

The days of traditional campaigns focused on big budget TV, radio, and print advertisements run on certain days, or in certain seasons, or during specific events is largely over.

Marketing has become a conversation, a continuing dialogue happening across multiple channels, providing consistent, persuasive and personalized messaging. The goal is to provide meaningful and useful content that pushes the customer towards an action.
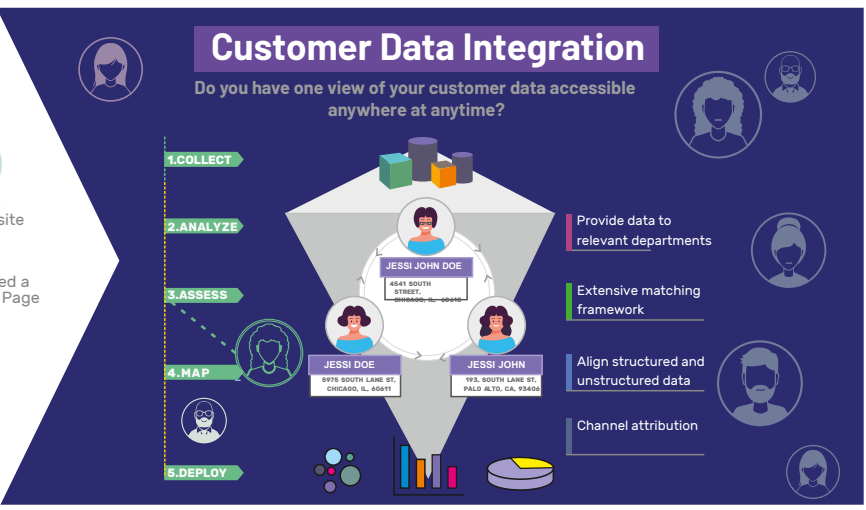
Still skeptical? Keep reading for 8 more reasons automation can work wonders in your organization.

Experience Impacts the Bottom Line

Consumers / Business Buyers

61% | 63% | 61% | 50% | 70% | 77% | 63% | 74%

Bad Experiences
62%
of customers say they share their bad experiences with others

Stopped Buying
57%
of customers have stopped buying from a company because a competitor provided a better experience

Good Experiences
72%
of customers say they share their good experiences with others

PayMore
67%
of customers say they'll pay more for a great experience

1.Obtain a 360 degree view of your customer

Marketing automation enables you to acquire insights and intelligence to know your customers better and develop a 360 degree view of their experiences and actions. A modern marketing automation framework generates a wealth of data beyond traditional sources including demographics, psychographics, and behavior and transactional data. You can also include geographical information, referral and social data, sharing statistics, intention and propensity information, and detailed data about your channels.

Create Customer Profile

Participate actively in a community

Downloaded an online offer

Visited a Website

Accessed a Twitter Page

Connected to a Call Center

JESSI DOE

Is an online advocate

Watched a video

Belongs to forum

Customer Data Integration

Do you have one view of your customer data accessible anywhere at anytime?

1.COLLECT

2.ANALYZE

3.ASSESS

4.MAP

5.DEPLOY

JESSI JOHN DOE
4541 SOUTH STREET, CHICAGO, IL. 60615

JESSI DOE
5975 SOUTH LANE ST. CHICAGO, IL. 60611

JESSI JOHN
1F3, SOUTH LANE ST. PALO ALTO, CA. 93406

Provide data to relevant departments

Extensive matching framework

Align structured and unstructured data

Channel attribution

2. A holistic approach to customer engagement

Have you ever purchased a product only to discover that your transaction didn't count towards your reward points or you missed out on a free offer? Or have you ever been kept on hold by customer service only to learn you contacted the wrong department?

These challenges occur when an organization's data isn't fully integrated and accessible by a marketing automation system that delivers personalized, actionable, and accurrace content.

Customer Experience = Unified Operations
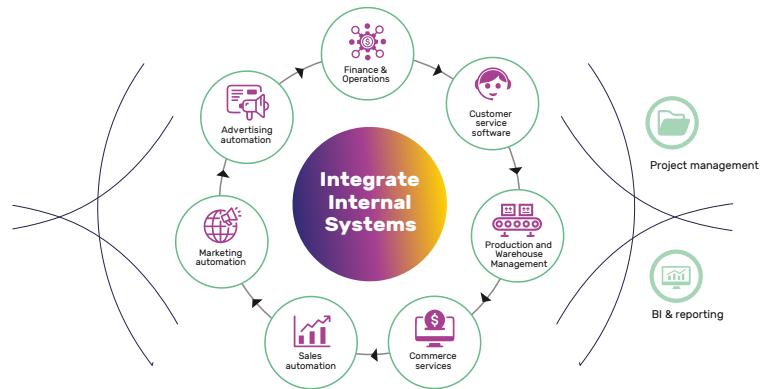
Why - Marketing automation is an essential part of the seamless flow of information in your organization, enabling you to be more customer centric and proactive with your audiences.

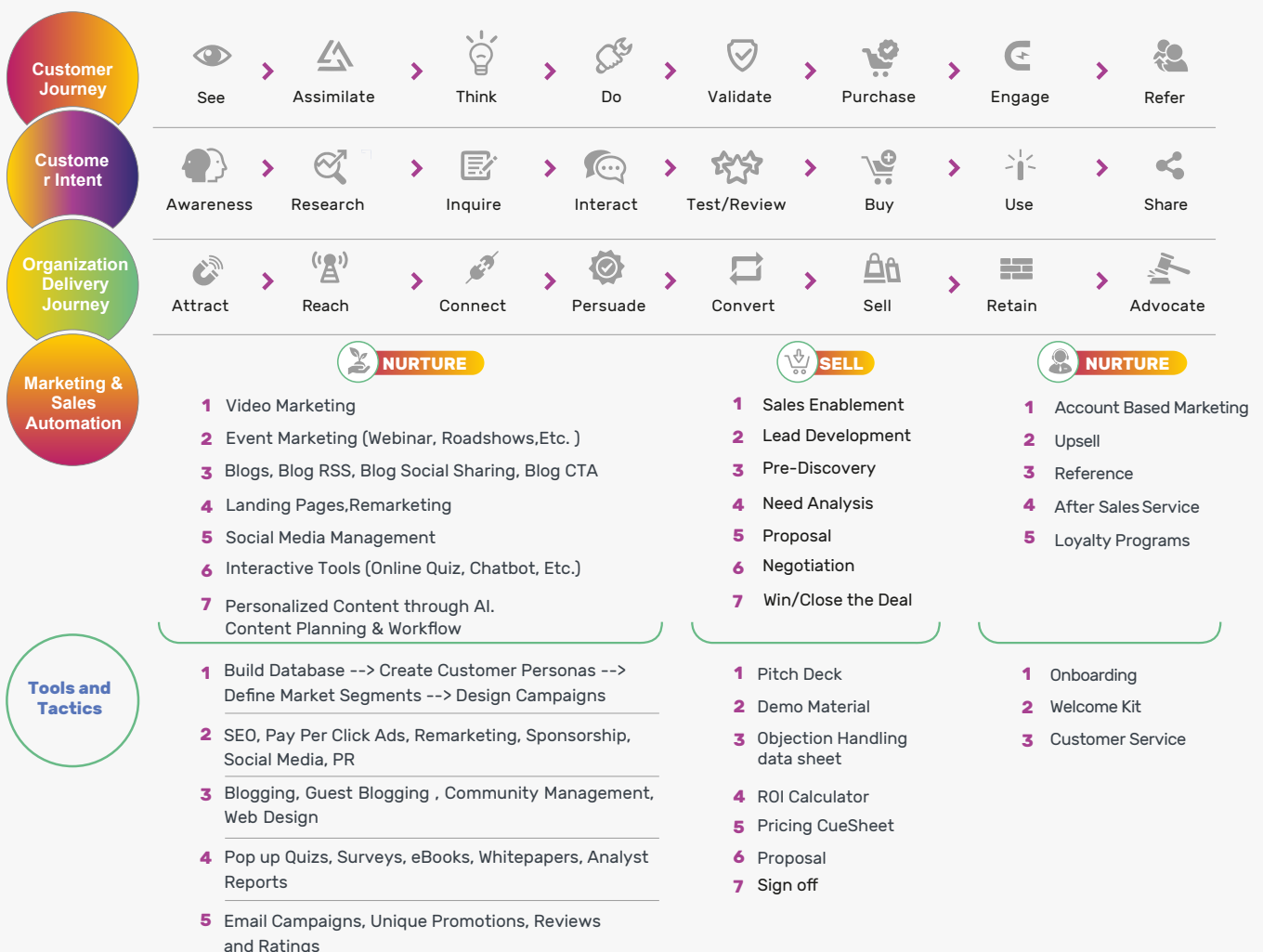## 3. Use predictive intent to make your campaigns more intelligent

The vast amount of data available about prospective and current customers can make identifying the right campaign strategy a challenge. Marketing automation can help solve his problem by leveraging machine learning and artificial intelligence to make predictions about possible outcomes during the planning stages and to deliverable actionable content based on previous behavior. These systems use data to make predictions based on past experience or using models with similar data sets, synthesizing huge amounts of information in a way impossible for a human being. Even better, these intelligent platforms can make recommendations and trigger automatic responses 24/7 without manual intervention, constantly mining your data to help you determine the best time to send a campaign, the right number of targets to include, and even the expected conversion rate to measure and improve your performance.

4. Synchronize your customer journey and your organizational delivery journey

A customer journey map is a visual depiction of the activities, expectations, emotions, and perceptions that customers experience throughout their relationship with a company's products, services, and people. An organizational delivery journey illustrates the different touch points, processes, and teams required to support your sales and marketing efforts.   Synchronizing the two ensures that your customers are properly supported by the right people at the right time with the right information about the customer or prospect readily available.

Customer Journey	See	Assimilate	Think	Do	Validate	Purchase	Engage	Refer
Customer Intent	Awareness	Research	Inquire	Interact	Test/Review	Buy	Use	Share
Organization Delivery Journey	Attract	Reach	Connect	Persuade	Convert	Sell	Retain	Advocate

Marketing & Sales Automation

NURTURE
1. Video Marketing
2. Event Marketing (Webinar, Roadshows,Etc.)
3. Blogs, Blog RSS, Blog Social Sharing, Blog CTA
4. Landing Pages,Remarketing
5. Social Media Management
6. Interactive Tools (Online Quiz, Chatbot, Etc.)
7. Personalized Content through AI. Content Planning & Workflow

SELL
1. Sales Enablement
2. Lead Development
3. Pre-Discovery
4. Need Analysis
5. Proposal
6. Negotiation
7. Win/Close the Deal

NURTURE
1. Account Based Marketing
2. Upsell
3. Reference
4. After Sales Service
5. Loyalty Programs

Tools and Tactics

1. Build Database --> Create Customer Personas --> Define Market Segments --> Design Campaigns
2. SEO, Pay Per Click Ads, Remarketing, Sponsorship, Social Media, PR
3. Blogging, Guest Blogging , Community Management, Web Design
4. Pop up Quizs, Surveys, eBooks, Whitepapers, Analyst Reports
5. Email Campaigns, Unique Promotions, Reviews and Ratings

1. Pitch Deck
2. Demo Material
3. Objection Handling data sheet
4. ROI Calculator
5. Pricing CueSheet
6. Proposal
7. Sign off

1. Onboarding
2. Welcome Kit
3. Customer Service

5. Return on engagement is one of the reasons

Have you noticed why customers engage with your organization? While everyone, including the competition, is striving for customer mindshare, some are more successful than others. This is because organizations that offer more relevance and value provide tangible benefits to their customers. The quantification of these benefits is known as Return on Engagement. ROE or Return on Engagement is when Customers see consistently benefiting out of every engagement with brand/organisation. This Engagement value need not always be tangible. With today's digitally efficient marketing automation platforms, it is possible to bring more personalization in campaigns and connect better with end users. For example, your CRM system can be integrated with a marketing automation tool that sends custom emails to customers with recommendations on products and services. The system can utilize insights from the CRM to create personalized offerings as well as communication messages that willc onnect seamlessly with target buyers. These tools also offer 24 X 7 availability on social media channels thereby providing you with round the clock connectivity to any customer across the globe.AI powered chatbots and customer interaction systems can handle first level queries and concerns from leads directly any time and collect information necessary for executives to take the conversation to the next stage.
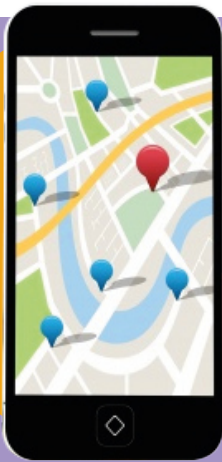
6. Mobile enabled campaigns

In 2018, its been recorded that the digital ad spends on smartphones exceeded than on desktops, (Gartner). Every organization needs to have a mobile marketing strategy. Mobile is like the remote control that offers access to apps that provide innumerable value to its users in seconds. Convenience and saving times is the highest value attributed to the mobile strategy. Marketing automation enables you to plan for mobile strategy.

7. Improved ROI calculation

Marketing should be one ofthe most objective driven investments a business makes in its operating budget. The less information a company has about key performance areas in marketing, the greater the chance of missing their revenue targets. In a 2015 survey, 74% of companies that did not have an idea of their visitor or lead counts, MQL's, etc. fared poorly in their revenue generation as well. With the advent of automation platforms, it's possible to obtain high levels of insights from each campaign you run to improve outreach. It's not just about the number of people who opened an email, but today's state of the art marketing tools can offer insights like consumer behavior towards campaigns, geographical and demographic variations in campaign results, lead generation paths, costs involved in every lead that is generated and much more. With such data driven insights, it becomes easier for the management to review their marketing budgets and focus on improving areas that show lack of interest from users. Marketing automation tools helps measure total revenue earned, wins, opportunities, leads, number of MQLs, number of SQLs, campaign success, what content is working and whats not.

8. Free Enterprise Human Brainpower to utilize time productively

Imagine having to assign people to manually send outevery email, greeting, and campaign message over differentmedia daily to connect with existing and prospective customers.There would be a significant amount of time spent simply scheduling and sending out messages. With marketing automation, you can schedule every marketing campaign in advance and at any time and any frequency you need. Your valuable employees don't need to spend countless hours going through large Excel sheets and scheduling emails, social media posts, CRM responses, etc. to keep customers engaged. The significant savings you make in time can be utilized elsewhere for other core business activities.

Marketers: Be the best in class team in your organization

Marketing automation, as is the case of any automation application, is not focused on removing the human workforce from an organization. These tools are designed to empower a marketing team with better data and insights and powerful communication capabilities to meet their target outcomes and objectives. The right knowledge about a potential customer's interests,their preferred time of contact,and their spending habits can all aid a marketing campaign manager's decision-making capability while drawing up plans for promoting a businesses products or services. Also, it can eliminate hours of manual record keeping in spreadsheets and other assorted documents. In short businesses can drive more value from their human resources without putting them through strenuous manual processes and timelines. It is a win-win situation for everyone.

How to Get Started?

The benefits we explored above should be an eye-opener for businesses that have not yet procured a marketing automation platform or invested in automation in general.

Create your Marketing Sales Tech landscape

Why Korcomptenz?

Our holistic view on the transformational nature of technology allows us to leverage a wide variety of platforms and tools such as Magento, Kentico, Wordpress, Drupal, Mautic, Shopify, Salesforce Commerce Cloud, Salesforce Marketing Cloud, Dynamics 365 Sales, and Dynamics 365 Marketing to meet specific business challenges across various functions in your enterprise including sales, marketing, mobile, infrastructure and operations.

Korcomptenz is a seasoned technology partner with proven capabilities to help your organization harness the best that evolving technologies have to offer, empowering your employees to achieve operational excellence and delight your customers. Let us help you with your digital transformation journey today!

Korcomptenz

Korcomptenz is a technology transformation provide that partners with clients to improve their digital experience and insight. We unlock the power of technology in the areas of ERP, CRM, Web infrastructure management, and cloud to empower our clients with intelligent and experiential solutions. We#FocusOnYou.

Discover how we #FocusOnYou at www.korcomptenz.com

Get in touch with us:

+1 (973) 601 8770 | sales@korcomptenz.com