The Benefits of Marketing Automation for Manufacturers

customer relationships with a CRM, has been driving the improvement of the manufacturing industry. With marketing automation, manufacturers now have the opportunity to not only improve their sales and marketing processes and alignment, but allows them time to focus more on programs critical to their success.

Whether it's to manage the front and back-office processes with an ERP or track

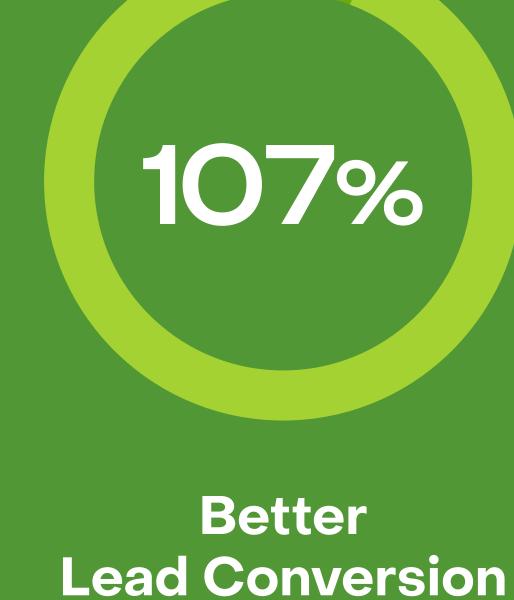
Is Automating Your Marketing Strategy the Way to Go? With less time for labor-intensive marketing

methods such as direct mail, tradeshows and printed advertising, it's time for manufacturers to adopt a new digital marketing strategy.

Manufacturers can achieve:



Ways



Rate





Source: Aberdeen Group



Manufacturing Companies are Benefiting from Marketing Automation



and aligns marketing with sales around a streamlined process, making it easier to

Personalization

while managing the customer experience.

With marketing automation, marketers

Integrating marketing automation with

share data across all business units

your CRM eliminates manual processes



campaigns to drive your leads through the buyer's journey. A robust marketing automation tool can track engagement-

Lead Scoring

Understanding

to help define buyer personas.

Lead scoring helps ensure that time

prospects and customers in order to

drive increased alignment, conversion

and effort is spent on sales ready



Marketing automation provides

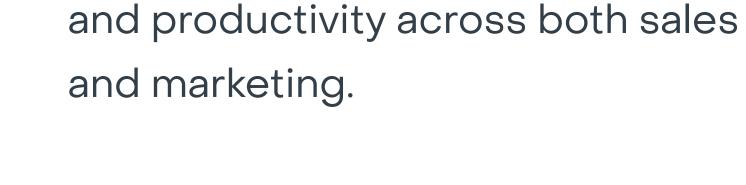
manufacturers with detailed reports on

the performance of each campaign by

where improvements can be made.

channel so you know what's working and





visibility to track touchpoints across the entire buyer's journey, you get a clear picture on what is generating a positive

return on investment.

Measuring ROI

One of the main challenges for any

With an integrated platform and

manufacturer is measuring its return on

investment from marketing campaigns.



focuses on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversions and driving more revenue.

The All-You-Need Marketing

Automation for Manufacturers

With a curated toolset that includes highly intuitive campaign

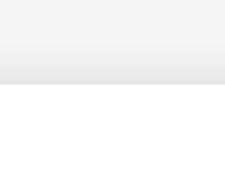
builders, advanced automation and superior reporting, Sugar Market

Intuitive drag-and-drop **Lead nurturing Seamless integrations** Advanced analytics

Features



scoring



and BI-grade reporting

dashboards





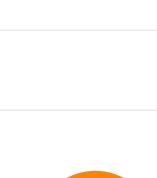
with the most popular

CRM software,

including Sugar Sell

Get a 360-degree view of critical customer information so you can streamline and automate operations based on location and division.

potential defects in real-time.



campaign builders

the data your associates need to access. Use a streamlined product catalog to monitor product specs, materials, and warranties—and track

Collaborate with dealers and distributors on one

secure CRM platform that enables you to only share



Let the platform do the work

Simplify your software platforms with SugarCRM, thanks to a variety of integrations with front and back-end systems alike.

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