

10 Reasons Why Companies Adopt Marketing Automation





Marketing Technology Simplified

Marketing is continually evolving and marketers are adapting and adopting new tools and technologies in response. The problem though is that these solutions work independently of each other, requiring multiple steps, manual busy work, and moving parts that can get lost—it's far from optimal. Results are often varied and difficult to measure accurately. This has challenged marketers looking for a way to prove ROI and refine their tactics.

An all-you-need marketing automation platform offers a solution to the most common problems marketers face today including blind spots, busy work, and roadblocks. Marketers need a true solution, a marketing where they can let the platform to do the work. Join us as we explore common challenges and how marketing automation can solve each one.

1

PROBLEM

Sales Needs More Leads

Marketers who struggle with lead generation often do so because they don't have an automated way to manage leads or predict who will convert until they're qualified and added to the CRM. They struggle to find and generate new leads because they create disjointed communications that fail to guide prospects through the buying process.

SOLUTION

Automated Lead Management

Marketing automation is the single best way to manage and nurture leads. It provides the ability to create nurture campaigns that automatically execute based on prospect behavior, engagement level, area of interest, geographic location, and more. This approach means marketers can spend less time being tactical and more time being strategic.

2

PROBLEM

Sales Needs Better Leads

Lead quality is an important consideration when trying to create efficiency in the lead-to-revenue conversion process. If sales wants better leads, the problem is often two-fold:

Marketers lack insight into prospect actions and can't decipher who is likely to convert, which results in marketers casting a wide net to their target market. This ripples to sales who lack information on lead history and can't target the most likely to convert leads. Unable to continue the conversation, sales cannot personalize the buyer's journey, creating a disjointed customer experience.

SOLUTION

Predictive Lead Scoring

Marketing automation offers the ability to score leads based on behavioral and firmographic data but AI capabilities take lead scoring to the next level by providing information on which leads are most likely to convert. With marketing able to assign a better lead scoring model, leads become higher-quality and meet the needs of sales teams. As prospects accumulate higher scores, crossing a set threshold, sales can pick up the conversation. Not only does this prioritize leads but also increases lead quality. With predictive lead scoring marketers understand what types of prospects yield the highest return and then, be more targeted.

3

PROBLEM

Marketing not Targeting the Ideal Buyer

There are many cases in which marketing is able to drive a high volume of leads for sales. The sales team may even have quality conversations with those leads but, they still aren't close enough business. Marketing will compare their ideal customer with a lead profile, and they to seem match perfectly. This is incredibly frustrating for many marketers. The piece they're missing is the journey the prospect took before they became customers.

SOLUTION

Buyer Journey Profiling

Being able to map the prospect-to-customer journey through marketing automation offers visibility into the behavioral characteristics of the ideal prospect, not just the firmographic or demographic characteristics. Mapping and choreographing the buyer's journey allows marketers to understand buyers, create personas to better target, and better provide sales with customers that truly fit the company's ideal customer profile.



4

PROBLEM

Hand-off from Marketing to Sales is Choppy

Sales typically lacks visibility into marketing efforts and the leads' engagement with marketing. Without insight into the journey of the buyer, they only rely on the limited data they have within the CRM. This makes it very difficult for them to pick up the conversation. The conversation can feel impersonal and detract value from the buyer's experience. Sales teams are effectively left in the dark because the data doesn't integrate between marketing systems and the CRM costing time, money, and causing roadblocks.

SOLUTION

System Integration and Mapping

Marketing automation offers the ability to auto-populate all available demographic information directly into the CRM but it must be mapped correctly. The data fed into the CRM system by marketing automation can provide detailed information at the account or lead level and paint a more accurate picture for sales teams. With sales having complete visibility into each lead's journey, every email opened, page visited, and nearly any other behaviors can actively personalize the conversation to convert more leads to opportunities.

5

PROBLEM

Sales Struggles to Stay Top-of-Mind

Companies can have complex sales cycles which can cause a struggle to keep leads warm over extended periods of time. In these circumstances, sales teams are required to do a lot of manual labor to keep the conversation going and while effective, it limits how many new leads they can pursue.

SOLUTION

Lead Nurturing

With lead nurturing, marketing can help alleviate manual outreach. Combining automated digital touch with the human touch from sales, customized emails continue across the prospect's journey through the funnel. With marketing automation, emails are automatically sent keeping leads warm until they're ready to buy. This improves efficiencies in the sales and marketing process and frees up time sales can use to focus on new prospects.

6

PROBLEM

Highly-Trafficked Website without Visibility

Before a prospect reaches out, they've completed [57% of the buyer's journey](#) and you may never realize it if you aren't tracking visits on your website. Most prospects are self-educating online. Without marketing automation, marketers have limited visibility into where their prospects are collecting information and hence, they don't know where is most profitable to invest time and resources to guide their lead's journey. Additionally, they can't measure the most important piece of website traffic—the conversion rate of anonymous visitors to known prospects.

SOLUTION

Website Visitor Tracking

The key to driving more high-quality leads is for marketers to reach out to other places on the web and drive prospects to their website. The only system that allows marketers to track and manage their outreach in one place is marketing automation. Through landing pages and forms, marketing automation offers the ability to measure exactly how many new prospects are downloading content, requesting demos or simply raising their hand for a salesperson to reach out to them. Whatever the call to action, marketers can actually capture prospects visiting their website and measure how many of them become qualified leads.

7

PROBLEM

Leads not Ready to Buy are Tabled

Marketing works hard to acquire new prospects and convert them to a lead for sales. However, if the lead is pushed prematurely, all the work that went into that lead can come undone. This can result in sales being asked to follow up in six months, which means that sales will pass on the lead to focus on those more likely to convert. The lead is dropped and may slip through your fingers to a competitor.

SOLUTION

Remarket Nurture

Marketing automation offers the ability to drip relevant content to leads during the research phase of their buying cycle known as a remarket nurture. By continuing to nurture that lead with content, it guarantees that the marketer's company will remain top of mind and hopefully on their shortlist of vendors to buy from when they're ready. Additionally, it builds trust with your company and alerts you when they engage with content.

PROBLEM

Marketing is Struggling to Show ROI

Being able to report the ROI of marketing is important for any business. Many marketing departments spend days, weeks or even months trying to manually calculate how much marketing-sourced and marketing-influenced revenue there was in the last year. That reporting is tedious, time-consuming, and just a sliver of the reporting they could do with marketing automation.

SOLUTION

ROI Dashboard

In addition to reporting on simple ROI, marketing automation dashboards can report on so much more. Marketers can understand how much of their marketing dollars were spent inefficiently. They can also understand how they influenced the buying cycle with different efforts, such as nurture campaigns and events. Marketing automation has tracking and reporting built into the system so very little effort is needed on the marketer's part to prove their value.



PROBLEM**Marketing Needs to Send Multiple Messages**

This is usually the number one reason marketers adopt marketing automation—they need to send contextually relevant marketing messages to different audiences. Gone are the days of sending a basic company newsletter to all customers, partners, and prospects at once. Bulk emails can be sent with email marketing tools like MailChimp or Constant Contact, but they cannot be done with the personalization prospects demand today.

SOLUTION**Personalization and A/B Testing**

Marketing automation is able to pull dynamic lists based on any data set at the time of an email send which allows marketers to personalize content to their audience. With increased flexibility with data segmentation, marketers no longer have to manually pull lists to load it into a platform each time you send an email. It also has the best tools for A/B testing email campaigns. There is so much literature on when the best time of day to send email is or the best day of the week. However, the only way to really measure what works for each company is to test on their specific audience.

PROBLEM**Marketing is Performing Tasks in Multiple Systems**

Marketers spend an incredible amount of time on tactical activities, across multiple systems and solutions. When combined manually across those tools, marketers lose time and run the risk of delaying campaign or program execution. Things like designing emails in InDesign, coding them in Dreamweaver, uploading the code to Constant Contact, pulling a list into an Excel file from their CRM and sending it. This is incredibly time consuming and ineffective.

SOLUTION**All-You-Need Marketing Automation**

Marketers need a platform that does the work for them, consolidating every function into one. With a curated toolset that includes highly intuitive campaign builders, advanced automation, and superior reporting, Sugar Market focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion, and driving more revenue.



Let the Platform Do the Work

Learn what SugarCRM can unlock within your organization.
A better solution is just a click away.

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About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

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