

6 Pitfalls to Avoid on Your:

MARKETING AUTOMATION JOURNEY

A rapidly growing list of companies have demonstrated the positive effect marketing automation has had on their operations and revenue.

However, the marketing automation roadmap has also seen its share of companies who failed to realize the potential and ROI of the system. These stalled use cases were oftentimes not a result of the technology failing, but rather companies being poorly prepared for the process changes and mindset required to utilize these powerful systems to their fullest.

Below are 6 pitfalls to look out for to help ensure that your marketing automation journey launches smoothly.

PITFALL

REASON

1 Automating processes that are bad to begin with

Ask any marketer that has implemented marketing automation that if they had a chance to do it all again, they would pay more attention to defining and building the right processes in the first place. Be prepared to take a critical look at your sales & marketing processes, especially around lead management – and expect to make some changes.

2 Thinking that automated marketing happens automatically

A new platform can do a lot – but it cannot do it on its own, especially at the beginning stages of the implementation. At the start of your journey, anticipate the need to spend time, energy, and budget above and beyond your platform license fee to get everything up and running properly.

3 A lack of compelling content to feed nurturing

You need to be ready to feed your automation engine the content to drive engaging conversations over time. A lack of good content will surely drive down your chances of automation success.

4 Dirty data

Data about your contacts and their behaviors is what your platform draws upon to trigger and perform every action. The cleaner your data is, the better your marketing automation performance is going to be. So – if your data is dirty, invest early in cleaning it before it enters your platform. Then, invest in setting up a ‘data washing machine’ to normalize fields where possible and keep your data clean over time.

5 Using Marketing Automation to just 'Batch and Blast'

6 Too much focus on technology, not enough focus on buyers

Take advantage of your new ability to create highly targeted messages focusing on smaller – but more motivated groups of contacts. Also, leverage your ability to dynamically change contacts based on what you already know about them. Think 'narrowcast', not broadcast – there is no reason to communicate in general terms when you have the ability to speak to individuals on a grand scale.

It's tempting to get excited about marketing automation technology. But always make an effort to step back and think about how this technology can help you deliver better buying experiences. Use the tool to get a really good understanding about your prospects' motivations, needs, how they think, feel and act. Then use that information to design communications and better conversations with them.