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## WHY MARKETING AUTOMATION IS MORE SUCCESSFUL THAN STRICT EMAIL MARKETING?

# TOP 10 ARGUMENTS FOR MARKETING AUTOMATION

E-mail marketing has become a fixed dimension of the communications mix: it is fast, immediate, cost-effective. Nevertheless, its shelf life is frequently too short because it is designed for mass distribution, or results are limited to opening rates and click through rates. Marketing automation allows you to kill two birds with one stone: you can eliminate time-consuming, cumbersome processes. The resulting time savings enable you to get to know your target groups better with your marketing campaigns, while also allowing you to drive your messages forward with greater precision.

### 1 Full target group profiles at a glance.

Purchasing decisions are not made on a whim. Before buying, prospects study your website in detail, download product information, or attend an event or a webinar. Marketing information makes all of this transparent at a glance and facilitates the correct address at the right time.

### 2 Information is always up to date.

Nothing ages as fast as data records that were painstakingly purchased and re-qualified from address publishers. Leave the updating to the system! By using dynamic forms that regularly ask the website visitor for data, contact information is continuously kept up to date in the database.

### 3 Fast implementation.

Does this sound familiar? You are suddenly confronted with a campaign that should have already been ready to go yesterday. Build your campaigns using templates and prepare a distribution list on the basis of a current database – and you are ready to send!

### 4 Meaningful reports.

In view of the wide range of tasks that drive the day-to-day activities of marketing departments, you need to be in a position to provide meaningful analyses and reports at the end of the day. Which campaign worked, and which campaign was less successful? Having the ability to measure activities from emails on landing pages or in social media gives you the confidence to supply concrete results and to make substantiated decisions.

### 5 Access from anywhere and at any time.

You are on the road and need to download information quickly. No problem, since Marketing Automation is arranged “as a software as a service” (SAAS) and is therefore available 24/7, using your web browser. It makes no difference whether you are in the office, at home or on the road.

### 6 Flexible, adaptable.

Companies and their increasingly distributed teams need flexibility and scalable, standardized solutions. Content is exchanged; criteria for target group selection are modified – conveniently because these are edited with little effort in the software, and made transparent and binding for everyone.

### 7 Budgeting reliability.

Marketing Automation Systems merely generate monthly licensing fees, regardless of how many campaigns you are running, or how many people your email campaign is distributed to. This provides budgeting reliability and helps reduce costs.

### 8 Only good leads to the sales department.

Increase your standing with your sales colleagues by only forwarding informed prospects who are ready to buy to the sales department via the CRM. Or alternatively, have the Marketing Automation System automatically notify the assigned sales employee with predefined reports when the customer takes certain actions. Conveniently by email – also to Blackberrys and iPhones.

### 9 Everything on a single platform.

Are you working with different tools for email marketing, web tracking, and CMS? Marketing Automation provides everything on a single, integrated platform – without the need for system and information interfaces; you have the ability to control and measure all campaigns on a single platform, from SEO/SEMs to email marketing.

### 10 Integration with CRM.

Does your sales department work with its own CRM, and are you dependent on up-to-date information for your campaigns? Marketing Automation Systems provide interfaces to most CRM software, and facilitate automatic synchronization of data. The interfaces have been tested and are frequently in use. You can therefore always rely on up-to-date information.