

# Marketing automation

[Business](#), [Marketing](#)



Gerry Brown, a senior digital marketing analyst, who works at Ovum, gives a warning that those marketing professionals who ignore the necessity of automation will do so at their own risk. According to Gerry Brown, genuineness must accustom themselves and be able to integrate digital marketing (marketing automation) into their organizations. Organizations will have to hire a mix of many talents, who would be analytical technical, and creative talents who have the capability to exploit the many benefits that can be utilized from marketing automation.

Now that we have a little insight to the benefits and opportunity that comes from marketing automation, we shall fully explore in detail as what is said above, how it all works and why it is imperative that businesses or any one starting a business should look into it. Marketing Automation is software that helps the marketing departments of organizations to automate repetitive tasks.

These Marketing departments who make use of these software will greatly benefit by inputting information, results for tasks, and processes which will then be analyzed, kept in storage, and will be executed by the software. Thus increasing the efficiency of an organization and reducing the occurrences of human error. Marketing automation is used to help systematize sales and marketing organizations by replacing repetitive manual processes with simple automation.

Marketing automation will help boost your activities in the following: \*

- Development and analysis of marketing campaigns and customers \*
- Management of marketing campaigns \*
- Appropriate customer data

organization and storage \* Demand Generation \* Lead (Prospective Customer) Management ; Lead (Prospective Customer) Scoring \* Lead (Prospective Customer) Nurturing 1 OFF use: Marketing Intelligence utilizes the tracking codes in email, websites, social media to track behavior of the consumers who have interests in certain products and services.

This type of software can record which specific social media groups that were allowed, what links were being clicked in emails or what search terms that were used to access websites. Buyer behavior is then tracked by the use of Multiple Link analysis. It is now more important than ever to observe and record the behavior of consumers and this software will do just that. We want to deliver messages that are relevant to targeted individuals rather than spamming thousands of emails with a generalized message, which can scare away potential buyers.

We want to be able to take advantage of a possible buyers' attention and push sales by giving them an informed brand, using targeted behavioral messages will get you more positive results. Marketing Automation is focused on placing leads from marketing into the hands of sales representatives, where the sales leads are utilized to their fullest. Prospective buyers are scored based on their activities by completing an email, file download, and a click-through, this helps a businesses easily assess where exactly a prospective buyer is in the steps of marketing to sales.

They are then reached with use of drip campaign by the use of emails and social channels. Helping marketers to nurture their interest into a sale. This

software makes large use of email marketing and a very intricate sales process. Advanced Workflow Automation involves the automation of the internal marketing processes. These will include; Internal Collaboration, digital asset creation, management, budgeting, planning, workflow and approvals, the marketing calendar, and basically anything the will support the operations of the internal marketing function.

Most of the time these systems will require a customer relationship management in order to setup a series of rules that will trigger items for the internal sales and marketing professionals will have to manually process it. This type of software will aid or increase the ability of marketers to deliver content that is relevant to individuals at any given time. We can conclude from the detailed explanations of what marketing automation is about and the opinions of experts, that it is going to be a very integral part of the business world, whether you're a fortune 500 company or a small business growing it's roots still.