

ACQUIA

EXPERIENCE DIGITAL FREEDOM

MARKETING AUTOMATION

The Fastest Path to Revenue



INTRODUCTION

Marketing automation is enjoying an unprecedented moment. **75% of companies** are now using a marketing automation tool — but what of the holdouts? For the remaining **25% of companies** who haven't yet embraced marketing automation, there are a number of considerations.

61%

of companies are concerned about the lack of personal connection.

44%

of companies worry about the risk of harming brand perception.

39%

are concerned about the lack of control over processes.

38%

are concerned about the risk of missing opportunities.

While these concerns are noteworthy, marketing automation products offer more advantages than downsides. When used correctly, marketing automation tools lead to a better customer experience, higher revenue, and longer lifetime value. In other words, companies that don't use marketing automation software may be out-competed by those that do.



STARTING FROM ZERO: WHY COMPANIES CAN'T START WITH A SINGLE TOOL AND BUILD OUT

For companies that aren't already using a marketing automation solution, it may be easy to dismiss these tools as surplus to requirements. After all, if a company is accomplishing its marketing strategy by using a free tool to "batch and blast" emails, does it need to do much else?

The counterpoint to this, however, is that most companies are going to need much more than just an email tool in order to get by.

If customers can't find a company on the channels they frequent, they'll stop looking. When companies can't contact the right customers, they lose business. Lastly, when companies add marketing capabilities on an as-needed basis, they'll end up paying much more than they would for a robust solution that scales with you as your company grows.

Multichannel Marketing is Essential

Customers now overwhelmingly demand that companies be available to them on multiple channels. As a result, companies without a multichannel or omnichannel outreach strategy will retain only 33% of their customers on average, compared to 89% retention for companies with omnichannel engagement.

Omnichannel Must be Smart in Order to Work

Targeting customers across multiple channels isn't easy. Imagine that a group of customers has started to display buying signs, moving from the top to the middle of the sales funnel. Marketers would want to target those customers with different messaging than top-of-funnel leads. In order to do that, however, they'd need a tool that has the ability to trigger communications based on data in other sources — like the CRM.

Multiple Tools Don't Work Well Together

Based on the above, a marketer might need a batch email tool, a social media deck and a tool to connect these to the CRM. At this point, productivity becomes an issue. If these tools don't have an easy and open way to interlock APIs, then marketing managers are forced to manually copy data between applications. This reduces productivity, introduces the opportunity for error and creates a data management nightmare.

All-In-One Automation Decreases Costs

By consolidating multiple tools into one program with many capabilities, marketing administrators can increase their productivity, while cutting down the cost of multiple subscriptions. The next section shows the benefits of marketing automation: increased ROI and improved revenue, plus increased customer retention and lower churn.

REAPING THE BENEFITS OF MARKETING AUTOMATION

Marketing automation lets companies reach their customers in ways that are more personal to them, on any contact channel that they'd prefer. It lets them do this easily, from a single application, using a unified pool of data.

One of the most important features of marketing automation is the ability to dynamically generate conversations with leads. Here's a good example of how these conversations can go.

- A marketing programs manager crafts an email campaign that goes out to their email list.
- A prospect opens the email, reads it, and clicks through a link.
- Depending on the level of content behind the links, this could set the prospect up for additional interactions such as:
 - A sales rep is directed try to set up a phone meeting;
 - A transactional thank-you email with a link to higher-level content; or
 - An invitation to a webinar or an in-person sales meeting.



At each step in the process, the level of interaction increases based on the choices that the prospect makes. More to the point, aside from the creation of the email, most of the steps outlined above can be taken without human intervention. Automating tasks such as sending a thank-you message after someone downloads a piece of content or follows a company on social media can be one of the most effective tools in marketing. These messages are opened eight times more often than any other kind of marketing outreach.

At certain points in the process, such as when the prospect becomes an opportunity, a higher number of personal touches can be achieved manually or by automating with more targeted content. By automating responses across the entire customer journey, the go-to-market team has much more time to pay personal attention to more well-qualified opportunities. As such, 80% of companies using marketing automation see their number of leads increase, and nearly as many see their number of conversions increase.

Lastly, the automation and CRM integration displayed in the process above aren't constrained to email. Again, customers expect to be able to reach companies on every channel imaginable, which includes social media, chat (such as on Skype or Facebook Messenger), mobile apps and even SMS. Marketing automation platforms give demand gen teams the tools to integrate those channels into workflows that will continuously funnel leads down the sales pipeline.

Another important benefit of marketing automation is the concept of mass personalization. Even something as simple as a dynamic field that puts a prospect's first name in the subject line of an email raises engagement rates by over 29% across industries. While this seems like a simple accomplishment, personalized subject lines are only used by 35% of marketers.

Personalization doesn't just allow marketers to send messages that hit home more often. It also allows them to avoid sending messages that annoy or frustrate the customer. Over 70% of customers become frustrated when they receive content that isn't targeted to their interests. Therefore, marketing automation products allow users to segment their campaigns, ensuring that users at different stages of the pipeline don't get the same kinds of targeted content.

For marketers, familiarity with pipeline marketing is an important aspect that will determine whether they are successful users of marketing automation. Users that are already familiar with pipeline marketing attain the highest benefit. They are 50% more likely to achieve a 150% ROI. So, while companies can achieve success with marketing automation, there are ways that marketing automation products can make themselves more accessible to users who may not be familiar with its capabilities.

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ACQUIA CAMPAIGN STUDIO: MAKING MARKETING AUTOMATION THE BEST IT CAN BE

Campaign Studio is Acquia's open marketing automation platform. Campaign Studio intends to lower the barrier of entry for companies willing to explore the benefits of marketing automation.

Contains the full feature set of incumbent platforms

Like other marketing automation platforms, Campaign Studio gives users the power to automate communications over email, SMS, tweets, web applications and mobile devices.

Easy to get off the ground running

With a simple UI that allows users to create templates and automated campaigns in seconds, marketers will be able to get up to speed and get content out the door faster than ever.

Innovation at the speed of open

Born to integrate, Campaign Studio's API-first architecture enables organizations to connect all of their business-critical systems, including purchased third-party plugins as well as proprietary, homegrown systems.

With Campaign Studio, users get all the power of marketing automation, but without as many prerequisites. The Campaign Studio philosophy is to give every user the power to understand, manage and grow their business or organization. Acquia is focused on helping this belief become a reality by getting powerful marketing automation software into the hands of every person.

To learn more about how Acquia can help transform your organization's customer experience, visit our website at acquia.com/products/marketing-cloud/campaign-studio or contact us at sales@acquia.com.

ABOUT ACQUIA

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community — giving our customers the freedom to build tomorrow on their terms.

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