

# WHY USE **MARKETING** AUTOMATION

# Why Use Marketing Automation

Marketing automation technology goes far beyond traditional email marketing.

Marketing automation is all about using software to automate (often repetitive) marketing activities. Tasks such as email marketing, posting on social media, and even responding to form submissions all can be handled by automation. Beyond the time and efficiency gains—marketing automation does all of this (and more) while providing a more personalized experience for your customers.

At its core, marketing automation gives your brand the ability to provide a better customer experience on a granular level, at scale. With the power to customize the experience across every one of your marketing channels, now you can deliver the right message to the right customers at the right time.

To nurture conversions, build trust, and extend the lifetime value of your customer base, you need an “always-on” solution that can take every touchpoint of the customer journey into account. Marketing automation is that solution.





# AUTOMATING LEAD MANAGEMENT

Managing your leads and contacts effectively is one of the best things you can do when it comes to improving your overall ROI. Customers want a custom experience from every brand they interact with. To provide them the value they want, your CRM is where everything begins. Beyond this, keeping your CRM up to date and enriched with the most recent client profile data is the first strategic step in marketing automation success.



# AUTOMATING LEAD MANAGEMENT



## **Robust Lead Profiles**

Your lead and contact profiles become robust data centers where every customer interaction can be tracked, noted, and leveraged to provide deeper programmatic (and more valuable) brand interactions.



## **Lead Activity Tracking**

Every email, website interaction, and web form is automatically tracked so you can keep a finger on the pulse of what matters the most to your customers. We can even set up custom alerts so you know exactly when these valuable interactions happen.



## **Custom Sales Pipelines**

See where every opportunity is along the customer journey with custom sales pipelines. These visual layouts are perfect for knowing what is working—and what is not—in your sales process.



## **Custom Lead Reporting**

Sometimes you just need to see the specific data that matters the most at a glance—this custom reporting option gives you the power to do just that. From overall profitability views to individual team performances, our custom reporting has you covered.

# MARKETING AUTOMATION CUSTOMIZATION

Part of what makes marketing automation so powerful is its ability to adapt to the needs of your brand and business model. Whether you are running a site based on lead generation or ecommerce transactions—or something in between—everything can be customized to fit your specific use case.





# MARKETING AUTOMATION CUSTOMIZATION



## **API Integrations**

Through the uses of API connections, your marketing automation capabilities grow even stronger. By integrating ecommerce platforms like Shopify to your preferred email domains, we can customize the experience for your brand, team, and customers.



## **Custom Website Forms (Creation & Tracking)**

Being able to track form submissions from your campaigns quickly is critical, as is having control over their messaging and placement on your site. Now forms can be created, tracked, and assigned to campaigns quickly and effectively.



## **Testing and Success Attribution**

Know the impact of all your campaigns and messaging without the hassle. Now you can test the effectiveness of nurturing and promotional campaigns in real time, so you know the messaging is driving action from your customers.



## **Campaign Success Segmentation**

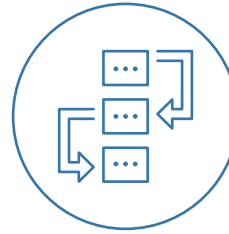
With just a few clicks you will know where your most valuable leads are coming from. Custom campaign attributions can be created so you not only know the source of your best leads but also which campaign version is driving the greatest ROI.

# AUTOMATED TRIGGERS AND WORKFLOWS

Marketing automation is not just about sending emails and promotions. Rather, marketing automation is about just that—automation marketing processes. There are an abundance of dots to connect and actions to take along the customer's path to making that final purchase. Now these custom connections can be made, without the extra work—saving you time and adding omnichannel value to all your marketing initiatives.

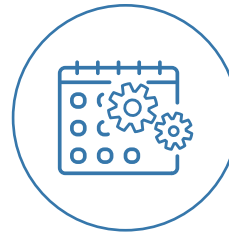


# AUTOMATED TRIGGERS AND WORKFLOWS



## **Streamlined Internal Workflows**

A major benefit of marketing automation is to reduce or eliminate repetitive tasks surrounding lead management. Now you can create custom workflows for these tasks from lead assignments to email delivery—automatically!



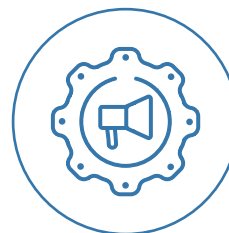
## **Automate When They Take Action**

The best customers may take a specific set of actions on your site, like visiting a specific page, spending a certain amount of time looking at your content, or clicking a link. Now an automation “trigger” can be created to cater to these highest-value site visitors.



## **Personalized Client Workflows**

For every action, form, or email response, your brand gets a custom workflow specific to the needs of that customer. Why? To keep their experience personal—and more valuable. Now your various customer “profiles” get a custom experience.



## **Automated Alerts and Notifications**

When every lead is precious you can't afford to let anything fall through the cracks. With marketing automation, custom alerts and to-do lists can be created so every lead receives the attention they need.



# AUTOMATING THE CUSTOMER JOURNEY

Customers want nearly every correspondence with your brand to be personalized and customized to fit their needs. From simple follow-ups to promotional messages, if it is not personalized it will likely not provide any value. Using marketing automation to categorize, filter, and batch your customers will set you up for programmatic success with greater ROI and greater customer lifetime value.



# AUTOMATING THE CUSTOMER JOURNEY



## **Email Creation**

Making your emails look customized and beautiful on every device just got simpler! With a variety of eye-catching email templates ready for you, we have removed the guesswork. Need something more custom? We can do that too.



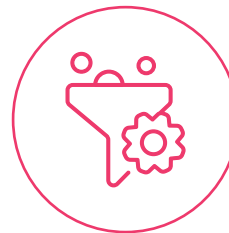
## **Automatic "Nurture" Drips**

Create custom email drips designed to connect with your customers at the right time for any type of campaign. We can also create manual drips for your specific brand needs that can be triggered at any time with a click.



## **Dynamic Personalization**

No matter the type of email you need to have automated, it becomes more personal with dynamic inclusion of names, key profile information, and an array of other options, so even personalization is simplified.



## **Conversion Workflows**

Cold leads and abandoned carts are beyond frustrating. Now you can breathe new life into those leads that almost closed with automated reminders for those customers that were almost at the finish line!

# CUSTOMER ADVOCACY AND LIFETIME VALUE

One of the ways marketing automation provides some of the highest ROI is by fueling greater lifetime value from your customers. Marketing automation lets you continue to engage with your customers long after they have purchased your product or service. You don't just want more business, you want more repeat business from your satisfied customers.





# CUSTOMER ADVOCACY AND LIFETIME VALUE



## **Reviews and Reputation Boosting**

The best time to ask for a review from a satisfied customer is immediately after the product is in their hands and their service is completed. Now you can put this strategy into action without the extra time commitment.



## **Programmatic Promotions**

Customers don't mind promotions as long as they are tailored to their tastes. Use previous purchasing data to provide customized promotions automatically. To extend the lifetime value of your customers, you need to be programmatic.



## **Confirmations, Follow-ups, and Reminders**

Every business has emails that may be repetitive but are also a necessity. For every touchpoint along the customer journey—from consideration to post-purchase follow-ups—marketing automation simplifies and streamlines these processes automatically and accurately.



## **Reengaging Past Customers**

Whether you are running a once-in-a-lifetime promotion or sending a quarterly newsletter, marketing automation can leverage your existing (or past) clientbase to push your message far and wide. Provide the value your customers want, extend lifetime value, and strengthen your brand—all at the same time.

# MARKETING AUTOMATION AND OMNICHANNEL SUCCESS

From SEO to Google Ads, social media marketing to email promotions—marketing automation adds value to them all. With marketing automation, you begin to tie your performance data together to use in the long and short term—you begin to go “omnichannel.” Most of the time, a single marketing effort, tactic, or campaign is not enough. Leveraging an omnichannel strategy with marketing automation allows you to be proactive and programmatic at scale.

Contact the National Positions marketing automation team today to learn how we fuel ROI, convert more customers, and extend your customers’ lifetime value.



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