CATAPULT YOUR SALES AND MARKETING EFFORTS TO NEW HEIGHTS
WITH MARKETING AUTOMATION

THE CASE FOR MARKETING AUTOMATION

ABOUT THE AUTHOR

Bernard May, CEO – National Positions

Bernard May is the founder and CEO of
National Positions, an industry-leading digital
marketing agency based in Westlake Village,
CA. Bernard started National Positions in 2004
out of his garage in Calabasas, California.

Almost 12 years later, the company has worked
with thousands of companies and has over 200
employees around the world.

Bernard has more than 20 years' experience in digital marketing for some
of the worldwide leaders in technology and innovation. Prior to founding
National Positions, Bernard served as Vice President of Marketing at
First Advantage Corp; Vice President of US Search.com; and Senior
Product Manager at Symantec Corp. Bernard earned a bachelor's degree
in business science from the University of Cape Town and a Masters of
Commerce in marketing and information systems from the University of
Natal, South Africa.

INTRODUCTION

This ebook is designed for companies of all sizes interested in using Marketing Automation to catapult their marketing and sales efforts to new heights. Until recently, Marketing Automation was only accessible to large companies. Cost and complexity of implementation were prohibitive for small to mid-sized companies, but now they make up the fastest-growing segment of users. Marketing Automation allows companies to automate and simplify many of their marketing processes, and more importantly, it makes these high-quality tools available at affordable pricing.

The Promise of Marketing Automation

Marketing Automation promises three important benefits that all companies can appreciate:

More Leads

More Sales

More Efficient Use of Marketing Budget

What You Will Learn from this Ebook

● ┄┤ How Marketing Automation can transform your sales process

● ┄┤ How you can triple your leads and double your sales

● ┄┤ Why Marketing Automation is so hot right now

● ┄┤ The practical ways that Marketing Automation can help your organization

● ┄┤ How to make sure that Marketing Automation is successfully implemented at your organization

EXECUTIVE SUMMARY

If you're a marketer you have probably heard about Marketing Automation, but for most companies this term is still mysterious and hard to understand.

This guide is designed to dispel the mystery and answer all your questions about what Marketing Automation is, how it works, and what it will do to help your organization.

You may have heard that Marketing Automation is complicated, difficult to implement, and expensive. In this ebook, we dispel many of these myths and explain why Marketing Automation is inexpensive, surprisingly easy to implement, and essential for growing organizations of all sizes in 2016.

In this ebook, we'll explain the challenges faced by marketers in the rapidly changing environment of digital marketing and how it can help to solve many marketing and sales problems. We make a case for Marketing Automation as an essential tool for companies of all sizes.

If you are interested in learning how to implement a Marketing Automation system the right way, then this ebook is written just for you.

WHAT IS MARKETING AUTOMATION?

Marketing Automation is a software platform that lets companies generate more leads and sales and helps you better understand your marketing spend. Although Marketing Automation was once really expensive and complicated to implement, it is now relatively inexpensive and accessible to companies of all sizes. In fact, most companies could boost revenue and profits, simply by incorporating a Marketing Automation program.

Here are some of the things you can expect from a Marketing Automation System:

- Identify visitors when they come to your website

- Capture these visitors via forms and popups on your website

- Score each of the leads so your sales people know where to best put their efforts and close more sales

- Trigger notifications to sales when a lead visits a certain page on your site, when they open one of your emails, or when they download content from your site

- Automatically create lead lists so that you can customize your email messages to your prospects and clients

- Easily customize and send out great looking emails without needing any technical assistance

- Filter these lead lists by interest and engagement levels

- Measure which of your marketing campaigns online and offline are resulting in sales

Why Traditional Outbound Marketing Organizations Are Finding It Harder to Make Sales

You have probably noticed that over the years it has become progressively more difficult to make sales on the Internet.The biggest reason for this is trust. In this section we look at how things have changed over the last two decades.

Prior to the rapid growth of the Internet, buyers had very little information. The buyer journey required the sales person to cold call the prospect and provide a complete marketing overview of the product or service, from education through to purchase.

The Buyer Journey --> **Problem Education** --> **Solution Research** --> **Solution Selection**
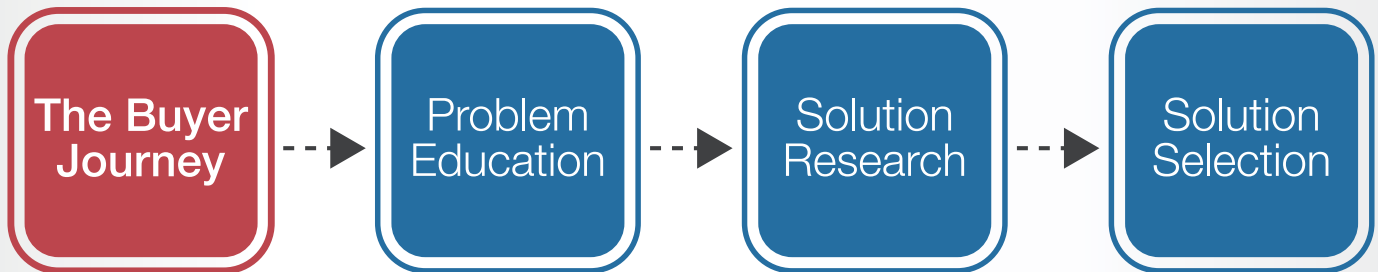
Today, the presales engagement process has changed dramatically with end users demanding online information long before they engage in the sales process. Marketing, not sales, needs to educate the prospect on solving their needs through personalized content to educate and move the prospect along their buyer journey. Depending on the size and industry of the client, some or all of these stages will be handled by the marketing organization before sales gets involved.

Initially, this process can be handled by a single member of the marketing team that has access to a database of prospects, a couple of Excel spreadsheets, and an email program. But over time this process becomes more complicated, requiring a system that can handle the complexity of tens of hundreds of prospects, with different needs and at different stages of the buyer journey. This is when Marketing Automation becomes a requirement.

Sales Takes Time

Prospects are not always ready to purchase. In fact, over the years the sales cycle has actually increased. Marketers are realizing that if you don't want your marketing message to be ignored, it needs to be targeted and personalized. This means nurturing leads by sending prospects the right information at the right time.

> The average sales cycle has increased 22% over the past five years due to more decision-makers being involved in the buying process (Sirius Decisions).

The Challenge Faced by Sales Organizations

There are many roadblocks facing sales teams today. The market, especially online, is more competitive than ever. Sales teams are finding that they do not have enough leads to feed their sales funnel. Often, the leads that the sales team receives are not easily qualified, and most leads are not effectively used because poor mechanisms exist to nurture these leads.

As most prospects are not ready to purchase at the point of first contact, many leads go to waste. Without the correct systems in place, it is often difficult for the sales team to effectively follow-up on their leads. In the worst case scenarios, many leads are ignored or lost. Sales managers do not always have the technology in place to identify leaks in the pipeline, figure out which lead sources generated sales, or even determine the cost of these sales.
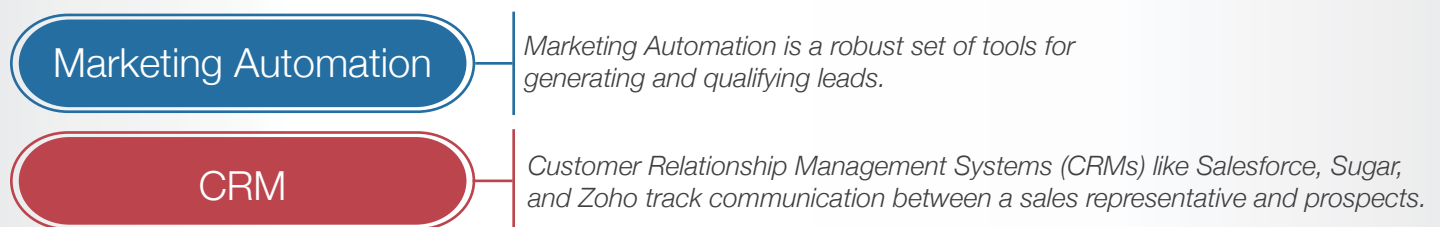
Marketing Automation Myths

Marketing Automation is made up of many different features and capabilities. Because of its many potential uses it is often confused with email marketing or a customer relationship management (CRM) system. In this section, we discuss how Marketing Automation differs from email marketing and customer relationship management.

Marketing Automation vs. an Email Service Provider

It is fairly common for marketers to interchange the term Marketing Automation with an email service. In fact, email is just one component of marketing automation. Email service providers (ESPs) such as Constant Contact and Mail Chimp offer extremely limited functionality and analytics. An ESP will send an email and tell you how many people opened and clicked through the link.

Marketing Automation sends emails plus it tracks when contacts visit your website. The system scores this behavior and automatically sends follow-up emails based on activity. Just as importantly, Marketing Automation can notify sales people based on prospect behavior and interest, so they have the knowledge they need to turn a lead into a sale. Marketing Automation also provides analytics through every step of the sales funnel, allowing the savvy marketer to more effectively manage their marketing dollars.

Marketing Automation versus a CRM

Marketing Automation	*Marketing Automation is a robust set of tools for generating and qualifying leads.*
CRM	*Customer Relationship Management Systems (CRMs) like Salesforce, Sugar, and Zoho track communication between a sales representative and prospects.*

Although both functions are critical, they each serve a different function. Marketing Automation uses forms, behavior tracking, dynamic lists, email automation and analytics to feed the leads to a sales organization. Simply put, a CRM does not generate leads or help convert them to sales. Instead, it is an organizing tool for sales people and sales managers.

WHAT CAN MARKETING AUTOMATION **DO FOR MY COMPANY?**

Generate Leads
- VisitorID
- Dynamic forms
- Campaign optimization

Drive Sales
- Behavior tracking
- Lead scoring
- Email automation
- Sales notifications

Measure ROI
- Campaign analytics
- Google AdWords integration
- Content ROI tracking

Over 75% of all businesses that adopt a Marketing Automation program experience an exponential return on investment (Focus Research 2013). Here are a few of the features that help to increase leads, sales and gain better ROI for marketing and sales.

Double Or Triple Your Leads
- Automation software increases the number of qualified leads by nurturing the leads through targeted and personalized content (The Annuitas Group).
- With VisitorID, you now know which companies are visiting your website.

Generate Leads

- Identify Anonymous Visitors With Visitor ID
- Capture Information With Dynamic Forms
- Campaign Optimization
- Social Media Integration

Increase Your Leads by Identifying Anonymous Visitors through VisitorID

Less than 3% of visitors that visit a website will ever fill out a form. That means that 97% of the traffic being generated from PPC campaigns, search engine optimization (SEO) and other digital marketing can be considered wasteful. VisitorID identifies many of these "anonymous" visitors, tells sales people what they are interested in, and provides contact information such as email and phone numbers. In many situations, VisitorID can double or triple the average conversion of a website (Aberdeen Group).

Capture Information with Dynamic Lists

Dynamic List creation is one of the most powerful features of Marketing Automation. In order to illustrate this capability, imagine that your company offers social media services. You kick off your Marketing Automation campaign by sending out an email with links to all the social media services that you offer: Facebook, Twitter, LinkedIn, Pinterest, YouTube, etc.

The contacts then click through to the social media services that interest them. As this happens, a dynamic list will populate and inform your social media company which services a customer has selected.

Know your customer well enough to deliver the right message to them at the right time

The dynamic lists then allow you to send specific messaging geared toward a contact's interests, for example, the social media service. Marketing Automation lead scoring will begin to quantify the engagement of these communications and notify your sales team when a hot lead is ready to buy.

Nurture Leads

One of the main goals of Marketing Automation is to nurture leads that are not quite ready to purchase by sending prospects one-on-one personalized messaging. When the prospect is ready to buy, the sales team can be notified by email or text message when a prospect takes a certain action so they can quickly respond to the needs of prospects at just at the right time in the purchase process.

Marketing Automation can also be used for your existing customers, allowing you to up-sell and cross-sell as well as develop and retain your valued customer base.

Segment Leads

Marketing Automation makes it simpler to send targeted emails to prospects. It allows you to capture data about prospects so that you can segment your message in a more personalized and carefully crafted way. This custom-tailored messaging means you can automate and personalize the sales process and, at the same time, gain the trust of your prospects. More relevant messaging aligned with a prospect's needs ultimately means better qualified prospects, more leads, and ultimately more sales.

Close More Sales

Only 27% of leads sent directly to sales are qualified (Marketing Sherpa)

> Marketing Automation helps to generate more sales by scoring leads based on activities such as visiting certain web pages, downloading content, or opening and reading emails.

> By identifying the prospects most involved in your content, the sales team can more effectively identify the prospects most likely to buy.
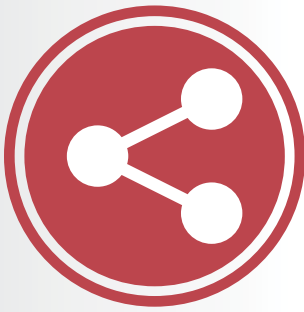
Drive Sales

- Lead Scoring To Alert Hot leads
- Email Automation For Nurturing
- Behavior Tracking For Lead Insights
- Sales Notifications

With digital assets, you can fill your sales funnel by capturing leads with great content gated by dynamic forms. Marketing Automation also allows you to identify anonymous visitors to your website through VisitorID. VisitorID identifies visitors by their static IP address. It then combines this information with ZoomInfo data to identify likely prospects that your sales team can email or call.
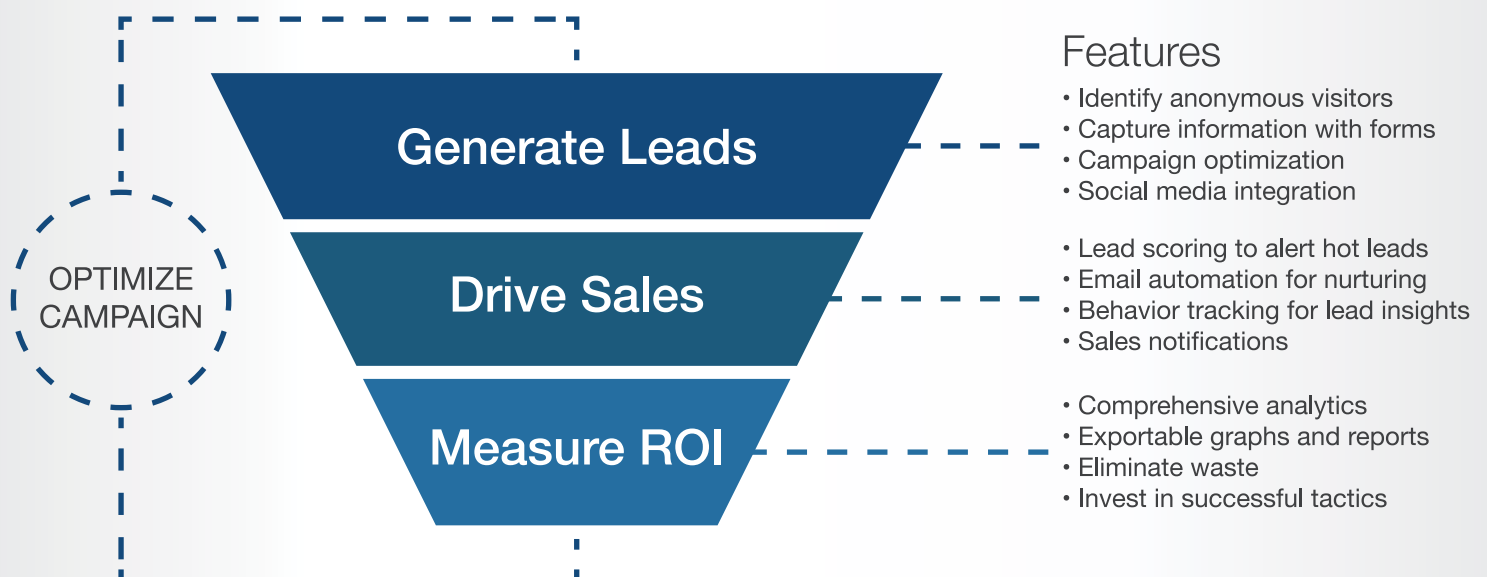
Lead Scoring to Alert Hot Leads

A user-defined scoring mechanism allows the system to score leads based on prospect interaction with the content that they consume. Each time an ebook is downloaded, an email is opened, or a webpage is visited, for example, a score is given to the prospect. This scoring mechanism helps sales people to understand which leads are more likely to buy than others. Marketing Automation can instantly notify sales people about leads when they reach a particular score or when they take a certain action.

Email Automation Moves Prospects through the Sales Funnel

Marketing Automation allows you to optimize each phase of your marketing funnel.

For sales management, Marketing Automation assists with sales management by showing the sales funnel and which leads are at each stage in the sales pipeline. You can see exactly where leads are falling out of your pipeline and take action.

OPTIMIZE CAMPAIGN

Generate Leads

Drive Sales

Measure ROI

Features

- Identify anonymous visitors
- Capture information with forms
- Campaign optimization
- Social media integration

- Lead scoring to alert hot leads
- Email automation for nurturing
- Behavior tracking for lead insights
- Sales notifications

- Comprehensive analytics
- Exportable graphs and reports
- Eliminate waste
- Invest in successful tactics

Top of the Funnel - Generating Leads

At the top the funnel, Marketing Automation captures more leads by identifying anonymous visitors and capturing their information through forms. Marketing Automation also tracks campaigns, whether online or off-line, utilizing VisitorID and dynamic forms.

Middle of the Funnel - Drive Sales

In the middle of the funnel, the system uses lead scoring to alert sales people of hot leads. Then, they can use email automation to nurture leads that aren't quite ready to buy. The platform will track prospect behavior and provide your sales team with buyer needs and insights, as well as notify the sales person when a prospect triggers an action like visiting the pricing page on your website.

Bottom of the Funnel - Measure ROI

At the bottom of the funnel, a Marketing Automation Platform (MAP) can track a myriad of sales and marketing metrics and offer comprehensive analytics, including exportable graphic reporting. A MAP will identify which campaigns are working and which ones are not. This information means you can optimize your sales and marketing campaigns while eliminating wasteful marketing investments. It even identifies how deals are closed, allowing you to drive more leads for the same marketing dollars.

Behavior Tracking for Lead Insights

A Marketing Automation platform allows you to track the behavior of a lead. The result is that every interaction with the lead can be tracked so that you are able to optimize the lead process. Ultimately, you can set up automations and filter leads based on historical lead behavior.

Marketing Automation grants you insight into the activities of all your leads. The platform tells you which pages prospects have visited, which emails they have opened and what content they have consumed.

Sales Notification

Based on a lead's behavior, you can trigger workflows to send sales representatives email and text notifications when something interesting happens to their prospects. They can even receive this actionable information and respond without being logged into the platform.

Marketing Automation Can Be a Game-Changer for Small Businesses

Many small companies do not have a large marketing department and Marketing Automation can save huge amounts of valuable time to do processes that are extremely time consuming.

Measure ROI

- Comprehensive Campaign Analytics
- Google ADWords Integration
- Exportable Graphs And Reports
- Eliminate Waste
- Invest In Successful Tactics
- Content ROI Tracking

Demonstrate ROI and Eliminate Wasteful Campaigns

Comprehensive Campaign Analytics

Marketing Automation can help business owners eliminate waste. Tracking all marketing and sales events throughout a single platform allows management to easily understand which marketing tactics are driving revenue and which ones are time-wasters.

If, for instance, you're spending thousands of dollars on a PPC campaign and you're only driving a handful of leads, the Marketing Automation system will identify this issue and allow you to redirect those dollars toward more productive campaigns. In some cases, understanding this factor alone will justify the investment in a Marketing Automation system.

Google AdWords Integration

Marketing Automation allows you to track your AdWords costs. It shows you which keywords are generating sales. This information helps you better understand the performance of your keywords, including which keywords generated leads and sales. Armed with such valuable knowledge, you'll be better able to effectively budget your paid search spend.

Eliminate Waste

You need to be able to understand the cost of your marketing efforts and track your visitor conversions based on the lead source. This means that you need to track leads from their first visit to the website all

the way to the completed sale even if the sale occurs long after the first visit.

Content ROI Tracking

One of the biggest challenges marketers face is determining the ROI associated with content marketing efforts. Marketing Automation provides you complete information on how each prospect has interacted with your content. Knowing which content is working and which isn't allows you to invest your resources in the most cost effective way.

Time to ROI

Almost all companies see a positive ROI from Marketing Automation within a year. 48% see an increase in ROI within 4 months and 12% within 1 month of implementation (Focus Research).

12%	32%	32%	24%
<1 Month	2-4Month	7-12 Month	1+ Years

0   2 mos   4 mos   6 mos   8 mos   10 mos   1 year
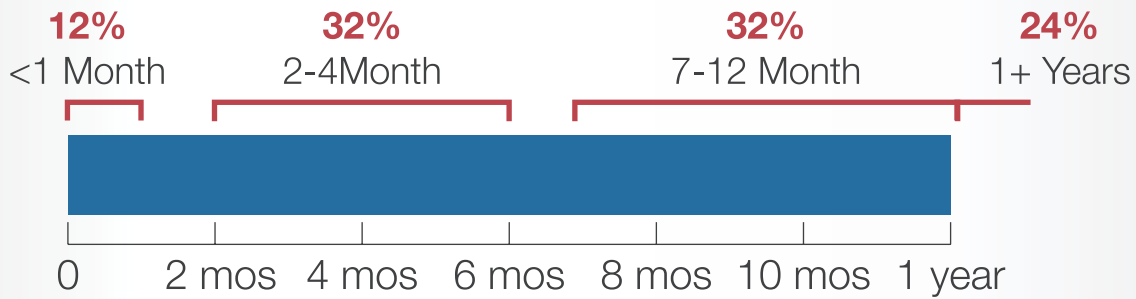
Source: Focus Research Study: Marketing Automation

Common Features of a Marketing Automation System

Marketing Automation Platforms provide a wide range of functionalities, including identifying visitors, scoring leads, tracking lead behavior, generating dynamic forms, managing email automation, sending sales notifications, facilitating campaign optimization, and compiling sales analytics to mention a few. The diagram below illustrates some of the key features and benefits you should expect from a Marketing Automation Platform:

VisitorID
Triple your leads by identifying anonymous traffic

Sales Analytics
Enable your sales team with key insights about each lead

Behavior Tracking
Understand your leads to create one-on-one communication

Lead Scoring
Prioritize your pipeline and reach out to sales-ready leads

Dynamic Forms
Capture more leads with forms designed to convert

CRM Integration
Immediately plug your leads into your sales team's system

Sales Notifications
Email or text sales team when a lead indicates they are ready to buy

Email Automation
Send emails with triggers and build personal relationships with leads

Campaign Optimization
Eliminate waste and identify opportunities

www.nationalpositions.com

Keeping Technology Simple

For a Marketing Automation system to be effective, it must be intuitive and easy to implement. Our National Positions Marketing Automation solution is just that.

Our system integrates seamlessly with third party CRM & CMS solutions so you do not have to buy new technology.

The streamlined interface makes it easy to learn and easy to use. The email creation tools allow you to quickly create email templates with no knowledge of HTML. The system allows you to quickly and easily set up tasks and workflows without any complicated programming required.

CRM **US** **CMS**
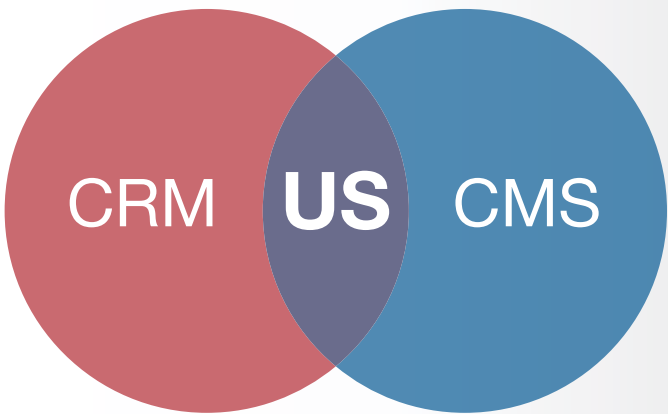
Cost Need Not Be a Factor

Marketing Automation was formerly only accessible to large companies because of the cost and complexity of implementation. Now, small and mid-sized companies make up the fastest growing segment of Marketing Automation. Marketing Automation is seeing huge growth because it allows companies to automate and simplify many time-consuming marketing processes. The exciting fact is that high-quality Marketing Automation is available at prices that most companies can now afford.

	National Positions	Hubspot	Marketo	Pardot	Eloqua
Top segment label	$600	$600	$2300	$2000	$3000
Upper total	$800	$2400	$3195	$3000	$4000
Lower base	$400	$800	$895	$1000	$2000

CONCLUSION

Marketing Automation is now within the reach of companies of all sizes. Implementing Marketing Automation can increase sales and leads, and improve your marketing ROI. It aligns your marketing and sales teams so that they work more effectively together. Marketing Automation offers companies improved sales staff productivity and reduced administrative overhead. Today, Marketing Automation is easy to use, and most work can be done by your marketing team rather than by costly technical resources or outside consultants. The decision to implement Marketing Automation has become more enticing than ever before as costs plummet and the numbers start to show that 75% of companies see a positive ROI from Marketing Automation within 12 months, and 44% within 6 months (Focus Research).

It seems clear that Marketing Automation can give your organization a competitive advantage in the increasingly complex, fast-paced business environment, so why not give it a try?

Generate Leads
- Identify Anonymous Visitors With Visitor ID
- Capture Information With Dynamic Forms
- Campaign Optimization
- Social Media Integration
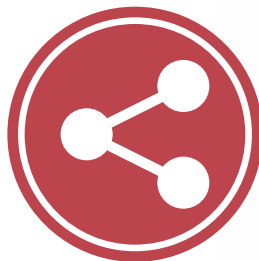
Drive Sales
- Lead Scoring To Alert Hot leads
- Email Automation For Nurturing
- Behavior Tracking For Lead Insights
- Sales Notifications

Measure ROI
- Comprehensive Campaign Analytics
- Google ADWords Integration
- Exportable Graphs And Reports
- Eliminate Waste
- Invest In Successful Tactics
- Content ROI Tracking

WHO WE ARE

National Positions is an industry leading Digital Marketing agency headquartered in Westlake Village, California. Founded in 2004, National Positions has helped more than 3000 companies grow their business online. The company has over 200 employees worldwide

National Positions has won numerous awards for its work, including being named in Inc. Magazine's list of fastest growing privately held companies. National Positions specializes
in Search Engine Optimization, Pay Per Click Advertising, Marketing Automation, Influencer Marketing, Content Marketing, and Social Media Marketing. Some of the brands the company currently services include Nike, Unilever, and Land Rover.

NationalPositions
Profitable Internet Marketing

Inc. 5000 | Los Angeles Business Journal The 100 Fastest GROWING Private Companies | Google Partner | Inc. Hire Power Awards

NOT SURE WHERE TO START?
Talk to one of our experts.

National Positions can give you a comprehensive audit that provides in-depth insight into your current marketing efforts and how Influencer Marketing would fit into your marketing strategy.

Get Started with Marketing Automation

- Generate more leads from your website
- Nurture your leads
- Increase engagement
- Automate communications
- Replace your current email marketing platform
- Score your leads
- Identify visitors to your website
- Make your sales team more effective

Get a complete SEO audit

- Examines the key SEO factors which affect your ability to rank
- Pinpoints SEO issues and explains the remedies
- Performs over 300 checks
- Looks at 6 main areas of Local SEO and Maps
- Performs a competitive analysis
- Reports are customizable
- Includes explanations and advice

How does your digital marketing stack up?

CLAIM YOUR FREE AUDIT!

877-866-6699   www.nationalpositions.com   info@nationalpositions.com