



Using **MARKETING AUTOMATION** Throughout an **ORGANIZATION**

Marketing automation isn't just for marketing anymore. Today's marketing automation platforms can help many departments overcome individual challenges while allowing entire organizations to make smarter business decisions and more effectively engage with all audiences.



SALES

Sales Challenges

Focusing on the hottest leads while building pipeline

Gathering prospect intelligence

Determining sales-readiness

Marketing Automation Solutions

Lead nurturing campaigns keep brands top of mind and can notify a salesperson based on a lead's interactions

Web intelligence allows sales teams to understand prospect behavior and what interests them most

Lead scoring ensures that lead prioritization happens in a data-driven way



MARKETING

Marketing Challenges

Doing more with less

Reaching audiences where they are

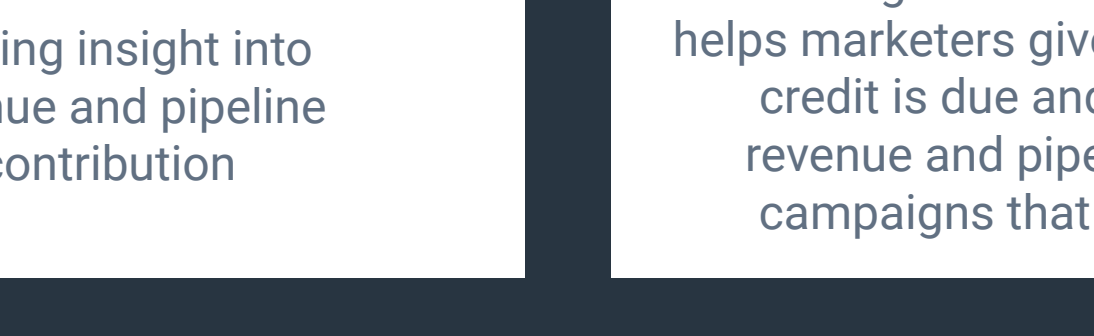
Gaining insight into revenue and pipeline contribution

Marketing Automation Solutions

Automated campaigns allow marketers to create campaigns once and have actions automatically triggered as new participants join the campaign

From email marketing to SMS to social media marketing and more, marketing automation platforms provide the essential tools to reach audiences everywhere

Marketing automation reporting helps marketers give credit where credit is due and attribute revenue and pipeline to the campaigns that created it



CUSTOMER SERVICE

Customer Service Challenges

Building strong customer relationships

Increasing customer satisfaction

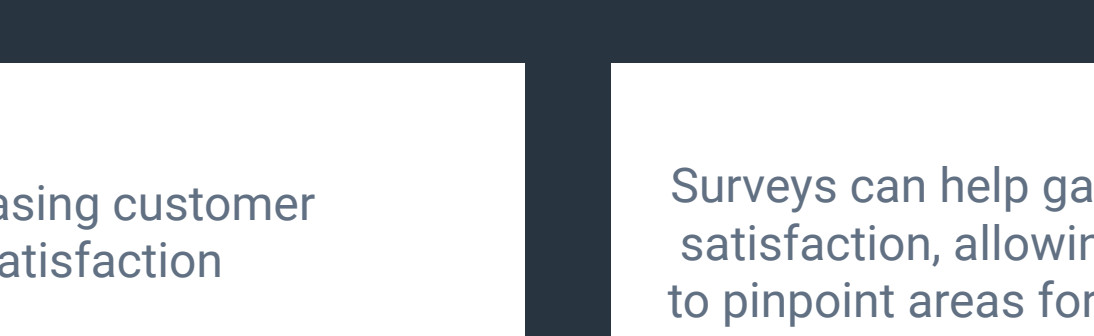
Driving renewals and upselling

Marketing Automation Solutions

Using personalization allows customer service teams to connect with customers by creating customized email experiences

Surveys can help gauge customer satisfaction, allowing companies to pinpoint areas for improvement

Reminder campaigns can send periodic messages leading up to renewal; upsell campaigns can help customers discover related products or services of interest



TRAINING

Training Challenges

Driving attendance to training events or webinars

Improving learning effectiveness

Keeping learners engaged

Marketing Automation Solutions

From event management to email marketing to forms and landing pages, marketing automation platforms have a variety of features to drive attendance to training events

Surveys and forms can be utilized to test learners on the material they covered and follow up materials can be recommended based on their responses

Automated campaigns can deliver training materials or lessons in a timely fashion



HUMAN RESOURCES

Human Resources Challenges

Recruiting skilled employees

Engaging and retaining current employees

Communicating change

Marketing Automation Solutions

Social media is at the forefront of recruiting efforts today, and marketing automation social media tools can assist with the publishing and tracking of those efforts

Marketing automation features can be used to send satisfaction surveys or company announcements to employees

HR teams can ensure the entire organization receives consistent communications by using automated campaigns