Second International Conference on Nexgen Technologies

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MARKETING AUTOMATION

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ABSTRACT:

Now a days with the rapid development of technology business manufacturers are adapting business software applications to improve their respective businesses in the marketing world. This article provides the detailed information about marketing automation.

Marketing Automation is a software application that allows companies to effectively target the customers with automated marketing messages across channels including Emails, Websites, Social Media, and Text Messages to generate sales lead so in this paper how the business manufacturers are adapting marketing automations to minimize the staffs work and increase the sales with the help marketing automation software.

Introduction to marketing:

Marketing does not start with a new ideas or innovative products. It begins with the customer these are the people who make your business successful and this is where the marketing process begins, not at the point when the product ready to sell.

Your customers are not just limited to the people who buy your product off the self investors, distributors, retailers, and other stakeholders are also in this bracket. They need to feel that their investment is safe and will yield a return so you need to convince them too. This means doing your homework, researching the consumer and writing a marketing plan.

Marketing Concept.

Marketing provides business with a competitive edge, since that is what they need to gain the loyal customers.

Businesses achieve this by convincing potential customers that their product is the nearest thing that satisfies their needs and wants and do it consistently, with the result that the loyal customer starts buying from them without looking at the competition.

With the advent of the internet, there are several marketing channels available to businesses, besides traditional marketing. All of them focus on engaging the customer.

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Definition of marketing

According to the American Marketing Association board of directors, marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society as large.

Marketing is also the science of selecting the target markets via market analysis and segmentation, with a comprehensive knowledge of buying behavior, aiming to provide the best customer value.

However, marketing is successful only when an organization's mission, vision, tasks and ability to leverage technology align with and complement each other, and the business as a whole.

Types of marketing

Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the internet, business leverages digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers To reach its markets via websites, social media, video sites, emails, mobile phones and apps and forums.

Definition of Digital Marketing

Digital marketing is the marketing of products or services using digital technologies, mainly on internet but also including mobile phones, display advertising, and any other digital medium.

Some of the most common digital marketing methods listed below

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Search engine optimization:

This is the process of optimizing your websites to rank higher in search engine results pages , thereby increasing the amount of organic (or free) traffic your websites receives. The channels that benefit from SEO include:

➢ Websites
➢ Blogs
➢ Information graphics

Social Media Marketing:

Is a popular medium for businesses to connect with and engage their audiences and is an effective brand builder and market research tool. This works best when used in conjunction with other marketing strategies. The channels you can use in social media marketing include:

➢ Facebook
➢ Instagram
➢ Snapchat
➢ Google+
➢ Twitter
➢ Linkdin

Content marketing:

This term denotes the creation and promotion of contest assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include:

➢ Blog posts
➢ Ebook and whitepapers
➢ Information graphics
➢ Online brochures and lookbooks

Traditional Marketing:

Involves offline channels such as face to face selling, print advertisements, direct mails, bill boards, television and radio to garb the target markets attention.

MARKETING AUTOMATION

History of Automation

The word automation, in the manufacturing sense, was coined by Ford Motor Co. Vice President Delmar S. Harder in 1948. However, automation can trace its roots back much further than that. 762 B.C. to be exact(ish)

Industrial automation in manufacturing entails the use of machines to carry out manufacturing processes with levels of speed, consistency, stamina, and precision beyond the capacity of a human worker. The machines can be powered using a multitude of methods including electrical, hydraulic, mechanical, pneumatic and computer.

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The main benefits of manufacturing automation include reduced production costs, improved quality and reliability, and decreased waste.

Introduction of Marketing Automation

Marketing Automation is a type of software that allows companies to effectively target customers with automated marketing messages across channels including emails, websites, social media and text messages to generate sales leads.

The technology is a segment of Customer Relationship Management or CRM, and it is typically used by marketing departments as a way remove repetitive tasks from staff work-flows and increase overall marketing efficiency

Often a brand will use multiple marketing automation tools referred to as the marketing technology. These marketing automation platforms assist lead generation via email marketing, chat bots hosted on social media or websites and other channels such as SMS text

In other words it is also known as automated marketing, refer to the practices in which each marketing action (sending of emails, making a phone call..) is carried out automatically when a client or lead carries out a specific action or when an event occurs.
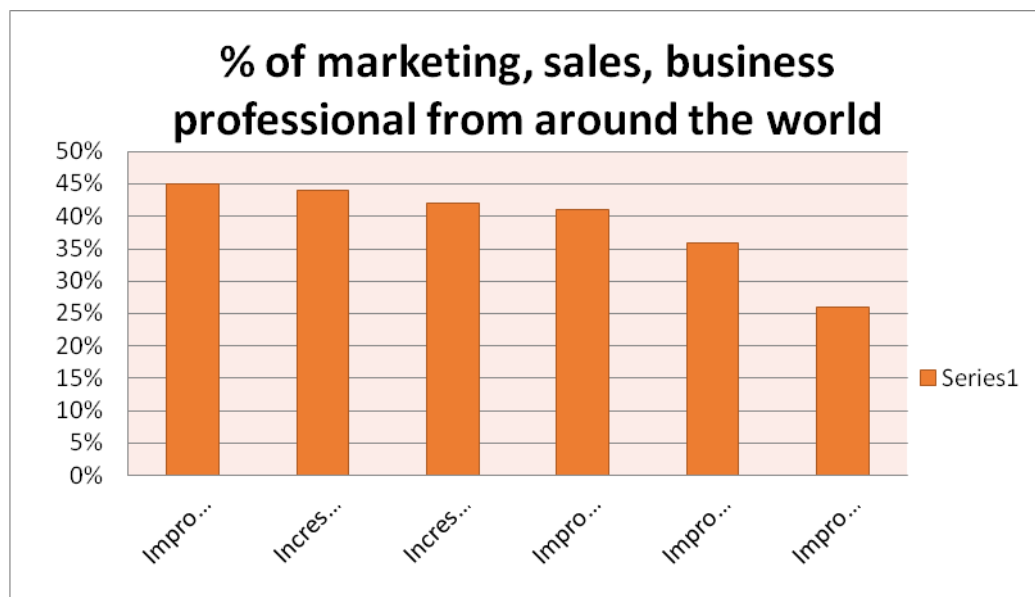
When we talk about marketing automation within the email marketing field ,we are confronted with concept of triggers, scenarios, and automatic responses , all are which of central part of practice.

In order to do so, automated marketing depends on the creation of scenarios of campaigns that will vary, according to the intended goal of said campaigns. The software will allow for the interaction with clients in a personalized way, using the information in your contact list and the client's behavior as a base.

Marketing automation objectives

Marketing automation tools are being used with a number of important objectives in mind, and have been generally successful in achieving those objectives. Sales and business professionals around the world, three quarters of whom are B2B focused. The most commonly cited objectives were

- ➢ Improving marketing productivity (45%),
- ➢ Increasing sales revenue (44%),
- ➢ Increasing lead generation (42%),
- ➢ Improving lead nurturing (41%),
- ➢ Improve lead quality (39%) and performance measurement (24%).

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How marketing automation works

Marketers deploy strategies through their marketing automation systems in a number of ways many of which are outlined below

Specifying criteria

Marketers who use a marketing automation system specify criteria and outcomes for tasks and processes. That criteria gets interpreted, stored and executed by the marketing automation software while scoring the quality of leads and ultimately delivering data o sales team often through customer relationship management software.

Leveraging cookies

Marketers who use marketing automation also leverage cookies installed in a website visitor's web browser. Marketers can track their visitors through website pages build score for the prospect and trigger more profile data based on web actions.

Using forms for collecting contact information

Marketers use forms to collect contact information that allows them to qualify leads. Based on the information submitted, you can have automation set up to place leads in respective buckets depending on the initial data collected, Davis added. At that point, your put in a position to identify your best leads and determine the best means of communicating with your new lead to ensure a higher closing rate.

Marketing Automation Components

Marketers use marketing automation software in order to build quality leads for sales. According to marketing automation provider marketo, the software can be divided into a few key marketing parts.

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➢ **Central marketing database:**

Marketing data with prospect and customer interactions and behaviors are stored and nurtured to allow marketers to segment and target the right message to each customer

➢ **Engagement marketing engine:**

Marketing automation allows marketers to conduct marketing processes and conversations across online and offline channels.

➢ **Analytic engine:**

Marketers can test, measure and optimize marketing ROI and impact on revenue.

Marketing Automation Services

Marketing automation gives you the power to generate more leads, drive more sales, and create a significant return on your investment.

The best example of marketing automation in action

At some point most people will have had some interaction with Amazon.com

Amazon have been using automated systems for a long time to help understand how likely a customer is to purchase a particular product and move them further up the funnel.

When you browse a certain type of product on the Amazon storefront, are logged into your account but don't end up purchasing the product, the email you receive within the next few days, funnily enough, has a whole raft of alternative products that all offer the same or very similar features to the product your browsing only a day or so before.

Marketing Automation Features

Marketing Automation software manages online element of a marketing campaign,

Including data analytic that can create more precise personalization of content to individual customers to drive engagement and revenue

Artificial Intelligence (AI):

Applications such as chatbots can help automate the delivery of that information or direct potentials customers to web pages, online documents or forms that help create sales or gauge a potential customer's current or Future interest in purchasing a company's goods and services. Marketing automation tools can also administrate

Customer's satisfaction and product usage surveys and then collect, measure and segment the response data.

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Why use of marketing automation

The real advantages of automated emails over traditional marketing

➤ **Save time and gain productivity:**

The use of marketing automation software saves a lot of time in the preparation of email campaigns, just seat an automatic scenario once and let it work by itself. This will optimize your productivity, so you can focus on the several stages of the project, analysis, reflecting on the results and keep human interventions down to a minimum.

➤ **Customer loyalty:**

Marketing automation can better interact with customers and can be used to send relationship focused messages. This will show the client that he's important to the company, and help establish a relationship that will last -all you need to do is schedule those relationship building emails.

➤ **Increasing revenue:**

A marketing automation solution has a very positive impact on your revenue. The sending of automatic emails contributes to an increase of expected revenue from each client. This will result in a higher frequency of purchase and the average revenue of each purchase. But that's not all, as it also allow for an increase in the rate of conversion, and a rate of recurring purchases that is significantly better.

Some Numbers about Email Marketing Automation

Marketing automation has proved that itself to be particularly efficient in email marketing. In fact, about 64% OS internet users find that marketing emails are more interesting to read compared to mass and generic campaigns.

Aside from that, the figures below are shown within the b2c context, and perfectly illustrate the power of good automatic email marketing campaigns.

A good example of automatic email

Welcome Email:

The welcome email is must. It's sent immediately after the registration of the creation of a new account. This is the first true point of contact with company: it will mark start of relationship with the customer and will show a preview of future messages to come.

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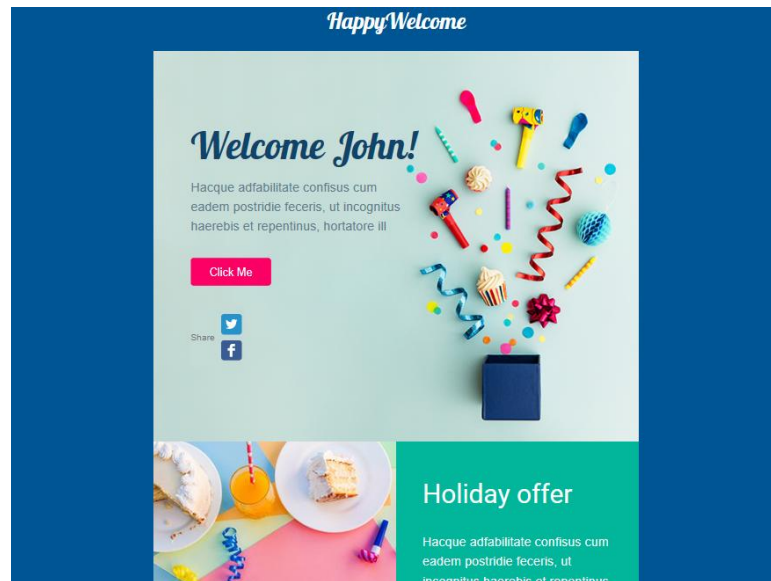
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Birthday Email:

The birthday email is essential element in generating customer loyalty and encourages purchases in your websites. It offers a profit in terms of reputation for your company e contributes to the general happiness of the customer. Very often, the email accompanied by a percent/discount adapted to the profile of the customer.

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