

Marketing Automation

Marketing Automation Introduction



What is Marketing Automation?

Like manufacturing automation but for marketing.



How does it affect your business?

Direct impact on business and sales growth.

What Is Marketing Automation

In the most basic aspect, marketing automation means the use of tools and software to provide potential and existing customers with content that will help them convert or increase sales volume with your business.

Targeting Customer With Automate Messages



Text Messaging

Your text messaging brings instant authority to customers.

Email

Create personalized feeds of product and service offerings.

Website

Utilize your website presence to track and influence customers.

Social Media

A social interaction which increases brand and product awareness.

How Does It Affect Your Business

Unify Marketing, Sales, and Service Databases



Step 01
Unification

Step 02
Lead Generation



Marketing efforts work 24/7 growing sales channels

Organize and track customers and communication



Step 03
Engagement

Step 04
Return On Investment

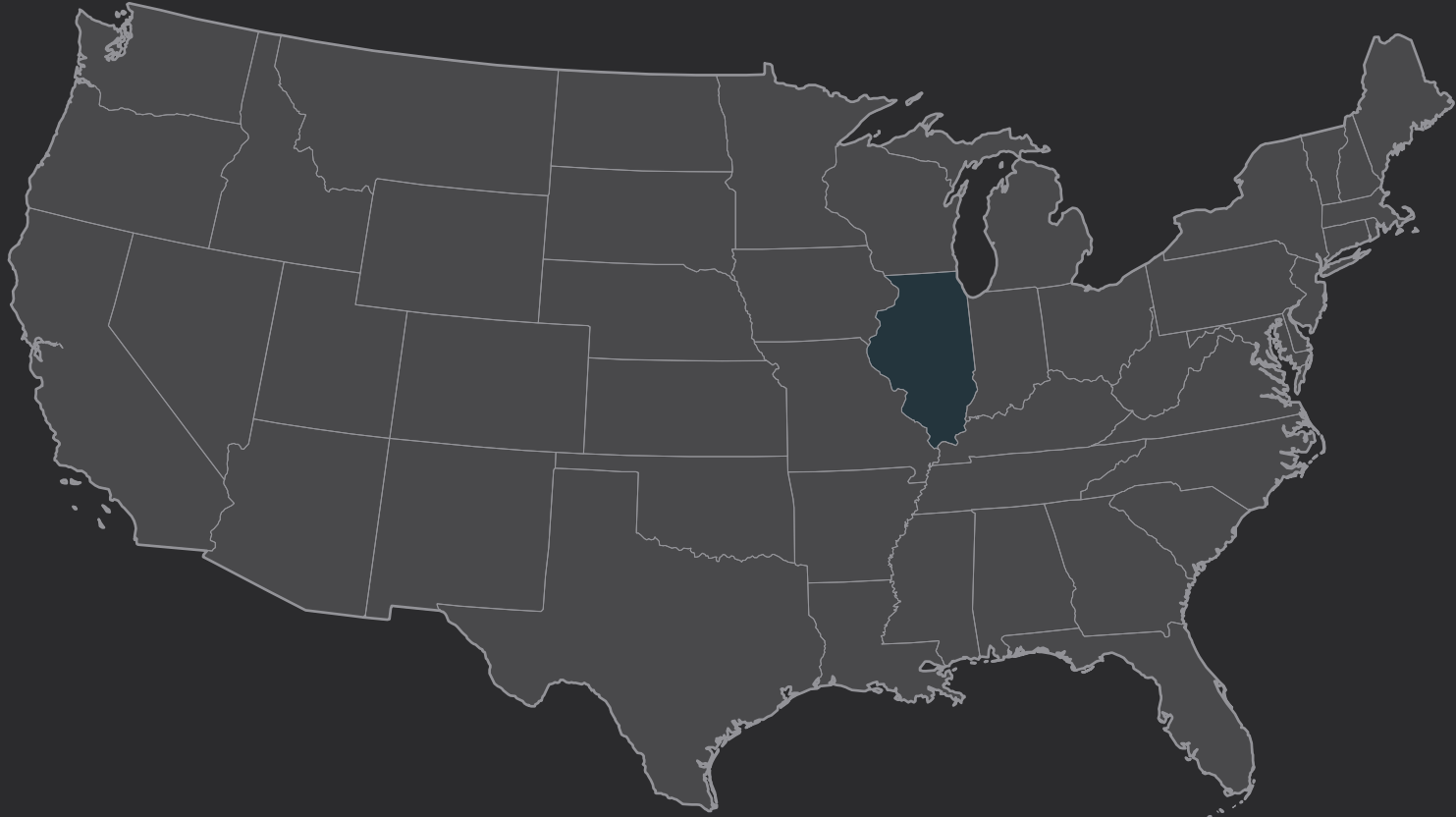


Track new customers and revenue in a single location



Manufacturing Industry Challenges

Manufacturing In The U.S.



638,583

Estimated number of manufacturers in the U.S.

12.8M

Approximate number of people employed by manufacturers in the U.S.

\$2.3B

Total economic output of manufacturers in the U.S. in 2019

Sources: ibisworld.com, datausa.io, nam.org

Manufacturing Industry Challenges

The most common factors affecting growth

Content

Manufacturers struggle to create content that connects with their buyers in a human way.

They often have a great deal of product and technical documentation.

Technology

Manufacturers are historically tech-light and are scrambling to adopt cloud-based solutions.

Customer and account info have been stored in spreadsheets and email.

Targeting

Marketing struggles to create campaigns that are targeted based on buyer preferences.

Sales reps struggle to prioritize sales leads and opportunities.

Resources

Marketing departments are small and spend a great deal of time focused on product brochures and events.

Staff wear multiple hats and struggle to accomplish their daily tasks.

The average sales representative is three to five years from retirement and manufacturers struggle to hire new sales representatives. Sales and customer service have different views of customer account information. It's a struggle to ensure that various stakeholders in their ecosystem have the right information when they need it.

Digital Impact On Manufacturing

70%

Manufacturers
attended webinars

73%

Of customers prefer
video education

84%

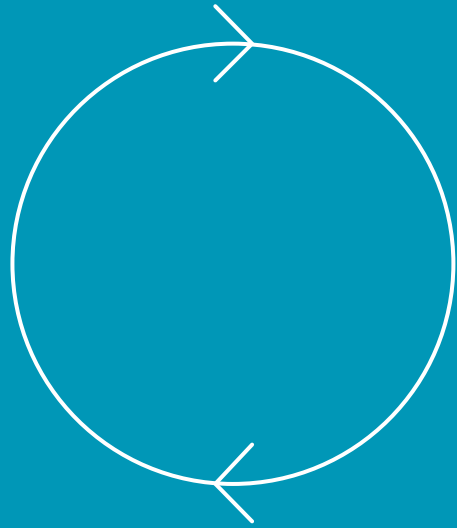
Customers use search
engines like Google to
find products

Sources: Biteable and Addsearch

Top Four Buyer Expectations

Understand Your Customers

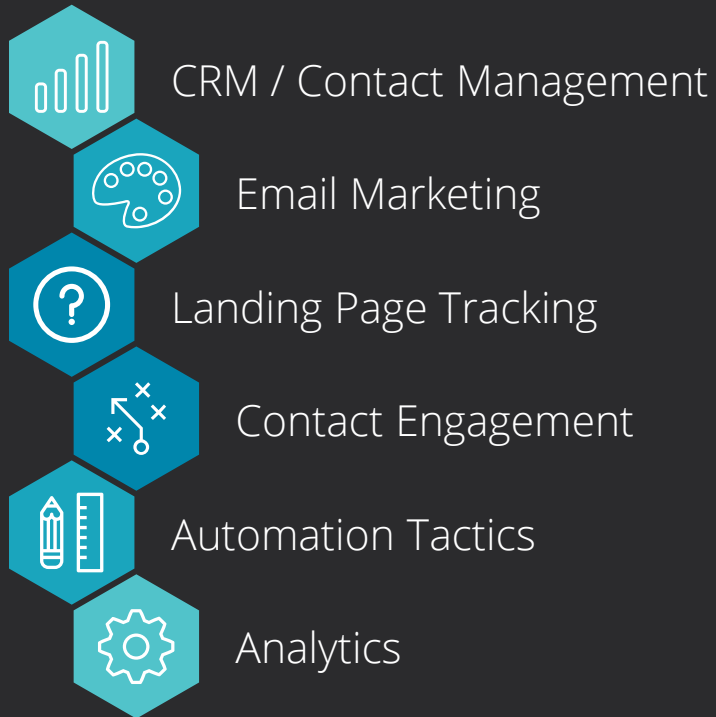




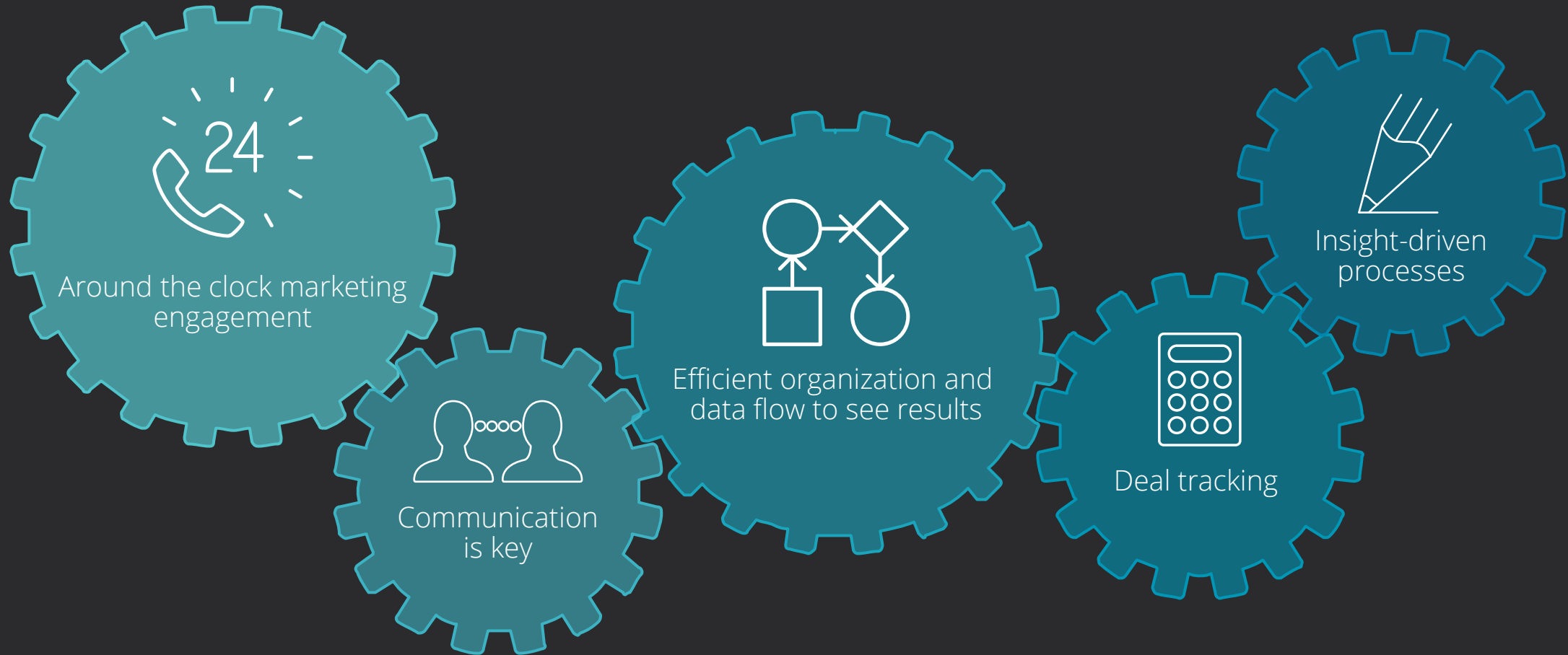
Automation Components

Key Automation Components

Essential Factors For Success

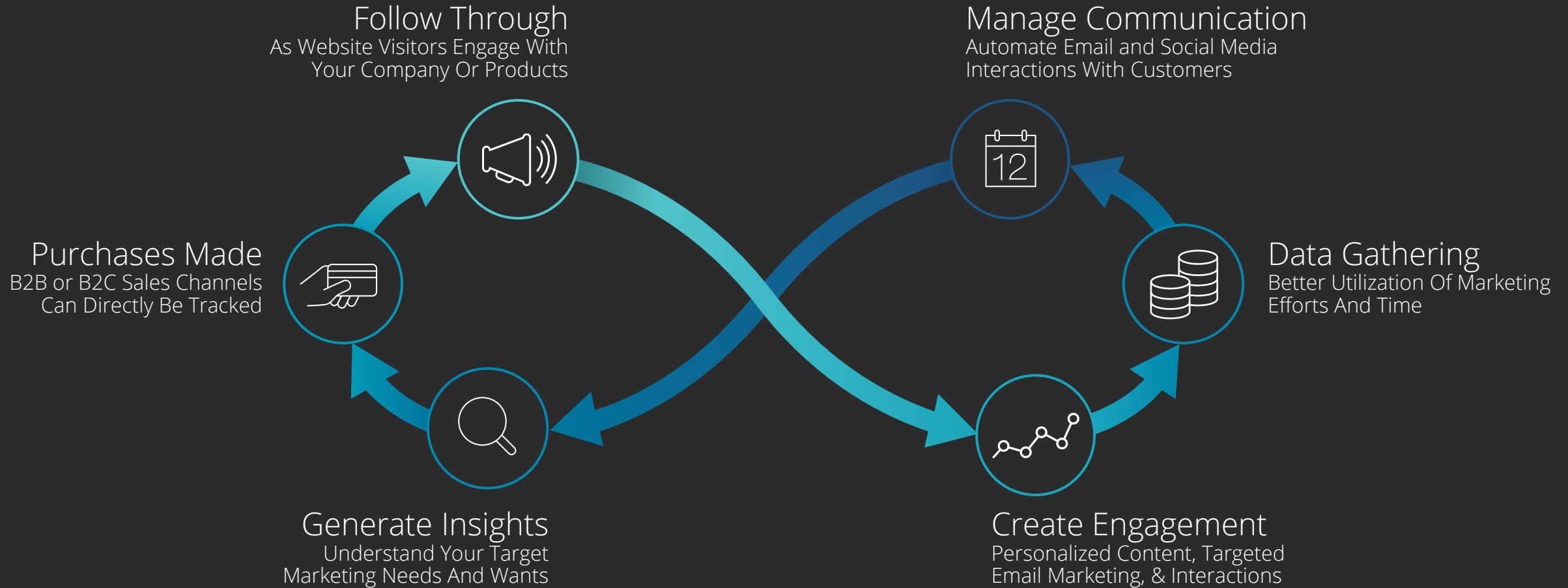


Interconnected Services Drive Growth



Implementing Marketing Automation

Build a 360 degree view of your customers



Marketing Automation Implementation

Perpetual Processes

Identify Resources
Internal or external staffing needs to be successful



Process Identification
Rather than rush to a solution, determine your own processes



Strategic Development
Continual evaluation of customer information



Implementation Phases
Automated sequences to increase customer interactions

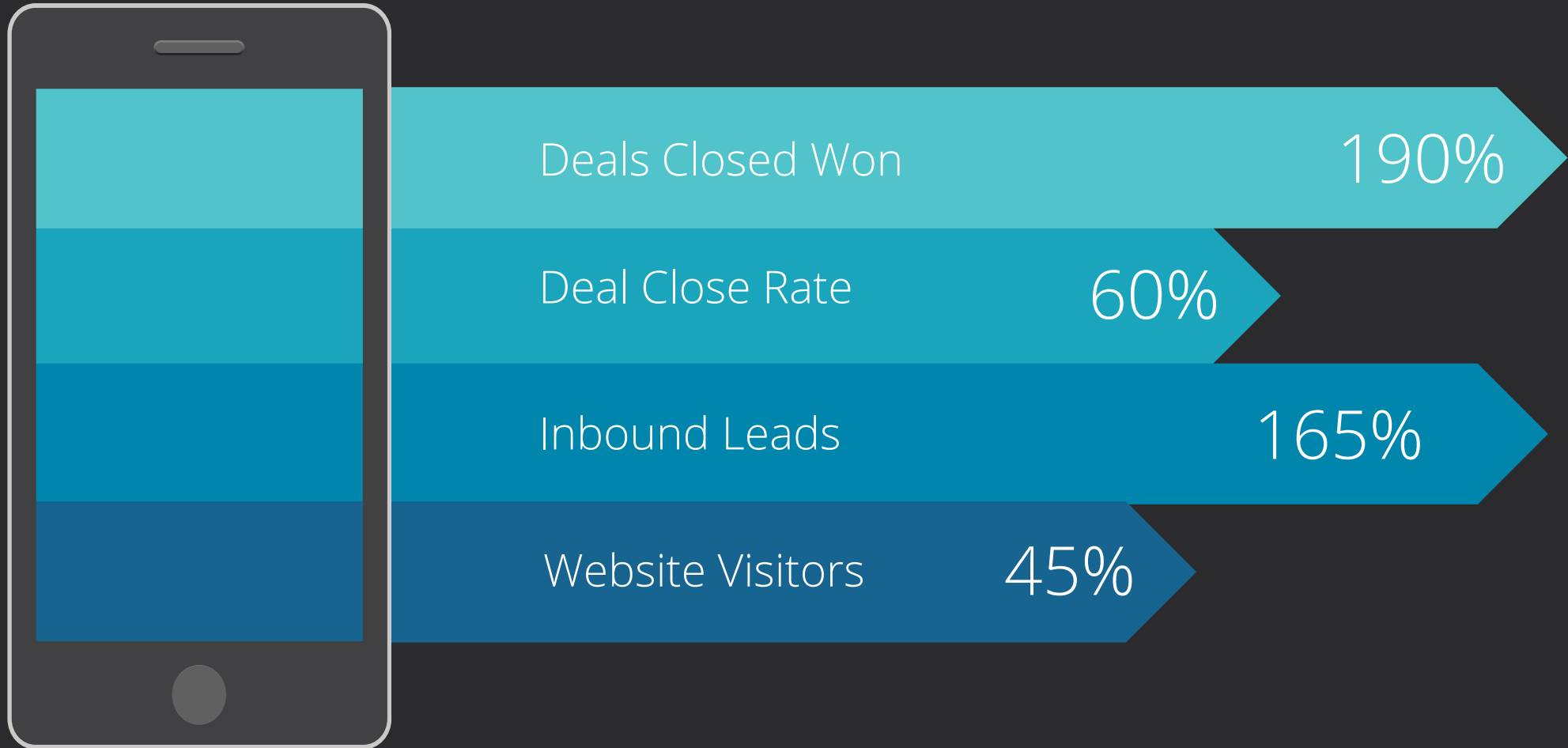


Customer Identification
As updated customer data becomes available analyze their information regularly

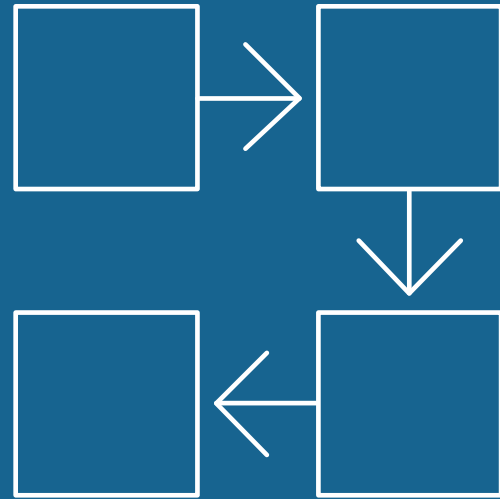


Manufacturing Industry

12 Month Post Implementation Improvement



Sources: Customer outcomes data, December 2021



Q&A

Thank You For Attending

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