

Game-changing marketing strategy to ensure results in 2017

A proven approach to generating
qualified leads for your sales team

Key findings:

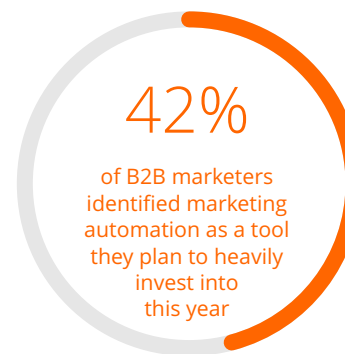
- 01 How to easier generate and nurture leads with marketing automation
- 02 How business intelligence helps marketers drive better ROI
- 03 Expected outcomes from using an intelligent marketing platform

Top challenges marketers might face in 2017

Besides being creative, modern marketers have to be business-savvy, of course. Marketing is no longer solely about brand awareness and PR. The performance of marketing departments nowadays is measured against strict KPIs and business metrics. Based on research, the biggest challenges that marketers might face in 2017 are the quality and quantity of generated leads and business development as a result.



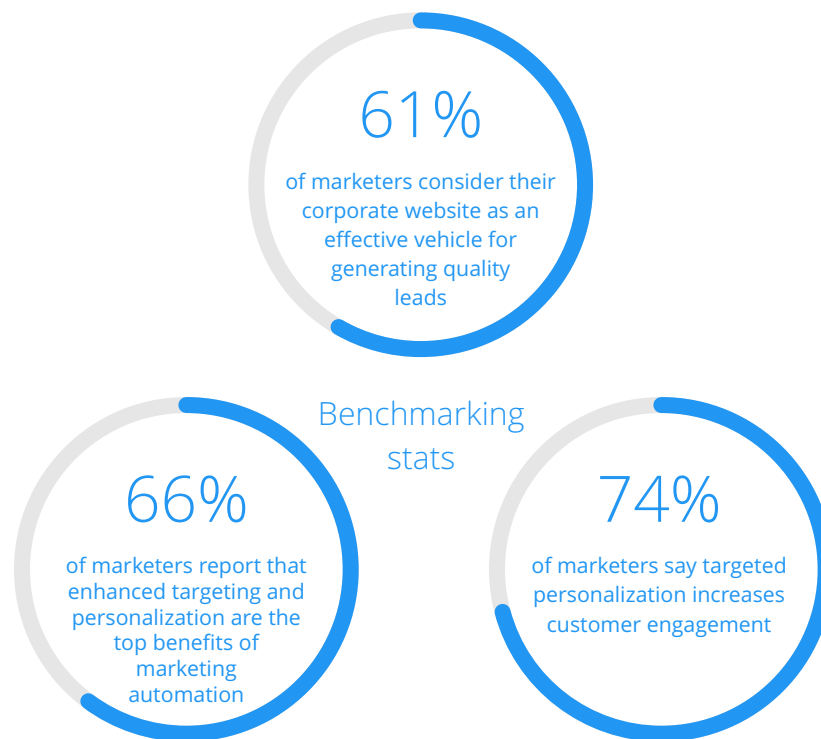
However, sophisticated marketing automation tools can help meet these challenges.



Noteworthy insight: While many organizations recognize the value of marketing automation, the majority are just getting started with this powerful technology. However, it's never too late to start marketing automation. In fact, only 10% of modern marketers believe they can fully execute mature marketing automation strategies but they still claim many benefits to using it regardless of whether the capabilities are fully implemented.

Lead generation simplified with marketing automation

Even though the techniques for generating leads are considered to have been figured out long ago, in 2017 they will still remain among the top challenges for marketers around the world. Luckily, lead generation is one of the primary uses of marketing automation tools. Gating content with registration forms helps marketing professionals to place conversion opportunities across websites, enabling the collection of valuable information from site visitors. The data is then passed on to other bannels, such as display ads, email blasts, and social media campaigns that help to bring leads closer to conversion.



Use case:

- Collect detailed information about prospects via multiple digital and non-digital channels forms, landing pages, and real-time activity tracking.
- Let the system automatically import, de-duplicate, and store prospect information entered into website forms or collected through various channels.
- Use collected data for targeted follow-ups.

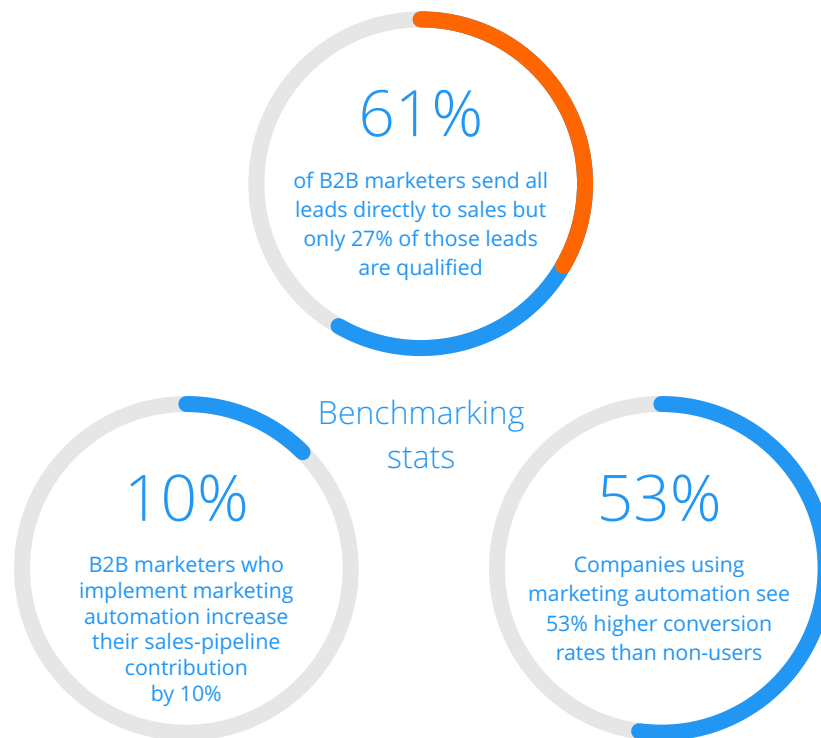
Outcome:

The need to manually update profiles and deal with duplicates was eliminated. A wealth of data, including detailed behavioral information, is available for further nurturing.

Noteworthy insight: Sophisticated marketing automation tools also enrich prospect data with social profile information, interests, activities and more, which enables the tailoring of marketing communications to answer the needs of every lead.

Lead qualification as a tool for streamlining your sales cycle in 2017

Long gone are the days when marketers were focused solely on the number of leads they passed on to their sales team. Focusing on bringing quality leads, instead of just more leads, is a trend that will continue to grow this year. Marketing automation features, such as a lead scoring and grading models, help to better qualify leads, ensuring that the leads assigned to sales meet the qualification criteria, i.e., their interest level is high enough to warrant follow up and they fit the ideal prospect profile.



Use case:

- With fully customizable lead scoring rules and assignment logic define point values for different prospect actions, such as email opens, white paper downloads, or webpage visits.
- Score leads based on their demographics or behavior to determine whether they are actually a good fit for your product, eliminating those that contact you for other reasons. The higher the score, the more sales-ready the prospect is.
- Based on the score distribute leads to different campaigns and marketing lists. Your marketing automation system will assign which leads should be automatically handed-off to sales, disqualified, kept on the nurturing stage, etc.

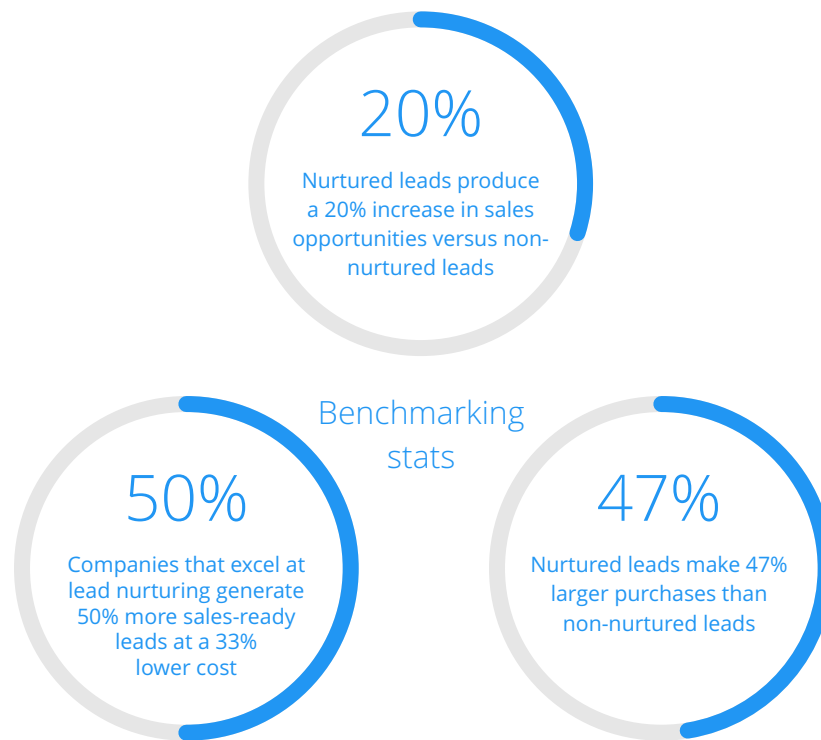
Outcome:

Send targeted nurturing campaigns based on the scores and pass only qualified leads to your sales team.

Noteworthy insight: Lead scoring makes it easy for sales reps to see who their most qualified prospects are and who require their immediate attention. Marketing software can also automatically assign leads to sales reps when they meet certain criteria, keeping the sales pipeline well stocked and healthy.

Lead nurturing as the most sought-after feature in marketing automation platforms

Being at the top of your potential customers' minds leads to successful sales in the future. Nurturing does just that and moves leads through the sales funnel by re-engaging inactive prospects. Marketing automation tools keep the engagement data in the system and make sure the leads are receiving the necessary information when they need it and via the channels they prefer. Lead nurturing is one of the most sought-after features of marketing automation of this year's trends for good reasons.



Use case:

- Create multistage, multichannel nurturing campaigns for each of the segments with visual campaign builder.
- Automatically or manually add prospects to the nurturing list based on any criteria, trigger event or their combination. Drip valuable content to leads over time to nurture them to a sales-ready state.
- Sift sales-ready leads based on lead score or a specific event and hand them off to sales.

Outcome:

Every lead is properly engaged and nurtured. The sales-ready leads are handed off to sales with the history of communication attached, which dramatically increases the chances of closing deals.

Noteworthy insight: Data from lead nurturing campaigns, like CTA or CTOR, displayed in the marketing automation system helps marketing professionals to stay up-to-date on how their prospects are engaging with marketing campaigns. This knowledge sets the strategy for how to communicate with every prospect on the list and what other data is needed to reach out to prospects.

Email marketing is best when using marketing automation

As one of the most powerful tool in nurturing, a successful email campaign involves many components such as a well-designed template, tested content, segmentation, tracking and analytics. In 2017, advanced marketing automation solutions will make it easy for marketers to send tracked emails and reach out with the relevant messages at the right time, based on the data collected and analyzed.

Create



You can create eye-catching email templates for your bulk email campaigns using a set of ready-to-use content blocks to enable the design of your templates in WYSIWYG mode and a library of ready-to-use templates. You can save the customized template or upload your own for your next email campaign. Marketing automation makes it easy for marketers to send tracked emails and reach out with the relevant messages at the right time, based on the data collected and analyzed.

Email marketing was reported as the **#1** most effective tactic for lead nurturing by top-performing B2B marketers.

Test



Marketing automation tools enable you to test your content with A/B testing and make sure the content resonates with your target audience. With split testing, it's easy to assess efficiency of a specific approach - change elements in the email and segment the recipients, then deploy different versions of the email to each segment and view test data in real time.

Best companies in the world run hundreds of A/B tests per month; **87%** of companies (currently testing) run 1-5 tests per month.

Track



Marketing automation tools enable users to track emails on an individual level. The detailed metrics, such as open rates, click through rates, etc., give insights into what is working and not working in your email campaigns. This kind of data also provides sales reps with the insights that enables making informed calls and eliminates cold calling.

Only **43%** of companies track and understand their customers journey and adapt the channel mix accordingly.

Analyze

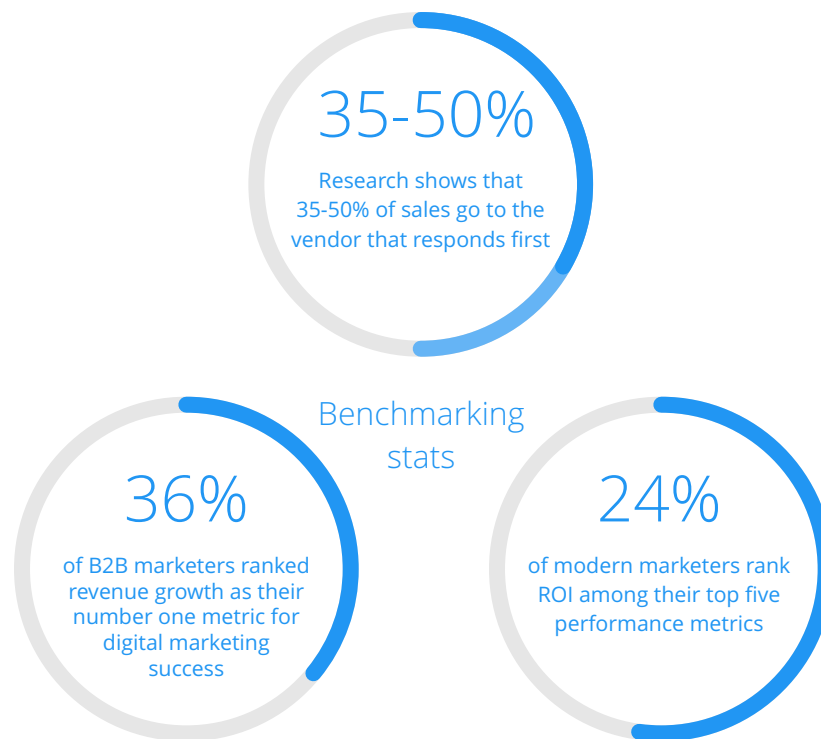


Detailed behavioral data, like the pages your prospects are visiting and the types of content they're downloading, is recorded in the marketing automation system which gives marketers an understanding of their prospects' motivations, interests, and pain points, ensuring the kind of personalization that gets results.

Personalized emails generate up to **6x higher** revenue per email than do non-personalized emails.

Lead intelligence that to empower your sales team in 2017

Even though in many organizations generating new business is a task primarily associated with sales, lately marketing has started to play a very important role in this process. Automation gives marketers the ability to track revenue sources and attribute closed deals to the campaigns that generated them. Moreover, by using marketing automation data your sales team can sell more effectively by focusing on qualified leads and converting them into opportunities with personalized approaches.



Use case:

- Evaluate behavior data, such as the pages your prospects are visiting and pass it on to sales for better outreach when prospects qualify for hand-off to sales.
- Track and deeply analyze the quality of the leads generated by monitoring conversion of the leads, including % of sales accepted leads, % of leads shifted to presentation, % of won opportunities.
- Leverage sophisticated reporting helps to associate opportunities with campaigns and accurately measure marketing ROI.

Outcome:

By using marketing data for reporting and intelligence, organizations can better understand the impact of the efforts implemented by marketing and sales and have a better perspective on the overall business performance.

Noteworthy insight: Some marketing automation tools send real-time activity alerts to sales reps when prospects are visiting certain pages of the site such as the pricing page. With this detailed information, sales reps can deliver more personalized sales communications, which dramatically increases the chances of positive outcomes.

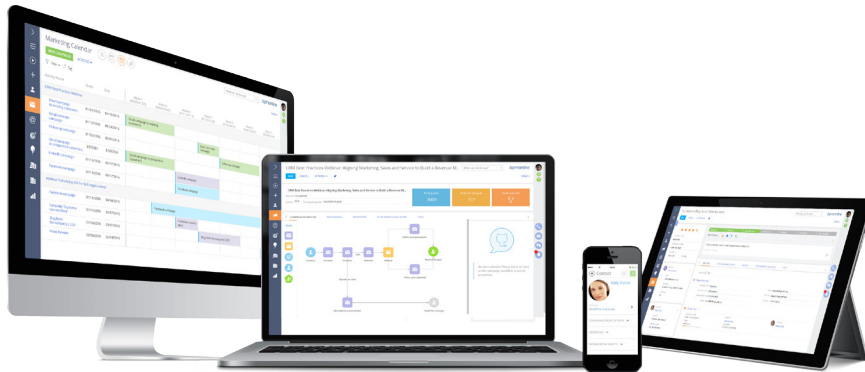
Conclusion

With the countless tasks and assignments that marketing professionals might face in 2017, marketing automation is a valuable tool that will help them to overcome many challenges. It serves marketers well by integrating data from social media, emails, websites, and sales pipeline to close the loop, making decisions more informed regarding lead generation and engagement tactics. This also creates a standardized environment that helps to achieve truly omnichannel personalized communication. It also serves as base for loyalty in the long run.

Intelligent marketing automation system helps to align marketing and sales, which is extremely important. It offers a platform to collect and evaluate measurable results and track the success of marketing campaigns, while improving the quality of the leads passed on to sales. Sales executives can monitor prospect interest levels and personalize communications to increase their chances of successfully closing the deals.



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