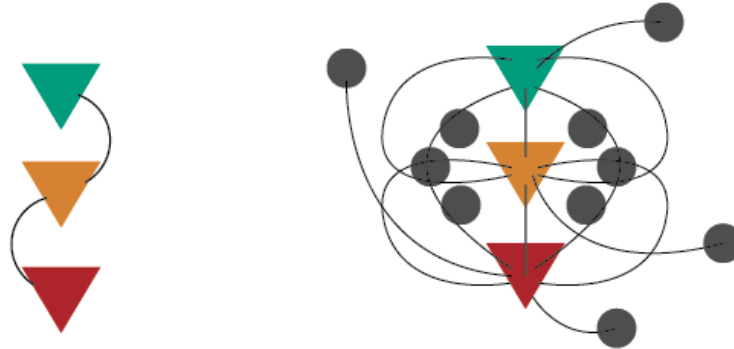




# Email Marketing VS Marketing Automation



# Marketing Automation is Not Email Marketing



You've finally made it. You -- the decision maker -- are in charge of implementing a marketing strategy that ensures delivery of relevant information to the right prospects at the right moment.

But the landscape of solutions for this is full of strategy, technology and jargon. Your organization has probably been using email marketing for a number of years. But now everyone is talking about this great new technology called *Marketing Automation*.

Like everyone in the business world, you've experienced the frenetic growth of technology and marketing efforts that have changed at light speed. Terms and concepts are changing so rapidly, we don't even have names for them any longer -- petabyte, anyone?

But terms are important and understanding distinctions can help you make the right decisions. And the terms Email Marketing and Marketing Automation are two that appear interchangeable in many conversations, but they have distinct differences that can be important for your marketing strategy. Let's take a deeper look.

## The Evolution of Marketing

For a brief moment, email marketing was the leading approach for business to consumer contact. As a marketing tool, email marketing relies on mailing lists, opting in or double opting in, to create the target audience. From this audience, marketers might create their "A" list and their "B" list from their CRM, then create test offers to send to each control group.

Based on results, such as response rate, bounces and so forth, they determine the best response and then send that offer to the entire remaining list. Marketing pieces are then created and sent on a schedule, and any new prospects are added to "The List" and the remaining email schedule.

Which means if your prospect joins in month three of the campaign, they receive the marketing piece from month three -- the month they joined the list.

While simple email marketing is still in use today, many organizations recognize that email marketing may work for sending messages and coupons to customers. However, it is much less effective for prospects and new business, and has very little ability to manage middle of the funnel sales activities.

Email marketing is the tool for an outbound marketing strategy that relies on lists to send marketing messages without any tie to prior or future behaviors of the recipient.

## A Change in Interaction

Internet marketing continued to evolve: becoming more ubiquitous and the audience became more savvy and choosy about how they wanted to engage with brands.

Search tools began to train us that if you want information about a product, service, brand or company, you enter in that criteria and review the results. From those results you select the information that you want to view.

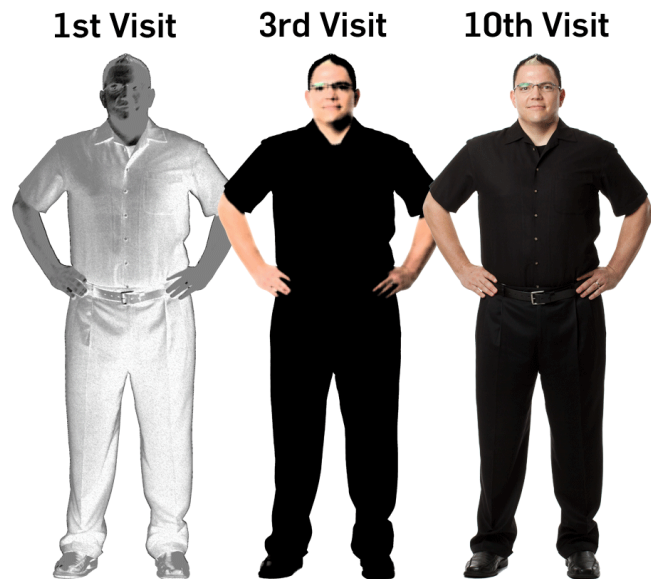
With each interaction, we became more and more specific about how we wanted to receive information. Search engines recognized this trend and began to modify their search algorithms to meet our advancing standards.

In fact, our patterns and interactions change so rapidly that Google changes its search algorithms several times a day to increase display efficiency, to add social media, and to ensure quality search results, such as weeding out spam and other low quality content. Marketing groups began to take notice of this change in interaction.

This is where we find ourselves today. Our audience:

- ♦ Has been trained to engage with information through self-direction
- ♦ Requires an education in the process
- ♦ Consistently interacts with brands, companies and movements on their terms

So, as a decision maker, how do you ensure that your marketing messages are meeting those criteria?



# An Inbound Approach

*Marketing Automation is the tool for an inbound marketing approach that informs, interacts and nurtures leads to impact revenue as they move through the sales funnel.*

- ✦ *Marketing Automation* is an evolution of marketing efforts. It is a contrast to outbound efforts like email marketing.
- ✦ *Marketing Automation* is the tool for an inbound marketing approach that informs, interacts and nurtures leads to impact revenue as they move through the sales funnel.
- ✦ *Marketing Automation* is a process and tool that manages a company or brand's interaction with its prospects by providing them the right information at the right time in the buying process.
- ✦ *Marketing Automation* uses targeted content to inform, entertain, socialize and earn the prospect's business. Prospects define the path through their modes of interaction, targeted search, website visits, by downloading whitepapers, or requesting a demo. Their intentions drive the interactions.
- ✦ *Marketing Automation* tools support this new dynamic.

## Quality Prospect Engagement

*91% of internet users use a search engine to find information.*

Marketing Automation tools use several advanced features to ensure quality prospect engagement. The most important feature is that Marketing Automation tools are not list managers.

Marketing Automation tools start with the premise of managing all levels of leads (not lists) and then apply business rules, analytics, segmentation and scientific data to manage prospects in your sales funnel.

Marketing Automation tools empower organizations to manage and reward individual prospect interactions by providing specific marketing collateral designed just for them. And prospects recognize this subtle distinction.

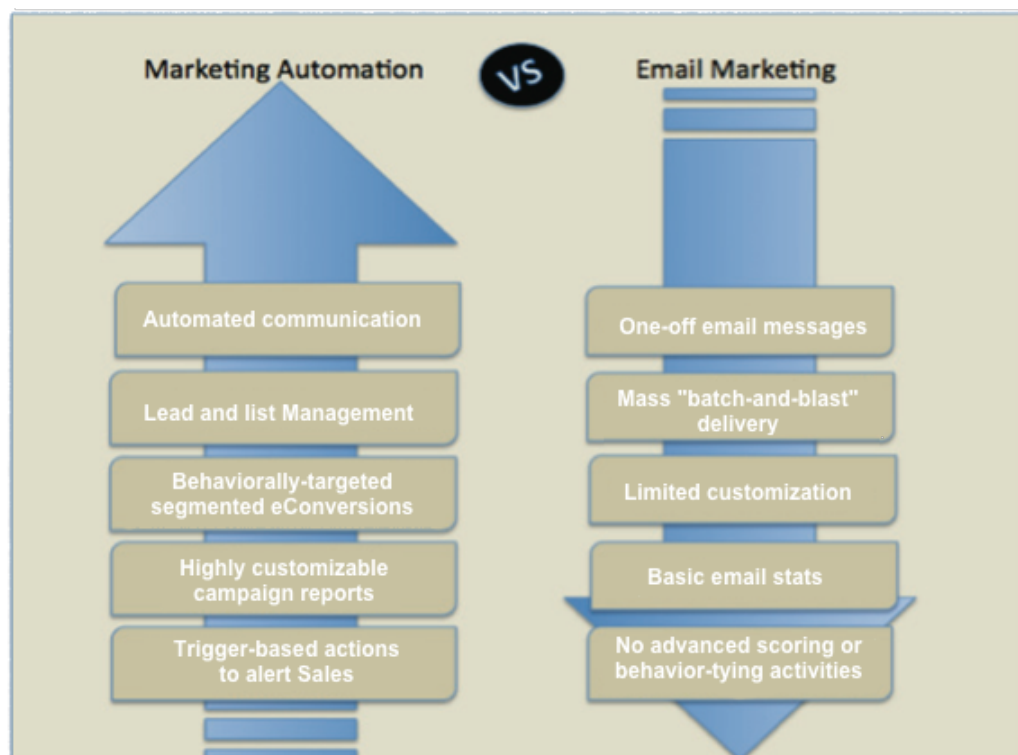
According to Pew Research:

- ✦ 91% of email users have unsubscribed from a company email that they previously opted in to
- ✦ 91% of internet users use a search engine to find information
- ✦ 78% look for information online about a service or product [they] are thinking of buying

While individuals may initially accept outbound marketing material, less than 10% remain engaged.

The more common interaction is driven by the individual who directs and defines their interactions through search, content downloads and social interactions. Marketers recognizing this sea of change are embracing tools, techniques and inbound marketing automation processes that enable individuals that search and then interact with content about a brand or service while in the buying process.

## Marketing Automation & The New Dynamic



Marketing Automation creates an inviting place to do business by recognizing prospect interaction preferences. It helps to create a trustworthy relationship by educating, empowering and rewarding prospects with the information they want to move them through an educational and nurturing buying process.

Marketing Automation likewise supports the enterprise goals of attracting, engaging, nurturing, converting and retaining prospects to increase revenue. The interaction feels different to the prospect, because Marketing Automation is different than email marketing.

# Automatr

We believe:

- ♦ Marketing Automation should be simple to obtain, easy to manage and have a significant impact on revenue
- ♦ In the philosophy of Marketing Automation, not just the technology
- ♦ In the synergy of marketing and sales.
- ♦ Leads are lifeblood, not just data.

Automatr is built to serve our Drupal clients and agency partners first, last and always by providing easy-to-use tools, outstanding marketing support, and best practices.



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