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Marketing Automation Misconceptions



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MARKETING AUTOMATION MISCONCEPTIONS

While the use of marketing automation software has increased significantly in recent years, many marketers still worry whether it is worth the investment it requires. The reality is, it won't necessarily be the best approach for every company, but marketing automation can be extremely beneficial for B2B companies where; the customer buying process lasts longer than a week, sending emails alone doesn't drive sales and/or you are selling different products or services to different target markets.

Unfortunately, there are still many misconceptions about what exactly marketing automation does, and a significant disconnect on how it can be used most effectively. Whether you're considering implementing a strategy, or wanting to make better use of the software, we have outlined the most common misconceptions, helping to separate fact from myth, and help you improve your marketing automation efforts by going back to basics to outline how it can best be used.



MARKETING AUTOMATION MAKES YOUR COMMUNICATIONS ROBOTIC

Firstly, the misconception that marketing automation makes your communications robotic and impersonal insinuates that it generates content for you. It doesn't. In fact, we are still a way off having any software having those capabilities. What marketing automation does do, however, is enable the delivery of the content it is provided with, based on various triggers or automated steps. When implemented and managed effectively, marketing automation software can provide individuals with dynamic content; content that is determined to be highly relevant to an individual, based on insight generated about them through their website habits, form submissions and any other lead information.

This also relies on effective segmentation, where leads are categorised by common behaviours, interests and demographic details.

MARKETING AUTOMATION DOESN'T REQUIRE ONGOING MANAGEMENT

Many marketers overlook the fact that marketing automation requires ongoing management, and fail to realise that adopting a 'set it and forget it' will only put you on the path to failure. For a marketing automation tool to be effective, it requires constant monitoring, fresh content and optimisation through A/B testing.

MARKETING AUTOMATION GENERATES LEADS

Marketing automation is not a lead generation machine, instead it helps nurture the leads generated by your inbound marketing efforts. This means you must still produce relevant, buyer-centric content that prospective customers find valuable enough to request. Only once these prospects have parted with their information, can marketing automation come into play, integrating with your CRM database to nurture these leads into sales-ready prospects. By enabling lead scoring and grading features, sales and marketing are also far better aligned, making it clear what an 'ideal' lead looks like.

MARKETING AUTOMATION IS AN ADVANCED EMAIL PLATFORM

There is an all too common belief that marketing automation is just an advanced email marketing platform. Wrong. Email marketing is indeed a component of the process, but marketing automation extends far beyond basic email sending. One of its' many capabilities is that it enables you to track prospects activity on your site, as well as providing real-time alerts so that these leads can be targeted about the right thing, at the right time. In addition, marketing automation enables even non-developers to build custom forms and landing pages, and with the use of progressive profiling, individuals will only be shown forms with the fields they have yet to fill out, enabling you to build up a far more detailed prospect profile.

If you would like any help implementing an effective marketing automation strategy, or you are looking for some advice on why your campaigns aren't performing, give us a call on +44 (0)1243 531123, or send us over an email to mike@napierb2b.com.



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Launched in 1984, Napier was one of the first agencies in Europe to specialise in the electronics market, subsequently expanding to help clients in a range of B2B technology sectors. Initially a PR agency, Napier responded to the clients' need to manage information across every element of the marketing mix by bringing together a team of multi-talented and multi-lingual engineers, linguists and technical journalists as well as PR and marketing professionals.