STEP BY STEP:
Marketing Automation for the heavyweights



vuture

According to a recent study, over the next two years, an additional **21 per cent** of Marketing Leaders plan to use a Marketing Automation platform.

Executive summary

The value is often apparent but the knowledge and the know-how to get things started aren't always easy to decipher in order to make a decision, or sell its importance to those who do.

Throughout the Marketing Automation Series, we looked at the basics, learned to understand the terms a little better, took a deep dive into the world of automation and considered best practices, with the sole aim of helping marketers, like you, to better understand the potential Marketing Automation offers to help you deliver for your organisation.

Vuture offers a full suite of services that enables marketers to put the theory into practise. In this guide, you'll learn more about five core features of Marketing Automation; Events Management, Email Marketing, Web Automation, CRM, and Reporting & Tracking. It also covers ways to begin the conversation with the decision makers in your organisation and what you'll need to get things started.

Gloves on for the penultimate round.

Events Management

*Event technology can help increase event attendance by **20 per cent**, increase productivity by **27 per cent**, and decrease costs by **20-30 per cent**.*[1]

Most marketers use events as part of the marketing mix, integrating them into their strategy. Events enable us to interact with clients and prospects, and cultivate new relationships, both on and offline.

When run well, they become a vital part of the lead-generation programme and add value across the business.

Benefits

Deliver consistency across your customer journey

Create a single view of the attendee for your organisation

Drive a data-led, strategic approach to customer success

Features

Create a seamless brand experience across your channels and devices, globally

Automate write-back of all attendee activity to your CRM in real time; including registrations, on-the-day notifications, and post-event communications

Generate post-event reports for fee earners that include insights such as websites the guest has visited and other events attended



1 Enterprise Event Marketing

Three easy steps to getting started with Events Management

1. Consult with your marketing and IT teams to identify and prepare for any potential technical challenges
2. Review your current event management data flow and highlight areas for improvement with your event team
3. Compile insights from tech and event teams to build a compelling business case to present to your board

Sell it to the board – Step 1

Establish the business value of Marketing Automation and frame the need for the investment in the context of the marketing and, more broadly, company strategy, in order to appeal to all executives.



Email Marketing

*Nearly 105 billion emails are sent each day; this number is expected to reach **246 billion** before 2020.*[2]

In spite of what we often hear, email is not dying. In the next two years, volume of emails sent is expected to double. While this demonstrates the value, it also increases the noise, so it is imperative for marketers to get smarter about how they approach email marketing. Vuture offers all of the regular functionality required for email campaigns, from the creation of landing pages, forms and downloads, through to core deliverability to ensure your emails arrive safe and sound in the intended inbox.

But we also offer a good deal more.

Benefits

Access images efficiently and securely to create on-brand email campaigns

Ensure you're on brand and compliant across all regions, for global campaigns

Align your email campaigns with your wider organisational operations

Features

Create company-wide and department-specific image libraries

Automate boilerplate and disclaimer selection

Integrate automated email marketing with a customisable campaign folder structure and re-usable templates



[2] The Radicati Group

Three easy steps to getting started with Email Marketing

1. Review and refine your marketing execution plan to gather better, usable insights with engagement scoring
2. Audit your existing email and newsletter templates to add personalisation based on user preferences
3. Combine insights with execution to build and report on relevant nurturing programmes and communications

Sell it to the board – Step 2

Be the driver.

You've established that there is value but you must maintain the momentum and continue to push for the change to be implemented.



Web Automation

***91 per cent** of the most successful users agree that Marketing Automation is 'very important' to the overall success of their marketing across channels.*

Your website is your brand's central hub for client interaction. The focus of your satellite channels and wider campaign work is to drive end-users back home and engage them through web pages, forms, downloads and dynamic content.

When your site is connected to the Events, Email, CRM and Reporting features of Vuture's platform, the power is yours to deliver campaigns that truly bring home the ROI.

Benefits

Protect your marketing campaigns and collateral

Personalise your marketing campaigns and deliver customised customer experiences across digital channels

Create relevant customer experiences for enhanced customer journeys

Features

Create a secure internal system with container and folder restrictions and permissions

Automate the right content at the right time to the right client based on set criteria with triggers

Build dynamic content for tailored campaigns



Three easy steps to getting started with Web Automation

1. Work with stakeholders and team members to capture the various needs and draft a comprehensive list of features that will help meet your teams and business objectives

2. Consult with your IT department to assess existing infrastructure and marketing tools to identify any gaps that would prevent you from implementing web automation

3. Finalise and socialise your lead generation and sales cycle before any investment as some marketing platforms may not be suitable to meet your specific business requirements

Sell it to the board – Step 3

Identify the executive most likely to sponsor your idea and engage them to support you. In many cases this will be your CMO, or equivalent, but not always. Marketing Automation touches different areas, from technology, through security to data, so consider CTOs and CIOs, too.



CRM Marketing

Companies using a CRM, on average, see a **41 per cent** increase in revenue.[3]

With the increase in pressure on marketers to deliver quantifiable commercial results and drive insight-led customer experiences, CRM has to be the marketing professional's best friend. But not on its own. Integrating a CRM platform into your automation strategy will generate better quality leads, support customer-relationship development and ensure your organisation complies with new regulations, such as the GDPR (General Data Protection Regulation).



Benefits

Comply with the latest regulations, such as the GDPR

Maintain the integrity of your data

Cultivate better client relationships that drive customer success

Features

Create global preference, unsubscribe and opt-out forms that write back to your CRM in real time

Ensure your data is up to date

Integrate marketing technologies with CRM to create a single client view

Vuture's platform integrates with all major CRM solutions on the market to deliver these, and other, business-transforming features.

[3] Trackvia

Three easy steps to getting started with CRM Marketing

1. Work with your CRM manager to carry out a thorough audit of the current state of your CRM and data
2. Involve your IT team in the data compliance process to ensure you comply with data rules and regulations
3. Align your CRM validation rules to your business processes throughout your lead management cycle

Sell it to the board – Step 4

Work with your executive sponsor to take it to the board. You need to consider your different audiences and be fully prepared to show the value each member will receive from investing in Marketing Automation.



Tracking & Reporting

Accumulating customer intelligence was viewed as one of the most important functions of Marketing Automation by 80 per cent of marketers.[4]

In the age of the customer, we are nothing if we don't have a 360-degree view of our clients and prospects and how they are engaging with our organisation. The expectation now is for organisations to deliver relevant communications when and how clients want, so reporting and tracking have become the weapon a marketer needs in their arsenal to deliver best-in-class customer journeys as well as building a strategy that is driven by the client.



Benefits

Quantify how engaged with your brand end-users are and deliver more qualified prospects and leads

Build relationships based on loyalty and trust

Deliver targeted, persona-based communications that are customisable and on brand

Features

Integrate engagement scoring into your email campaigns

Deliver personalised notifications on an individual basis

Create different dashboards for different organisational roles to deliver persona-based targeting – it's customisable and looks good

[4] Regalix

Three easy steps to getting started with Tracking & Reporting

1. Investigate how healthy your data is and how it complies with data regulations in every area of your business
2. Talk to your CRM/data manager to define roles and responsibilities and draft data management needs and frequency
3. Scope and deliver tailored activity reports to all stakeholders using your data intelligence directly from your CRM

Sell it to the board – Step 5

Own it!

You worked hard to implement Marketing Automation so push to ensure you realise its full potential.





About Vuture

Vuture was established to transform the communication and event model for professional services. Our cloud-based software enables its users to create value-driven client experiences that resonate to build trusted relationships and drive brand loyalty. Like most businesses we couldn't do it on our own. We work with clients and partners to innovate and grow, while ensuring that what we deliver is tailored to our customers' wants and needs to help them do the same.

What we're saying is that we look after number one: our clients. And we ensure that your clients are at the heart of what we do, too.

WEB MARKETING	EVENT MARKETING	EMAIL MARKETING	MARKETING ROI
CONTENT PERSONALISATION	MARKETING SURVEYS	ALUMNI MARKETING	PRINT MARKETING

To learn more about marketing automation, email explore@vutu.re or visit www.vutu.re/MarketingAutomation