

The top excuses to NOT use Marketing Automation (and why you SHOULD get these out of your head!)

Force24™
Marketing Automation

Introduction

In the late 90s we saw a sudden shift – marketers, perhaps understandably, turned all their attention to the internet. Despite having little or no idea why they were focusing on it as much as they were, they felt that "to keep up", they should adopt it. Many had no real understanding of the web or how they would use it, markets had not yet evolved, and businesses therefore couldn't capitalise on the investmentsthey made. But they saw potential...

Other marketers stood fast and uttered things like "people will never buy holidays online" – but in time they did, and certain sectors have been completely turned upside down by the internet's evolution, as a result.

> *Automation isn't about sending a welcome email or an email on somebody's birthday, just as split testing isn't a case of simply sending emails with two different subject lines*

It's no surprise that, in the main, it is the early adopters who embraced the technology with a gut feeling that change was on the horizon, that have since gone on to become industry leaders.

Whilst Marketing Automation maybe can't be compared to the advent of the internet, it is certainly possible to draw parallels among marketers' attitudes. **The simple fact is that Marketing Automation is for ALL (without exception), just as the internet is.** However, many people are confused in their understanding as to what Marketing Automation is and does, which skews their perception of whether it could benefit them.

Marketing Automation is not simply a way to send multiple emails, despite the efforts of mass online ESPs attempting to convince us that's all there is to it. Automation isn't about sending a welcome email or an email on somebody's birthday, just as split testing isn't a case of simply sending emails with two different subject lines.

Of course, this is part of it, but automation provides so much more. So, in this document I aim to breakdown and dispel the myths, encourage you to look again, and then re-evaluate either your existing Marketing Automation provider or think again about the adoption of Marketing Automation in the first place.

Marketing Automation is about being the best you can be! The technology exists, which means your competitors have access to it. If your competitors adopt it before you, they'll communicate more often, push out more relevant information, and be quicker and more efficient in the process. And the result? Spending more time thinking about what matters to prospects, engaging thousands of them easily with seemingly humanised conversation, and using machine learning to identify who to speak to and when!

I hope you can take away some key points from this free resource.

Adam Oldfield

Managing Director, Force24

P.S.. When reading this booklet, we'd like to make it clear that we're a UK-based Marketing Automation platform – we think the best on the market. Ultimately, we want you to become our client, we want you to share in the fantastic technology we build, and we want you to help guide us to develop solutions that really matter to marketers. Sending your marketing budget to faceless online platforms won't improve you or your marketing, so let's stick together and make something great.



Why Should I Use Marketing Automation?

Why should I do it for the business?

That's a very good question, and just like every business decision, it must be backed up with sound reasoning. After all, we have all been approached with offers of the latest software product that has been designed to 'revolutionise the world', but alas the reality is usually somewhat different to the dream.

But let's be clear, Marketing Automation is not a new piece of software – it's a movement and it's here to stay. At its core the technology does what you have been doing for years but, if Automation is in place:

1. *You will do it with 10x efficiency – what ordinarily takes you 1 hour will now take 6 minutes!*
2. *You will harvest a wealth of additional information about your contacts*
3. *You will improve your approach with enhanced reporting and generate better ROI*

Is it so different from what you have been doing so far?

Yes – radically! Automation has brought with it a raft of innovation – new functionality that takes all the headaches out of your world.



Marketing Automation is not a new piece of software – it's a movement and it's here to stay

Why Should I Do It For Me?

I don't think I've ever met an in-house marketer who said: "I need more work". There is never a perfect time to adopt new techniques or strategies, as we're always consumed with a mammoth 'to do' list. "I'm too busy" is therefore a far more common statement.

Imagine having the time to focus on building stunning content, with expertly produced artwork, cleverly segmented data and savvy onward measurement – leading to award-worthy campaigns every time!

Working with a recognised Marketing Automation vendor won't do your CV any harm either! Why's that?

> *We all need to keep up and the best way to do that is adopt it, work with it and help drive it*

46% of CMO's have reported an increased need for data and analytical expertise over the last 12 months. So, is the role of the marketers becoming blurred with that of a mathematician? NO! Marketers just need tech to uncover the metrics for them. This is perhaps why 52% of CMO'S expect candidates to demonstrate a proven track record in Marketing Automation principles.

We all need to keep up and the best way to do that is adopt it, work with it and help drive it.



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So What's Holding Us Back?

Armed with a few of the benefits, we now need to explore the obstacles (or, at least, the perceived ones!)

We think there are 8 common ones...

1a - I'm too busy!

I don't think I've ever met an in-house marketer who said: "I need more work". There is never a perfect time to adopt new techniques or strategies, as we're always consumed with a mammoth 'to do' list. "I'm too busy" is therefore a far more common statement.

But flip the challenge on its head and understand what is making you busy. Could Marketing Automation actually solve this time-precious challenge? Probably...



Could Marketing Automation actually solve this time-precious challenge?

1b - I'm too busy building and sending emails

Let's delve into this particular problem and break it down to help see if you're spending too long on any one aspect. What's your biggest email time eater?

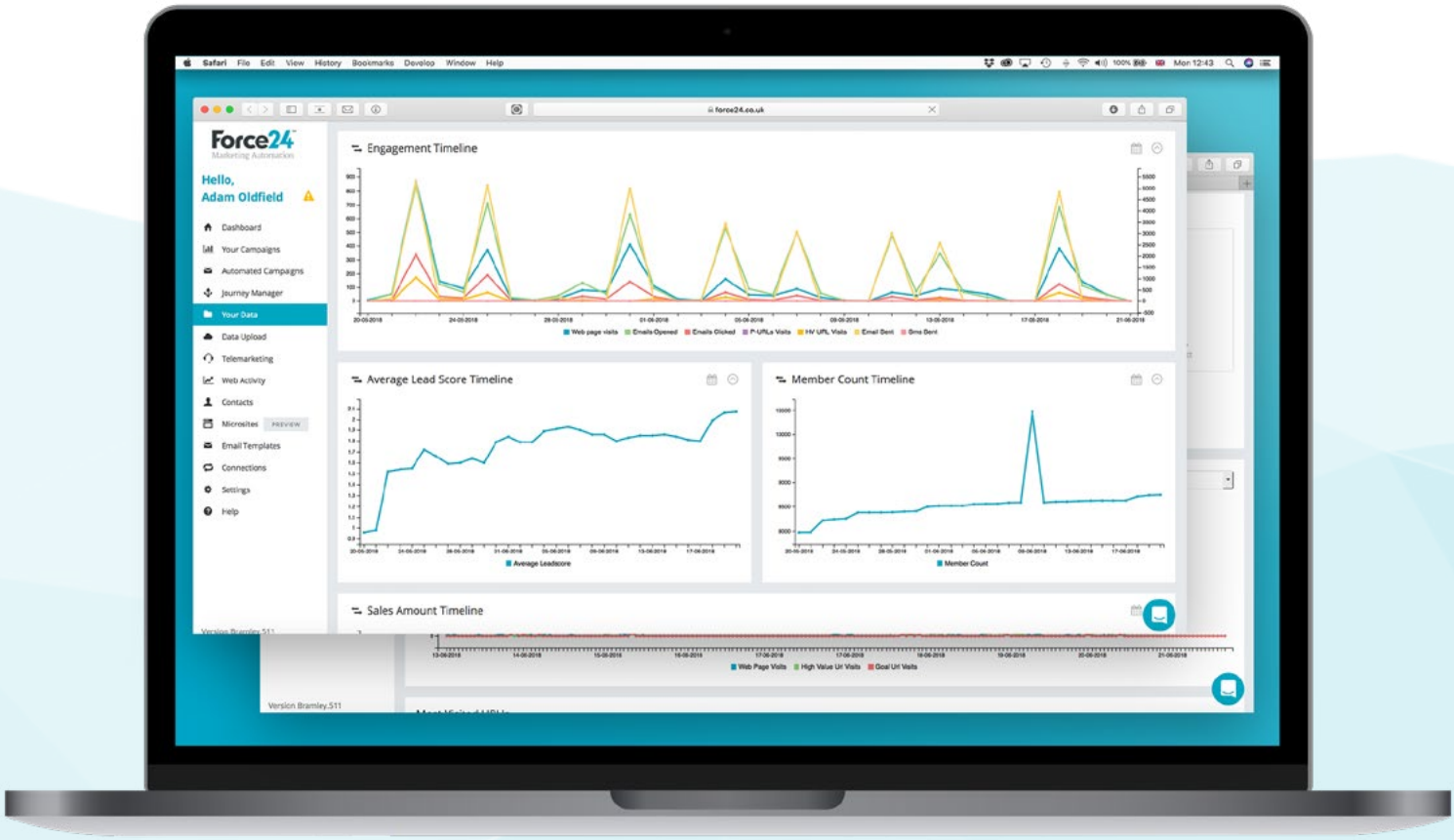
- *Creating content – (N/A) Good, this is important and what makes you so important in the process.*
- *Building Emails – (10 min) Not good – each email should have beautiful and compelling content designed for the audience, but the construction and testing should take no more than 10 minutes. Force24 has developed a revolutionary code snippet approach allowing you to build and save branded components so that perfect, mobile-responsive emails can be created in seconds!*
- *Preparing the data – (0 min) Not good – this job should be fully automated, so that you can rely on your segments being up to date at all times.*
- *Gaining approval and sign off – (0 min) Not good – you should simply select an approval distribution group to automate this process.*
- *Passing leads to the sales team – (0 min) Not good also. Your sales team should be directly connected to your efforts and see what you see. That way, there's no need to pass leads anymore.*

1c - I'm too busy producing board reports

Quite often we see marketing departments incumbered with complex reporting practices, meaning many hours of the month or week are lost to the development of reports across many different channels.

Don't worry if this is you, you are not alone. However, Marketing Automation can take the headache out of the process. Within Force24 you even have the ability to request a custom report – simply send our team the layout you require, the format and any specific calculations, and the Marketing Automation engine can take over the job and deliver it to you, via email, at your desired frequency.

You can then spend only a few minutes adding in any additional information and narrative you wish, without the hard work.



1d - I'm too busy working on the website

I am always pleased to hear when people focus on their website. But it's important to know that a site is probably one of the lowest converting assets in the business.

> *Within Force24 you even have the ability to request a custom report*

Typically, a well-optimised website can achieve 2-3% conversion rates. Also, when it comes to building campaign-specific landing pages, most content management systems don't really offer the flexibility required to adapt the content to fit the campaign perfectly.

To put this into context, a well-honed landing page can be expected to convert traffic at a rate closer to 15%.

So, irrespective of the traffic source (email, PPC or social) it makes much more sense to direct traffic to a campaign-specific landing page. When you do this, expect to see a 10x return in ROI! (compared to directing people to your homepage)

Some marketers know these benefits already, but they simply don't have time to create new landing pages for every campaign. Back to the 'too busy' problem.

Well, this needn't be an issue anymore. The Force24 Marketing Automation platform makes it as easy to build a landing page as it is to build an email. Using the same revolutionary code snippet approach, you can create and save landing page assets meaning the process takes seconds.

1e - I'm too busy running paid search and social campaigns

Again, an extremely valid use of time – developing great content and publishing via social channels is extremely powerful.

But, remember, if you are buying traffic from either paid search/display channels or via your own high value content downloads, you MUST get the most out of the traffic and MUST be able to recognise the revenue generated by your efforts.

Not every business can track revenue or results through an e-commerce checkout! It's hard to assess the quality of the leads you generate when a sales team is closing the business behind you.

Marketing Automation is therefore essential in this case to:

1. *Track the contacts and the campaign(s) they have engaged with, to evidence the impact of your hard work.*
2. *Enable you to quickly build integrated, tracked, campaign-specific landing pages with a data capture facility.*

Bring these two components together along with all your hard work and things really start to come together.

Automation enables you to observe the referring URL and the landing URL used, allowing you to record the adverts contacts have clicked on. Connect up CRM and you can have an even better view of which contacts then turned into business.

> *Developing great content and publishing via social channels is extremely powerful*


Vodafone RO 4G
12:40
platform.data-crypt.com
73%
77.3%
URL
Referrer Not Disclosed
http://landing.force24.co.uk/gdpr-email-marketing/gdprthanks.html
https://www.force24.co.uk/
Percentage
Visits
Your Activity (67 activities)
Contact Name
Company
Score
Page Visits
HV-URL
G-URL
Source
Last Activity
Previous
Next
Latest URL's Visited
Sarah Sut...
Blackrock Expert Services
Thu 31st May 2018 at 12:33
View report
Thu 31st May 2018 at 12:32
Thu 31st May 2018 at 12:31
Thu 31st May 2018 at 12:30
Thu 31st May 2018 at 12:29

2. I don't have the budget!

Well quite often budget is budget. But, if you are open to Marketing Automation and will use it to plan, adopt and develop new techniques, your budget issues will vanish. Also, did you know that Marketing Automation combines many products, meaning you can often recover budget from other areas such as:

- *IP tracking providers – Force24 has a built-in IP and cookie tracking module, which often costs hundreds of pounds per month.*
- *Landing page builder applications – The Force24 Marketing Automation platform includes a free landing page builder, fully-integrated and easy to use.*
- *Online ESP – You may use Mailchimp, or Campaign Monitor which will no longer be required.*
- *SMS provider – With multichannel capabilities, Force24 can power SMS conversations to the right people at the right time too.*
- *Visitor reporting and contact analytics – You may be using a solution that tracks your contacts.*
- *Agency building emails and landing pages – Yes you should outsource complex tasks to people that can do it better. But make sure your agency is working with you in an efficient way. Force24 makes it possible to build quality emails in minutes, so your agency can simply concentrate on providing landing page and email component assets, making it cheaper and quicker for all.*
- *Lead scoring applications – The Force24 Marketing Automation platform comes preloaded with our own world-class lead scoring application with a pre-built lead scoring methodology.*

> *Marketing Automation combines many products*

You may or may not be incurring these costs, but often when people actually consider the wider budget picture, Marketing Automation can actually help save money!

There are two more undeniable costs to consider too, but most people don't ever factor these into the equation:

- *Your time as a marketer – how much time do you spend performing the tasks you simple don't need to perform any more? (See point 1)*

  Most marketers do not value their own time when considering the campaign cost. But in reality, the marketer's cost is the most significant. That's why Force24 aims to empower you to do more in less time, by passing repetitive tasks on to the automation engine.

- *Opportunity cost – how much business do you lose by not empowering your sales team and keeping your customers informed?*

Force24 ensures you don't miss out on the vital information that can be gleaned and used to power better more profitable conversations.

When you consider that the Force24 Marketing Automation platform starts at just £149pm, it actually seems quite affordable.



3. We are only a small team!

When you have a small and tight-knit team, it's often the case that most of your time is spent 'heads down' doing what you need to do!

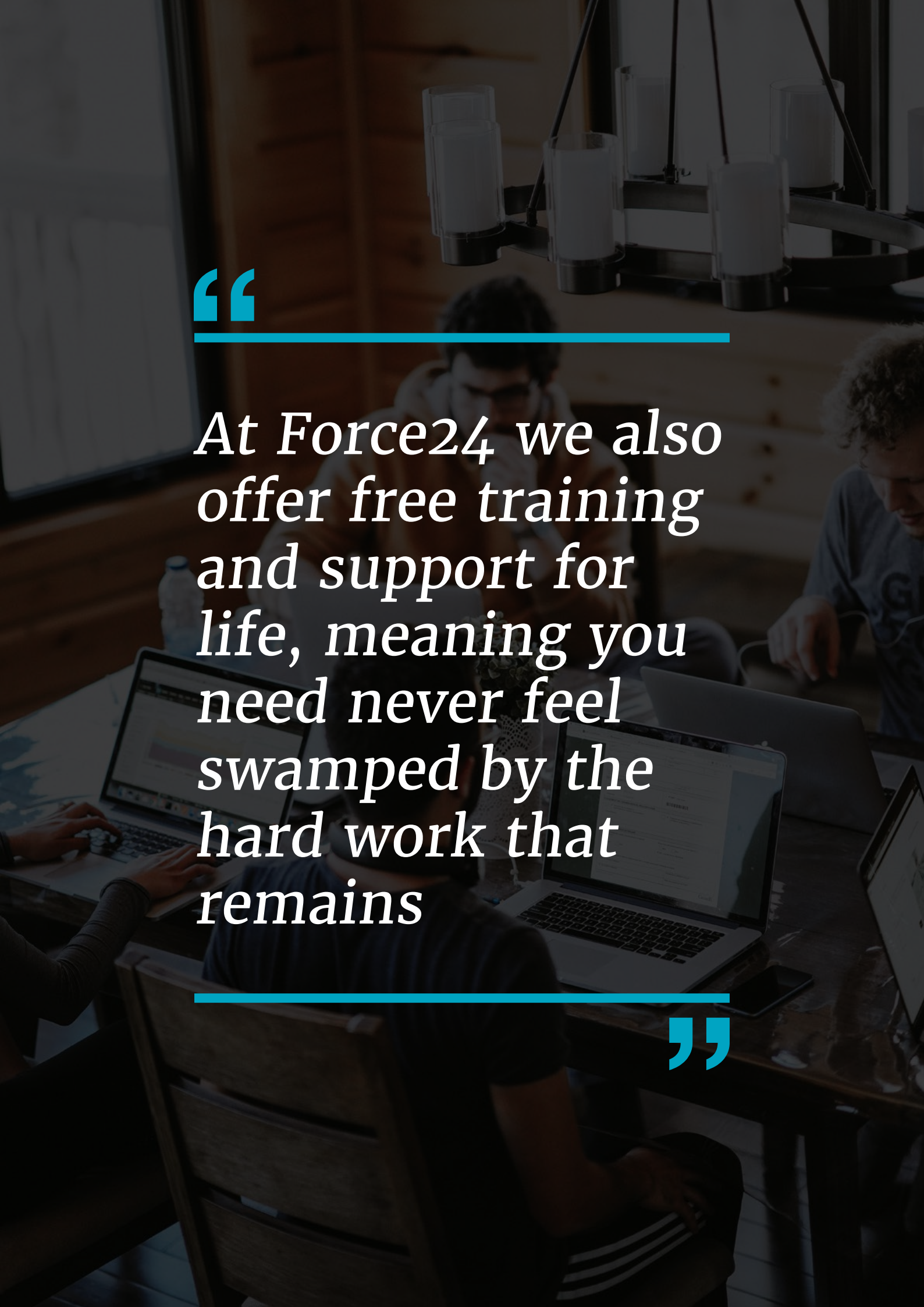
But it's these small teams that stand to get the biggest benefit as automation represents an extra pair of hands.

These small teams are often the ones performing the most manual tasks too. Automation can alleviate those by building reports, managing data, uploading contacts to your emails service provider and creating emails, with minimal initial disruption and ongoing input from you.

At Force24 we also offer free training and support for life, meaning you need never feel swamped by the hard work that remains. We're on hand from the very start to show you how the tasks you perform each day could be done in much less time.

Often, when we ask members of small, busy marketing teams if they're happy with the content and collateral they output, the answer is usually: "it's OK given what we have to work with". But fast forward to three months in to utilising Marketing Automation and the answer to the same question becomes "Yes – we look amazing, I'm proud of what we do!!"





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4. I already have Marketing Automation with my Email Service Provider ESP! Or, I already have Marketing Automation built into my CRM!

Up until the early 19th Century barbers also performed surgery, until we realised that barbers are good at cutting hair yet terrible at conducting medical procedures!

The same can be said for platforms "that also offer Marketing Automation". This is an extremely complex form of technology and to get it right it must run through the DNA of the organisation.

A passion for marketing, data, efficiency and support is necessary to build a truly good platform – not just a bit of code.

If you have held off buying a dedicated Marketing Automation platform because you have some automation functionality included within something like a CRM or an Email Services Provider like Mailchimp, you need to quickly sense-check your decision:

- *Are you using any of the 'Automation' features?*
- *Are you gaining efficiency, enhanced ROI and reporting?*
- *Are you proud of the output?*
- *Does more than one member of your team know how to use the 'Automation'?*

Quite often, we hear the answer to the first question is: "No, but we will soon". If this is the case, the vendor has failed – that's why every Force24 client has an account manager who will pro-actively help them to do more and become more efficient.

The most worrying answer is to question number 4. When an organisation is utilising some of their 'automation features', usually only one person knows how to operate them and what they have set up, which puts the brand at risk.

With Force24 your account manager will be able to hand over your platform access to any team member so that, if key colleagues leave, we'll be on hand to make sure there is no disruption.



Every Force24 client has an account manager who will pro-actively help them to do more and become more efficient

Summary

So, I invite you to ask yourself:

"Will Marketing Automation work for me?" In my personal opinion, the answer is: "Yes, most definitely".

If you're still not sure, try these two questions?

- Do I want to improve my conversion rates?
- Do I want to save time in my marketing and sales department and focus on what and who matters?

Marketing Automation is about simplifying and streamlining your existing efforts, so if you can answer yes to either of these questions it will work for you.

Next, take a closer look, make the time to sit in on a demo, and ask tailored questions that will provide reassurance and evidence that Marketing Automation will help your team.

The Force24 platform is specifically designed for busy marketers – our account management team is full of experts in our platform and they understand your pressures. They'll even train and support you through your marketing automation journey, for FREE!!

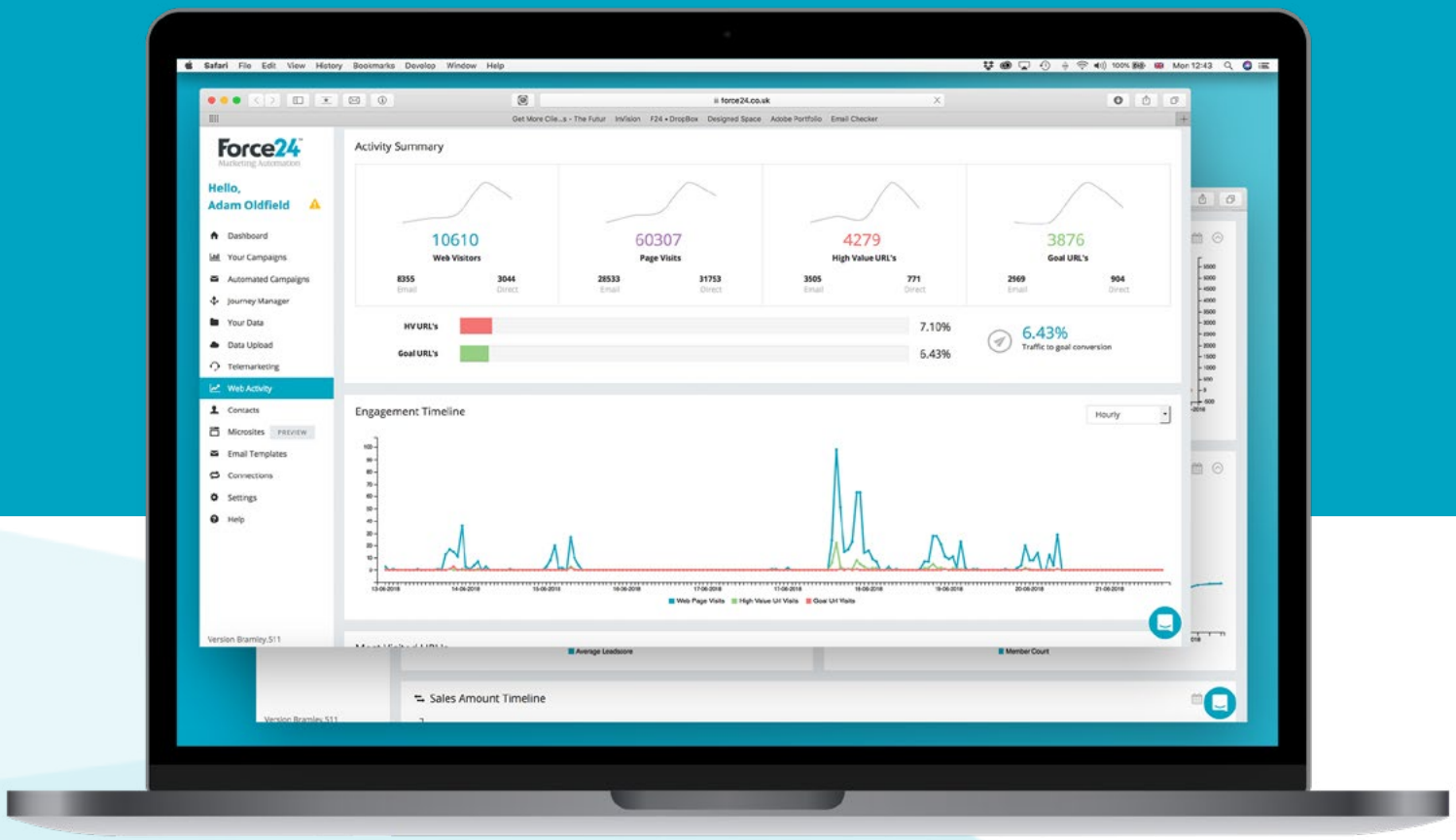
We hope this helps and look forward to seeing you on a demo soon.

Adam Oldfield
Managing Director, Force24



While you're here:
Let us show you how

Force24 can improve your marketing, save you time and drive better insights.



Supercharge Your Marketing

Your 1-2-1 demo with our Marketing Automation specialist will be tailored to your business, so you can get a really good insight into how the Force24 platform can streamline your Marketing Automation.

Book your free demo at

force24.co.uk/demo

About Force24

Force24 is a world-class, UK-built, cloud-based marketing automation solution used by enterprise clients and niche SMEs alike. Trusted by leading brands such as WorldPay, Aviva & npower, the intuitive platform empowers marketers to generate faster, more efficient & meaningful conversations with customers & prospects. The result? Increased conversions, revenue & campaign ROI.

In fact, thanks to 8 million data triggers & the expertise of Force24's in-house marketing pros, the platform helps generate £50m revenue for clients each month!

What's more, the Force24 team isn't just made up of tech gurus and marketing pros. We even have our own in-house GDPR expert to ease every concern and ensure clients are fully regulation-ready!

Get in touch

For further information please visit **www.force24.co.uk** or call **0845 272 5990**. Alternatively, to drop us a line or sign up for our upcoming webinars, email **info@force24.co.uk**

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