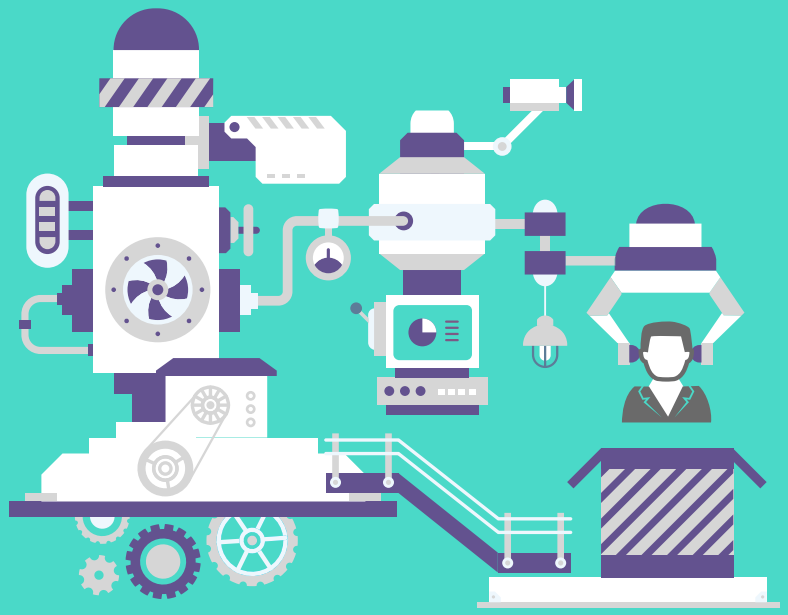
Really.



The B2B Marketing Automation Handbook: Generating Revenue The Easy Way

Really.

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Really.

Marketing Automation

focuses on the definition, scheduling, segmentation and tracking of marketing campaigns. The use of marketing automation makes processes that would otherwise have been performed manually much more efficient and makes new processes possible

– Marketing Automation Times

Introduction

Over the past few years, B2B marketing has changed dramatically. The continued rise of inbound and content marketing coupled with ever-improving lead nurturing techniques, mean that modern B2B marketers have more channels and strategies at their disposal than ever before. But, with the growth in social media channels also high on the agenda, marketers can find themselves struggling to effectively manage all of the new communication techniques (in a cost-effective way).

When this is the case, it's time to look for solutions that can free up resources, while reducing time and cost. And thankfully, B2B marketing automation is possible with a variety of more-than-capable tools.

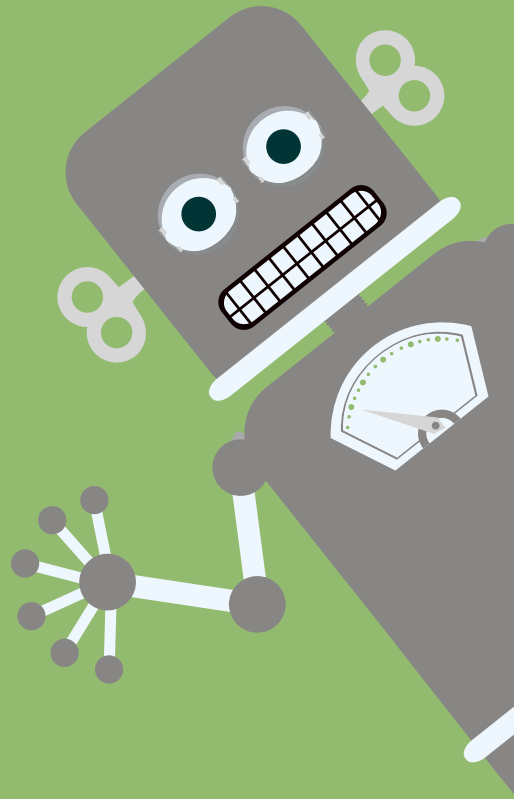
We've previously discussed the methodology of the B2B inbound/content marketing technique, so this ebook will simply look to show how marketing automation can be incorporated into existing marketing techniques to generate excellent results, and all with reduced human involvement.

The marketing automation marketplace is growing rapidly, and marketers now have a better selection than ever. Some solutions will comprehensively automate the marketing process and others will merely automate parts of it, Once you've read this ebook you'll hopefully be in a better position to decide what level of automation you need – whether it's blogging, content and emails or merely social media.

58% of top-performing B2B companies, where marketing contributes more than half of the sales pipeline, have adopted marketing automation – Forrester Research "Gauging Your Progress and Success" (2013)

> *79% of top-performing companies have been using marketing automation for more than 2 years*

Really.



75% of companies implemented their marketing automation platform in less than 6 months

- PepperGlobal

Content Input & Landing Pages

Given that the goal of inbound/content marketing is for a prospect to be spoon-fed relevant content and guided through the sales funnel until they become sales-ready, it'll be necessary for you to have all the content for each campaign completed up front (prior to automating the process). Once you have all the ebooks, white papers, infographics and case studies etc written, designed and finalised (usually in PDF format), it's time to build the foundations of automation.

Landing pages are a vital feature of marketing automation. The pages will host the content behind 'contact' forms and provide the prospect with enough information to convince them that the content is worth trading their details for. The forms used on these pages are an excellent opportunity to ask questions that help pre-qualify/segment the prospect such as 'what is your biggest business challenge?' and 'are you located in the UK?'

Marketing automation tools typically provide user-friendly landing page design tools that work in a modular fashion, meaning that creating these pages is a simple and efficient process.

Once the landing pages are completed and made live, you can start using other channels to drive prospects to them. Ultimately though, these pages will allow you to generate leads 24/7, 365 days per year. Whenever people want to read your content, or are interested in your thought leadership pieces, your landing pages will represent your company and the automation tool will capture valuable prospect data.

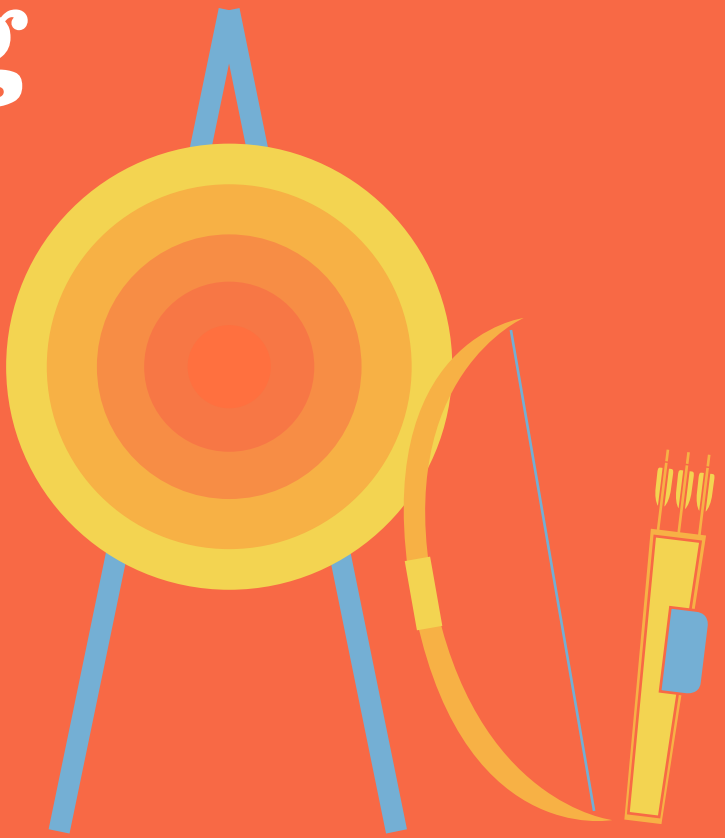
Companies with 40+ landing pages get 12x more leads than those with 5 or less – ION Interactive



Really.

59% of B2B marketers with marketing automation can use intelligent targeting to trigger content, compared to 17% without automation

- The Lenskold Group



Configuration & Demand Generation

Now that the content has been created and the landed pages built, it's time to start using a range of marketing channels to drive prospects to the pages and contact forms. These additional channels can be utilised within the marketing automation tool, therefore adding a deeper insight to the marketing reports.

The most popular channels for driving prospects to landing pages (and generating demand) are infographics, blogs, emails, pay-per-click ads, videos and social media (we'll discuss social media more later).

Typically, marketing automation software will include added features such as SEO tips and guidelines to ensure that your blogs, infographics and other additional content will feature highly on the search engine results pages. The tool will also provide blog management processes such as subscription and notification emails. A vital feature of the technology is unique URL building. By creating unique URLs it's possible to identify which communication channels were used by prospects to reach the landing pages; the result of which is the ability to effectively measure ROI per channel.

When uploading marketing materials to the automation tool in order to generate demand, it's vitally important that each post/ad/email has a clear call to action (CTA). The automation software will provide guidance on the best type of CTA, but it's imperative that all materials drive prospects to the landing pages where they'll convert to leads.

Although these pages and marketing materials need to be written, uploaded and published within the marketing automation software, the benefit of the tool is found in the closed-loop reporting. Providing a comprehensive overview of all marketing activities and results in one place is priceless.



Really.



70% of consumers trust recommendations from a friend, whereas only 10% trust advertising

- Marketo

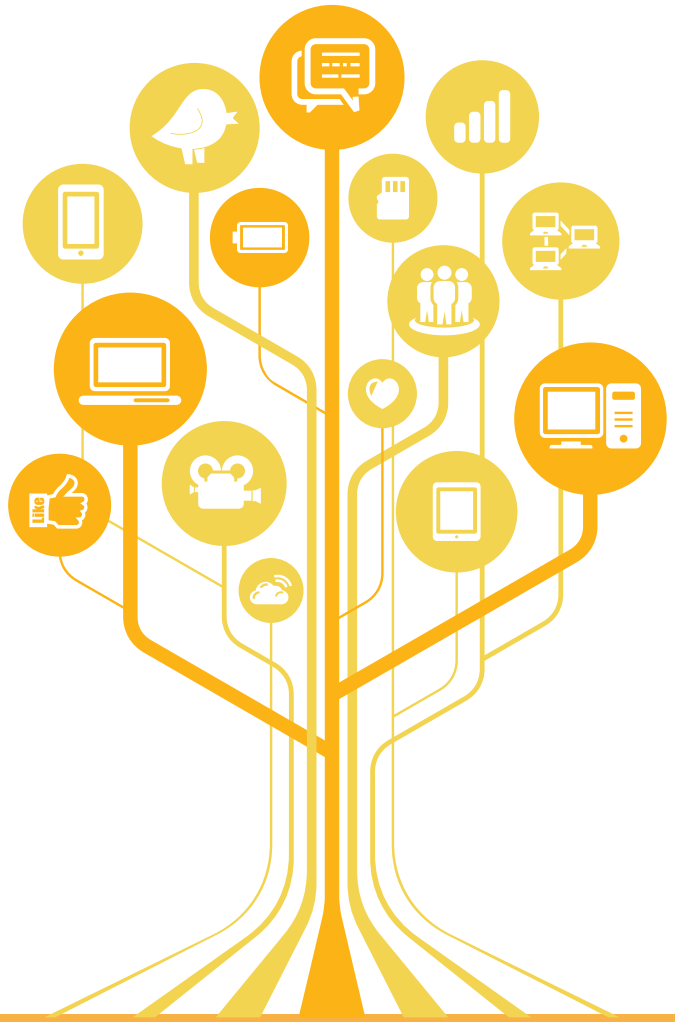
Social Media & Automation

Given the importance of social media in modern marketing, it was always going to be necessary for marketing automation tools to specialise in, or at least integrate this channel. However, given the interactive nature of social media, technology was never going to be able to replace the human touch needed to generate leads via this channel.

Therefore, industry-leading marketing automation tools give users the opportunity to automatically post at certain times to specific sites, measure engagement rates, and be alerted when someone interacts with their profile. There are also specific social media automation tools that provide specialised social media features such as sentiment analysis – monitoring whether posts are positive, neutral or negative.

However, the real benefit of marketing automation in the social media realm can be found in the monitoring features. By creating a list of phrases likely to be used by prospects/leads/customers, the industry-leading systems will scan all posts on Twitter, then send notifications when someone uses one of these key phrases. The result is that whenever someone tweets about your product/service, you can immediately engage with them and provide your advice and guidance (in the form of content). This means that marketing automation is immediately reducing the time it would take a member of staff to trawl through all your social media channels and all previous posts. Now, they can simply respond to the posts which you know are relevant.

Again, by operating social media profiles through the marketing automation tool, a key benefit is comprehensive reporting. The all-encompassing tool will be able to measure a myriad of metrics and combine them with all other results to help paint a clear picture of the marketing performance.



Really.



Nurtured leads make 47% larger purchases than non-nurtured leads

- Online Marketing Institute

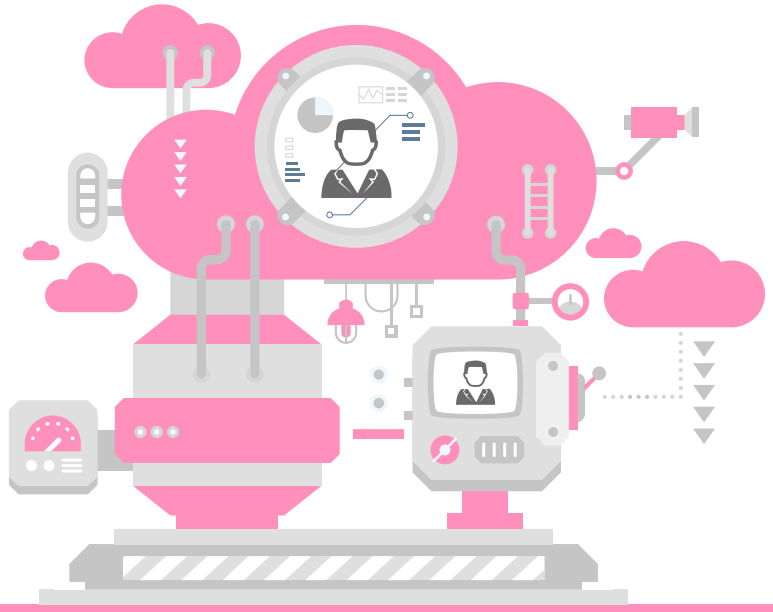
The Automation Process

It would seem that so far in the marketing automation process there has been rather a large amount of human input. Well, this is where it all pays off. Having created the content, built the landing pages and generated demand via email, blogs, PPC, video and social media; now is when the automation begins.

When a prospect completes a landing page form and converts to a lead, the system recognises what content they have downloaded and enters them into the relevant workflow (as created by you). This workflow will automatically send the lead emails which direct them to another piece of content based on the original subject.

Every time a lead performs an activity such as downloading a piece of content, visiting the website, or clicking through from an email, the automation tool will allocate a set number of points as set by you initially. When the lead has generated enough points to meet your pre-agreed points score, the marketing system will automatically notify key contacts within your organisation to alert them to a hot lead.

Following the initial time and energy spent laying the foundations of marketing automation (writing content and building landing pages etc) prospects can now travel through the sales funnel and become sales-ready, all without any human input. From prospect to hot lead, the majority of this sales cycle has taken place with little or no need for involvement from you – therefore saving time, resources and costs.





Really.

Aligning sales and marketing can make your business 67% better at closing deals

Wow!

- Marketo

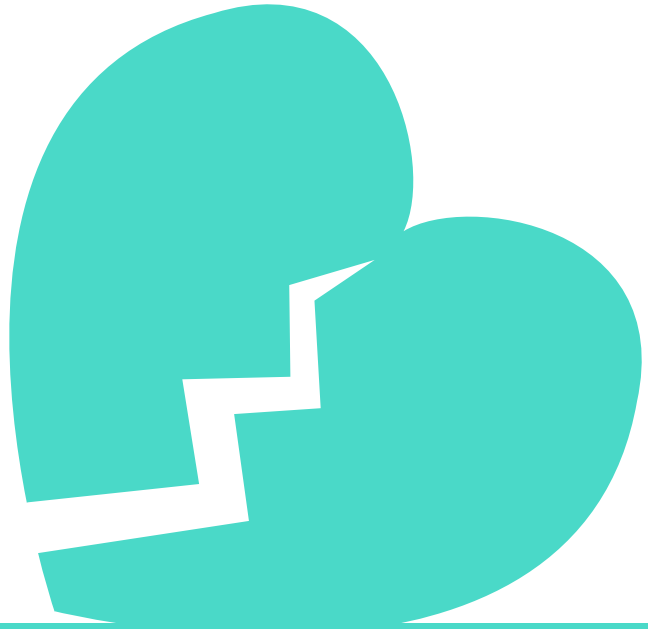
Sales & Marketing Alignment

When a lead reaches the pre-agreed lead score as mentioned in the previous section, they are ready to be contacted by a member of the inside sales team. But first, marketing need to ensure the lead has met all of the qualifying criteria set by the sales team; this is where the in-depth reporting feature of marketing automation comes into play.

As shown throughout this ebook, almost every marketing message, communication channel and landing page a lead engages with is meticulously measured. The outcome is a comprehensive overview of every single lead, starting from their first landing page conversion. This detailed analysis allows marketing teams to investigate the path which the lead took, the content they read and the landing page questions they completed. From here, the marketers can clearly identify the leads pain points and depending on the landing page questions asked, they may also know their current solution and their reservations to change.

Given that all of this information has been gathered by the same marketing automation tool, the data is not a mishmash of numbers and charts. Instead, all of the information on each lead is clear, concise, user-friendly, and most importantly, downloadable in a usable format.

This means that by implementing a marketing automation tool, you are empowering the marketing team to provide the sales team with much greater selling opportunities and more powerful information than ever before. This sales and marketing alignment and open dialogue helps to improve marketing in future and enables the sales team to increase sales and revenue generation for the organisation.



Really.

85% of B2B marketers using marketing automation platforms in 2014 feel they're not using them to their full potential

- SiriusDecisions



Conclusion – Implementation

The process of implementing a marketing automation tool in addition to an inbound marketing strategy, plus all of the content and creative that's needed, can be an overwhelming prospect… and rightly so. It's no small feat. And, if organisations have invested capital in a new technological solution, they'll want to see quick returns (which may not be so likely).

Hopefully then, this ebook will give you a better idea of what marketing automation actually entails and what is required from your marketing team before, during and after the automation of each campaign. It's not as easy as it may first have seemed, but it's worth it nonetheless.

Alternatively, utilise the talents of an industry-leading marketing agency that can either manage your existing marketing automation software, or run the whole process on your behalf.

The agency's in-depth level of knowledge and expertise will allow them to maximise the potential of your automation software and generate the best possible ROI for your business… in a shorter period of time.

To find out more about marketing automation and streamlining your processes and costs, speak to one of our experts on 023 9231 4498 or email info@reallyb2b.com.



Really.

That's us!

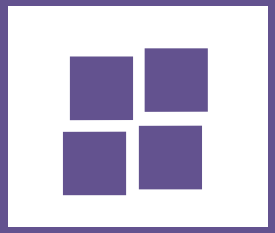
About Really B2B

Really B2B has been advising, devising and executing great B2B campaigns for over 10 years.

Along the way, we've attracted some of the finest marketers to join us - experts from a wide range of backgrounds, including technical, manufacturing, professional and financial services.

For advice on your B2B marketing give us a call on 023 9231 4498 or email us at info@reallyb2b.com

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