



Navigating the Stages of Marketing Automation

Your guide to the best results.



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(With 10 lead capturing ideas to get you started!)

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Introduction

What is marketing automation?

At some point you have probably heard the term marketing automation. But, what does it mean? And why is there so much hype around this program? Stick around and we'll explain it all!



Marketing automation is a software program that automates and simplifies capturing leads, nurturing leads, aligning sales and marketing teams, and getting targeted analytics.

Cold calling audiences that are considered qualified leads will be a thing of the past. Every task is targeted and leads are nurtured through a sales funnel even after converting into a valued customer.

Who Can Benefit?

Any business seeking clarity, organization, automation, and a higher ROI will benefit from marketing automation services. No more second-guessing and uncertainty—marketing automation will generate, manage, track, and report all of your qualified leads.

There are 4 main stages involved with the marketing automation process: Lead capture, lead nurture, sales alignment, and analytics. Keep reading to dive into the first step.



CHAPTER ONE

Lead Capture

Qualified Lead Contact Information

Do you know who is visiting your website?

Through lead capture software, you have the power to know exactly who is visiting your website. The ability to gather contacts you never knew existed is now possible. Take the guess work out of sales so you can focus on techniques that drive conversions.

Identify leads & contact information - B2B companies can get an overview of website visitors and the following details:

- First and last name
- Job title
- Company name
- Industry
- Phone number and email address
- Physical address
- Website URL
- Company size
- Direct links to LinkedIn profiles.

Track behavior - Decide which leads fit your target audience and start tracking their website behavior patterns. See what pages are being visited, links are clicked, and forms are being filled out.

Take action - Start turning these leads into loyal customers by taking daily action. It's like a digital contacts list for all of your prospects—your sales team will thank you!

Get started with these
10 lead capture ideas!

[Click Here ->](#)



CHAPTER TWO

Lead Nurture

Manage Leads Through the Buying Cycle

Why nurturing your leads is vital.

Moving targeted leads through a specific buying cycle is essential for higher conversion rates. What's involved in the [lead nurture](#) stage? By providing valuable information, answers to important questions, and keeping constant communication, you can build a level of trust among potential customers.



Our lead management services can help your team with:

Email marketing – Send automated emails that are personalized to the recipient based on attributes, interests, and actions.

Workflows – Test multiple workflow systems to see which are performing better.

Triggers – These are actions that kick off your workflow to segmented users and give you control.



CHAPTER THREE

Sales Alignment

Align Sales & Marketing Teams

Automate your sales process.

Your sales team can be completely automated and easily accessible with marketing automation software and CRM systems. Team members can create campaigns around similar goals, strategies and success metrics through the ability to view mutual insights.

Outdated, confusing, and unorganized sales systems are a thing of the past. Now you can effectively develop customers and further grow your business!

Aligning sales and marketing departments can be achievable through marketing automation. Here is how we do it.

CRM – Integrate CRM systems into the marketing automation platform in one easy-to-navigate place.

List segmentation- Create multiple contact lists to determine who should get each type of automated email. Label, add, remove, and import contacts when needed.

Lead scoring – Get auto generated scores for each lead based on website behavior patterns. This gives power to your sales team by letting them know which contacts should follow immediate action and which are still in the research/awareness stage.

Life of the lead – A timeline of interaction between a lead, your website, and marketing communications.

Pipeline management - Customize stages in your pipeline from beginning to end. Create an organized order, name, and description for sales team members to easily recognize and manage.



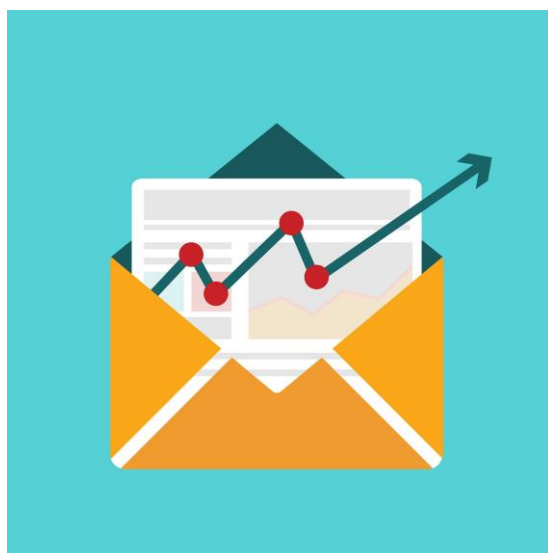
CHAPTER FOUR

Analytics

Actionable Email Analytics

Know which email campaigns are working.

With easy to use email analytics, you can identify which campaigns are working and which need some tweaking. Use powerful metric tools to create customized reports for departments in your company. Understand end-to-end ROI and share key information with your team, clients and customers. Finally, you can take the guesswork out of reporting with [marketing automation](#) data.



Campaign Tracking - Understand your end-to-end conversion cost and revenue to arrive at the true ROI of your marketing efforts.

Google Analytics - Follow stats like clicks, opens, bounces, and deliveries to optimize messaging. Also track paid ad campaigns.

Email reports – After a click-through from an email, get detailed accounts of user website behaviors.

Sales reports - Provide all the information you need to measure your current success and accurately forecast future performance. Customize Campaign, VisitorID and CRM reports to include metrics that matter.

Workflow Conversions - View the performance of an entire workflow, such as a drip campaign, and know what lead nurturing techniques are working best.

Contact ITVibes Today!

We can help manage your marketing automation and guide you towards success! Contact us to sign up for a FREE demo.

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