



Get More From Marketing Automation

HUBSPOT & INBOUND MARKETING

REVIEW





Introduction

Marketing automation is used in many forms of digital marketing that allows companies to streamline, automate and measure marketing tasks and workflows. Whether for nurturing leads or email campaigns and tracking, as certified Hubspot consultants, we work with the Hubspot marketing platform and help customers increase growth, faster and smarter.

Inside this guide you will find
how you can benefit from automating
your marketing tasks

Where Can Marketing Automation be Used?

- By segmenting prospects into appropriate mailing lists based on past interactions with your company or their interests and preferences.
- Lead nurturing functionality, letting you automatically send triggered emails at the time a person is most interested in your product or service. You can also schedule a series of emails in a “drip” campaign, so your company or products stays top-of-mind with prospects.
- For Sales tasks like when sending a sequence of emails asking for feedback on your quote or product brochure, if you cannot reach the customer and don't have time to chase every day.

Where Can Marketing Automation be Used..?

- Can be used to add prospects to a persona based on information collected in a form or questionnaire. You can then trigger and send relevant blogs, news & tips.
- To add someone to a marketing list based on their persona information. eg. They could be a CEO of a company who loves receiving and has requested information on 'technology in the workplace'.
- To automatically feed leads to your sales team, based on scoring. For example, you want to pass a lead to sales when they have watched a video, downloaded a brochure and spent more than 1 minute reading an article, this can be automated by using lead scoring based on points for each action completed.

A Few Marketing Automation Case Studies

1. Targeting segments through email

In this case study, a specialist Investment company used marketing automation to set up a series of emails tailored to customers that were planning to retire soon.

The Investment company were able to follow each 'soon to be retired' lead through their journey, offering advice on the way.

The campaign saw the following results:
230% higher open rate than average.
310% increase in revenue per email campaign.

A Few Marketing Automation Case Studies

2. Inbound Lead Funnel Behaviour

In this case study, a software company offering two variants of its Digital platform product – a free community version and a subscription-based enterprise version.

It implemented marketing automation software to handle leads coming into the website and identify those who would always use the free version versus those who might be interested in the enterprise product.

These leads then received customised messages depending on where they were in the purchase funnel.

A Few Marketing Automation Case Studies

2. Inbound Lead Funnel Behaviour...

One of the most important outcomes was that the automation software complemented Google Analytics and the CRM to provide an “end-to-end view” of the sales and marketing funnel.

As a result of implementing marketing automation:

Opportunities in the CRM increased 95% quarter-over-quarter.

Pre-qualified leads increased 30% on the previous quarter.

Volume of leads pursued by sales increased by 55% on the previous quarter.

Bookings in the form of revenue increased 178%.

A Few Marketing Automation Case Studies

3. Nurturing Through Educating about Your Products and Services

This example details a Wine Investing company who after an initial sales pitch, the prospect has expressed that they are not interested at this time because they haven't researched the subject thoroughly enough.

A nurturing campaign was setup that was based on a series of Video Guides explaining all about Fine wine investing, the pitfalls as well as how fine wine is tax free, plus they were emailed testimonials of how much others had gained from investing and interviews with what they experienced throughout the services offered.

A Few Marketing Automation Case Studies

3. Nurturing Through Educating about Your Products and Services

We utilised Wistia video platform to track when a video had been watched over 90% duration, and answered yes to 'they are interested'. A workflow was setup to add a value of 100 to the lead score. The prospect would then be sent a questionnaire 1 day later and asking them if they found it informing and if they are interested an exclusive offer of 10% OFF all transaction fees for their first purchase.

As a result of implementing marketing automation:

Free Consultancy Bookings went up by 550%.

Volume of leads pursued by sales increased by 67% on the previous quarter.

Bookings in the form of revenue increased by 335%.



Want to Discuss Marketing Automation?

Contact our Digital Sales Consultant to see how we can help your business work more efficiently and grow more effectively with Smart Marketing Automation. Arrange a call to discuss today.

[Arrange a Call](#)

Marketing Automation Guide



Hubspot Certified Specialists