



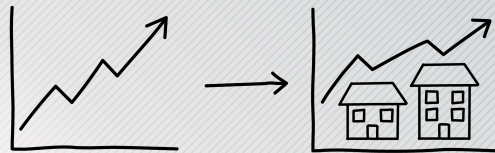
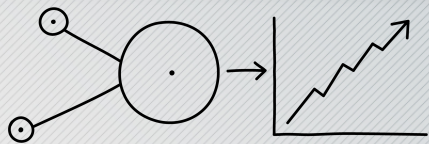
**AUTOMATE YOUR MARKETING
AND PUMP UP LEAD GENERATION**

TODAY'S AGENDA



- Get on the same page
- The promise of automation
- The pitfalls of automation
- Peeking in at tools like Keap (Infusionsoft), SharpSpring, Greenrope and . . . Mailchimp?
- Q & A

OUR FOCUS: LEAD GENERATION



- ✓ Predictable lead generation leads to predictable revenue
- ✓ Predictable revenue leads to higher business valuations
- ✓ Higher business valuations leads to:
 - ✓ Attracting better talent
 - ✓ Uncovering better opportunities
 - ✓ Money to fuel growth

MARKETING AUTOMATION IS A BIG PART OF IT

WHAT IS MARKETING AUTOMATION?



- Technology that manages marketing processes and campaigns at any stage of your customer's decision process. Automatically.
- It's aimed at streamlining and simplifying some of the most time consuming activities in marketing and sales roles.
(repetitive tasks, reduce human error, consistency of a robot)

WHAT CAN BE “MARKETING AUTOMATED?”



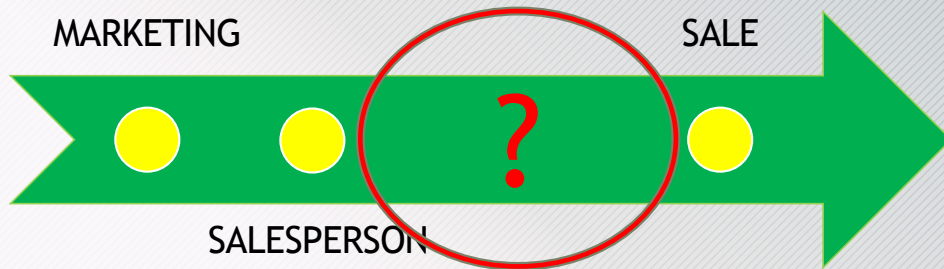
- Analytics/tracking (web and CRM)
- Email
- Ad management
- Schedules
- Scoring
- Lead status
- Customer journeys
- Website management
- Social media management
- Offline marketing (snail mail, SMS, calls)

WHY IS IT IMPORTANT?



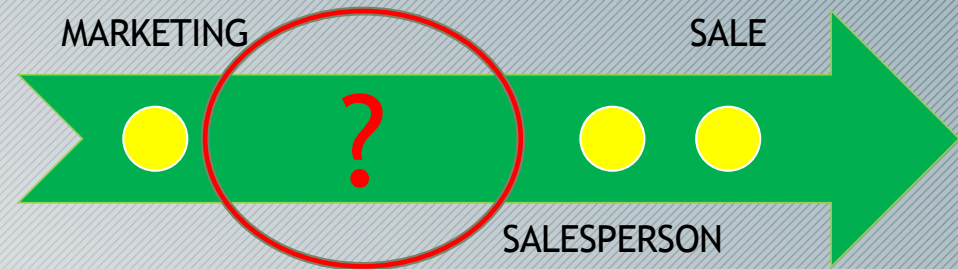
Sales Cycles are changing.

OLD SALES CYCLES



(your seller's skill)

CURRENT SALES CYCLES

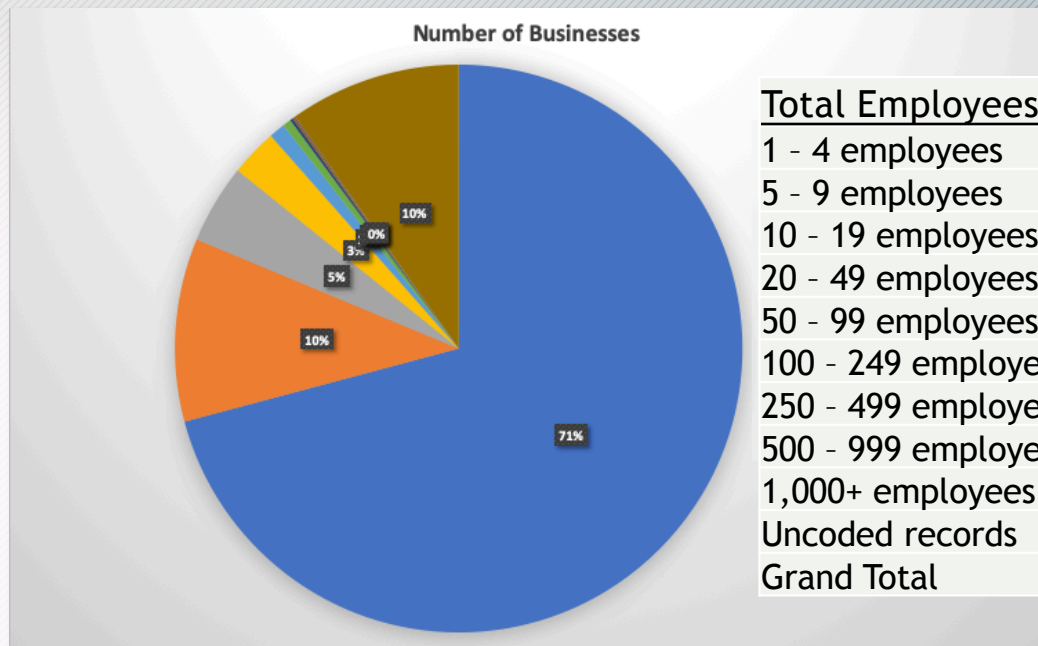


(that darn internet)

WHY IS IT IMPORTANT?



Most businesses don't have a full time marketing person on staff



Total Employees	Number of Businesses
1 - 4 employees	11,691,993
5 - 9 employees	1,722,053
10 - 19 employees	743,673
20 - 49 employees	443,996
50 - 99 employees	151,239
100 - 249 employees	14,558
250 - 499 employees	10,000
500 - 999 employees	10,000
1,000+ employees	10,000
Uncoded records	1,617
Grand Total	16,502,694

UNDER 50 EMPS:

80%

COMMON QUESTIONS



- What if I don't have a marketer?
- Will this replace my marketing person?
- How much is it? When does it pay off? How will I know I'm getting my money's worth?
- How long will this take to implement? How hard is it to keep up?

MORE QUESTIONS



2011



2015



2012



2016



2014



2017



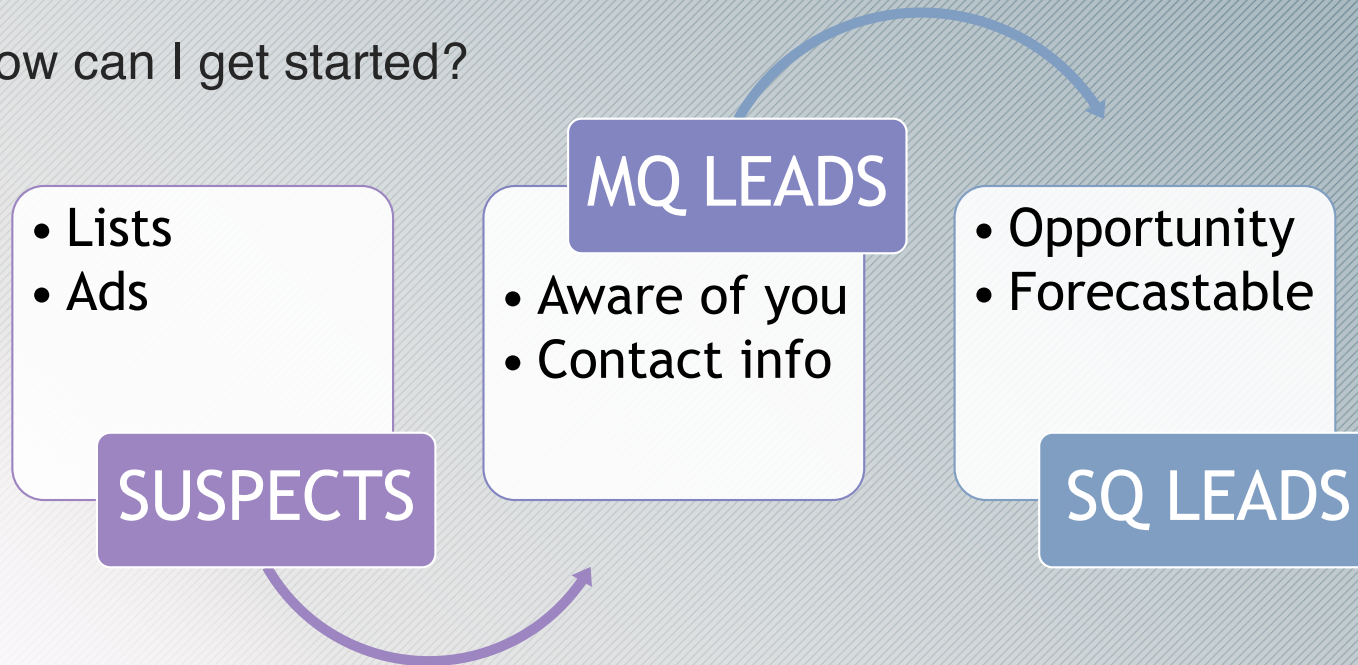
Evolution of "marketing automation" product category, 2011-2017

via @chiefmartec

MORE QUESTIONS



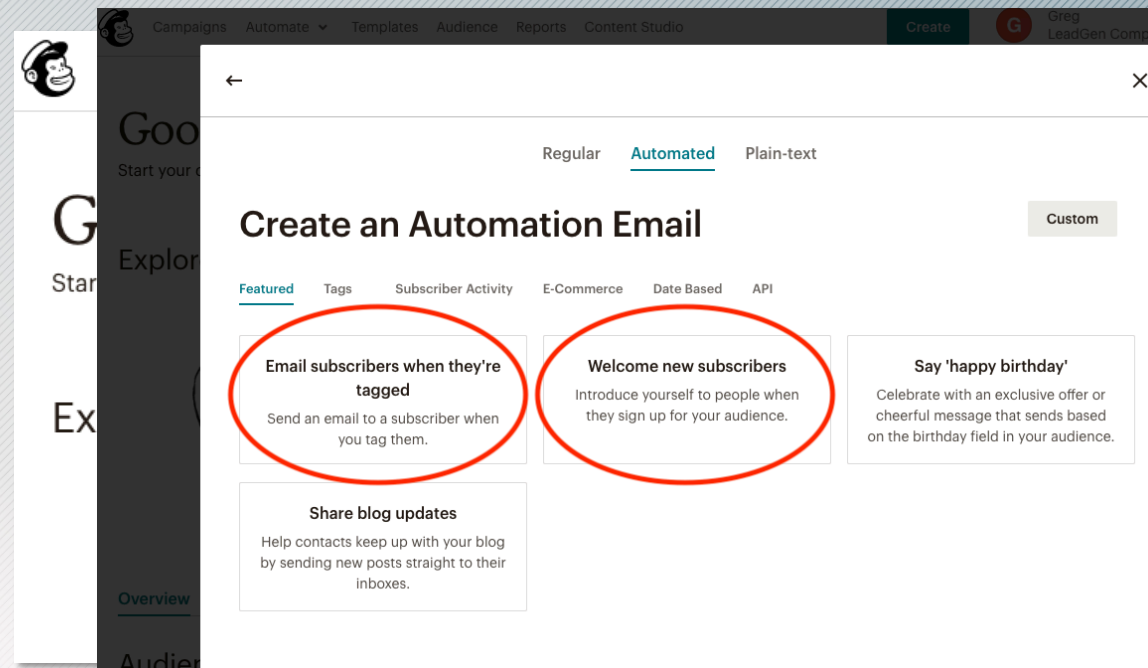
- How can I get started?



GETTING STARTED



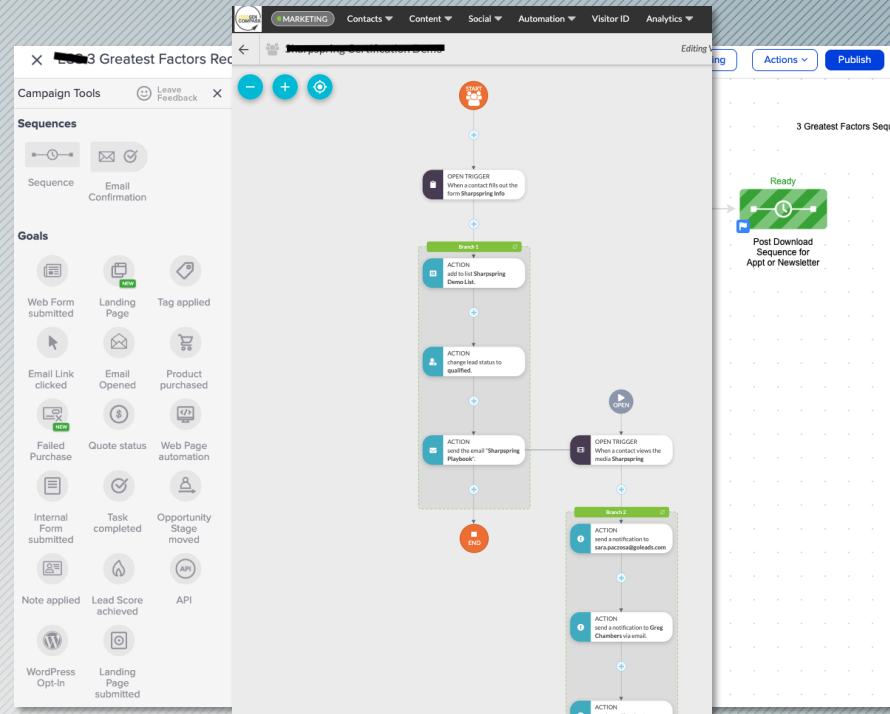
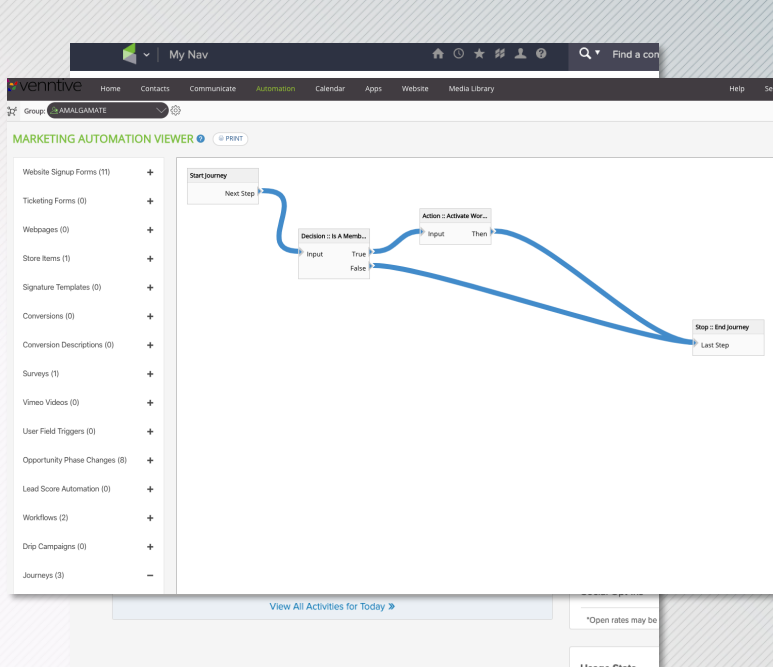
- Do you have a tool like Mailchimp/Constant Contact?



GETTING STARTED



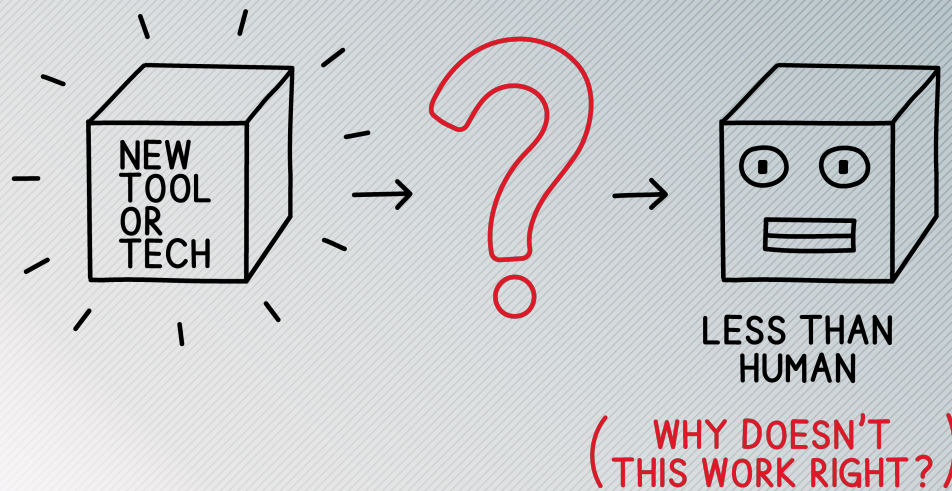
- What about combo CRM/Marketing Automation tools like Keap?



AUTOMATION NEEDS A PROCESS



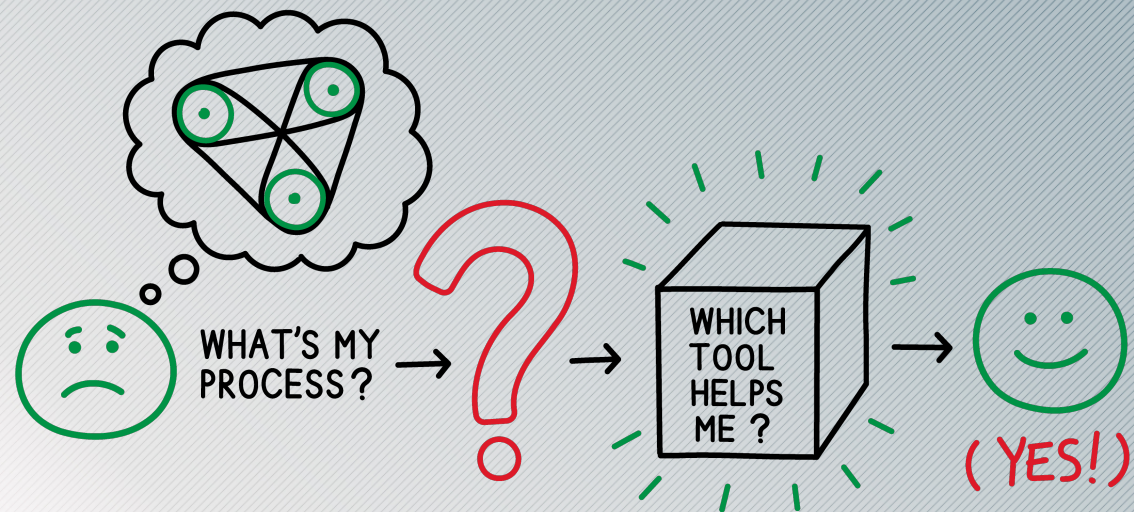
- The key is having a process to automate.



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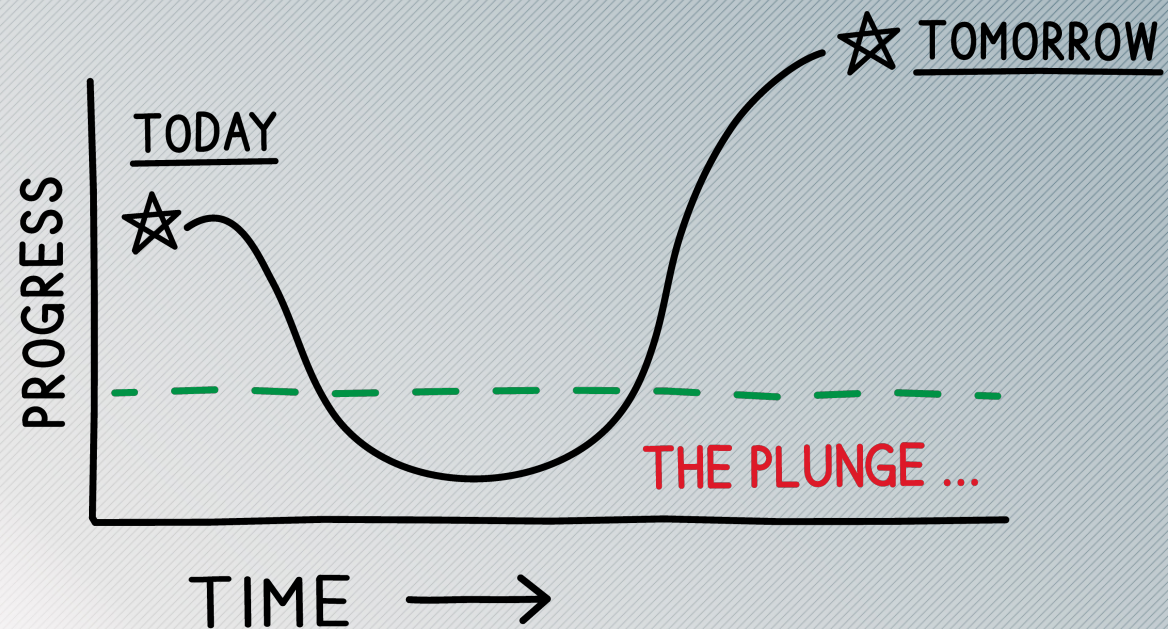


IT'S NOT AN EVENT



- It takes time.

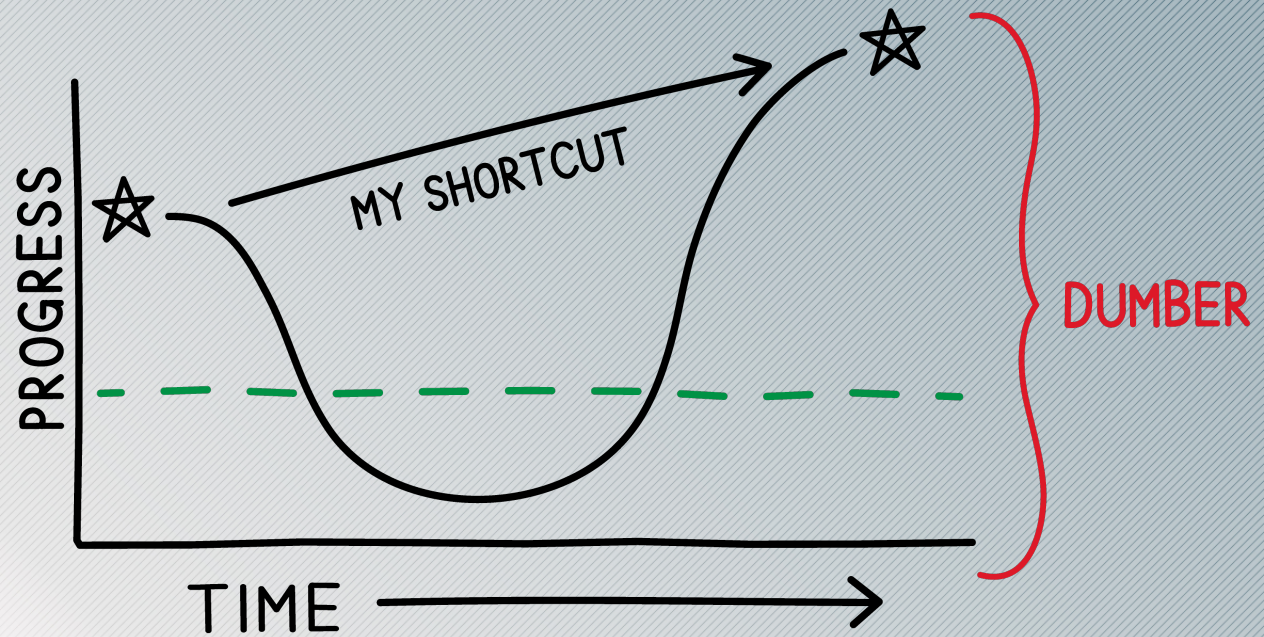
TRANSITION CURVE



IT'S NOT AN EVENT



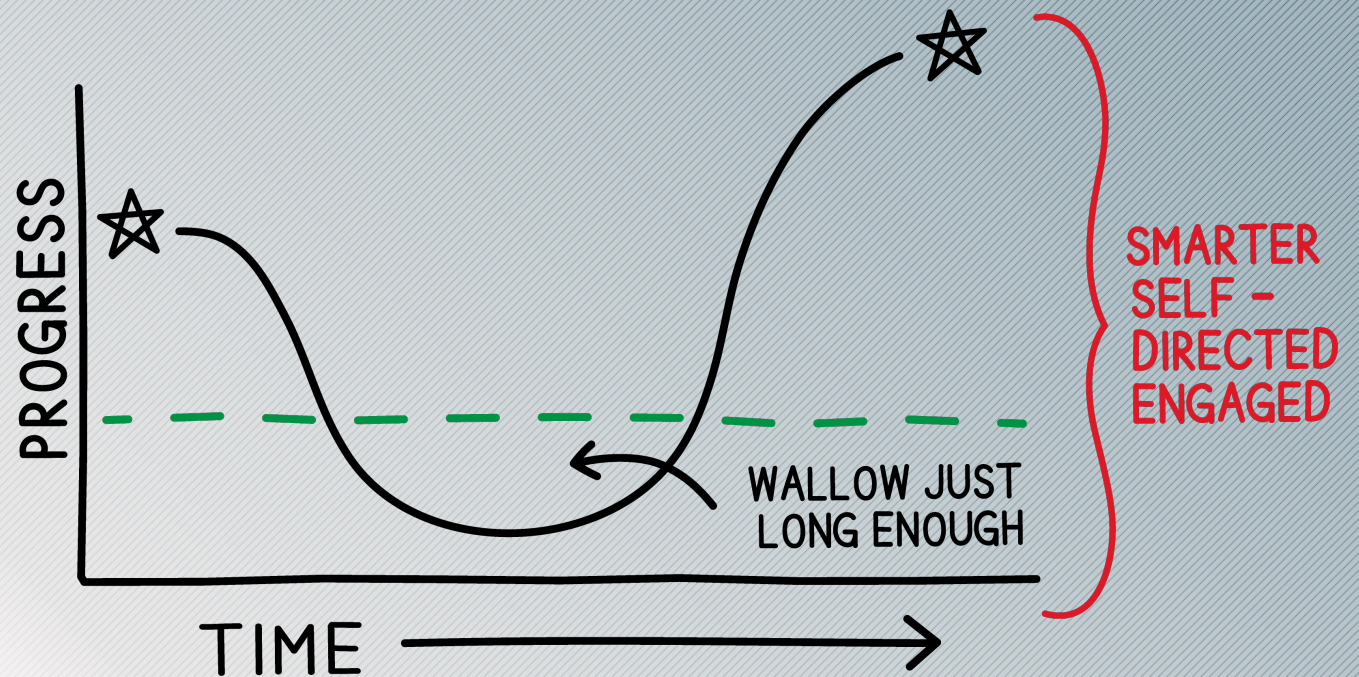
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IT'S NOT AN EVENT



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NEXT STEPS



- Set up Tracking.
- Think of automation in terms of SUSPECTS, MQL, SQL and automate what you have a process for already.
- Use the tools you have on hand. (If you don't have anything, Mailchimp.)

QUESTIONS



WE CAN HELP



- Advisory work
- Tool selection
- Buildout (new campaigns)
- Staff augmentation (existing tools)
- Management (existing tools)

CONTACT US

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