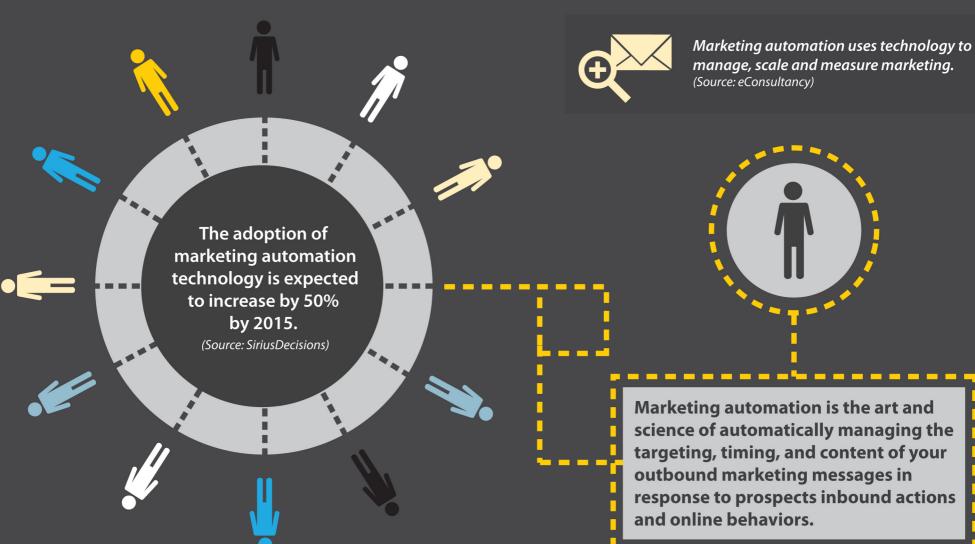
Understanding

B2B Marketing Automation

An Infographic By Couch & Associates Inc.

At its most basic level, marketing automation is any technology that helps companies easily segment leads and scale personalized communications. Marketing automation typically works in connection with CRM systems like Salesforce and, when most effective, it is integrated with a comprehensive inbound marketing strategy. (Source: HubSpot)

······An Introduction to Marketing Automation ······





Marketing automation has seen the fastest growth of any CRM related segment in the last 5 years.

Marketing automation is showing the strongest growth in the \$4B CRM market space.





MARKETING AUTOMATION IS A PLATFORM THAT SUPPORTS THE MARKETING PROCESS



enabling targeted communications that nurture leads until they are sales ready, better management back-end technology that enables better, faster, more relevant, more accountable marketing on the front-end.



······How Marketing Automation Can Help ······

Marketing automation tools can help you guide your potential customers through the decision making process with targeted communications that address their specific needs and timelines. (Source: Hubspot)



Marketing automation tools are empowering marketers to answer key questions, including:

Who is my target audience? What is the best way to communicate with our prospects?

How do we assess and nurture a non-responsive prospect?



sales leads while allowing you to control the cost of marketing initiatives according to real world performance.





INTEGRATION OF CRM SOFTWARE

SEAMLESS









WIN MORE DEALS







(Gleancaster Research)

processes can increase



Gartner has estimated that

of top performers are using

marketing automation tools.



in quota achievement. (Source: McRae & Co.)

Companies that invest in marketing automation solutions

see **70%** faster sales cycle times, and **54%** improvement



revenue by 20% and reduce marketing costs by 25%. Personalized emails improve click-through rates by 14%,



of businsses who use

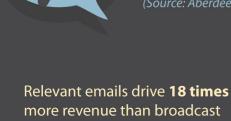
to nurture prospects

marketing automation

experience an increase in qualified leads. (Source: Focus.com)



(Gleancaster Research)



and conversion rates by 10%.



Gartner estimates a **15%** savings on creative production with marketing automation. (Source: Garnter Research)



sales performance. (Source: Ian Michiels, Principal Analyst Gleanster Research)

emails. (Source: Jupiter Research)

couch & associates inc.

www.couch-associates.com



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Marketing automation is essentially all the same benefits you currently get from an email marketing tool (which 87% of the market currently utilize) with integrated web analytics, landing pages, business rules, and CRM integration. The outcome is one system to manage multiple channels, automation of personalized engagement and transparency into marketing and

SOURCES: