



What You Need to Know Before You Implement Marketing Automation Technology

The marketing technology landscape is noisy and has grown exponentially. Marketers are tasked with sourcing, reviewing and implementing countless technologies to address various aspects of their marketing ecosystems. It's a tall order, and amid all of the choices, equipped with their own bells and whistles, it's easy to feel confused and overwhelmed.

Choosing and deploying a marketing automation tool is no different. And there's a common misconception in today's market that we can just secure a bunch of technologies, plug and play, and sit back to reap the rewards of successful marketing programs. Trust that theory and you will have a rocky road ahead. If you are looking to harness the power of your marketing and sales optimization tools and get them to work together, err on the side of having uniquely skilled people making sure the technology is doing what you need it to do.

Before you sign on the dotted line for marketing automation technology—which is essentially your marketing/sales lead quarterback—read on to see what should happen first.

Strike a Balance Between Tech and Human Touch

While there are a rapidly growing bevy of marketing technology solutions at marketers' fingertips, we cannot forget the most important part of effective marketing—people. Technology is incredible and it has changed the game. But, we can never lose sight of the fact that marketing is all about people. Technology doesn't replace the people factor, it helps you enhance it. The technology is only as good as the strategy, data and people that enable it. So, when you are ready to bring in marketing automation technology, don't underestimate the people factor to make it successful.

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Marketing automation will help you streamline an abundance of useful data. It will sit nicely in your marketing technology stack and play well with other technologies that help strengthen and scale areas like lead/demand generation, lead scoring, mapping buyers' journeys, personalization and so on. However, you need a human touch to make sense of it all.

So here's what you need a human to do that marketing automation technology cannot:

1. Research market needs and buyer preferences to identify your target audience and buyer personas.
2. Connect the technology and ensure it works well with your database, CRM, online marketing, call center service technology, etc.
3. Design and create campaign strategy, lead scoring and engagement triggers, and develop content to speak to prospects.
4. Converse with prospects to qualify where they are in the buyer's journey and their needs. Book sales appointments.
5. Measure, interpret and optimize performance and goals.

All of these things, while aided with marketing automation technology, need staffing resources driving the activities if they are to be accomplished.

Fill the Gaps with People Where Technology Can't Deliver

Your marketing automation is meant to be a tool, not a silver bullet. Your people, or an expert partner, are the ones who will help decipher and apply all of the data you get from your marketing automation



technology. The most effective strategies focus on people first and then decide the best route for bringing in experts to tackle tech, strategy, campaign, data and content. The human component looks at everything produced by marketing automation technology and fills in the gaps to create a comprehensive picture from which your strategy can sprout and flourish.

What gaps will your people actually fill?

- Customer & Market Research for Targeting and Segmentation
- Persona Development
- Buyer's Journey Mapping
- Content Marketing Strategy & Creation
- Campaign Design & Development
- Lead Scoring & Nurture Strategy
- Campaign Data Strategy & Administration

Align Before You Purchase

The other crucial piece of the puzzle to be addressed before implementing marketing automation technology, is all about

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alignment. Sales and marketing alignment has been a long-running challenge for many organizations and is a priority that cannot be pushed aside. Industry research shows misalignment between sales and marketing technologies and processes costs B2B companies 10% of revenue or more per year.

While these two departments are frequently siloed or at odds, their success is too dependent on each other to ignore the importance of strategic alignment. Your marketing technology facilitates that alignment.

Though their methods and processes may differ, both departments are seeking the same end result—growing customers and sales. Marketing nurtures campaigns and sales follows-up based on pre-defined, mutually agreed upon responsibilities.

Before you bring marketing automation technology into your marketing and sales operations, do the following to foster alignment.

1. Identify goals, roles and ownership for each side pertaining to utilizing the marketing automation technology.
2. Create a common language to facilitate seamless and effective communication (e.g., define lead qualification stages, sales follow-up SLA's, etc.).
3. Agree on which data sources will drive analytics about leads, attribution, pipeline, etc. If marketing is using one dashboard as a source of truth and sales another, misalignment is bound to occur.



4. Communicate often and in detail about topics such as number of qualified leads available and actual feedback from customers and prospects. Bi-weekly meetings seem to work well.

A stronger relationship between sales and marketing will allow you to maximize the information from your marketing automation technology and create more impact across your organization.

Incorporating any new technology is a big deal and at Televerde we strongly believe in melding tech and the human touch to create powerful results. We can help you realize your vision of integrated marketing and sales strategies using marketing automation as your centralized prospecting hub.

If you experience roadblocks or alignment challenges, lack integration resources, or even have little to no bandwidth to create, launch and track campaigns that convert, give us a call. Let Televerde help you get the most out of your technology.

For details visit www.Televerde.com or call 1-888-787-2829.

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