

MARKETING AUTOMATION: All the Cool Marketers Are Doin' It

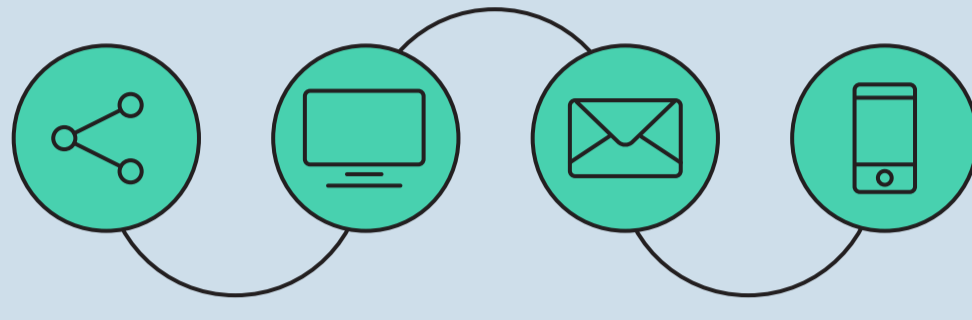
Nowadays, communication channels are coming out the wazoo. And while that **seems** great for brands who aim to engage and generate leads online, it's definitely not easy. It can be a time-consuming and resource-eating process to ensure you're hitting all the right bases at precisely the right time during the buyer's journey! Unless, of course, you decide to hit cruise control and automate your marketing...



MARKETING AUTOMATION

WHAT IS IT?

It's the stuff dreams are made of! Be it through platforms or technologies, marketing automation enables businesses to effectively market on several digital channels (like email, social, websites, etc.) and automate repetitive tasks. Think of all the time you'd have left over!



HOW DOES IT WORK?

Marketing automation takes your potential customers by the hand and ushers them down the sales funnel. The process looks like this:

STEP 1:



Bob, your could-be customer, visits your site, blog or social media post, which has a super exciting invitation to download a free how-to guide!

STEP 2:



To download this guide, Bob just completes a simple form outlining his name and email address.

STEP 3:



Afterwards, Bob immediately receives a thank-you-for-downloading message along with another offer to download a related customer case study who had a similar problem to solve. All he has to do to is complete another form, which now prompts Bob for a little more info like his role in his company and the size of the company.

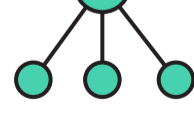
STEP 4:



After receiving the additional info from the forms, a sales rep from your company gets an alert that Bob completed the 2nd step, showing genuine interest in your product/service, and contacts him for further assistance to complete the sale!



WHAT ARE THE BENEFITS?



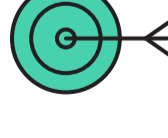
Manages multichannel marketing without breaking a sweat



Saves a heck of a lotta time by eliminating repetitive tasks



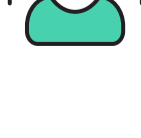
Improves the overall customer experience



Better targeting of customers and prospects



Cuts down on the chances of human error in campaigns



Steers prospects in the right direct and delivers qualified leads

ABOUT WSI

WSI is the world leader in digital marketing and we're equipped to implement a full suite of Internet solutions. But, of course, we'll work with you to determine which tactics are best-suited to accomplish your business goals. For more information on the WSI team, check out www.wsiworld.com.

