

# WHAT MARKETING AUTOMATION CAN DO FOR YOUR BUSINESS

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## What is Marketing Automation?

Marketing automation is an essential channel for businesses focussed on growth. It can unlock significant new revenue with a high return on investment (ROI) for businesses of all sizes. It is not a question of if you should take marketing automation into your marketing strategy but rather, when.

Marketing automation is driven by value. It shows care for your customers, sending them information they're interested in, when they're interested. And it nurtures prospects through the sales pipeline, converting them to actual paying customers.

### Saves you time and money

With one marketing automation platform, you can:

-  Automatically engage with potential customers with tailored, value-add content.
-  Rate their level of interest by the actions they take.
-  Nurture them through the sales funnel - converting them to actual paying customers.

Marketing automation software will assist your sales team to:

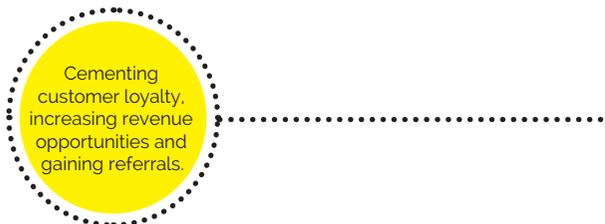
- 1 Generate** leads
- 2 Alert** them when a lead is hot
- 3 Close** the sale.

On that same platform, you can:

-  See which **marketing channels** are working and which ones aren't
-  **Radically** improve ROI
-  **Improve** user experience and increase customer retention = increase profits between **25% and 95%**.



Marketing automation allows brands to continue sending personalised messages to customers and monitor their behaviour



### Capture and report data effortlessly

-  Gain insights into your campaigns effectiveness
-  Use crucial campaign management tools to optimise maximum effort
-  Provide granular level reporting

With these insights, you can:

**Develop**  
optimal marketing patterns

**Test**  
different variables

**Measure**  
campaign effectiveness

**Monitor**  
your leads' behaviours

**Prove ROI**

**Determine**  
how each campaign impacts the bottom line

