

MARKETING AUTOMATION Towards Understand the Customer Journey

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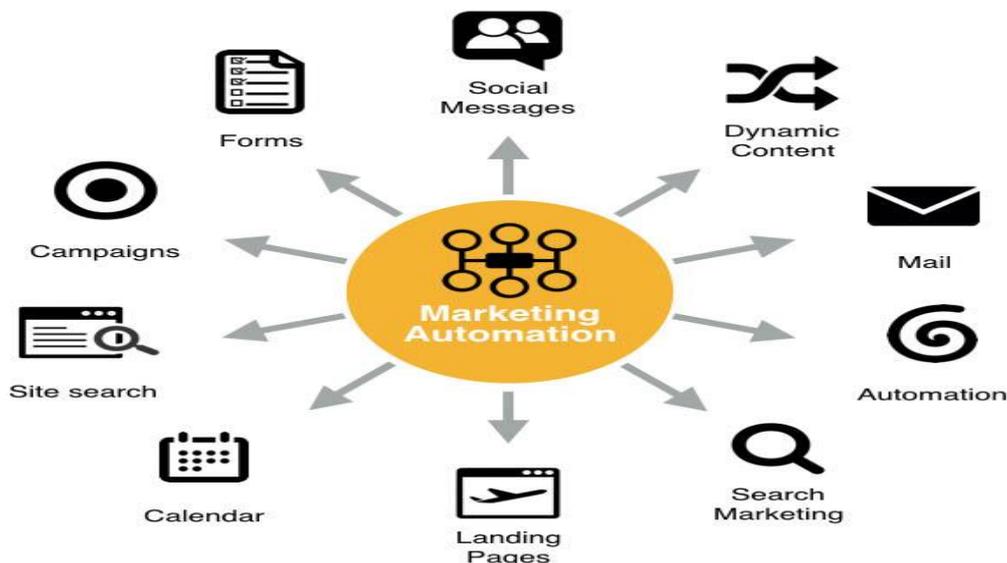
Abstract: Marketing automation is the utilization of technology (i.e., software) to manage and automate -marketing processes across multiple channels. The improvements marketing automation offers complement the benefits of Customer Relationship Management (CRM) software. It helps marketers understand the customer journey, automate repetitive tasks, generate qualified leads, nurture leads and finally convert them into sales. Marketing automation software is ideal for saving time, personalization, multi-channel campaign management, consistent tone, thereby increasing productivity and achieving better ROI.

Keywords: Marketing Automation, Technology, CRM, AI, Customer.

Introduction

Marketing Automation is the software that prevails with the objective of automating the marketing actions. Many marketing departments automate repetitive jobs including social media, emails, and website actions. Marketing automation technology has made this job faster and easier. Marketing automation is the utilization of technology (i.e., software) to manage and automate marketing processes across multiple channels. With the help of marketing automation, businesses are able to target customers at the right time with personalized messages based on their preferences, behavior, and other factors.

The improvements marketing automation offers complement the benefits of Customer Relationship Management (CRM) software. CRM and marketing automation interchangeable. It is installed in addition to your CRM, like any other integrated application, to operate data. Modern customers not only want but expect personalization in marketing campaigns and this is why 91% of users claim that marketing automation is highly important to the overall success of their online marketing activities. Marketing automation helps enhance the buyer's journey with personalized ads, faster feedback, and focused attention on customers' needs. A happy customer is more likely to be a loyal customer who will return to your brand again and again. Automation is transforming the customer experience in every industry.



Importance

Marketing automation is extremely important to improve the overall success ratio of your marketing campaigns because it manages every activity related to marketing. Automation software helps marketers understand the customer journey, automate repetitive tasks, generate qualified leads, nurture leads and finally convert them into sales. The software of Marketing Automation manages an online element of any marketing campaign that includes data analytics to create precise personalization content to bring revenue and engagement.

Marketing automation- the concept

Marketing automation is the use of software to automate marketing processes in order to save labor force and time resources. Companies use marketing automation to send automated messages to customers via email, social media, and other communication channels. By automating repetitive processes — emails, social media posts, ad campaigns, and more — you are able to promote your brand faster. This increases your sales as you engage with customers in the regular shopping process. The efficiency of the employees work also increases: this means they have enough time to solve more complicated problems, and the number of errors is greatly reduced. The software helps marketers to attract leads and influence customer retention by delivering useful content on time.

Brief history of marketing automation

In 1992, the first marketing automation platform was created by Unica (now known as IBM Campaign).

The early 2000s: The rise of cloud-based tools

In 2006, the use of social media increased. And in 2008, mobile commerce came into effect.

Between 2010-2014, the marketing automation industry took a big step forward financially.

The interest in marketing automation and technology continued to grow. By 2019, 75% of businesses used automation tools.

Objectives of Marketing Automation

The five objectives of marketing automation for businesses today as follows

1. Boosting marketing productivity
2. Improving marketing efficiency and ROI
3. Enabling and delivering campaign personalization
4. Providing real-time performance measurement
5. Enhancing customer acquisition and retention

Types of Marketing Automation Software

Marketing automation can range from simple tools to aid brand promotion or a set of tools and applications to manage end-to-end workflows and campaigns. While the adoption of various possible marketing automation components or types varies based on your business needs, here are some of the common types you can choose from to build your platform:

- Customer Relationship Management (CRM)
- Email marketing
- Lead management: Lead management is primarily a B2B marketing
- Audience Segmentation and Management
- Social Media Posting and Analytics

Elements of Marketing Automation

The top three elements of marketing automation are as follows

1) Creation of Behavior-Based Market Segments

Marketing automation is powered by artificial intelligence and it uses different tracking codes to monitor the online behavior of users. Nowadays, most e-commerce sites present personalized product recommendations to their customers after gathering data via marketing automation software.

2) Business Development Automation

The biggest use of marketing automation is for lead generation and conversion, eventually generating more revenue for business. The software can understand the position of potential customers in sales funnel and use the information to push them further towards the sale by sending out automated prompts (such as reminders, discounts, informative emails, etc.). This software uses a variety of channels like Search Engine Optimization (SEO), content marketing, social media and email to reach the buyers at every stage of their buying journey.

3) Workflow Automation

Every marketing department has a multi-step process that consumes a lot of work hours from their employees. Follow up on the pitches based on buyer's "interest" signals (like email opened, clicked, but not responded to)

Benefits of marketing automation

There are many benefits of marketing automation and how it adds value to your business –

Marketing automation helps small businesses stay relevant and competitive, whilst it enables large businesses keep up with the demands of their many customers within their respective industry.

Therefore, benefits of marketing automation software include:

Time saving: Campaigns can be scheduled ahead of time, meaning you can channel your working hours into other projects.

Increases productivity: Marketing automation frees up your marketing team's time from performing repetitive tasks and gives them the capacity to brainstorm new ideas and boost productivity in other areas.

Personalization: You have the ability to create a tailored and unique experience for each customer, thereby increasing engagement and boosting sales.

Multi-channel campaign management: Keep track of all your campaigns across all your marketing channels from one platform.

Consistent tone of voice: By unifying all your marketing campaigns, you can ensure that your tone of voice remains consistent.

Improved ROI: By targeting customers more specifically, your marketing spend is being used wisely and efficiently.

The reasons for embracing marketing automation go far beyond just alleviating your marketing department from performing repetitive tasks. This tool is all about optimization – optimizing the customer experience, optimizing the efficiency of the campaign process and optimizing your marketing team's time.

Artificial Intelligence for Customer Relationship Management

Past and present trends have been to move away from legacy CRMs that historically were mostly on-premises and operated as Excel replacements and static data-entry systems. There's been a shift towards deploying more cloud-based CRM systems that act as digital assistants, rather than basic data input tools. Software as a service, mobile and social are all becoming more prominent. With all the available information across many devices and platforms, companies had to have a way to integrate this "big data" into their cloud-based CRM in a way that produces results that are more predictive in nature. Artificial Intelligence (AI) for CRM, powered by machine-based learning, is optimized for these large data sets.

AI and Machine Learning are still in their infancy stage when used with a CRM. However, in the next few years' businesses will/should be able to deliver more predictive and personalized customer experiences across sales, service, marketing, and commerce resulting in accelerated sales cycles, improved lead generation/qualification, personalized marketing campaigns, and lower costs of support calls.

While customer relationship management (CRM) and marketing automation software may seem similar, they provide different functions and serve separate purposes, and the two types of software are even more effective when they are used together. Read on to learn what CRM and marketing automation are, how they work and why your small business should integrate these systems.

Marketing Automation adoption

Marketing Automation Statistics for 2022: The Definitive List

Here are a handful of statistics that illustrate just how many marketers and businesses are already using marketing automation software.

- Three-quarters 75% of all companies already use at least one kind of marketing automation tool (Social Media's 2019 State of Marketing Automation Survey report).
- 63% of marketers will be increasing their marketing automation budgets soon (statistics published by [Invespro](#).)
- 40% of those not using marketing automation plan to adopt it soon.
- The marketing automation software industry was worth \$6.1 billion USD last year it's currently worth \$6.1 billion dollars and predicted to double in size by 2023, according to Sharp Spring's "Investor Presentation Jan 2019" (2019).
- 480,000 websites currently use marketing automation technology

Benefits & Goals of Marketing Automation (key statistics)

It's clear that marketing automation software is widely used, but what exactly is it used for? Let's find out by looking at some statistics that tell us how marketers are integrating automation in their campaigns, and why.

- 61% Lead generation is considered the top goal of marketing automation included lead nurturing (57%), sales revenue (47%), improving customer engagement (36%), marketing productivity (29%) and improving campaign measurability (28%).
- 58% of marketers use automation software to upsell products
- 83% of marketers considered social media post scheduling is considered to be the most suitable process for automation.
- Email automation is the most popular type of marketing automation (64%), profiling and targeting (26%), and personalization through dynamic content (23%).

Marketing Automation-ROI

To help you to figure out whether marketing automation is worth investing in, here are key statistics that show the kind of ROIs and results you can expect to see.

- 76% of marketers see a positive ROI within a year but 44% of them see a return within short period.
- Marketers use CTR, open rates, and unsubscribe rates to measure ROI
- 80% of marketers report an increase in leads due to automation.
- 15. 77% of marketers report an increase in conversions due to automation
- Automated lead nurturing converts 15-20% of customers to sales
- Marketing automation improves productivity by 20%
- 18. 80% of marketers credit their success to marketing automation

Marketing automation limitations

The biggest barriers and limitations to marketing automation. Statistical information as follows

- 44% of marketers consider delivering personalized content to be the biggest barrier to success (Ascend2's 2018 Optimizing Marketing Automation survey)
- 16% of marketers think creating quality automations is their number 1 challenge
- 20% of agencies struggle to find the right marketing automation tool
- 6% of marketers struggle with data management, optimization, and segmentation
- 55.6% of companies that don't use automation cite a lack of expertise as the reason
- The cost of software is one of the biggest objections to marketing automation
- Customer Experience Mapping is the Most Difficult Automation Tactic.

Marketing Automation in 2022 & Market capitalization of US\$ 6.4 billion by 2024.

The curtains have drawn on 2021, and what a year it was. The world was in a recovery mode, even though there's still a long mile to go. The past two years have tested and impacted Global Brands and their perspective on marketing in general. A bit closer to home, we also saw the Marketing Automation industry grow considerably amid increasing demand from businesses, all over the globe, to automate their marketing workflows and be able to better engage and retain their users.

Going into 2022, the Marketing Automation Software market is expected to continue growing at 8.55%, unlocking a market capitalization of US\$ 6.4 billion by 2024. More than 51% of companies are using Marketing Automation already. Over 58% of companies are planning to adopt it.

Conclusion

Automation is a critical part of modern marketing, particularly when it comes to lead generation and nurturing, as technology and available marketing automation tools continue to move forward, automation will become easier to implement, and even more widespread. The improvements marketing automation offers complement the benefits of Customer Relationship Management. The software of marketing automation manages an online element of any marketing campaign that includes data analytics to create precise personalization content to bring revenue and engagement, forms that create sales or generate the present or future interest of customers to purchase the goods and services of a company. These tools can generate product usage surveys and customer satisfaction and then measure, collect, and segment a response data. These tools can generate product usage surveys and customer satisfaction and measure, collect and divide response data. So, MA is very useful for making the right decisions

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