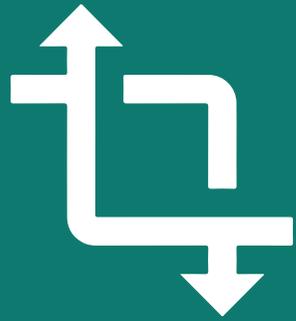


CREMARC

MARKETING AUTOMATION:
**5 STEPS TO TRANSFORM
YOUR MARKETING**



01. ESTABLISH WHAT YOU WANT TO ACHIEVE

Marketing Automation has transformed what is possible and has enabled marketers to be much slicker in how they engage with their target audience. What traditionally has been disjointed activity can now be seamlessly integrated to track and proactively orchestrate the buyer's journey.

Marketing Automation presents you with an opportunity to be brilliantly effective; to ensure your organisation is found through management of inbound activity, to ensure that every glimpse of interest is followed up and nurtured through automated programmes, and to place you in control of your marketing funnel.

The secret to success is having a clear vision of what you are trying to achieve.

It's not just about having the expertise in how your Marketing Automation platform works but having the experience to know how to make it work for you.

Through deploying Marketing Automation, you have a real opportunity to transform marketing; to continue to do those things that have been successful for you in a far more efficient way, but also to push the boundaries and do things previously not possible.



02. MATCH YOUR REQUIREMENTS TO A SOLUTION

As marketers, we also like to be impulsive. However, **selecting your Marketing Automation platform is a key decision that should not be taken lightly.**

We start by helping you define your requirements, not the features and functions you want, but what you are trying to achieve. This gives you a framework against which to evaluate your options, but it also gives you a head start when it comes to deploying your selected solution.

All the leading platforms offer similar capabilities; however, there are nuances in their functions. Knowledge of these differences enables us to help you navigate the gotcha's and drill down on requirements that are specific to the way you work, to ensure you select the 'best fit'.

03. DEPLOY YOUR MARKETING AUTOMATION

Once you have selected your preferred Marketing Automation platform, the hard work begins, and it is often more daunting than you thought it would be. Step one is integrating the platform into your environment, connecting with your CRM, linking to social channels, enabling outbound email and setting up all the appropriate users.

Next, it is about operationalising your marketing plan within Marketing Automation: placing content and forms on your website, creating landing pages for inbound campaigns, and developing automated programmes to nurture leads and much more.

This is where the team at Cremarc can help. We have done this many times before for our clients across all the leading platforms including **Act-On, HubSpot and Pardot**. We not only know how to do all these things, but we also know the best way to do these things.

Having us help you on your journey will significantly speed up your progress and reduce the risk of you failing at any point. Our approach is consultative, so we ensure we do things right the first time, and we also focus on mentoring your team, ensuring that they gain the knowledge they need.





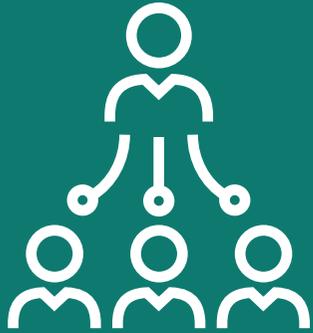
04. MATURE YOUR MARKETING AUTOMATION

We find that a lot of organisations that have implemented Marketing Automation have become stuck at Level One. They have deployed the basics and are only gaining a fraction of the potential benefits that Marketing Automation offers.

There are only two factors that restrict our usage of Marketing Automation: our imagination and our knowledge of how to use the platform. We help with both.

We assess our client's current use of Marketing Automation, understand their ambitions, and then guide them on a roadmap to get more out of their platform.

For our clients, **we push the boundaries of what can be done and have helped them transform the way they market.** You will find that we constructively challenge your thinking and then walk the path with you in taking your use of Marketing Automation to the next level.



05. MARKETING AUTOMATION AS-A-MANAGED SERVICE

You may desire to deploy Marketing Automation but have the concern that you do not have the resources to implement and manage the platform internally. This is a common problem and often the reason why users never get past Level One.

The solution is to subscribe to a managed service. Whether on your platform or on our multi-tenanted platform, **we can offer you a fully managed service to enable you to gain all the benefits of Marketing Automation.**

You will gain access to your own Marketing Automation specialist who will work with you to fast-track your deployment, operationalise your marketing plan within the platform, and execute ongoing campaigns and activity for you.

Whether acting as a coach or as an extra pair of hands, **our specialists combine extensive marketing experience with expertise in your chosen Marketing Automation solution.**

WHY CREMARC

We believe we have the two vital ingredients associated with Marketing Automation. Firstly, we are marketers; we understand the world of marketing and what we are trying to achieve. Secondly, we have both the expertise and experience of the leading Marketing Automation platforms and know how to get the most out of them.

Our focus is not on just showing you how the various platforms work but helping you to achieve those marketing and business outcomes that drove you to turn to Marketing Automation in the first place.

Whether you want some advice on your current deployment, or someone to guide you along your Marketing Automation journey, we would love to talk to you and explore the possibilities.

Call the team directly on **01932 856158** or drop us an **email info@cremarc.com**

CREMARC