

Marketing Automation

How we help you
to transform
your marketing



CREMARC

A serene landscape featuring a body of water with several large, moss-covered rocks in the foreground. The water is calm, reflecting the surrounding greenery and the sky. In the background, there are more rocks and some reeds or tall grasses on the right side. The overall scene is peaceful and natural.

Transforming Marketing

Marketing Automation has transformed what is possible and has enabled marketers to be much slicker in the way 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 places 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.

A person with curly hair, wearing a light-colored long-sleeved shirt and patterned pants, is sitting on a wooden dock. They are looking out over a calm lake that perfectly reflects the surrounding mountains and the bright light of a sunset or sunrise. The sky is a mix of blue and orange, and the water is a deep blue with a bright white reflection of the sun. The mountains in the background are dark and silhouetted against the bright sky.

Matching Requirements To 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. Don't be dazzled by the bright lights or sizzle; you need to put in place the platform that will get you where you want to go.

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

All of the leading platforms offer similar capabilities, however, there are nuances in how they work. 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'.

Fast-Tracking Your Deployment

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 of 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 of the leading platforms including Act-On, Hubspot and Pardot. We not only know how to do all of 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 first time and we also focus on mentoring your team, ensuring that they gain the knowledge they need.





Taking Marketing Automation To The Next Level

We find 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 of these.

We assess our client's current use of Marketing Automation, understanding 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 to really 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.

A wooden boardwalk made of weathered planks leads through a misty forest. The sun is low on the horizon, creating a warm, golden glow. Tall pine trees are visible in the background, their silhouettes softened by the fog.

Marketing Automation As-A-Managed Service

You may have the 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 of 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. First and foremost, we are marketers; we understand the world of marketing and what it is that we are trying to achieve. Second, 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**.

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