



8 MARKETING AUTOMATION MYTHS BUSTED



MYTH #1

MARKETING AUTOMATION
IS THE MAGIC WAND.

TRUTH

Many marketers believe that a marketing automation solution is the magic wand to solving all their marketing issues. Whilst marketing automation platforms are a key component to successful modern marketing, implementation must be supported by a solid demand generation strategy and a developed understanding of your buyers and their journey.

You should dedicate time and expertise into developing intelligent nurture paths and scoring methodologies alongside a multi-channel strategy.



“Planning rollout and training strategies, building systems integrations, updating websites, planning and developing content, cleaning data - these can all be critical tasks in the early days of implementation.”

- Marketo - Vital strategies for a successful marketing automation implementation, 2015



MYTH #2

MARKETING AUTOMATION IS JUST
FOR MARKETING TEAMS.

TRUTH

It is important to align goals between Sales and Marketing from the get go and marketing automation helps you to do this effectively. Maintaining a strong relationship with your sales team can be reinforced by making the most of sales features and allowing them to access the marketing automation system under an aligned lead management approach.

Integrating with CRM platforms allows sales to view a detailed profile of each lead including their digital footprint across your content, before making contact.



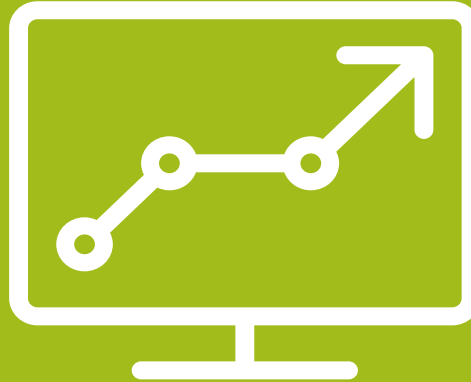
MYTH #3

JUST HIT THE BUTTON
AND GO.

TRUTH

The good news is, marketing automation is becoming more and more advanced and able to automate multiple processes in a centralized way. The bad news is, if you want to reach your vision with your marketing automation platform, you have to be engaged through implementation and beyond!

To deliver the goods to your sales team, marketing automation requires constant attention and love. Your marketing efforts should be continuously analyzed, evolved and optimized to get the most out of your automation platform and ensure your customers or prospects are being nurtured through a positive user experience.



MYTH #4

**MARKETING AUTOMATION
= INSTANT SUCCESS.**

TRUTH

Marketing automation isn't a shortcut to successful marketing, it's a journey of culture change, adoption and alignment. However, there is some truth in this myth – you can achieve 'early wins' in the revision process and identification of where to make improvements in the content pipeline. Laying the foundations at the beginning is vital for long-term success with your chosen marketing automation software solution.

Your issues aren't always technical, they also center around process, information and governance issues, which should all be addressed before any marketing automation system is rolled out in your organisation.



MYTH #5

MARKETING AUTOMATION
IS IMPERSONAL.

TRUTH

In fact, marketing automation gives you the ability to target your buyers and connect on a much more personal level, increasing engagement and improving their experience at every touch point.

Utilised intelligently, marketing automation gives you the power to put the most relevant valuable content in front of your customers or prospects, at the appropriate time in their journey, without spamming your database with irrelevant information. Personalization capabilities are advancing and should be a focus in your digital marketing strategy.



“Automated personalization allows you to grow and score leads at every stage and across multiple channels.”

CRMT - 8 Ways to Introduce Personalisation into Your Marketing Strategy



MYTH #6

INTEGRATION IS JUST
ABOUT TECHNOLOGY

TRUTH

It's also about people. To reap the benefits of marketing automation, you must successfully manage change and impact on the organization, bring everyone on board and set expectations early on. Develop a training curriculum to speed up the adoption phase and outline key goals to support on-going innovation.



“When IT implementations fail, it’s not usually about the software. It’s because people weren’t prepared for the change, or weren’t trained on the system. You’ll find many different technologies can answer your goals; the trick is in how they’re perceived by people.”

- CRMT, 2016



MYTH #7

**MARKETING OPERATIONS & MARKETING
AUTOMATION ARE SEPARATE.**

TRUTH

Marketing automation is just one important piece of the puzzle. Introducing marketing automation is a major change in approach and so there is a good chance that you will not have team members with marketing operations skills and experience within your department already. Marketing operations people are more likely to come from a technical background, perhaps web/digital or project management disciplines.

Marketing Operations is critical to prove the value and contribution sales, marketing and IT make to the business and is essential to improve efficiency.

“Marketing operations’ technology responsibilities include the selection, implementation and adoption of marketing automation systems, as well as development of a future technology roadmap.”

- SiriusDecisions, 2016



MYTH #8

MARKETING AUTOMATION IS HIGHLY
ADVANCED & YOU'RE BEHIND
THE CURVE.

TRUTH

You're not the only one feeling behind the curve, with modern marketing changing and evolving at such a fast rate. It's not too late!

“Over 40% of MAP users have less than two years of experience.”

- Sirius Decisions, Infographic: Marketing Automation Study

Whether you're right at the beginning of the 'consideration' phase or you've compared a few tools already, CRMT can help you select and implement the best suited marketing automation to align sales, marketing and IT in your business.

“52 - 54%,
Half of all enterprises (B2C and B2B) of
organisations are in the *'just starting'*
phase of marketing automation.”

- Real Story Group - 10 Myths, Martech, 2015



THE BOTTOM LINE



Marketing automation integration is not just about the technology, but also about the people, training and processes involved.



The success of a marketing automation implementation depends on the quality of your content, your buying personas and the demand generation strategy, complemented by positive change management.



It's never too late to introduce a marketing automation platform if you haven't already.



ARE YOU READY TO START YOUR
MARKETING AUTOMATION JOURNEY?

CRMT CAN HELP

CRM Technologies provides both the strategic guidance, technical expertise and practical experience to ensure your marketing automation project succeeds.

We also advocate many of the current best practice frameworks offered by organisations such as Sirius Decisions to ensure you're fit and agile to deliver on both marketing and sales typical key performance indicators.

OUR TECHNOLOGY PARTNERS INCLUDE:

