



My Automation  
My Awesome



CRMT DIGITAL  
GLOBAL ENABLEMENT | SMART ENGAGEMENT

MY AWESOME GUIDE TO

# THE FUTURE OF MARKETING AUTOMATION

How do you cut through the all the noise that surrounds marketing automation, focus on enabling an enterprise strategy that will enable the flexible, adaptable campaigns of the not-so-distant future, and realise the marketer's ultimate goal:

**a single view of the customer at every stage of a granular, fully-rounded and understood journey?**



## BEAUTIFULLY SIMPLE

You could start by keeping it simple. Try asking yourself what ‘personalisation’ – a keyword that’s now embedded in every futuristic vision of marketing automation – really means. Here’s how one participant in the 2013 Econsultancy/Monetate report, [The Realities of Online Personalization](#), described it:



**“Treating me as a person with a name, with emotions, and making me feel like you’re talking to me. All this in a relevant and contextual manner. Every time. All the time.”**

It’s a strong, specific definition which includes another couple of keywords – ‘relevant’ and ‘contextual’ – and it sums up the expectations which every marketer should have of the capabilities and sophistication of forward-looking marketing automation systems.

## BEST PRACTICE EVIDENCE

Indeed, the winners of this year's Oracle Markies and Marketo Revvies all demonstrate in some way that today's best practices in marketing automation all have an eye to the future, and are already reaping genuine benefits.



It isn't just about personalisation, although the campaigns and strategies which won the trophies all proved the value of engaging customers with direct action at every touchpoint, and delivered treble-digit percentage increases in click-through rates and significant revenue boosts.



Nor is it just about predictive data analysis, although the winners showed exceptional creativity in projects which helped them to reinvigorate slow-burning and latent customer relationships, or protect their investment in new mobile sites with exhaustive live testing.



And it isn't just about exploiting mobility and the burgeoning Internet of Things (IoT) to create a multitude of marketing channels which can all sustain real time conversations rather than relying on the traditional push-email model, although the mobile category winners were inspired in their ability to deliver a sales-generating on-the-go customer experience to die for.

## GAME-CHANGING MIX

But it is about a game-changing mix of all of these elements, underpinned by sleek, fully integrated technology that combines the might of powerful, slimmer CRM systems with intuitive marketing platforms and a host of increasingly specific apps which allow you to automate campaigns individually, and discard those clunky and congested old hard-coded workflows entirely.

A new Marketo-sponsored report from The Economist Business Intelligence Unit, [The Path to 2020](#), certainly flags the complexity and challenges that lie ahead and reveals the extent of the ambition of marketing professionals around the globe:



# 86%

believe they will 'own' the customer experience by 2020.

And they'll do it by reorganising their campaigns and teams around data and analytics, as well as around content and media channels.



# PREDICTIVE AMBITIONS



That is quite some ambition, but as Marketo’s Sanjay Dholakia says in his useful summary post for [Marketing Land](#),

**“If we all believed that the advent of social, mobile and digital changed our world, then we ain’t seen nothing yet. The explosion of IoT and the ability to connect and interact with customers everywhere — literally everywhere — will fundamentally transform where and how we expect marketing to be in the very near future.”**

At the beginning of the year, Adobe’s European marketing cloud lead John Watton predicted that analytics and most specifically, testing, will be increasingly central to successful digital marketing strategies – and that automation will be vital to that success.

“More brands will realise that testing new content and campaigns with live consumer traffic will be near impossible to manage,” he wrote in a crystal-ball

post, whose significance was rather undersold by its title, [2016 Marketing Predictions](#).

“Growing use of automated technology will make this process continuous and consistent, allowing marketers to apply insight and buy and sell digital ads in real-time. For businesses to gain competitive advantage, tools need to be agile yet powerful enough to deal with the complexity and breadth of the data.”

## MULTIPLE CHOICE

We will also see marketers getting choosier about those tools, as they move from old-school trigger-based interactions to predictive campaigns and real time conversations.

That's what Boomtrain's Nick Edwards believes. In his CMO.com post, [Three Predictions About the Future of Marketing Automation](#), he suggests this will materialise in a preference for stacks of apps and tools, the increased prioritisation of process over technology, and the replacement of rules-based automation with predictive systems.

## STACKS

Marketers will select stacks of tools and apps to automate specific marketing processes – and they'll need to know what each of those tools is supposed to achieve, and how they'll measure its success.

## PROCESS

If process is to trump technology, ease of integration will be key. More than ever, marketers will need to avoid being seduced by the heavily promoted features of marketing automation platforms, and demand evidence for how they will enable the processes that will deliver the new era of the customer journey. In doing so, they will open up the possibility of slashed programme cycle times and plan more agile campaigns based on faster and constantly refined insights.

## PREDICTIVE

Data interpretation will be all about the future – how it can be used to maximise the value of the next visit/sale/interaction – rather than simply interpreting old experiences from a historical perspective.

“Now, as [marketing automation] enters its predictive phase, marketers will fall into different camps,” says Edwards. “Those who’ll see the wave coming, those who’ll ride the wave just in time, and those who won’t notice it until it passes them by.”








## MORE AGILITY

The way in which processes will be invented, enabling greater agility through shorter campaign cycles, leaner planning and an infinitely tailored customer experience, is also addressed by digital consultant Gavin Heaton in a forecast for Firebrand Talent, [You Have Been Assimilated: The Future of Marketing Automation](#).

Heaton says marketers will need to build their strategies across five dimensions of future marketing capability:

Again, only with nimble and focused toolsets, sitting on intuitive marketing automation platforms which draw on integrated databases populated by real time data, will this be realistically achievable.

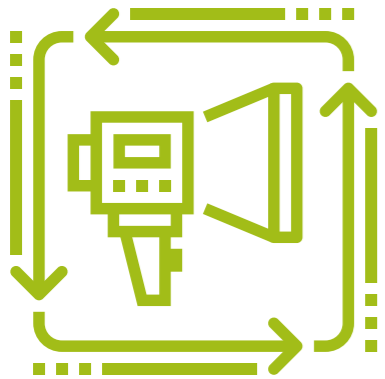
-  Marketing foundations
-  Technology foundations
-  Content production and publishing
-  Data analytics
-  Social mindset

**“We will need to make more strategic decisions about which features best suit our needs, support our processes and capabilities – and vitally – deliver brilliant experiences for our customers,” says Heaton.**

# SINGULAR VIEWS

And that's what the future of marketing automation boils down to: the possibility of a single view of the customer, and a journey with an infinite number of touchpoints, each generating contextual data that can be used predictively to inform campaign messaging and interactions. 'Omni-channel' campaigns will take on a whole new meaning as the Internet of Things opens up the potential for new channels and real time conversations.

This will drive marketers' expectations of tools and systems even higher – so it's just as well that platform suppliers seem primed to take their technology to new levels. Salesforce anticipates that five key trends will emerge:



The rise of content marketing will boost the success of automation, as tools are paired with content that addresses specific customer personas at specific stages of their journey – quickly and smartly.



Marketers will embrace account-based campaigns as they can make more intelligent use of predictive data to focus on their most valuable existing and potential customer segments.



Advertising technology will drive automation deeper into campaigns – again, because it will enable content to pinpoint the customer wherever they are in the lead or sales cycle.



As technology becomes more intuitive and intelligent – because automation will help systems to learn constantly – enterprises will know their customers inside out, thanks to data gathered across multiple channels.



And finally, possibly, that age-old gap between sales and marketing really will start to close as the silos break down and the factions are able to collaborate on real time campaigns which respond to actual rather than historical customer behaviour.

# NEW ERA OF SIMPLICITY

So, the future promises a new kind of simplicity: thanks to automation, campaigns will be based on a real time, single view of the customer, without recourse to complex and endlessly re-defined workflows, while behind the scenes, the technology becomes ever slicker, more tightly integrated and more intelligent.

# TAKEAWAYS

Be ready for predictive systems to take the place of traditional rules-based automation

The stack is the future: you'll be able to pick and choose components for infinitely specialised systems rather than relying on one-size-fits-all marketing applications

Everything will get smarter - and real time interactions will bring you closer than ever to a single view of the customer





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# ABOUT CRMT DIGITAL

CRMT Digital helps businesses align sales and marketing to increase demand and grow revenues through best practice consultancy, technical integration and outsourced marketing operations. As one of the first specialist marketing operations agencies in the UK, we have led the way in helping all types of businesses transform traditionally siloed sales and marketing activities into integrated programmes that deliver Return on Investment.

Our teams provide tailored services and solutions that support every stage of the marketing automation journey, combining consultancy with technical and operational expertise in leading marketing automation platforms including Eloqua and Marketo, and CRM platforms such as Salesforce.com.

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