Optimize Sales and Marketing with

CRM and Marketing Automation

Marketing Essentials for Honeywell Channel Partners

Introduction

Successful B2B marketing, demand generation and lead management processes hinge on a modern strategy closely aligned to buyer needs and expectations across all phases of the buying process. Using a wide spectrum of marketing tactics, today's buyers employ an extensive network of tools and resources to make the most informed purchase decisions.

The Modern Marketing era is driven by the self-educated buyer who marketers must engage to achieve a relevant, targeted, and value-based customer experience. Marketers are increasingly enhancing their understanding of how data can fuel the delivery of meaningful interactions. This access to vast sources of information that marketers are applying to execute and achieve more targeted marketing simply can't be gleaned manually.

Buyers demand and deserve value-based interactions across all points of engagement. More importantly, timing and relevance are critical factors for content delivery and sales engagement. It has become a mandate to tailor content aligned to the buying process in a manner that demonstrates how your solution or services can help prospective buyers address their challenges and objectives. People have no interest in being inundated with product specs. They do, however, seek informative interactions to support their search

Bringing together the efforts of sales and marketing is an ongoing challenge, and marketing automation offers a platform to garner measurable and visible results to track the success of campaigns, while improving the quality and flow of leads. Meanwhile sales executives have the ability to monitor prospect interest levels and with higher quality leads from marketing can close more deals.

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Why Automation

CRM software isn't just about tracking and maintaining contact information. While most look to CRM software as primarily a sales tool, it's moved beyond that space. Marketing and customer service departments can dramatically improve their offerings and operations with CRM as well by using its data to more effectively segment demographics and record and reuse customer incident information.

While managing the operational efficiencies of marketing and sales can seem daunting as an ongoing endeavor, companies of all sizes and business models are revamping their strategies by focusing on specific areas of optimization.

> *B2B marketers who implement sales and marketing automation tools increase their qualified sales pipeline contribution by an average of 10%.*
>
> *Forrester Research*

Organizations are proactively developing formal processes to enhance their efficiency and engage in a meaningful way by addressing the core pillars of effective sales and marketing.

Target List
The first step in building any sustainable structure is to ensure a proper foundation. Think of your database as this foundation. Without the proper data management and hygiene in place, your marketing operations will suffer because it's nearly impossible to meaningfully segment and refine your prospects.

Messaging
Meaningful marketing is centered on the customer. No longer can marketers or sales reps relegate communications to company centric conversations. To engage with prospects and customers in a meaningful way, you must develop tactics to address and align messaging across all channels. To do this effectively, you must have a content marketing strategy in place to provide educational content and promotional offers to engage with prospects and customers.

Conversion
Marketers are using technology that responds to the buyer's actions in real time and delivers profile information that reflects their timeline and research journey. Automated campaigns have higher conversation rates and are much more resilient for maintenance.

By automating your campaigns, you can improve the buyer's experience, develop loyal relationships and track conversion data more effectively. If you understand the nature of conversions, you can leverage that data to refine business initiatives across your organization.

Analysis

As accountability for marketing investments increases, data analytics provide a helpful tracking resource to define and measure results. By implementing systems for reporting, organizations can better understand the impact that sales, marketing and other efforts are having on overall business performance. This insight helps you refine strategies and develop repeatable processes for success.

Automation Tools

Organizations across all sizes and industries are leveraging tools to simplify business processes. Successful managers understand the importance of aligning marketing automation, sales force automation (SFA) and customer relationship management (CRM) platforms in the cloud. They can then extend capabilities with cloud applications by integrating other key technologies to connect the dots of internal efficiency and maximize prospect and customer interactions.

Database

The most critical component of any company is the customer and prospect database. Every business needs to efficiently manage a growing number of contacts, which can either be existing customers or prospects. Using a spreadsheet to manage this business data can quickly become unwieldy. What today's small to midsize businesses (SMBs) need is reliable customer relationship management (CRM) software to track their expanding list of associates.

A sound data management strategy is an integral component to ensure that sales and marketing organizations are aligning relevant and appropriate messaging with prospect expectations at every possible touch point.

The foundational element of successful marketing automation is your database. Good data quality enables relevant, real-time messaging. If you want to target based on industry data, you need to ensure the data that you're collecting is both accurate and up to date.

Campaign effectiveness will suffer if you're unable to target accurately as a result of bad data. Key prospect and customer data at the contact and company levels enables marketing organizations to provide relevant information at appropriate phases in the buy cycle. But often there is missing contact data, such as a job title, which can prevent quality leads from getting in front of sales. Even if quality leads get through, if sales reps are unable to contact the prospects, sales suffer.

It's crucial to implement data management as the foundational component of any business. Managers cannot establish systems to optimize the visibility and insight that data provides if the information is decentralized and unaligned with other business processes. By implementing the right strategies to maintain accurate data, you can enhance campaign initiatives and provide relevant prospect and customer offers.

Beyond missing information, B2B contacts become obsolete due to people changing jobs and employers at a rate of 2-3% per month. These challenges become extremely critical if the database is not maintained or nurtured.

With an integrated data maintenance and process in place, marketers can improve key performance indicators (KPIs) in their campaigns, such as open and click through rates, as well as conversion rates from leads to opportunities.

Automation Tools

There are over 100 sales and marketing automation tools to choose from. Following is a short list of applications for your consideration. These are the highest rated applications for your consideration. Applications are listed in alphabetical order not ranking.

Apptivo – $8+
https://www.apptivo.com

Act-On – $750+
https://www.act-on.com

Emma +Plus – $369+
http://myemma.com

Freshworks – $12+
https://www.freshworks.com

HubSpot – $800
http://www.hubspot.com

Infusionsoft – $299+
https://www.infusionsoft.com

Insightly – $49+
https://www.insightly.com

MailChimp Pro Marketer – $200+
http://mailchimp.com

Marketing 360 – $350+
https://www.marketing360.com

Marketo – $895+
https://www.marketo.com

Nurture – $100+
http://clickdimensions.com

Oracle Eloqua – $2,000+
https://www.oracle.com/marketingcloud

Pardot / Sales Force – $1,000+
https://www.pardot.com

ZOHO – $20+
https://www.zoho.com

Conclusion

Marketing automation functionalities help marketers improve campaign execution, testing, measurement, prospect profiling and lead nurturing. Marketing automation also provides visibility into critical analytics, so marketers are effectively acquiring new customers by building creative campaigns and delivering compelling content.

Marketing automation technology helps sales and marketing teams refine their strategies by aligning their efforts and delivering actionable sales leads. This also helps marketers streamline their campaign execution with the ability to better target, engage, convert and review business analytics in more meaningful ways, both qualitatively and quantitatively.

With the ability to manage, report and automate the moving parts of a campaign with marketing automation technology and expertise, leading organizations are aligning marketing to sales, powering revenue performance and fueling overall business growth.

Before investing in a marketing automation tool, it is critical that you have a solid sales and marketing plan in place to effectively select the tool that is right for your specific needs.

As a valued partner, Honeywell offers marketing support, resources, tools, collateral and campaigns through HPC. HPC is your free marketing resource that constructs the foundation for successful marketing campaigns and provides the essential tools to execute your marketing programs quickly and cost efficiently.

For more information, contact your Honeywell VPM, CMM or visit HPC.

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