THE ANATOMY OF MARKETING AUTOMATION TOOLS

Marketing Automation

WHAT IS MARKETING AUTOMATION?

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.
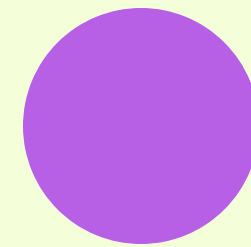
A MARKETING AUTOMATION TOOL IS –

A marketing automation tool is one that helps marketers and businesses carry out automated marketing campaigns.

CLICK HERE

# THE BASIC BENEFIT OF THESE MARKETING AUTOMATION TOOLS ARE –

These tools help you scale your growth by spending lesser time on repetitive tasks. You can automate email campaigns, put lead nurturing on an auto-pilot mode and, ultimately, move prospective customers further down the sales funnel and generate qualified leads.
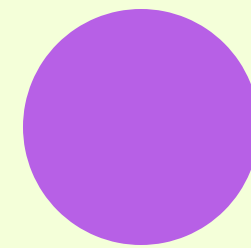
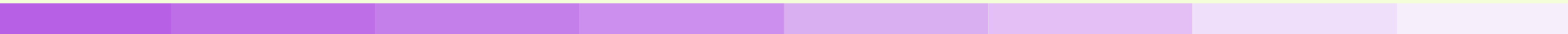# SOME ATTRIBUTES OF MARKETING AUTOMATION TOOLS ARE –

- Campaign & Lead Management
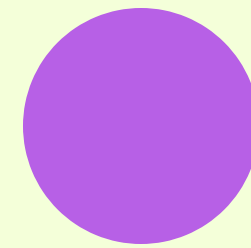
- Social Marketing

- Analytics

HOW DO MARKETING AUTOMATION TOOLS HELP IN LEAD MANAGEMENT?

The tools analyze what profile attributes and behavioral aspects of the customers make him/her a lead prospect for you. This can then be used to trigger email campaigns based on the evaluation.

THE TOOLS ENABLE SOCIAL MARKETING BY-

With these tools, you can then track who is sharing your content and driving conversions so you know who is influential on social channels. The tools also schedule automated posts, integrate with URL shortening services; and measures likes, comments, replies, retweets, etc.

HOW DO THESE TOOLS HELP IN ANALYTICS?

Marketing Automation tools enable you to prove the impact of your marketing efforts, and provide some level of marketing measurement and analytics capabilities. These could be anything from monitoring and tracking your keyword ranking on major search engines, to comparing your overall performance with your competitors.

WHAT ARE SOME OTHER CAPABILITIES THAT ARE ENABLED BY THESE TOOLS?

Some other marketing automation tools also help with budgeting, calendaring and additional infrastructure capabilities – such as user roles and permissions and secure partitions/workspaces etc.

DO I NEED ALL KIND OF MARKETING AUTOMATION TOOLS FOR MY BUSINESS?

Your eCommerce business may or may not need all of these above-mentioned features. However, if you are looking for a solution to address your marketing concerns in an automated, convenient and time-saving manner, then marketing automation is the right tool for your business.

THANK YOU

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