Marketing Automation

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Deliver engaging customer experiences through marketing automation that helps your business grow.

Is your organisation struggling with these challenges?

- ▶ Turning relationships into engaged customers
- ▶ Nurturing prospects and leads
- ▶ Running campaigns from different profiles
- ▶ Lack of leads
- ▶ Inability to collect key analytics
- ▶ Understanding customer's needs
- ▶ Lack of strategically planning marketing activities

How will this impact your organisations?

With a big focus on digital transformation and increasing ROI's, marketing is under pressue as one of the areas to perform.

Of all the leaders in the C-suite, **CMO's have the hardest time proving the positive impact they make in contrast to their spend**.

[Marketing Automation](#) **makes this easier.**

What can it be used for?

✓ Managing events

✓ Managing leads

✓ LinkedIn lead generation

✓ Creating automated customer journeys

✓ Creating and tracking mailers

✓ Creating marketing pages and forms without IT

✓ Creating and running surveys

✓ Creating ROI reports

✓ Integrated social posting

Why is marketing important?

Dynamics 365 for Marketing gives the marketing team the control and data they need to **attract and convert more visitors**, run **multi-channel campaigns** and **nurture the leads and customers** you want to look after.
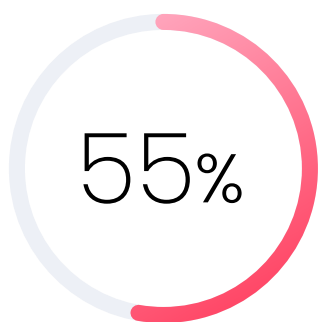
55% of marketing executives are planning to increase spending on marketing technology.

Why your organisation needs this?

✓ Attract more of the right leads to spend less time closing them

✓ Event management is simple

✓ Sales and marketing is more aligned

✓ Easily track customer behaviour to see what they're really interested in

✓ Use less resources with automated functions

✓ Offer more personalised experiences with A/B testing

✓ Create campaigns and assets quickly

✓ Create detailed reports to show impact

✓ Personalise customer experiences

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