



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 pressure 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.**

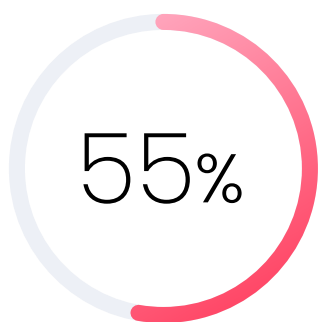
Marketing Automation makes this easier.

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.



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

The screenshot displays the Dynamics 365 Marketing dashboard. The top navigation bar includes 'Dynamics 365', 'Marketing', and 'Get started'. The main content area is titled 'Get started with Dynamics 365 Marketing' and features a 'Start with the basics' section with three primary tasks:

- 1. Create engaging emails:** Use templates to put together great-looking emails quickly and customize them with just a few easy clicks. (Design email button)
- 2. Pinpoint your audience:** Use the powerful segmentation engine to assemble just the right target audience for your campaigns. (Find segment button)
- 3. Build a campaign:** Create an interactive customer journey to engage your target audience and nurture your best prospects. (Create journey button)

Below these are three additional sections:

- Try these next:** A list of five tasks with right-pointing arrows: 1. Build rich pages and forms, 2. Set up an event with online registration, 3. Create interactive customer journeys with triggers and signup, 4. Set up automated lead generation and scoring, 5. Generate activities from a customer journey.
- Did you know:** A section with a heart icon and the title 'Social posting'. Text: 'Reach out to contacts on social media by posting directly to your organization's pages on Twitter, Facebook, and LinkedIn.' (Learn more button)
- Quota information:** A section with two progress bars: '19 of 26000 emails sent' and '515 of 62000 marketing contacts reached'. Below is the text '700 Litmus uses left'.

The left sidebar contains navigation options: Home, Recent, Pinned, My Work (Get started, Dashboards, Tasks, Appointments, Phone Calls), Customers (Accounts, Contacts, Segments, Subscription lists, Campaigns), Marketing execution (Customer journeys, Marketing emails, Social posts), Event management (Events, Event Registrations), and Lead management (Marketing).



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