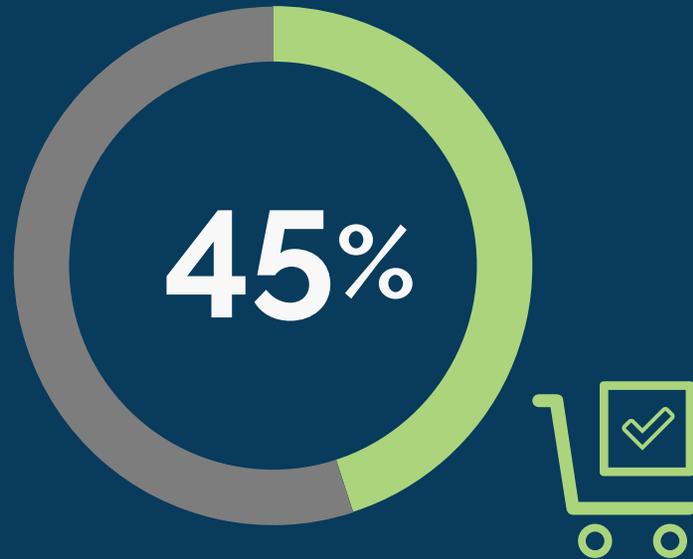# 10 WAYS SALES BENEFITS

From Marketing Automation
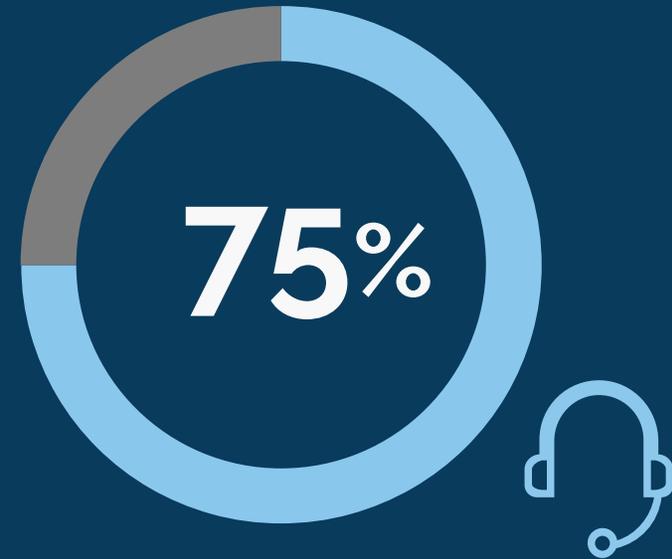
act-on

Did You Know?

Of your **website visitors,**

45%

will purchase from either you or your competition in the next 12 months.

Of those **buyers,**

75%

will purchase from the first salesperson who contacts them.

Marketing automation can help you be on the right side of these numbers. Read on …

1. Eliminate Cold Calling

With marketing automation, the marketing team has the tools to effectively nurture leads, guiding them through the sales funnel at their own pace based on how they've responded to previous communications. This process generates more (and more-qualified) leads who have displayed buying intent, while also uncovering those who should be dismissed. As a result, you'll spend less time with inefficient and unproductive cold calls and more time in front of prospects who've raised a qualified hand.

2. Remove the Blindfold

Know who to call and what to say. Using a combination of behavioral tracking and attribute profiling, marketing is able to create segments that have meaning for sales messaging and deliver relevant communications that match the prospect's interests and/or pain points. Customer intelligence dashboards show you every aspect of the prospect's journey, including which keywords they've searched on, which content they've viewed, and what actions they've taken while on your site. This knowledge lets you effectively tailor your conversations and talk to each prospect about their specific needs.

451%

The increase in qualified leads experienced by businesses that use marketing automation to nurture prospects.

(Annuitas Group, 2012)

3. Know When to Call

In addition to knowing who to call and what to talk about, calling at the right time is essential. Marketing automation helps you keep tabs on where each prospect is in the buying cycle through real-time behavioral tracking, lead scoring, and alerts. This means you'll know when someone is thinking about your company and solutions, and can even set alerts that inform you when a particular buyer is on a specific page. Say goodbye to calling leads who aren't ready to buy or missing out on leads whose buying windows close before you can contact them.

4. Shorten the Sales Cycle

Research shows nurtured leads close faster and generate larger deals than non-nurtured leads (10% and 40%, respectively, according to the Aberdeen Group). Marketing automation gives marketing teams the muscle to more effectively nurture leads with tailored and timely content, draw them through the funnel more quickly, and deliver more highly qualified leads to the sales team.

Call at the right time

At any given time, **97%** of your website visitors are unknown.

- Who are they? What are their needs?

- Where are they in the buying process?

Website visitor tracking can help you uncover this vital information by showing you who is visiting your site, how they got there, what company they work for, and what they're viewing.

All in real time.

See exactly who is visiting your website and why, so you can prioritize the best opportunities, tailor your conversations, and close more sales.

Companies that invest in marketing automation solutions see **70%** faster sales cycle times.

(Bulldog Solutions, 2012)

5. Make the Most of Email

Email remains the most effective marketing channel for both conversion and retention. Using marketing automation, sales reps can automatically send the right personalized messages to the right prospects at the most optimal time. Trigger emails can be customized and launched based on specific actions (e.g., signing up for a newsletter or downloading a particular piece of content), to keep prospects engaged and momentum going. And by integrating with your CRM, all email communications are captured in your activity history for each lead.

6. Help Marketing Qualify Leads in a Way That's Helpful to the Sales Team

Because marketing automation tracks prospective customers through their buying journey, marketers are better able to manage prospects and deliver qualified leads to your sales team. Sales defines the characteristics that indicate when a prospect will likely become a buyer, such as title, industry, and certain behaviors and/or actions. In turn, marketing sets up lead groups (e.g., "Marketing Qualified," "Sales Accepted," and "Sales Qualified") that take the guesswork out of a lead's status. Leads advance through these classifications automatically as they're nurtured by marketing efforts and engage in progressive buying behaviors. At the right time, marketing passes qualified leads to sales for continued engagement.

4300%

The ROI of email marketing.

(Direct Marketing Association, 2013)

Nurtured leads make **47%** larger purchases than non-nurtured leaders.

(Aberdeen Group, 2012)

7. Use Scoring to Prioritize

Lead scoring is the process of assigning points to a lead based on specific behaviors and demographic characteristics, with points accumulating over time. For example, if you know that looking at your pricing page is a buying signal, you assign that action a higher score than, say, opening a newsletter. Marketing automation tracks and scores a lead's progress through the funnel in real time. When a pre-defined scoring threshold is passed, a notification is triggered to the correct sales reps, letting them quickly prioritize hot leads and respond at the right time.

8. Maximize Customer Lifetime Value Through Cross-selling and Up-selling Opportunities

Marketing automation reports and dashboards make it quick and convenient to review and analyze a wealth of customer intelligence, including demographics, campaign engagement, website visits, and purchase history. This information – often available in real time – is essential for identifying cross-selling and up-selling opportunities. Behavior history profiles can uncover likely follow-up sale products based on each customer's pre-purchase and post-purchase interactions.

50%

How much more sales-ready leads companies generate using lead nurturing and lead scoring — with 33% lower cost per lead.

(Aberdeen Group, 2013)

It costs **6** times more to get a new customer than to keep an existing one.

(Forrester Research, 2013)

9. Maximize Benefits Without Leaving Your CRM

Many marketing automation systems integrate with customer relationship management systems including Salesforce, Microsoft Dynamics, SugarCRM, SalesLogix, NetSuite, and more. These integrations let salespeople view and access an expansive suite of real-time, actionable customer intelligence without leaving their CRM dashboards, saving significant time and effort.

10. Align Sales and Marketing

Marketing and sales play critical and complementary roles across the buyer's journey, with the shared goal of driving revenue. Marketing automation helps align these complementary efforts by giving marketers the tools to build programs that perfectly align to the sales process and giving sales expansive, real-time information that can be delivered right into their CRM. This alignment forges new levels of understanding and cooperation between the teams, improves effective prospecting, and increases the numbers, including qualified leads, sales, and per-sale amounts.

32%

Average annual revenue growth highly aligned organizations achieved over the past year — compared to the average 7% decline for their less well aligned competitors.

(Aberdeen Group, 2013)

B2B organizations with tightly aligned Sales and Marketing operations achieved **27%** faster three-year profit growth.

(Sirius Decisions, 2013)

Drive and Close More Business

When salespeople have access to real-time intelligence and a solid foundation for applying it, they can quickly and effectively engage with their hottest prospects (and even their most elusive ones), and close more deals in less time.

In our case, customers average a 49% increase in monthly lead flow, a 68% decrease in cost-per-lead, and a 30% increase in revenue … impressive results by any measure.

Imagine having real-time visibility of the buyer's journey and the ability to tailor communications to prospects based on their unique interests and needs. With marketing automation, you can. In fact, there's no better way to increase the quality and quantity of leads, optimize resource time, and boost revenue.

Marketing automation is sales' secret weapon. Happy selling!

Additional Resources

WHITE PAPERS AND EBOOKS

- The Business Case for Marketing Automation

- Align Sales and Marketing to Increase Sales

- Fast Facts: Sales and Marketing Stats

- Got CRM? Why You Need Marketing Automation, Too

BLOG AND CONVERSATIONS

- A New Framework for Sales Enablement

- Anneke Seley and Shawn Naggiar Talk Inside Sales

- Sales is from Mars, Marketing's from Venus: 5 Factors to Close the Gap

TOOLS

- The Buyer's Checklist for Marketing Automation

- See how marketing automation can improve your business with Act-On's free, interactive ROI Calculator

- More information about marketing automation is available in the Act-On

Interested in learning more? Click on these resources to get started, or **connect here**.

Acclaim for Act-On

Deloitte. Technology Fast500
2013, 2014, 2015

Inc. 500 2013, 2014, & 2015 FASTEST GROWING COMPANIES

A LEADER in Forrester Research, Inc. report, The **FORRESTER WAVE**
Lead-To-Revenue Management Platform Vendors, Q1 2014

Forbes 2013 AMERICA'S MOST PROMISING COMPANIES

FROST & SULLIVAN
2014 BEST PRACTICES AWARD

See all of Act-On's awards & accolades...

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

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