



Marketing Automation:

Not Just a Marketing Tool but a Sales Tool



You may think marketing automation is just a marketing tool but it's one of the most effective tactics a sales team can implement to boost your sales.



You probably have many contacts in your database that you may have not connected with via phone or in-person meeting in quite some time – or at all. How do sales teams make sure they're not losing prospects?

Follow our 5 tips for utilizing a successful marketing automation strategy.

PERSONALIZED COMMUNICATION



You want your prospects to feel like you understand them and value your relationship with them. Adding personalization tokens within automated emails give the impression that you sent a particular prospect an email at a specific time and not just a mass email.

According to Bluecore's "2020 Retail Email Benchmark Report," businesses who utilized personalization tokens versus static emails saw a **133% increase** in conversion rates.

LEAD NURTURING

As you gather new leads, it's vital to build your relationship with a prospect. Utilizing automated campaigns helps build that relationship by sending targeted communications to a specific group of contacts and helps keep your business top-of-mind.



According to a recent survey Concept performed, 48% of the leads in our clients' databases weren't ready to buy. Don't lose those opportunities by not nurturing them through marketing automation.

PROMOTE BRAND LOYALTY



Customer retention campaigns should be a staple of any successful marketing automation strategy. Automate emails to clients who have purchased or used your services previously that offer client-only

It costs **five** times more to acquire a new customer than to keep an existing customer.

CROSS-MARKET SERVICES

If a client or prospect is looking for a specific offering or product, they could miss other valuable services because they weren't aware of your business' range of services. Cross-market services to prospects and current customers through targeted list segmentation and email drip campaigns to expand multi-offering purchases.



GAIN INSIGHTS

Utilize the intelligence each prospect has been building through interactions with your business. Get a competitive edge when your sales teams talk with clients or prospects.



According to recent studies, marketing automation has driven a **14.5% increase** in sales and a **12.2% reduction** in marketing overhead.

KICK START YOUR SALES WITH MARKETING AUTOMATION

Concept.