

# THE ROI OF MARKETING AUTOMATION

Is marketing automation worth the investment for your organization?



## **WHY SHOULD YOU CONSIDER INVESTING IN MARKETING AUTOMATION?**

As CEO of your company, chances are here's what keeps you up at night:

1. How do we grow a steady pipeline of new business?
2. How do we accelerate that pipeline?
3. How can I make customers happy and keep them on board?

As it turns out, marketing automation is the best way to help you achieve these strategic goals. The top 3 reasons companies are choosing to invest in marketing automation are:

1. Lead generation,
2. Lead nurturing
3. Increasing revenue

Lead generation increases your pipeline and revenues. Nurturing enhances the quality of leads that make it to sales and aids in pipeline speed. And through automated retention marketing giving customers what they need, marketing automation helps you increase revenue from your existing customer base.

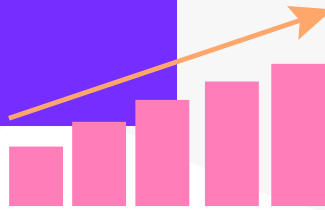
## **HOW DOES MARKETING AUTOMATION HELP YOU REACH YOUR GOALS?**

Marketing automation is not about blasting emails. Instead, marketing automation is about timing. It allows marketers to:

1. Identify prospects whose timing is changing to their advantage.
2. Build relationships with prospects whose timing is yet to change.

Indeed, research tells us almost **70% of the marketers find improved targeting of messages is the most important benefit of marketing automation.**

Marketing automation  
helps you target the right  
people, with the right  
message, at the right time.



What's the #1 result of implementing marketing automation? **More leads!** 80% of marketers report their lead numbers go up after implementing marketing automation.

In addition to that, practically speaking, marketing automation offers many other benefits, such as:

- Optimized productivity
- Increased marketing ROI / acquiring more customers
- Improved database quality
- Ability to effectively measure performance
- Much improved Marketing and Sales alignment

## **WHEN CAN YOU EXPECT RESULTS FROM MARKETING AUTOMATION?**

63% of companies see the first results of their marketing automation after six months.

74% of Net-Results customers report going live within the 1st month (vs 32% on Marketo and 44% on Pardot).

95% of Net-Results customers report getting a positive ROI on their investment within the first 12 months. By contrast, Marketo 57% and Pardot 68%.

# WHAT CAN YOUR ORGANIZATION DO TO GET RESULTS AS SOON AS POSSIBLE?

## Make sure you have the right people!

1. Marketers familiar with pipeline marketing are 48% more likely to see ROI greater than 1.5x.
2. Marketers who identify as pipeline marketers are 119% more likely to report sales and marketing alignment.

However, it's not easy to get those people. The two main challenges for implementing marketing automation are:

1. A lack of expertise and know-how, as well as,
2. A lack of human resources.

61% of companies agree that the implementation process of Marketing Automation was difficult.



Sources: Heinz, Reachforce and research partners "The State of Pipeline Marketing Report" (2016), Liana Technologies "The Benefits and Challenges of Marketing Automation" (2017), and B2Bmarketing.net and Circle Research "Benchmarking Report Marketing automation" (2015)

## **HAVE A VENDOR IN YOUR CORNER THAT CARES.**

Net-Results offers all customers unlimited, live, top-rated customer service and training. Included with every subscription. We'll train your team to become marketing automation experts. Got new team members coming after onboarding? No problem, we'll train them, too!

**Net-Results is the 1st choice of people buying marketing automation for the 2nd time. It's also the only marketing automation platform built around the concept of timing.**

Come join us for a free 1 on 1 product demonstration and see how Net-Results can help you reach your organization's growth goals.

**BOOK A DEMO**

