

# Marketing Automation— The Future of Lead Generation

Marketing automation is driving a dramatic shift in the B2B marketing landscape. Traditionally, Marketing and Sales have been near-adversaries. The promise of marketing automation is to turn that relationship into a coordinated and powerful partnership. It's truly the future of lead generation. Instead of describing it, I thought I'd share a few scenarios where we've applied this for our clients.

**A visitor to Acme Corporation's website** fills out a form to download a great new whitepaper. That visitor then gets automated follow up emails letting him know about upcoming webinars and new case studies he may be interested in. The emails and offers he gets are customized depending on his interests, preferences and the actions he takes.

**Acme not only keeps in touch with this new prospect**, but keeps track of his interactions with them. Over the next three months, the prospect opens three more emails, visits the Acme website six times, attends one webinar and visits at the pricing page (a big buy signal). Each of these actions builds his "lead score", and because his score is now indicating he may be ready to take the next step, he automatically receives a dimensional direct mail with a special offer. His information is then exported to SalesForce.com so that his salesperson can follow up with a personal call.

**When the salesperson is ready to contact this lead**, she can see his complete history and every interaction he's had so far with Acme. The salesperson sees that he was visiting the "mid-size business solutions" section, so she is able to save time by getting right to the solution that will add the most value.

**In addition to driving traffic to the landing page**, getting new prospects into the system, and developing valuable content, the marketing manager uses a feature that reports the names of companies visiting Acme's site. She sees a great would-be prospect that has visited four times in the last week. Through an integration with LinkedIn and Jigsaw, she looks up name of the IT Director there and sends the lead to the inside salesperson, along with a complete history of all the activity.

**Acme's inside sales rep also uses the marketing automation** system to monitor and filter Twitter posts for keywords indicating opportunities. She sees one from an IT Director saying that he needs to find a new software provider. The rep looks him up on LinkedIn and finds a mutual connection who makes an introduction.



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These are just a few use cases, but you get the idea. Take note, however, a good marketing automation program still requires smart, creative marketing and great content. What it does, though, is rev up the power of these assets. It improves marketing's effectiveness at generating great leads and allows the sales force to focus its time on closing the most promising opportunities. The result is like having an entire marketing and sales support staff, but without the salaries that this would require.

Pepper Group has taken a leadership role and invested heavily into marketing automation, and is one of very few firms with this level of expertise and technology. If you'd like to learn more about this emerging area, please give us a call to schedule a discussion and demo.