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Using Marketing Automation

Lead generation is one aspect of the online marketing game. Marketing automation software allows not only lead generation but incorporates comprehensive tracking of how your leads interact with your online marketing campaigns and your website, blog, and other marketing sites. Email service providers allow you to store leads into a list and send them emails, but marketing automation allows you the ability to track activities far beyond email opens and clicks. Because effective online marketing is about more than lead generation and email marketing.

Winning in business requires good information. Marketing automation software tracks everything your leads do in response to your online marketing campaigns, and turn that data into information that identifies your most responsive leads, and which are most likely ready for a sales conversation. This information allows you to focus your sales efforts and win more customers. If you want to grow your business, then utilizing marketing automation software is a must.

Does your sales process yield the results you desire? The fact is, most sales people don't make their quotas, and the churn of sales reps costs businesses a lot of money. What if you could increase your sales rep effectiveness by 30% or more? What if you could have more of your reps make their quotas? Marketing automation software can make that difference. By focusing your reps on the leads most likely to be sales-ready, and leaving the rest to your online marketing campaigns, you can increase your revenue and lower your cost of customer acquisition.

Knowing what interests your leads is critical to providing them with relevant information. Unlike the email marketing approach forced on you by the email service providers, where the same message goes out to your entire list, marketing automation allows you to automatically segment the messages your leads receive, so they are targeted directly into the interests they exhibit. This builds relationship, trust and regard between you and the lead. By tracking how each lead responds to your marketing, you are able to easily target much more relevant messages to those leads in real-time.

Building relationship, trust, and regard with your leads doesn't equate to a lot of time on your part, or on your sales people's part. Approaching the sales process with the idea of tracking everything leads do, and then automatically segmenting and nurturing them with relevant information as they move through the buying process, helps you optimize and focus your sale efforts. The end result is higher revenue, and lower cost of customer acquisition. Marketing automation software creates that possibility within your organization.

Learn more about how you can leverage the comprehensive lead tracking available with [marketing automation](#), and how affordable optimizing your sales process can be with the available [marketing automation capabilities](#).

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