Robotic Process Automation

- Robotic Process Automation (RPA) is a software technology that that makes it easy to build, deploy, and manage software robots that emulate humans actions interacting with digital systems and software.

- In other words, RPA performs digital tasks normally carried out by humans, pulling in data from one or more applications and using this input data to complete pre-programmed actions.

- Show your bots what to do, then let them do the work for you.
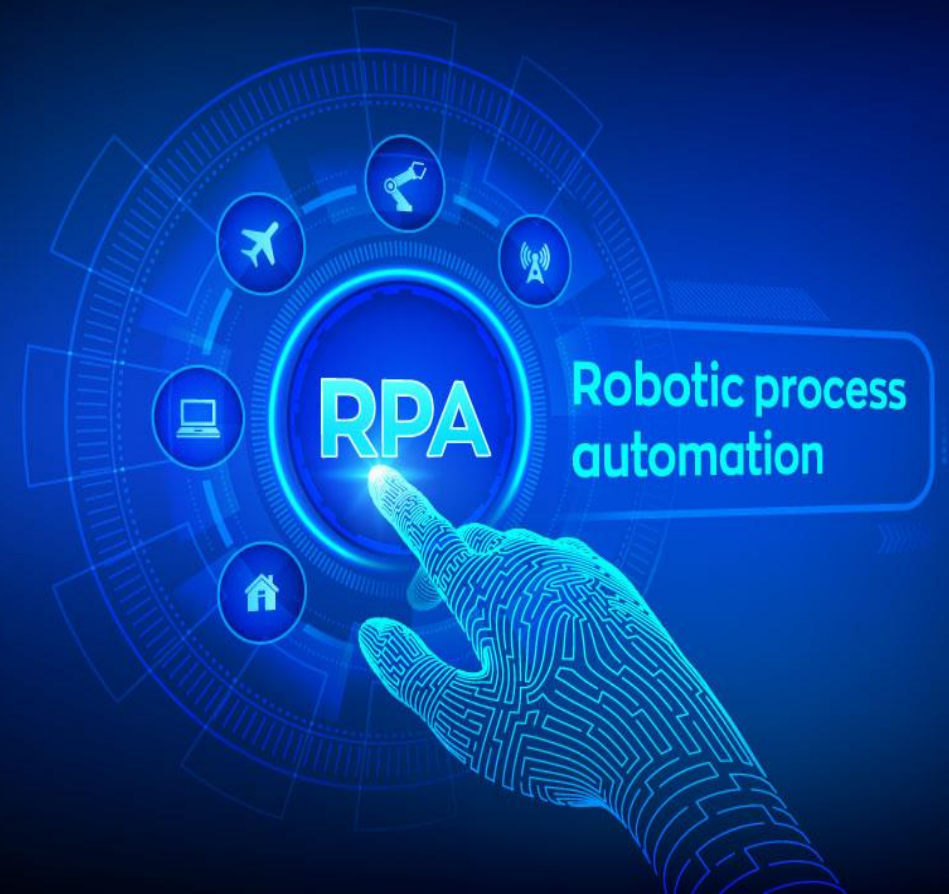
RPA in Marketing

- Robotic process automation carries out time-consuming, repetitive and large-scale tasks so marketers can spend more of their time on creative work that can't be automated.

Examples Of RPA in Marketing

- Data Extraction
- Data management
- Automatic Bid Adjustments
- SEO reports Automation

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Data extraction

- THERE IS NO DOUBT THAT DATA ENTRY IS THE MOST MONOTONOUS TASK BY YOUR EMPLOYEES. RPA IMPROVES PROCESSES WITH THE ABILITY FOR SIMPLE PROCESS RECOGNITION.

- ALSO, BECAUSE IT CAN CHANGE ALMOST ANY KIND OF TEXT INTO A SEARCHABLE AND EDITABLE MACHINE-ENCODED TEXT, IT ENORMOUSLY DECREASES THE REQUIREMENT FOR MANUAL ENTRY, PRODUCING QUICK AND ACCURATE RESULTS.

Data management

- SIGNIFICANT DATA CAN BE OBTAINED FROM VARIOUS SOURCES SUCH AS OPERATIONAL PERFORMANCE DATASHEETS, PERSONAL RECORDS, AND FILES, WHICH NEED TO BE CONSISTENTLY ANALYSED AND INTEGRATED. THE FINAL RESULTS MUST BE SUBMITTED TO THE BUSINESS EXECUTIVES IN DUE TIME.

- THIS PROCESS INVOLVES LOTS OF CAUTIOUS PROCESSING WHICH IS TIME-CONSUMING FOR EMPLOYEES. RPA ROBOTS CAN COMPLETE THE WORK FASTER AND ACCURATELY WITHOUT ANY COMPLAINTS.

Automatic Bid Adjustments

- IN GOOGLE ADS, YOU CAN SCHEDULE ADS TO SHOW AT SPECIFIC TIMES AND OPTIMIZE BIDS TO INCREASE DURING THE MOMENTS WHEN PURCHASE INTENT IS HIGHEST AMONG YOUR TARGET AUDIENCE.

- USING RPA AND INTELLIGENT AUTOMATION, WE CAN PULL IN HISTORICAL DATA TO LOOK AT EXTERNAL FACTORS THAT IMPACT SALES SUCH AS THE WEATHER, CONSUMER TRENDS, CURRENT EVENTS, ECONOMIC FLUCTUATIONS, CHANGES IN PURCHASE HABITS AND ANYTHING ELSE IDENTIFIED AS HAVING AN IMPACT UPON SALES.

- RPA CAN AUTOMATICALLY OPTIMIZE YOUR BIDS SO THAT YOU'RE ALWAYS GETTING THE BEST RETURN ON YOUR AD SPEND.

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SEO reports Automation

- TECHNICAL SEO CAN PUT A REAL DRAG ON RESOURCES IF YOUR SEARCH MARKETING TEAM IS MANUALLY RUNNING AUDITS AND REPORTS.

- BY AUTOMATING THESE AUDITS AND REPORTS, THESE CAN RUN CONSTANTLY IN THE BACKGROUND SO ISSUES ARE DETECTED RIGHT AWAY BEFORE THEY CAUSE ANY DAMAGE AND YOUR TECHNICAL SEO TEAM ONLY NEEDS TO JUMP IN WHEN AN ISSUE NEEDS FIXING.

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