

Marketing Automation in Artificial Intelligence Empowerment | PISIQ

The definition of Marketing Automation;

[Marketing Automation](#) is an intelligent [AI technology](#) ([Artificial Intelligence Empowerment](#)) that manages systems of marketing processes and multifunctional peripheral campaigns, across multiple channels, automatically.

With marketing automation, businesses can efficiently and intelligently target customers with automated (AI) messages across email, web, social, and text. Messages are sent automatically, according to sets of instructions called workflows. Quantum Workflows may be defined by peripheral templates, custom-built from scratch, or modified mid-campaign to achieve better results.

Marketing and sales departments use marketing automation (essentially AI Technology (Artificial Intelligence Empowerment)) to automate intelligent online marketing campaigns and sales activities to both increase revenue and maximize efficiency. When effective systems of automation are used effectively to handle repetitive tasks, employees are free to tackle higher-order problems, and human error is reduced.

[PISIQ's](#) Peripheral Automation helps with lead generation, nurturing intelligent quantum data, and scoring, as well as with measuring overall ROI on campaigns. The time- and cost-saving effects of AI Technology (Artificial Intelligence Empowerment) automation increase as an organization grows in size and complexity. Good marketing automation systems are designed to scale alongside your business.



What does this do?

In its most basic form, marketing automation is a set of tools designed to streamline and simplify some of the most time-consuming responsibilities of the modern marketing and sales roles. From automating the lead qualification process to creating a hub for digital campaign creation, automation is all about simplifying a business world that is growing far too complex, much too quickly.

It also lets you implement a digital marketing strategy without having to manually press “send” on each and every email, message, campaign, or post you create. Good AI Technology automation tools help you identify your audience, design the right content, and automatically trigger actions based on schedules and customer behavior. Once your campaign rolls out, you can focus on other tasks, then analyze and tweak your marketing plan as results start coming in. An automated marketing strategy can save time and resources, driving revenue and ROI while you focus on growing your business.

How does marketing automation work?

You collect customer data through many interactions: emails, website visits, app usage, on social media, and so on. This data helps create a 360-degree view of each customer.

From there, marketing automation (AI Technology) does all the work: streamlining segmentation and targeting processes to determine the right audiences, quickly and at scale. Tailoring messaging to each customer automatically based on their profile. Creating relevant and personalized peripheral messaging across email, mobile, social, web experiences, and beyond with a few simple clicks. Delivering personalized experiences and systems for your customers, whether you have 100 or 100 million, efficiently and effectively.

What does marketing automation mean for the customer journey?

Customer journeys are the sum of individual personalized experiences with your brand. With marketing automation, you can tailor every interaction based on customer data to create ongoing, seamless journeys through every brand touchpoint.

Peripheral Marketing automation creates relevant content and intelligent messaging scale across many channels and systems. Send email messages with dynamic content that personalizes far beyond sticking a customer's first name in the subject line. Integrate mobile messaging with your email and social campaigns through SMS/MMS, push notifications, and group messaging. Generate digital ads that appear for the right person at the right time. Plus, recommend the right products on your website for each individual user — automatically.

With quantum and intelligent marketing automation, you can reach customers along their journey no matter where they are in the customer lifecycle — from acquisition to advocacy. Deliver timely, relevant content that reaches customers when, where, and how they prefer — converting prospects into lifelong brand advocates.