

Marketing Automation

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Marketing Automation acts as a centralised control centre to manage all your marketing activities. It provides the tools to refine, execute and measure unique approaches for different audiences, in order to better influence and guide your prospects towards action.



The right
message



For the
right person



At the
right time

The power has shifted in B2B purchasing from the sales person to the buyer. It is now easy for prospects to independently research solutions to their problems. When the prospect finally reaches the sales person, they have already reached the later stages of the buying cycle.

This is a problem. Undifferentiated mass marketing communications can never be as effective as even the most basic sales methods.

If a sales person meets a CFO at an event for *accountancy* in the *manufacturing* industry with an intent to buy a new service in later *this year* he will treat that prospect accordingly. He will speak in the language that the CFO uses and understands, he will attend the events where he can meet and network with the CFO to influence the decision over time and he will show the CFO examples of other *manufacturing* companies who use his *accountancy* products.

He won't (or shouldn't) pester the CFO or bombard with information about irrelevant products.

Marketing Automation tracks our prospect's digital journey for signals of intent and combines it with offline interactions and demographic information to deliver truly personalised buyer journeys.

Ultimately – we take those simple and effective sales methods and apply them to the marketing journey.

The prize for those who succeed in automation is a marketing process that improves conversion at every point in the funnel, reduces the length of the buying cycle and that scales.



Marketing Automation – Consultancy

Introducing Marketing Automation into a business effectively means a fundamental reimagining of the sales and marketing process along with integrating new technology with existing systems.

Our job is to minimise the time from the initial purchase of your marketing automation platform, to an effective implementation, delivering pipeline and value.

Our process



We'll help devise tracking for the significant moments in your buying cycle.

We'll implement multi-touch attribution for a more complete story about every buyer journey, based on responses to nurture campaigns, event attendance, content interaction and site visits.

From here we can build out reporting to illuminate the success (and cost) of every marketing activity. By tracking the relative cost-per-lead against the activities that actively convert initial interest into business, you can plan more effectively and squeeze the most value from your overall marketing spend.



Marketing Automation – Projects

For businesses who already have marketing automation in place, we can offer support on a project basis to create specific programs for:

Account Based Marketing

Speaking specifically to the key accounts that are most valuable to us and most likely to convert.

Using detailed knowledge of our key accounts including which competitor products are used and contract-renewal dates to win high-value business.

SaaS product purchase lifecycle

Driving the entire client journey from awareness to trial sign-up to purchase.

Contract renewal

Using marketing to support the Account Management. Measuring positive and negative signals of re-signing intent to reduce customer churn and increase contract value at negotiation.

New customer onboarding for product adoption and activation

Reducing the overhead on technical and Account Management staff by guiding new customers along the optimum new client journey. Providing the right information at the right time and driving the use of key functionality that correlates with long-term retention.

Entering new markets or territories

Increasing awareness and brand preference to enable higher telesales conversion.



Interested? We would love
to hear from you.

Talk

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