

How Scary Is The Future Of Marketing?

Dan Radu

What is Marketing Automation?

The Road to Modern Marketing

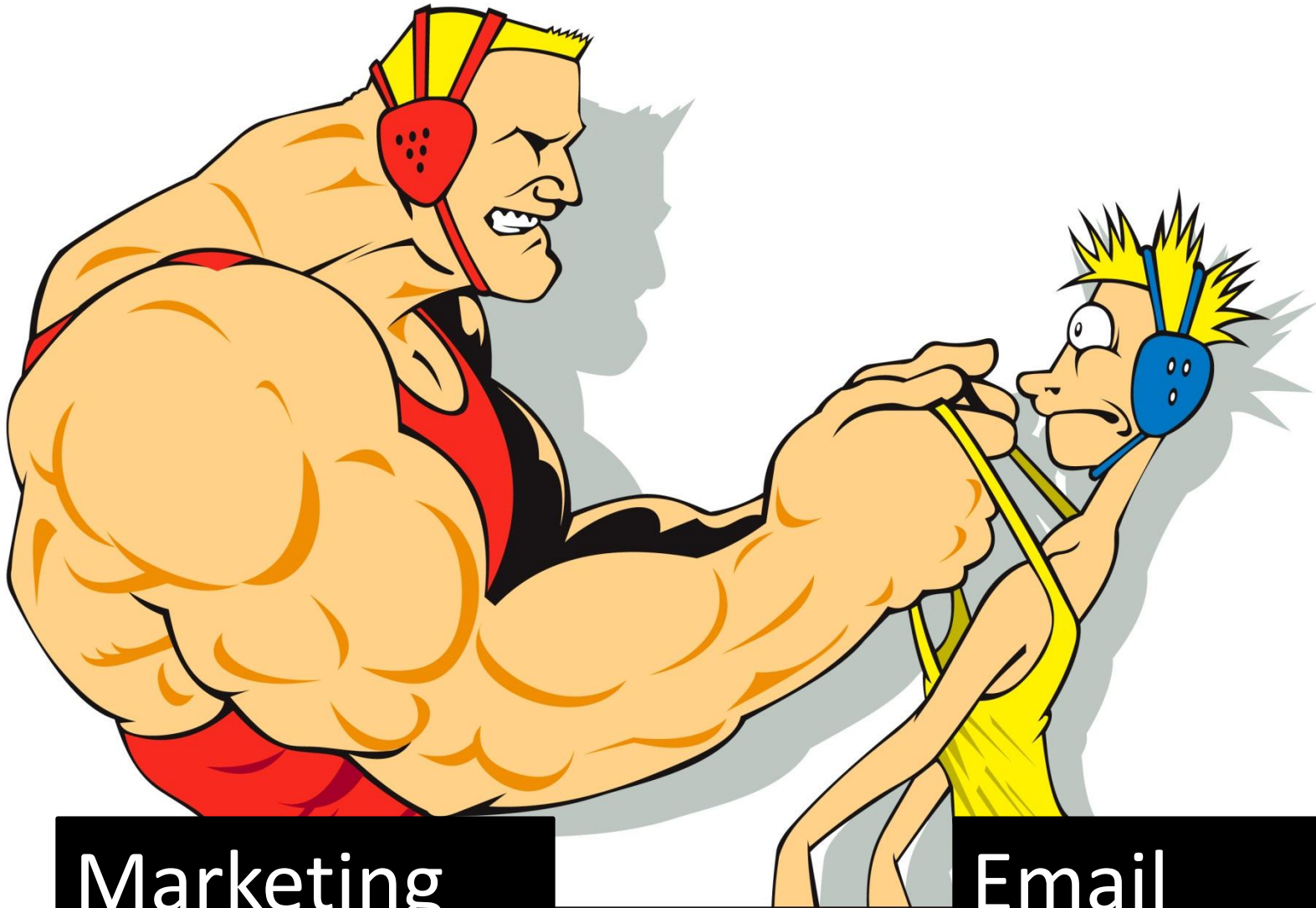
Eloqua,
Oracle

The Coming Era of 'On-Demand' Marketing

McKinsey
& Company

The Agency of the Future

Marketo



Marketing
Automation

Email
Marketing

Marketing Automation vs. Email Marketing

	Email Service Provider	Marketing Automation
Send Mass Emails	YES	YES
Tracks Open Rates and Clicks	YES	YES
Easy to Build Landing Pages		YES
Easy to Build Web Forms		YES
Easy to Create Multi-Step Campaigns		YES
Covers Offline, Social Media and More		YES
Data Deduplication and Cleansing		YES
Lead Scoring		YES
Automated Lead Nurturing, Recycling		YES
Passes only Qualified Leads to Sales		YES
Measures Revenue Impact of Marketing		YES
Monitors Website Lead Activities		YES
Tracks Anonymous Website Activity		YES
Integrates w/ Data Append Services		YES

When You Graduate from Email Marketing, You Marketing Automation



Email Marketing

Marketing Automation

What is the Point of This?

1. Lead Generation
2. Track Marketing Revenue
3. Automation of Tasks
4. All-in-one Marketing System
5. Integration with Sales CRM

MIDDLE OF THE FUNNEL

INQUIRES



MARKETING QUALIFIED LEADS (MQL)



SALES QUALIFIED LEADS (SQL)



SALES



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Lots of Tools to Choose From

ORACLE | eloqua.


Marketo

 SILVERPOP

Infusionsoft.
Small Business Sales & Marketing


PardotTM
an ExactTarget company

HubSpot

act|on

emarketeer 
.com

Net-ResultsTM
MARKETING AUTOMATION

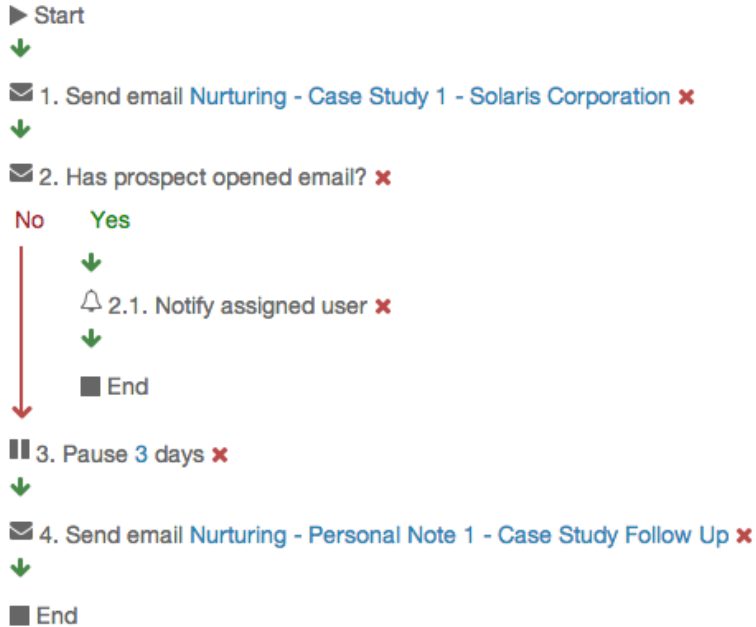


Website Visitors

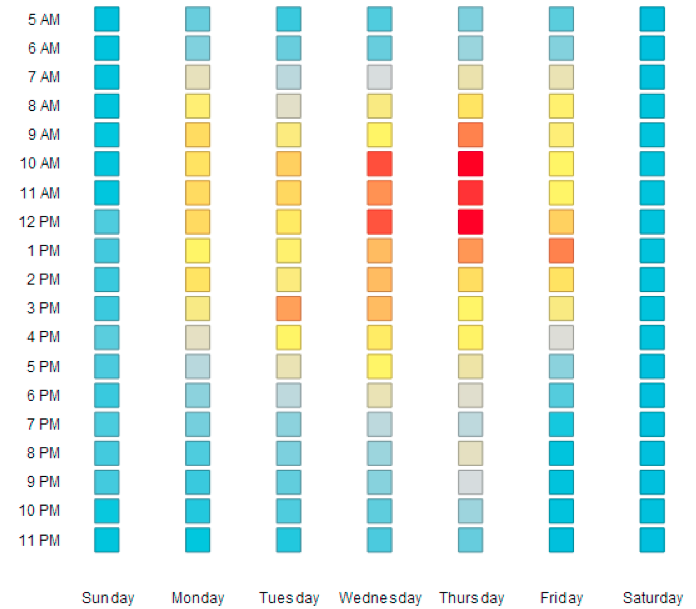
Visitors: 3 Known Prospects + 151 Anonymous Visitors from 19 Companies

Anonymous	Known	Customers	ISPs	USA Visits Map	World Visits Map	Twitter Prospects
Visitor Page Visits Last Visit						
CenturyLink 3 7 days ago						
Company Info LinkedIn Google Add to Alerts Mark as ISP Mark as Customer						
Airtel Broadband 2 2 days ago						
Bangalore, Karnataka <i>India</i> Clickthrough From: www.macromator.com						
London School Of Science & Technology 1 3 days ago						
Bishops Stortford, Hertford <i>United Kingdom</i> Clickthrough From: www.google.co.uk						
Denver Center for the Performing Arts 1 7 days ago						
Denver, CO Search Term: marketing database rules of use						
Auckland University of Technology Network 1 6 days ago						
Auckland, Auckland <i>New Zealand</i> Clickthrough From: www.google.co.nz						

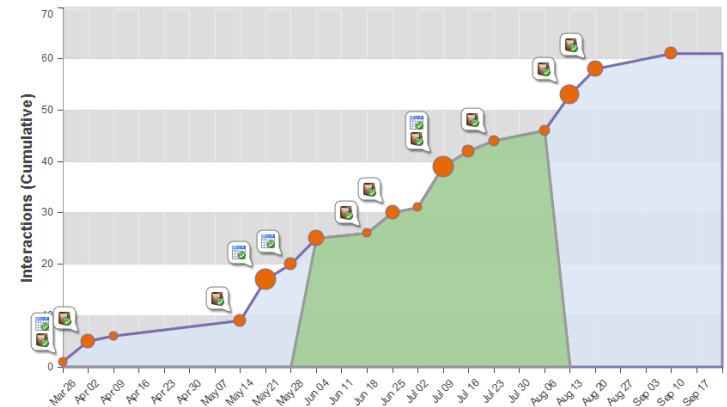
Drip Campaign Logic



Email - Click Activity Head Grid



Influence Analyzer



How it Works? – The Scary Part?

1. Lead Scoring
2. IP Matching
3. B2B Data Acquisition
4. Progressive Profiling
5. Interaction History
6. Works Flows - IFTTT

Marketing Automation Example

- <http://bit.ly/InboundTO>



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