

Marketing Automation Progression

YOUR REQUIREMENTS. YOUR PACE. YOUR RATING.

Successful companies know that when you identify where you are and look at where you want to be you can execute with focus and purpose. Top leadership from all over the world come to Leadous to be guided through the marketing automation progression model.



THE PHASES OF MARKETING AUTOMATION PROGRESSION

PHASE 0 | EXPERIMENTAL

Prior to Adoption

Progress Triggers: Need to create more efficiencies and a strategic approach.

People: Leadous will support your team with key services such as campaigns on-demand and automation evaluation.

Process: Signs of misaligned cross functional teams and processes that do not tie in systems.

Automation Technology: Here an occasional event and practice of one-off emails stand out as a clear need to create efficiencies.

Business Impact: Lack of visibility and no metrics related to demand generation.

PHASE 1 | FOUNDATIONAL

Single-Point Engagement

Progress Triggers: When there is a desire to showcase ROI and MAP your customers' journey is a good indicator you're ready to move to phase 1 and really start seeing some results.

People: Great training opportunities for your team around programs and campaigns.

Process: Here you automate with processes that are well thought out and repeatable.

Automation Technology: A huge focus here will be integration with your CRM and the start of basic programs and campaigns leveraging a comprehensive automation technology.

Business Impact: Now you can work off of some key baseline metrics to measure your progress and set goals with your team.

PHASE 2 | EXPANDED**Multi-touch Nurture**

Progress Triggers: Advanced automation skill sets will be helpful to support the need for more holistic data requirements.

People: Expertise around ABM optimization, web personalization and attribution becomes a focus.

Process: Funnel visibility and lead life-cycle are key items built into a strong process at this stage.

Automation Technology: Now we can look at things such as predictive web content, revenue model attribution and other advanced integrations.

Business Impact: Clearly measured revenue performance.

PHASE 3 | ADVANCED**Predictive Engagement**

Progress Triggers: Training will start to be viewed as a priority and ROI on your investments become measurable.

People: As you progress, KPI's and reporting will be a top training priority for your team. Along with a focus of campaign Strategy and Planning from experts at Leadous.

Process: Sales and marketing alignment and lead quality management are a few of the areas that will start to be prioritized.

Automation Technology: Other accessory features and solutions can be added in this phase, such as social and ABM capabilities.

Business Impact: You will see lead conversions greatly increase in this phase, adding to your business results.

PHASE 4 | GLOBAL**Omi-channel**

Progress Triggers: Enterprise wide buy-in.

People: Custom training and managed services are a few of the areas of expertise leveraged here.

Process: Predictive modeling, attribution for allocation and a fully-leveraged stack are clear indicators of this advanced stage.

Automation Technology: Key areas such as lifecycling modeling, predictive scoring and advanced analytics are included in the more complete MARTECH stack.

Business Impact: Attribution is a clear business performance indicator at this final stage.

ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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