LEADOUS

The Rise of Marketing Automation as a Service

How "Do More With Less" Created a Need for Marketing Automation Accelerators

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Introduction

We've all heard the term "do more with less" - and it's often one of the first things applied to a marketing team that needs to scale up and support a growing business without a drastic increase in budget.

Marketing automation is often the driving force behind these scaling marketing engagement and growth strategies. It can help scale operations for your sales and marketing organization. As your business grows, often so does the workload (and expectations of ROI) on your marketing and sales teams.

But managing the complexity of a marketing tech stack that can support high-growth is a time consuming, and often expensive process. Enter the rise of Marketing Automation as a Service, for businesses that value efficiency, speed, and value from their technology.

In this white paper, we will examine Marketing Automation as a Service, why marketing automation is so valuable to organizations, the costs, and complexities of marketing automation, and finally how Marketing Automation as a Service (MA-aaS) can solve these challenges.

What is Marketing Automation?

The basic underlying technology behind Marketing Automation as a Service, or MA-aaS, is of course marketing automation. So what exactly is marketing automation?

According to Marketo, the simple definition of marketing automation is "a software platform that streamlines, automates, and measures marketing tasks and workflows. This allows you to be more efficient, increase revenue, and grow into a more powerful marketing team."

Let's take this one step further and unravel what those automating tasks and workflows should encompass. Common marketing automation features include:
- Email marketing and landing page creation
- Campaign tracking and measurement across all digital channels (ads, social media, website, etc) to ultimately measure ROI
- Lead nurturing and scoring
- Website personalization
- Audience segmentation
- Customer retention, cross-sell and upsell campaigns
- Attribution

A tool that can automate and centralize the management of cross-channel campaigns is going to be useful for any marketing team that needs to streamline their efforts and scale up marketing programs. And it's clear that teams who leverage marketing automation are simply more successful marketers. According to the Aberdeen Group, top-performing firms are 67% more likely to use marketing automation technology.

However, you don't just "turn on" marketing automation and instantly become a top performing marketer. In order to see the benefits from marketing automation to your bottom line, you must use your marketing automation platform to its full capacity. And this is where the challenge comes in. When the sky's the limit of what organizations can accomplish by automating their marketing campaigns, often teams get stuck in the minutiae and complexities of the strategy and planning.

According to the Gleansight Benchmark Report, only 20% of companies were using their marketing automation technology to its full capacity. And a huge majority, 70% of marketers, were only using marketing automation for batch and blast email marketing instead of the automated campaigns it's capable of powering.

Barriers to Marketing Automation

If marketing automation technology is the common thread in successful marketing teams, specifically teams looking to grow and scale their strategy to support an increase in revenue, why isn't it used to its full potential? And why do some organizations not use it at all?

To answer these questions we need to examine two barriers to successful marketing automation implementation: complexity and cost.

Complexity

The top reason organizations do not implement a marketing automation platform, according to the Aberdeen Group, is a lack of mature marketing processes. Marketing automation is not a set it and forget it tool. In order to implement correctly, and continue to tune to meet the needs of your organization, it'll take time and patience.

Here are some of the complexities that commonly arise with marketing automation implementations:

Speed of deployment
It takes significant time to get your marketing automation platform up and running efficiently if you want to build a foundation that can truly scale with your organization. You'll need to align your implementation strategy with your existing tech stack for integrations as well as get stakeholders across sales, operations, and marketing at the table to agree on your foundational strategy.

Marketing expertise
Because you'll always need an expert to manage and maintain campaigns, it's important to have the right combination of in-house marketing expertise (which can often be hard to hire and retain) or outside agency support. "Lack of Employee Skills" was highlighted by 28% of respondents in a Marketing Automation Trends Survey by Ascend2 as one of the most significant barriers to successful marketing automation.

Strategic and tactical effort
The effort to build, test, and launch your initial multi-channel campaigns often takes complex tactical planning. A whopping 58% of marketers in the Ascend2 Marketing Automation Trends Survey said that "lack of an effective strategy" was the most significant barrier to successful marketing automation.

Cost

The other common barrier to successful marketing automation is cost. The initial setup and training can be a significant cost barrier for some businesses if you don't currently have an advanced Martech stack or a team with experience managing marketing automation tools.

In addition, there will always be an increased cost to maintain and evolve your automation stack as the business, and your marketing needs grow. In short, add-ons will be necessary, whether they are for an interactive web chat, website personalization, AI, ABM, the possibilities are endless and the price tag can keep increasing!

For many businesses, there's a clear ROI to investing these costs in your own direct platform, but for SMBs, or businesses who prefer to pilot a tool before you make the investment, it can be tough to justify the initial spend of marketing automation.

What is MA-aaS?

For organizations that want to join the best-in-class marketers who are getting serious ROI out of marketing automation. Yet don't have either the in-house expertise or the budget to immediately invest in marketing automation without proven results, Marketing Automation as a Service (MA-aaS) is the solution.

Marketing automation as a service is essentially renting access to the full marketing automation platform capabilities. By partnering with an agency, your organization will gain full access to the platform, complex setup, and tactical work, so you can focus on results.

MA-aaS often will involve different levels of support depending on the agency you partner with. Here are a few features to be on the lookout for if you're deciding if partnering with a marketing automation firm makes sense for your use case:

- What are the database size limits?
- What are the content limits?
- How many campaigns are included and is the strategy and planning for those included?
- How many emails per month?
- Is reporting included? What's the cadence (weekly / monthly) and do they include strategy meetings?
- Are automated alerts included?
- Are lead scoring and/or lead lifecycle maintenance included?
- Is the standard technical setup and implementation included?
- Will there be training for our in-house team?
- Will there be a full strategy and plan for future marketing automation growth plans?
- Is there a MA-aaS commitment expiration date?

Questions to ask to determine if MA-aaS is right for your organization

Marketing Automation as a Service works best for companies that see a vision for marketing automation. Companies that want to take a step by step approach to ensuring they have all of the components in place to fully leverage the breadth of features and capabilities of their platform.

Marketing automation can be extremely powerful, or extremely cumbersome, depending on what your goals are, and how you want to get there. One of the reasons Leadous works exclusively with Adobe + Marketo Engage is for its power and ability to scale from small and medium businesses up to huge enterprises. Across business sizes and structures, MA-aaS can be a clear path to more efficient, effective marketing, with a crawl before you run approach.

Small to Medium Sized Businesses Use Case
MA-aaS is a good fit for small to medium sized businesses that don't have the resources to launch a marketing automation practice. Yet want to lay the foundational components and plan to make the engagement economy a critical component of their future strategy.

Enterprise Businesses Use Case
Enterprise clients can stand up MA-aaS as a sort of pilot use case in order to validate their automation strategies and begin to build their marketing automation value story without having to outlay the full investment initially.

Here are some key questions to ask to determine if you're ready for Marketing Automation as a Service:
- What marketing automation features do I need?
- Is it the best time for me to fully commit to a marketing automation platform?
- Have I outgrown the platform that I have been using?
- Do I have the expertise on my team to run my automation initiative?
- What business case can I build to move to a more powerful platform?
- Do I have the expertise to outline the automation strategy, and how it will need to change, as our business grows?
- Do I have the company buy in to make a large technology investment at this time?

Leadous MA-aaS Accelerator

Next Level Marketing Made Easy

Leadous has partnered with Adobe to bring best in class automation into the hands of those that are evaluating marketing automation platforms through the introduction of MA-aaS. Leadous' MA-aaS offering gives your team the opportunity to leverage technology and experience the value of Marketo Engage, a result driven marketing automation platform.

Leadous' MA-aaS offering gives organizations the ability to fill all of the gaps, test, refine and plan for expanded use of Marketo Engage and its powerful features that drive digital demand generation - all the while proving ROI and building the business case for Marketo Engage in the future.

MA-aaS will help you drive business results and increase customer engagement while being supported by certified automation experts who leverage best practices to drive results.

What's included in Leadous' MA-aaS offering:
- Strategy, technical prowess, and campaign execution by Marketo certified experts
- Marketo Engage License
- Access to the full feature set
- Data backed results

Conclusion

Marketing Automation as a Service has emerged as the solution for organizations, across sizes, looking for a way to scale up their marketing efforts and deal with the pesky never-ending mantra to "do more with less." If your organization needs to see results, quickly, it might be the right solution for you.

ABOUT LEADOUS INC.

Leadous believes 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.

Our HAPPY CLIENTS are how we measure our success.
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