

# 5 WAYS TO DRIVE SALES with Marketing Automation

To meet the changes in buyer behavior brought on by the internet and social media in recent years, companies have changed the way they sell. In this changing buyer's landscape, marketing automation has become a valuable tool for driving sales.

**50%**  
of qualified leads are not ready to purchase immediately

Today's buyers are anywhere from **two-thirds to 90%** of the way through the buying process before they reach out to a vendor

**67%**  
of the buyer's journey is now done digitally

## PERSONALIZING COMMUNICATIONS

Personalization is an effective tool for grabbing your audience's attention and boosting sales. You can use dynamic content to add personal touches to email templates within your marketing automation solution, inserting information from the CRM record like name, geographic location, company name, industry and so much more.

*Personalized emails improve click-through rates by 14% and conversion rates by 10%*

## ENCOURAGING RENEWALS

An automated customer retention campaign helps customers stay connected with your company and builds trust with your brand. The messaging, structure and timing within a renewal campaign will vary greatly depending on your industry and sales cycle, but they can all help ensure repeat purchases.

*It costs five times more to acquire a new customer than to keep an existing one*

## GAINING INSIGHTS

Web intelligence in a marketing automation platform is the end of traditional cold calling. While your sales team still needs to make sales calls, they aren't flying blind when it comes to prospects that have completed forms on your website. They know the web pages a lead has visited, so they can tailor that first call or email to suit each individual and their interests.

*Marketing automation drives a 14.5% increase in sales productivity*

## NURTURING LEADS

Campaign automation, also known as nurture marketing, involves sending a series of relevant and timely communications to prospects or customers. These automated campaigns create a personalized experience by responding to each recipient's actions and are an effective way to keep your company top of mind until a prospect is ready to buy.

*Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost*

## CROSS-SELLING

Existing customers are a great source of new sales, and often require less effort to close than new leads, especially when using marketing automation combined with CRM. The survey tool in a marketing automation platform can help tap into what customers really want in their next purchase from your company and help you tailor your messaging to those preferences.

*Highly-engaged customers buy 90% more often and spend 60% more per transaction*