

# Marketing Automation: The Pros And Cons

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# The Rise of Automation in Marketing

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Marketing automation refers to a software system that helps streamline marketing processes to support campaigns through management, behavioral analysis, and website monitoring.

## AIM

- Improve efficiency in operations.
- Ultimately, to increase revenue.

## GOALS

- Make communications more personalized for customers.
- Create simpler campaign management for more effectivity.

## Why Automation?

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### **RELATABILITY**

The priority of relatability as something a customer appreciates more in today's day and age. They prefer businesses who provide them with values they resonate with.

### **TRUST**

Successful use of automation in marketing delivers value through continuous build of trust with the customer base.

### **CUSTOMER EXPERIENCE**

The ability to reach a wider audience beyond their physical location and to engage with customers and build relationships, which can lead to increased loyalty and repeat business.

# Types of Marketing Automation Software

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- ▶ **Customer relationship management (CRM):** automate sales processes, help manage customer, order, and product data.
- ▶ **Email marketing:** facilitating email marketing process. Setting up of lead generation forms, tracking success of campaign.
- ▶ **Social media:** automates social media marketing, including content publishing, scheduling, monitoring, and analytics.
- ▶ **Analytics:** presents data in a visual format, identifies patterns in pre-existing data.

# Benefits of Marketing Automation

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## BETTER UNDERSTANDING OF CONSUMER BEHAVIOR

1. Customer interactions with your business is recorded as data that can be automatically analysed.
2. The more data you have on how customers interact with your business will give you insight to understanding their values.

## ENHANCING CUSTOMER EXPERIENCE

1. Personalized campaigns that are targeted to certain audiences generally perform better.
2. Creating individual experiences for customers may lead to better engagement and increase in sales.

## MAXIMIZING LIFETIME VALUE

1. Get existing customers to spend more time on your business.
2. Retain existing customer base through loyalty campaigns.
3. Re-engage with existing customers through automated request for feedback and reviews.

# Drawbacks of Marketing Automation

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There is a risk of businesses that become too dependent on technology.

A lack of creativity and flexibility is detrimental to a business.

## **LACKING PERSONAL TOUCH**

Automated messages can come across as generic and stiff.

## **LESS FLEXIBLE**

Difficulty in responding and adapting to changes in market or consumer behavior.

## **INABILITY TO REPLACE HUMAN INTERACTION**

Automation cannot replicate emotional connections.

# Importance of Balance

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- ▶ Businesses must be able to have a good balance of utilizing technology of automation tools for more efficiency without sacrificing human interactions and creativity.
- ▶ Help of automation alone cannot give you the results you desire.

# Navigating the Technology

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## **KEEPING PEOPLE IN CHARGE**

Have people with the right sector-specific expertise optimize automation tools.

## **UNDERSTANDING DEMOGRAPHICS**

Customer needs are diverse, and so are their experiences.

Statistically, Baby Boomers and Gen X prefer empathy over automation.

## **USE HUMAN-LIKE RESPONSES**

Natural language processing (NLP) help systems understand context for conversational responses and potentially make customers feel more comfortable when engaging with automated systems.