Selecting the Right Marketing Automation Tool for Your Business: A Buyer's Guide

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Marketing Automation Solution

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Marketing automation software is essential for every business to be successful. However, this type of software doesnt come with a small price tag. Some of the best marketing automation tools start at a few hundred dollars a month and span up to thousands, making it a significant investment for any company to make. Despite the sizeable monetary investment, employing marketing automation software will help your business grow and become successful for years to come. Lets explore the possibilities.

What Possibilities Does **Marketing Automation Software** Offer?

Marketing means many different things for a business. Your company may use email marketing and social media marketing to achieve your goals. Or, depending on your industry, you may incorporate content marketing into your overall strategy. The first possibility that a marketing automation platform gives you is automating each marketing process used at your company. You can target your customers across all web-based platforms and social media channels with just one piece of software.

In addition to automating all of your marketing techniques, a marketing automation platform allows you to provide personalized solutions for every single customer across every single campaign. This includes customized emails as well as customized suggestions based on buyer behaviors. A marketing automation software also helps you generate more leads for your sales team to pursue while also showing them which leads are worth pursuing in the first place. The possibilities a marketing automation software offers are endless, especially with the introduction and integration of AI technology. An entire newly automated world is at your fingertips. Next, let's examine the benefits and features of marketing automation software and consider them before purchasing.

What to Look for If You Are an **eCommerce or Retail Store**

eCommerce and retail businesses are unique types of companies, and because of this, they have different needs. An eCommerce outlet requires customized tools for the buyer's journey, and not all marketing automation platforms are set up to fulfill those needs. You'll want to be sure to select software that is explicitly designed for an eCommerce store.

For many eCommerce retail outlets, cart abandonment is a significant issue. With the right marketing automation tool in your arsenal, you can target would be customers and help them complete the sale. Other essential features available in a marketing tool include personalized email marketing campaigns, automated drip campaigns, and scheduled social media posts.

Before Marketing automation

After Marketing automation

Marketing guesses whether leads are hot or cold. Sales teams waste time on leads that are unlikely to buy.

Marketing scores leads based on their interaction with your content and offers. Sales only receives hot leads.

Marketing takes the next step in the funnel when they are able or ready to.

Software automatically takes the next step in the funnel at the optimum time.

Marketing uses intuition about the best steps to take.

Marketing analyses interaction to ensure the most effective step is taken every time.

Features and Benefits

Marketing automation tools come with a long list of features that vary based on the platform. Before purchasing, you want to consider the features you need now and ones you can grow into. Here are the key features you should look for to help your business succeed.

Omnichannel Marketing Automation

Doing anything manually is a time suck, robbing your team of precious hours we don't have in the fast-paced digital world we live in. Of the many features that come with this type of software, automation is one of the most valuable. It enables you to automate complicated processes like email marketing, social media marketing, and content marketing among other operations. Best of all, you only have one platform to manage instead of four or more.

AI Technology

AI technology has invaded everything we do, and innovative businesses everywhere are taking advantage. AI gives us the ability to achieve things that were once impossible, and while not every marketing automation software platform utilizes AI technology, the best ones do. And that's something worth considering.

Enhanced Customer Interactions

When it comes to customer interactions in marketing software, the first thing that comes to mind is AI technology. Not only can you use it to create an omnichannel experience through chatbots and assist customers in the buying process, but you can also leverage its power to create personalized content and emails.

Voice and Visual Search

With the introduction of platforms like Amazon Alexa and Google Home, voice searches have become the trendiest new option. Image searches have also become popular. Using AI technology, your company can integrate these features for better leads and grow a happy customer base.

Automated Campaign Creation

There were days when customer campaigns were built from scratch, and that took thousands of employee hours to complete. Marketing automation completes the process for you in record time. By utilizing CRM data and customer analytics, custom automated campaigns are now at your fingertips. You can even create and save email templates for every occasion.

Visualization and Dashboards

With marketing automation software, all of your most valuable information is front and center. Meaning, all of your marketing channels are in one place and visible for everyone to understand and use.

All Channels in One Tool

Providing an omnichannel approach is a fundamental piece of creating a sound marketing strategy. So, naturally, having a marketing automation platform that can cater to all of your essential touchpoints, including email, social, web, eCommerce, and SMS, in one place is invaluable.

Ready to Use Templates

This feature is something not every platform offers, but everyone needs. A marketing automation tool that offers this can be a great differentiating factor. Thankfully, Factoreal packs all these features and more. Now, let's take a look at the benefits that come with using the right tool.

# Benefits of Marketing Automation Tool

Time Saved

Any marketer will tell you that the most significant benefit of marketing automation is that it reclaims your sales and marketing teams' countless hours doing repetitive tasks like data entry. Introducing automation software into your strategy also enables you to streamline several processes and empowers your team to dedicate more time to innovative ideas and strategies.

Improved Buyer Relationships

The relationship you have with your customers matters. You want them to trust you, provide valuable feedback, and ultimately become a brand advocate. One of the best ways to accomplish this goal is to understand your customer's wants and needs.

This is where employing marketing automation software comes in handy. It can help you process data and rise to meet customer needs, showing them that their experience is important to you.
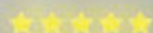
Scaled Up Marketing Operations

Sometimes when you scale up your marketing operations too quickly, you can lose quality in your product overall. By purchasing a robust marketing automation platform, you can scale your marketing efforts rapidly without compromising the product you are delivering. It allows you to meet thousands of customer needs in a personalized manner within a short period. Your software handles thousands of tasks that your employees will no longer have to complete, giving them time to focus on your customers where it matters.

Multiple Touchpoints to Drive Revenue

our employees can only keep track of so many omnichannel activities. Using technology to manage each applicable channel, you can use personalized email reminders, scheduled social media posts, and up-selling to impact revenue.

Visibility in Marketing and Sales Team Processes

A common rift in the sales and marketing team partnership often results from a team member losing track of a lead throughout their customer journey. Sometimes this misstep is the determining factor in whether a lead becomes a customer or goes inactive.

When you implement a marketing automation platform, there no longer remains the need to hold specific staff accountable for certain points in the pipeline. Such a platform offers transparency, showing you clearly where the customer's journey was affected to create a customized solution for the future.

Improved Segmentation

Think of segmentation as different types of customer channels, such as age, interest, and whether they're a first-time buyer. There are thousands of options across various categories! You need only uncover which one benefits your company. Using the AI technology integrated into most marketing automation platforms, you can test each channel and get results to customize new campaigns based on different buyer trends.

Higher Conversion Rates

Gone are the days of targeting customers who don't want to buy your product. You can now see where your efforts are better suited and target customers you are likely to convert while letting the customers who won't convert fall to the wayside. Spend your time where it matters.

Increased Employee Productivity

Most employees don't enjoy tedious tasks. They are more likely to put them off altogether. According to SmartSheet, more than 40% of workers surveyed report they spend at least a quarter of their workweek on repetitive tasks. By leaving the manual marketing tasks to your marketing automation software, your employees can spend their time where it matters. Like on building meaningful, lasting customer relationships.

Improved Workflow

Companies of all sizes and industries have a million daily tasks to complete, and it can be challenging to keep track of them across multiple platforms. The beauty of a marketing business solution is that it allows you to keep your workflow process streamlined in one central location for easy access, communication, and execution.

Concrete Measures of Success

How do you know you are succeeding with your customers? You need concrete data to see where you are growing and where you are failing. Once again, marketing automation software comes to the rescue. It can show you where you are ahead of the curve and where you could improve, all with accurate, quantifiable numbers and statistics. That means your next customer impression might
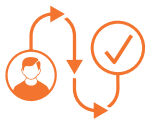
Personalized Buyer Journey

If you have thousands of customers, it can be challenging to personalize solutions and campaigns for each one. The problem is buyers want personalized solutions. They practically demand it. They want to feel like a brand cares about their specific needs and overall experience. By using technology like a marketing automation tool to collect data from each customer, you can craft a personalized solution that resonates with every desire and stage in the customer journey.

Better Leads

Not all leads are created equal. Every company wants prospective buyers to convert, and that's what marketing automation software will give you. You can use your software to set the criteria that defines a qualified lead, and then use it to identify which leads have potential, so you follow the right leads every time.
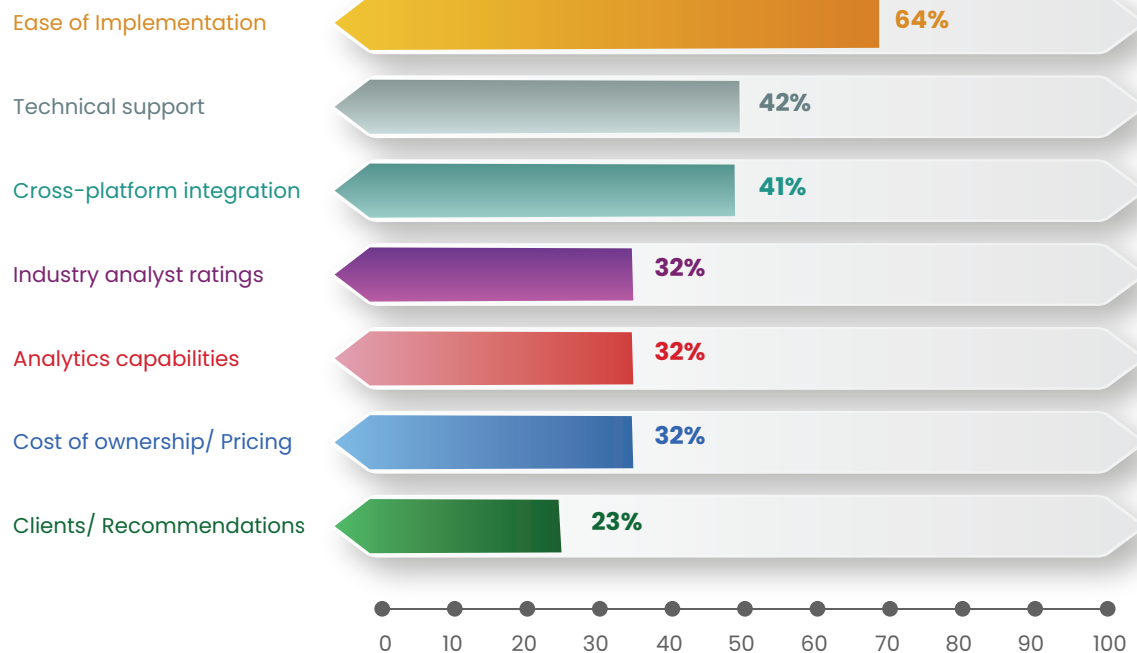
Centralized Reporting and Analytics

There's a reason that Google Analytics is so crucial to web-based services. Analytics offer us customized information we use to be better at what we do. Marketing automation platforms, too, offer us analytics and reporting to customize our process and perfect the buyer journey.

What are the most important EVALUATION CRITERIA for selecting a marketing automation system ?

Criteria	Percentage
Ease of Implementation	64%
Technical support	42%
Cross-platform integration	41%
Industry analyst ratings	32%
Analytics capabilities	32%
Cost of ownership/ Pricing	32%
Clients/ Recommendations	23%

0 10 20 30 40 50 60 70 80 90 100

Factors to Consider

Price and Budget

Sure, it is necessary to have a robust marketing automation tool. Still, one of the things a company should consider before signing up is the budget you have allocated for department tools. A high price tag doesn't guarantee best-in-breed, so try not to be blinded by the price. If you keep your needs and your budget in mind, you can find the right marketing automation tool for your company.

Integrations
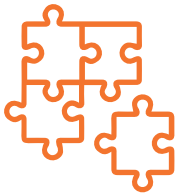
If a marketing automation software doesn't integrate with the current platforms you use, it can be an absolute disaster and a waste of money. Double-check that the software you consider purchasing integrates with all your existing applications before making a purchase.

Ease-of Use

How easy it is to use software is a crucial factor to consider. While every app has a learning curve, the curve for your marketing automation platform shouldn't feel like you need a college course to master it. Consider platforms that have an easy-to-navigate user interface and features all the features you need.

Support and Assistance
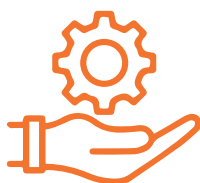
Just as important as the automation tool itself is the customer service and resources available to companies pre-and-post-purchase. If something goes wrong or you simply need guidance to help you get your money's worth, you need to have a platform that boasts a responsive and dedicated customer support team. Experience is everything, and it can make the difference between whether you refer others to them.

So you've decided to buy MA
LET'S HELP YOU SELECT
THE RIGHT SOLUTION.

1

**Pen down
your goals**
Once you have your
goals on paper,
your likelihood of
success increases.

2

Set a timeline
With the plethora
of tools, remember
you will never be
"done", set a
timeline to evolve
and learn.

3

**Identify
requriements**
Choosing the right
solution requires
more than
technology. Write
down the factors
that affect your
decision.

4

**Assemble a team to
chose and manage
the solution**
Brainstorm with all the
other stakeholders,
because it is not just
you who would be
using the platform.

5

**Evaluate
potential
vendors**
Get into every
minute detail
when evaluating
them.

6

**Make a
decision**
Select top
3 vendors that
best aligns with
your goals.

7

Book a demo-
Break their
technology,
ask tough
questions.
Now is the
time.

8

**Review,
optimize,
and
improve-**
Invest in
training and
get started.

The Process to Follow When Selecting a Marketing Automation Software

There are thousands of choices out there when choosing a marketing automation platform that works for your company. It can be confusing and frustrating to sift through every platform that claims to be the best. Ask yourself these questions step by step to determine if an outlet is suitable for your company.

Are you a B2B or B2C business?

What type of business you are in matters when selecting the right marketing automation software. B2B businesses interact with their customers differently than B2C businesses, so certain types of software are geared towards different types of companies. Define the kind of features you need, then compare your top choices and what they offer.

How Big Is Your Company?

Small businesses have different needs than larger corporations that may need a multi-faceted marketing automation software that covers thousands of channels and automates features on every type of platform. A larger company likely needs more workflow features, whereas a smaller business can choose a more manageable, simplified platform suited to their individual needs.

What Marketing Channels Are You Currently Using?

Marketing automation tools have features that cater to different types of media channels. Knowing which channels you use now and what channels you expect to expand to in the future will help you select the right software for your company.

Your Companies Goals

What is your end game? How quickly and how large do you want to scale your company? These are essential questions to ask before you choose a particular software. Not every marketing automation software will grow with your company, so you'll want to select an option that can offer you outstanding solutions now and later as you scale your company to where you want it to be.

FACTOREAL.

Your All-in-One Marketing Automation Tool

Factoreal delivers an all-in-one meets best-in-breed digital marketing automation platform that empowers marketers to build lifelong engagement with their customers. We bring together email marketing automation, social media marketing, paid marketing, customer journey automation, e-commerce integration, and personalization & segmentation into one simple, connected platform.

For more information, visit
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