THE INS AND OUTS OF
MARKETING AUTOMATION

## Your Guide to Greater Efficiency

MARKETING AUTOMATION

YOUR GUIDE TO GREATER EFFICIENCY

It's easy to wrap your head around the use of basic email in your marketing strategy. However, when marketing to members, sponsors, and prospects, you need a tool to make you more efficient with less hands-on labor. Read on, friends. We'll help you sort out the details.

WHAT EXACTLY IS MARKETING AUTOMATION?

No question that marketing automation is a hot topic. But what is it?

Marketing automation uses software to execute, manage, and automate repetitive email marketing activity. By automating these manual tasks, you free up your team to focus on other important things – especially those requiring a more human touch. With marketing automation, each email is triggered by an action taken by your audience to ensure each person gets the right message at the right time.
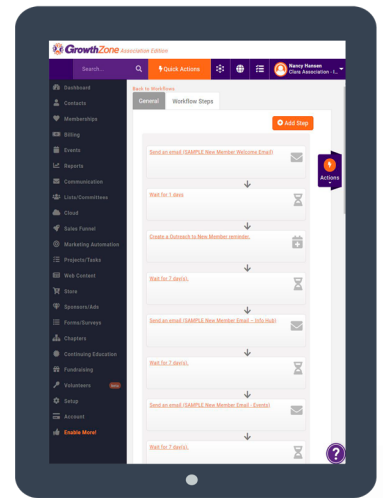
Some of the tasks and workflows that can be automated include:

- ⚙ New-member onboarding
- ⚙ Lead generation
- ⚙ Audience segmentation
- ⚙ Cross-selling or up-selling
- ⚙ Committee communications
- **...and so many more!**

THE DIFFERENCE BETWEEN EMAIL MARKETING AND MARKETING AUTOMATION

They may sound the same, but they're not. Email marketing can send batch emails with limited segmentation and drip campaign capabilities. Email marketing can be automated, but you need a marketing automation tool to do it.

In contrast, marketing automation software gives you automated email marketing capabilities that you can create and track in one platform. Plus, you're able to personalize your efforts and achieve more intelligent campaigns.

GrowthZone's
Marketing Automation Module

The GrowthZone Marketing Automation module includes a robust drag and drop visual email and landing page creator, as well as pre-built automations and email templates. That way, you don't have to start from scratch each time you build a campaign.

HOW YOU WIN WITH MARKETING AUTOMATION

Marketing automation lets you track and measure campaign performance so you can quickly see what's working and what's not.

With insightful information at your fingertips, you'll spend less time shouting from the rooftop in hopes that someone is listening and more time creating content that actually works.

BIGGEST MARKETING AUTOMATION BENEFITS:

SAVE TIME

IMPROVE LEAD GENERATION

INCREASE REVENUE

INCREASE MEMBER RETENTION

TARGET AND TRACK MARKETING CAMPAIGNS

DID YOU KNOW?

75%

of marketers currently use marketing automation tools.

Social Media Today: State of Marketing Automation Survey Report, 2019

HOW TO USE MARKETING AUTOMATION

ONBOARD NEW MEMBERS

Wouldn't it be great for new members to feel like an insider immediately?

Marketing automation lets you send personalized and targeted information to new members based on initial milestones to ensure successful onboarding.
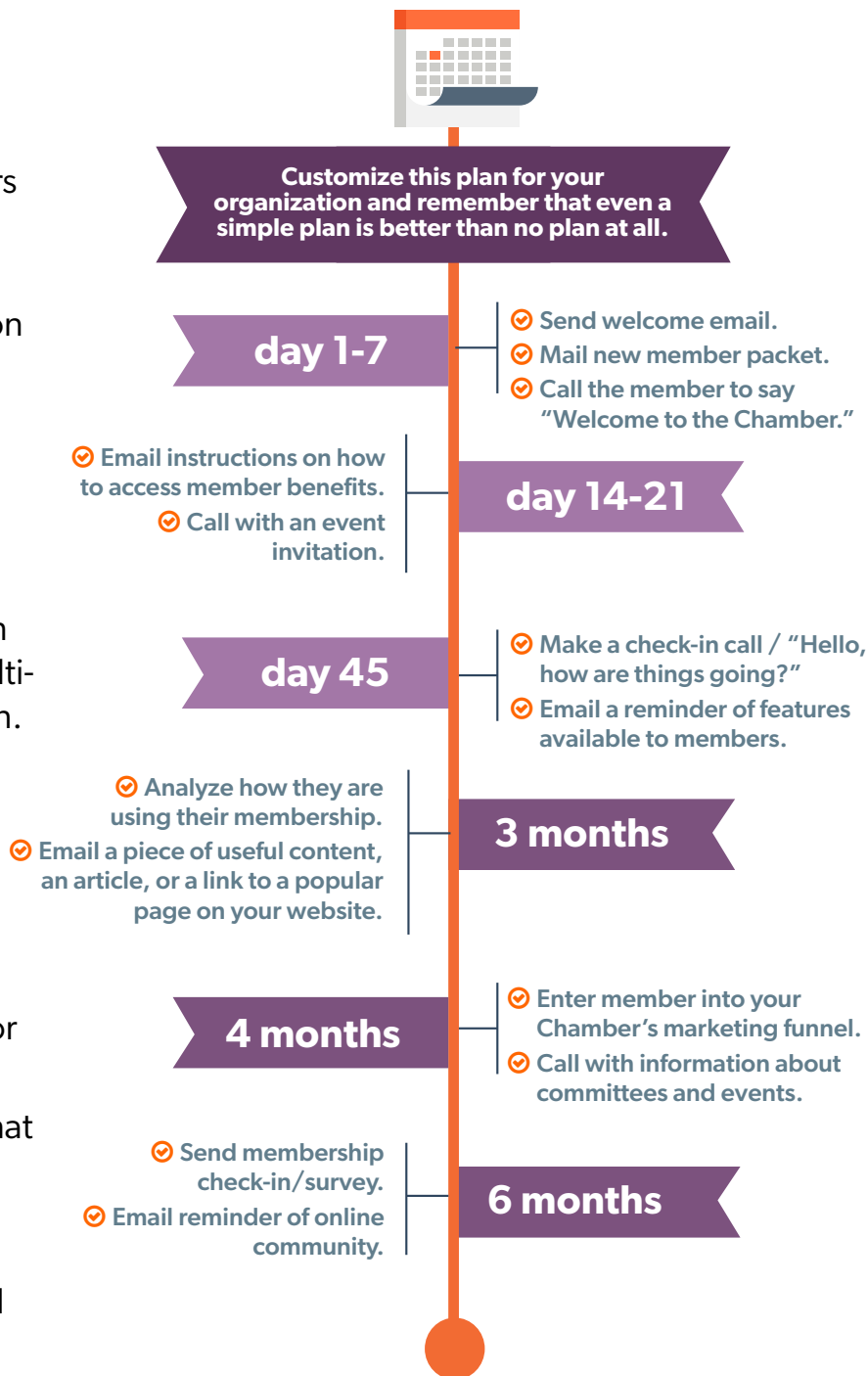
MAKE ONBOARDING EASY

GrowthZone's Marketing Automation module comes pre-loaded with a multi-step member onboarding automation.

GAIN EFFICIENCIES WITH REPEATABLE CAMPAIGNS

Use the GrowthZone Marketing Automation Module to set up repeatable campaigns to save time for you and your team.

Imagine you have a series of emails that you want to send to a specific group of members. Once your workflow is set up, you can continually add new members to the workflow group, and they will move through each step of the automation and receive the right information at the right time.

Customize this plan for your organization and remember that even a simple plan is better than no plan at all.

day 1-7
- Send welcome email.
- Mail new member packet.
- Call the member to say "Welcome to the Chamber."

day 14-21
- Email instructions on how to access member benefits.
- Call with an event invitation.

day 45
- Make a check-in call / "Hello, how are things going?"
- Email a reminder of features available to members.

3 months
- Analyze how they are using their membership.
- Email a piece of useful content, an article, or a link to a popular page on your website.

4 months
- Enter member into your Chamber's marketing funnel.
- Call with information about committees and events.

6 months
- Send membership check-in/survey.
- Email reminder of online community.

SET UP CUSTOM MESSAGING FOR TARGETED CONTACTS

It's easy. Just create a list of participants you'd like to include in your drip campaign, such as new members, sponsors, or prospects.

Then define the specific emails that will be sent under this program. For example, you can send a new member a series of engagement emails over the course of their first year.

ADD THE MAGIC OF LOGIC

What if someone doesn't open an email? Easy. Just add logic that will trigger a different course of action if an email hasn't been opened.

For example, you can tell the program to wait a specified number of days before a follow-up email is sent. Just set it and forget it.

DID YOU KNOW?

Spending on marketing automation is expected to reach

$25B

annually by 2023.

Forrester Data: Marketing Automation Technology Forecast, 2017 to 2023

FINDING THE BEST MARKETING AUTOMATION PLATFORM FOR YOUR CHAMBER

If you're looking at marketing automation options, be sure to think about the features that are most important to you. Is the software easy to use? Does it integrate with everything else you do? Will it allow you to pull data from your database? Will you be able to track your efforts? Can you create appealing emails and landing pages?

Marketing automation is a game-changer. Do your homework and choose wisely.

DON'T FORGET SALES FUNNEL MANAGEMENT

If you also want to

monetize and track sales opportunities

such as memberships, sponsorships, and subscriptions,

be sure to add a sales funnel management platform to your marketing automation.

That way, you can track by progress, probability, sales stage, and lead source.

GROWTHZONE:
THE ONLY AMS WITH BUILT-IN MARKETING AUTOMATION

Take a tour of GrowthZone ChamberMaster Edition to learn how the built-in marketing automation module can help you create great-looking emails and landing pages, save time by automating tedious tasks, and retain and engage members and prospects.

GET DEMO

LEARN MORE