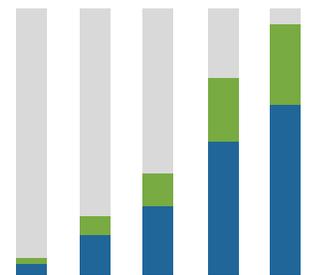# How to Adopt Marketing Automation

As the marketplace for **marketing automation continues to grow**, many organizations are looking to implement marketing automation for the first time. This can be a daunting and intimidating change for a business. However, if you want to compete with changing trends, stay ahead of the marketing curve, and outshine your competition, don't let the challenges or historical barriers to marketing automation stop you from moving ahead. According to one estimate, only about 7% of companies in the U.S. have adopted marketing automation. This number is even less for organizations with annual revenue between $1-100M

So what does this mean?

Just like any marketing technology, the early adopters and users of new technology will be the ones to thrive. Much like 20 years ago when email marketing was first being adopted, or even more recently, as social media marketing has started to explode, the first adopters to use these practices and use them well, have a huge leg up on the competition and have reaped the benefits of increased market share.

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So what's the catch?

If marketing automation works — and all studies say it does — then why are so few businesses still reluctant to use? One reason is that in the marketing automation space, there have been major historical barriers to entry that have prevented widespread adoption; these barriers have left midsize businesses with an uphill climb when competing against their larger peers. Let's take a closer look at some of these roadblocks.

Historical Barriers to Entry:

EXPENSE. Many marketing automation platforms were developed for large enterprises and are accompanied by equally large price tags. On top of this, you might have to hire additional staff resources just to manage and operate the tool. This might be okay for large enterprise organizations, but most smaller businesses or organizations are not in a position to make this magnitude of investment in either time or resources .

COMPLEXITY Many marketing automation tools promise the world, but never tell you just how hard it is to realize that promise. Unfortunately, many organizations end up paying for a complex marketing automation tool with too many complicated bells and whistles that they use rarely, if ever. It ends up being a bad investment

LACK OF INTERNAL RESOURCES: On top of it all, complex automation platforms require enough staff to implement them.. Not just enough staff, but the right staff — staff with specialized skills to fully maximize the automation investment.

LACK OF VENDOR SUPPORT: It is amazing how many organizations simply hand a client a piece of software and say, "Good Luck." Without proper support, clients never get onboarded properly, never fully adopt the tool, and never maximize the full benefits of the platform they paid for. The result? Low adoption, low usage, and little or no returns.

Companies of every size can benefit from automation if they choose the correct platform.

These barriers do not have to be blockers to adopting marketing automation. Companies of every size can benefit from automation if they choose the correct platform. To find the right solution for your organization, be aware not only of the features you need, but of the resources each platform will require to achieve successful implementation. Automation for automation's sake is worthless. Automation to better your business is priceless.

Put the power of marketing automation to work for you. Sign up for a 30 day FREE trial of iContact Pro.
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