

Why Marketing Automation?

An IT Professional's Guide

Marketing automation software allows sales and marketing departments to automate repetitive marketing tasks to increase efficiency, reduce human error, and generate more high-quality leads.

Marketing automation software adoption allows them to:

AUTOMATE

Automate email, social media, SMS, and digital ad placement.



TARGET



Contact individuals based on who they are, what they're interested in and what actions they've taken.

MONITOR

Monitor results in real time to immediately correct issues.



OPTIMIZE



Optimize high-performing campaigns to continue delivering high quality leads to sales.

IF YOUR MARKETING AND SALES DIRECTORS HAVEN'T ALREADY ASKED FOR A MARKETING AUTOMATION SYSTEM, THEY SOON WILL.



Learn the potential impact on top-line revenue with **How Marketing Automation Works: ROI Calculator**