

52 Secrets to Marketing Automation Success

October 2012

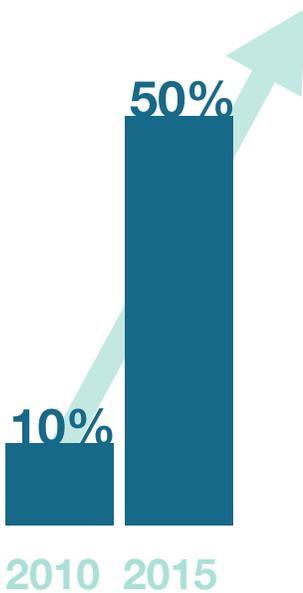


awareness
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Projected Adoption of Marketing Automation



Source: SiriusDecisions

Introduction

If there is one area that has yet to be explored, it is Marketing Automation. The adoption of Marketing Automation systems was under 10% among B2B organizations just two years ago, but the potential for growth in the field is huge; SiriusDecisions predicts that by 2015, 50% of companies will have embraced the toolset as part of their core marketing infrastructure. If you are wondering what's behind these bold projections, consider this:

- The practice of Marketing Automation yields a 417% increase in revenues
- Businesses who use Marketing Automation to nurture prospects see a 451% increase in qualified leads
- In turn, nurtured leads make 47% larger purchases than non-nurtured leads

BUSINESS INSIGHTS

The combination of process with marketing automation yields a 417% increase in revenue from those surveyed.

417%

Businesses who use marketing automation to nurture prospects experience a 451% increase in qualified leads.

451%

In turn, nurtured leads make 47% larger purchases than non-nurtured leads.



Source: Compare Business Products

Marketing Automation, enabling the art and science of finding prospective buyers and engaging them to become loyal customers, is widely discussed but poorly understood. The team at Awareness made it our mission to connect with some of the best and the brightest in the industry to discuss where we are today, what's driving the excitement with Marketing Automation, how social media and mobile are going to impact it, and what 2013 has in store.

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MARKETING AUTOMATION EXPERTS

This white paper contains the collective intelligence and insights from Marketing Automation visionaries on the current state and the future of the industry. We trust you will find these expert commentary and predictions informative, educational and actionable to you.

Awareness contacted 10 Marketing Automation experts, including those from leading Marketing Automation providers such as Eloqua and Marketo, strategists from consulting firms including Jonathan Block and Jay Famico of SiriusDecisions, David Raab of Raab Associates, and Marshall Lager of Third Idea Consulting, and front-line CTOs like Mark Lazen of Social Media Today, to collect their insights in five key areas:

- 1 [The State of Marketing Automation](#)
- 2 [The Impact of Social Media Platforms such as Twitter, LinkedIn and Facebook on Marketing Automation](#)
- 3 [The Importance of Integrating Social Data with Traditional Prospect Data](#)
- 4 [Reconciling Big Data, Social Data, and Customer Data](#)
- 5 [Advances in Targeting and Outreach Thanks to \(Big\) Social Data](#)
- 6 [2013 Marketing Automation Predictions](#)

In each section, we'll bring you the experts' opinions based on their extensive knowledge and first-hand experience in deploying and helping manage lead generation and nurturing programs for global brands. Use their observations to help frame your thinking for effective modern Marketing Automation.

For a full list of all the experts, please consult the [biographies](#) at the end of the paper.

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1

Marketing Automation as a Contextual Funnel Feedback Loop



The State of Marketing Automation

It seems Marketing Automation is coming of age. Experts cite a maturing market, which will soon see widespread adoption, helping large and small companies achieve a true 360 degree-view of the customer.

PAUL PAPADIMITRIOU shares the Constellation Research framework for Marketing Automation. This model defines a structured and contextual customer funnel feedback loop, composed of four tiers. The tiers include predictive (pattern recognition, behavioral foresight); on-time (real-time gathering, engagement); post-time (data and voice aggregation); and analytical inputs. Paul notes that in the last twelve months, the market has mostly seen developments in real-time inputs, with some traction in on-time and analytical inputs. The increased volume of engagement data has led to “wider, but still limited, adoption of mature capital, IT and human resource internal solutions.” Paul believes the industry needs a software solution that “encompasses big data, social/customer data, CRM and social engagement. A complete Marketing Automation strategy needs a single umbrella strategy from social to customer data, from email marketing to market analysis, from SEO to foresight.”

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The Evolution of Marketing Automation

Marketing Automation is Maturing

The State of Marketing Automation

STEVE WOODS describes a two-part evolution in the landscape, one in the level of understanding marketers have about their buyers and the other in technological advancements. Here's how marketers' understanding of their buyers has evolved: A decade ago, marketers had very limited information about potential buyers: they could only capture company name, title, perhaps industry, and some other basic demographics. Then the concept of 'digital body language' came along: e.g., what prospects do on a Web site, and marketers used online activity to derive consumer interests. Today, we understand that consumer on a much deeper social level – the people and brands she trusts, who she turns to for information and advice, and how influence travels.

The other important evolution is in the technological advancements we've seen. Marketing Automation was built and relies on the idea of software as a service (SaaS). The industry became what it is today because of advancement of cloud technologies. As SaaS has become the accepted industry standard, we are seeing innovation not just at a company level, but innovation at the ecosystem level.

"The future of Marketing Automation is not just about what the platforms can do on their own," adds Steve, "but about the other systems and insights Marketing Automation is going to enable. We will see more powerful applications snapping into Marketing Automations systems to further enhance marketers' understanding of the buyer."

"The market is maturing, in the sense that products are making incremental improvements rather than radical changes," says **DAVID RAAB**. "Companies are becoming more familiar with the concepts and more able to execute."

JON MILLER believes, "We're on the cusp of Marketing Automation becoming a mainstream solution. Even industries, which traditionally shy away from cutting-edge technologies like manufacturing, financial services, and pharmaceuticals, are starting to recognize that CRM system plus e-mail isn't enough to meet all of the needs of a marketing department. In response, Marketing Automation vendors are developing more robust solutions that have full ecosystems of services, consulting, support, and education, which provides everything a company needs to be successful with their lead generation activities."

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The State of Marketing Automation

MICHAEL KRIGSMAN shares, “The big news in Marketing Automation right now is incrementally extending what came before. The past year was an evolutionary time rather than a time of dramatic shifts in the field. 2012 is seeing increasingly sophisticated use of demographic, activity and social data to create relevant marketing.”

JONATHAN BLOCK and **JAY FAMICO** from SiriusDecisions cite market growth as a major advancement in Marketing Automation in the past year, especially among business-to-business (B2B) organizations. SiriusDecisions research indicates an estimated 20 percent penetration of a potential \$3 billion Marketing Automation Platform (MAP) software market currently; predicted to grow to approximately 50 percent by 2015. “The penetration rate across industries is not equal, as some sectors such as high technology and software demonstrate significantly higher adoption than most others,” share Jonathan and Jay. “Life sciences, business services and manufacturing are industries where we are noticing increased traction.”

MARK LAZEN notes: “The big trend from the last year is the increased accessibility of the solutions. Today, Marketing Automation is approaching a much larger audience - the technology has progressed to the point where it is now open to every man. It’s no longer an approach and tools that only very sophisticated marketing operations would use at the enterprise level.”

“Marketers are finally realizing that simply sending more emails to a cold or purchased list generates only increased spam complaints. By being more engaging, attracting more inbound leads, using social media and blogging and moving beyond automated emails, marketers are learning how to create marketing that customers will love,” adds **MIKE VOLPE**.

MARSHALL LAGER states, “Marketing Automation has continued to embrace what technologies like social media and analytics have to offer, allowing marketing to evolve as a discipline to display immediate and lasting value to an organization. The old joke of “half my marketing budget is wasted—but I don’t know which half” is becoming more and more a thing of the past.”

Increased
Accessibility
of Marketing
Automation Platforms

Increased Focus on
Value

2



The Impact of the Rise of Social Media Platforms such as Twitter, LinkedIn and Facebook on Marketing Automation

With the introduction of social channels, marketers can gather significantly more information about customers and prospects. When previously marketers could only infer explicit information from Website activity, marketers now have a view into people's offline behaviors.

Power to the Buyer

MICHAEL KRIGSMAN observes a tangible shift reflecting that, "The power now resides with the customer and their ability to make decisions." As part of this shift, we've seen social platforms, like Twitter, LinkedIn, Facebook and other niche communities becoming the central hub where customers look for information and engage with each other. "For marketers to gain a complete understanding of their customers and prospects, they need to be connected in social networking platforms," Michael adds.

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The Impact of the Rise of Social Media Platforms such as Twitter, LinkedIn and Facebook on Marketing Automation

“There’s a unique opportunity for companies to combine Marketing Automation and social. Social is about peer-to-peer interactions,” notes **JON MILLER**. “The Nielsen Global Trust and Advertising Survey shows that people don’t trust what companies have to say, but 92% trust what their peers think. Ultimately, companies need to use social to unlock value from peer-to-peer interactions; to take advantage of what naturally happens on social and use that effectively for marketing purposes. Marketing Automation tools can make the embedded social actions like “Share this” or “Tweet this” track-able, so they can see the impact on additional traffic and conversions.”

STEVE WOODS believes social has brought a lot of change, particularly to content delivery and permissioning. He comments that it is imperative to have the right content at the right time to connect with a consumer or potential buyer. “The growth of social media platforms has caused us to rethink, as an industry, content; it’s about developing fresh, interesting or controversial content that takes a unique and different angle, which gets shared and propagated.”

The growth of social media platforms has changed the “permission to engage” model as well. “The best marketers are starting to develop the right marketing assets, ask permission and use social sign-on to directly connect with buyers through social media, while at the same time continuing to publish interesting content to reach a broader audience (the audience’s audience) on social media,” adds Steve.

MARSHALL LAGER notes, “The most interest and promise is in the growth in capabilities for multi-channel marketing. There are no truly separate campaigns anymore, unless there’s a compelling reason to keep them separate. Customer engagement that starts in one medium can be ported to another, with the need to maintain full visibility. No one should fall through the cracks anymore; one who’s interested enough in your product to click the link, shoot the QR code, or read the email can stay in the company’s view until they decide they’re not interested, not because it was too much work to engage with the company.”

The Rise of
Integrated,
Multi-Channel
Marketing

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Technology is Yet to Catch up with Social

The Impact of the Rise of Social Media Platforms such as Twitter, LinkedIn and Facebook on Marketing Automation

“The integration of social media has provided Marketing Automation platforms (MAPs) with additional channels for engagement and interaction with customers and prospects, which includes the ability of some MAPs to schedule social media postings within an automated workflow, and drive alternative engagement opportunities through polls and voting capabilities,” says **JONATHAN BLOCK** and **JAY FAMICO**. Additionally, “by integrating social media with MAPs, organizations can gain greater insight into the way that social media figures into target buyers’ decision making process. This improved understanding can be used to increase lead scoring effectiveness (by scoring social media interactions).”

DAVID RAAB shares his thoughts on the current state of the market, “Vendors are adding features to work with social platforms. This is the one area where we are still seeing widely different approaches. Some vendors focus on publishing, some on listening, some on identifying influencers, others on creating audiences.”

“For the most part, social networks have not yet impacted Marketing Automation,” asserts **MIKE VOLPE**. “Marketing Automation is still primarily about email automation, which is why I don’t like the term. I prefer ‘marketing software’ or ‘marketing platform’, or anything that is about marketing as a whole and not just automating more email.”

MARK LAZEN states, “When you’re trying to sell a Marketing Automation product to a marketer, you must be able to say social is integrated into the product. It’s a critical front-of-the-box feature. But as a tech person, I am always skeptical of the accuracy and depth of the integration. Social evolves so quickly; vendors are dependent on external, ever-changing APIs and integration standards that are hard to follow.”

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The Impact of the Rise of Social Media Platforms such as Twitter, LinkedIn and Facebook on Marketing Automation

PAUL PAPADIMITRIOU believes that only a small amount of businesses have started to incorporate social processes into a larger customer funnel. “On the software side, social media management systems have started offering automation tools, but those remain basic, mostly based on keyword search and basic attempts at semantic analysis. Businesses seem overwhelmed by the amount of data that’s being gathered, all the while either not realizing the amount of existing data that they already possess (so-called big data) or left unable to use it.” Paul adds these challenges have contributed to the vendor consolidation we have seen recently.

3



The Importance of Integrating Social Data with Traditional Prospect Data

Through the integration of social data with traditional marketing automation, marketers can finally have it all, with true holistic marketing programs. While this level of integration is still on the horizon, it is rapidly becoming a reality.

It Is Important, Folks

“Using social data about your prospects is critical,” shares **MIKE VOLPE**.

“Marketers need a system that monitors social media, automatically appends social data to your leads and allows the data to be used to segment, nurture and score them. Marketers also need visibility into how the leads have interacted with your social messages – who clicked on the social messages, who ‘Liked’ or retweeted them, who interacted in a meaningful way.”

MARSHALL LAGER believes that “getting potential customers to come to you because of your content and image is huge. You have a truly engaged and enthusiastic prospect that you didn’t have to browbeat into giving you their contact information. As long as the company doesn’t take this gift for granted, it’s a powerful force for boosting the bottom line.”

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Social Breadcrumbs Rising in Importance

The Importance of Integrating Social Data with Traditional Prospect Data

JON MILLER shares, “Social data can give clues into someone’s buying behavior. Marketing Automation uses lead scoring to track where a customer is in the buying cycle, to identify the right time to send certain messages, or reach out. Traditionally, that data was gathered from Web site behavior. When you add social, you have the ability to widen your lens. Ultimately, marketers need to build a holistic profile of what a customer or prospect is doing across all channels.”

MICHAEL KRIGSMAN notes, “Generally, the most interesting and engaging thing to most people is about ‘me’. To the extent that marketers can pick up clues, cues and information about what the customer finds important by connecting on these social platforms, they will be better equipped to present a meaningful message to them. For a company to be customer-centric, it requires marketers to meet the customer where they are comfortable, rather than forcing the customer into the marketer’s preferred channel. These days, those places are Twitter, LinkedIn, Facebook and other platforms.”

PAUL PAPADIMITRIOU states, “Social data enriches traditional prospect data. It is often more dynamic and up-to-date and allows for a better understanding of a prospect if wisely used. Prospects can be understood in context, opening the door to right-time targeting (location, time, mood or device targeting). However, the struggle remains to capture, prioritize, analyze and merge this insight with the pre-existing data, and do that in real-time. The feedback loop must be created by tying together the four nodes of predictive, on-time, post-time and analytical inputs.”

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It's Not About the Social Data – It's About Leveraging It

Marketing Automation Moving Beyond Email

The Importance of Integrating Social Data with Traditional Prospect Data

STEVE WOODS states, “It’s very important, but it’s a question of leveraging the data. Social data gives a much deeper and more relevant lens into a person’s interests. Back in the 90s, when a marketer looked at prospect data, all that was available were proxies to understanding the buyer; all we had was information such as titles, roles and industry. Marketers had to make some assumptions; for example, a marketer looking at an IT director would say, most directors of IT at manufacturing companies that generate a billion dollars in revenue probably have this kind of a pain and therefore at some point may be interested in X. It was a pretty loose proxy.

As a marketer, those motivations are critical to determine how you’re going to engage. Gaining buyer permission to glean those insights is the first step into expanding your understanding of the buyers. Then, you can better equip sales people with the right content and messages. It becomes a very critical data source to refine segmentation, and improve lead nurturing and communications.”

JONATHAN BLOCK and **JAY FAMICO** note, “Marketing Automation platforms (MAPs) have traditionally been applications that managed the distribution of emails via a workflow engine. Social media affords MAPs the opportunity to drive meaningful interactions with prospects and customers outside of email-based interactions. Specifically, the use of social data in addition to traditional prospect data affords touch governance, which helps reduce duplication of received content; preference management, which allows customers and prospects to be contacted in their preferred manner; and performance management, the ability to integrate contacts’ social media behavior with other inbound and outbound activities provides an additional dimension to an organization’s understanding.”

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A Word from the Skeptics

The Importance of Integrating Social Data with Traditional Prospect Data

DAVID RAAB is less bullish, saying, “The integration is modestly important. While there’s some good information there, social media is still an indirect way of reaching people.”

MARK LAZEN notes that, “While it’s important, it doesn’t discount the importance of traditional prospect data. For all the excitement that surrounds these social channels, most people still recognize that email and phone calls are very effective ways to reach prospects and customers.”

4

Demystifying Big,
Social, Customer
Data



Reconciling Big Data, Social Data, and Customer Data

MICHAEL KRIGSMAN notes, “Social data is customer or prospect data. Big data enables marketers to sift through social sites to find information or particular customers, and their interests. It allows the analysis of large-scale data - all facets of the same idea.”

JONATHAN BLOCK and **JAY FAMICO** see Marketing Automation leaders addressing multiple categories of data in four distinct ways: through statistics, unique ID, customer data and the basics. Vendors are approaching segmentation in a more statistical way, while moving away from email as the unique identifier of customers and prospects. However, SiriusDecisions see vendors not yet making large strides in the area of big data functionality. “Only 15 percent of marketing leaders with a Marketing Automation platform (MAP) believe it’s being used to its fullest potential,” they add. Key reasons cited include lack of knowledge on how to use and leverage a MAP in marketing organizations; there’s also often a lack of system integration and future vision. “Though big, social and customer data afford significant opportunities for MAPs, for most organizations, it’s more about getting the basics such as simple nurture flows, and basic lead scoring programs.”

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From Insights to
Sales

Reconciling Big Data, Social Data, and Customer Data

JON MILLER posits that “the key to Marketing Automation is synthesizing all the information about the entire universe of people for a company, those in the database, fans, followers, etc. across a wide set of channels, to understand who is a hot sales lead. Companies use Marketing Automation to gain a strong understanding of their customers and prospects’ interests. The opportunity of big, social, customer data allows us to collect those insights.”

“In the broadest possible sense, when you are operating on a massive scale, incremental movements in your targeting that can come from big data by analyzing huge data sets will move the needle,” states **MARK LAZEN**. “Where you can get small improvements on a massive scale because you know more about people and their interests, it makes economical sense to make that part of your equation. At the enterprise level, big data is going to be absolutely critical. For small-to-medium sized businesses, the real challenge is in leveraging even the simple data.”

STEVE WOODS shares, “The best marketers and leaders are collecting vast amounts of data and understanding the entire buyer’s journey. The journey starts before buyers are even familiar with an industry. At this initial junction, it is about interesting, controversial content that engages the prospects so they start digging in more: researching, learning, gathering information from their peers. It ends all the way to the point where buyers are engaged with a sales person and turn into a revenue opportunity and a closed deal.”

Savvy marketers are taking robust data sets on customers and their activities to perform ‘revenue performance management’ (RPM), an approach developed to help identify the drivers and barriers to revenue by measuring each step of the process and optimizing for top-line growth.

“With performance revenue management, marketers can review the entire data set and glean insights to understand the buyers’ paths,” adds Steve. “It helps answer the question – ‘If I have one dollar, where should I put it in my revenue generation engine to get the most return?’ RPM allows marketers to determine if the overall sales funnel can be enlarged, made more efficient and more valuable. It applies analytics on top of robust data to understand how a marketer can drive revenue faster for the organization.”

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Consolidation of Big, Social, Customer Data

Tipping Hats to Web Analytics and BI

Are We There Yet?

Reconciling Big Data, Social Data, and Customer Data

PAUL PAPADIMITRIOU observes that, “the race is on in the consolidation of the industry. More and more businesses will ask for a single suite of tools that will allow them to deal with all types of data. Scattered solutions are not appealing to businesses who are looking to streamline and understand the massive amount of data they gather.”

MARSHALL LAGER says that Marketing Automation owes a big debt to Web analytics and business intelligence (BI). Without the ability to parse sentiment, predict behaviors, and make sense of the unimaginable volume of unstructured data coming into the organization, all the social reach in the world is just noise. Marketers finally have the ability to use all the data they collect, make sense of it, and use it to drive business results.”

DAVID RAAB notes there is room for improvement; “The leaders are making modest efforts to incorporate social. We still are not seeing this big data leveraged much in B2B. Customer data is still largely derived from Web forms and CRM imports, which are rather limited.”

“The industry is still nascent,” notes **MIKE VOLPE**. “Most Marketing Automation vendors don’t actually have big data that can be used to increase conversion rates or do smarter lead scoring. They only have 1 or 2 thousand customers and they don’t have statistically significant samples to make any reasonable usage of the data from their customers. It will be exciting when a firm has 10,000 or 20,000 customers to have a meaningful big data sample to do some interesting analysis.”

5

The Rise of the Dynamic, Predictive Sales Funnel



Advances in Targeting and Outreach Thanks to (Big) Social Data

PAUL PAPPDIMITRIOU believes the industry will continue to understand and prioritize big data and create realistic workflows. “The correct management of data will ultimately allow for a dynamic, predictive funnel. Businesses will succeed at converting prospects if they can predict context – where, when, on which device messages will be most effective.” The sales funnel Paul describes will be “predictive and dynamic, constantly updating itself depending on the new data gathered, especially through social means.” He notes we aren’t there yet, “as systems are not intelligent enough to make sense of all this data.”

MICHAEL KRIGSMAN comments, “The basics are no different from traditional marketing. But big social and customer data tools let marketers do a better job. From the marketer’s perspective, the inclusion of these new data sets allows marketers to create micro-segments, down to attributes that were simply impossible to do in the past. You can narrow down segmentation to almost the individual level. This micro-segmentation creates relevant, interesting offerings. The more directly the marketer can present a tailored or customized set of marketing messages, the more customers will want them.”

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Contextual Targeting

Advances in Targeting and Outreach Thanks to (Big) Social Data

JONATHAN BLOCK and **JAY FAMICO** share that big, social and customer data allows marketers to use their Marketing Automation platforms in three ways:

1. Customer marketing, used throughout the customer lifecycle, from delivery of training materials during onboarding to maintaining service levels, monitoring customer satisfaction and aligning all customer-facing departments.
2. Inclusive programs, there will be a tighter integration of social media within a vendor's workflows.
3. Increased precision, which will enable marketing organizations to drive higher response rates, while at the same time lowering the number of individuals in their targeted lists.

They add, "data integration from other non-marketing and non-sales sources (e.g., finance and support) is essential to make this happen."

JON MILLER explains, "Marketers can follow implicit signals. If I want to find someone who is interested and is thinking about Marketing Automation, there might be someone out there who never tweets the words 'Marketing Automation'. But if they start to follow Marketing Automation thought leaders, I still have some signals that they are interested."

Jon adds, "No matter the medium – hyper-targeted ads, e-mail piece or direct mail pieces, etc. – at the end of the day, marketers are trying to get relevant content in front of a buyer who is going to like it at the moment when they'll be most interested in engaging with it. Modern marketers have many more channels to get the right content to the right person at the right time."

MIKE VOLPE predicts, "Traditionally, Marketing Automation has been about targeting people by the data they give you in a form and the data collected about their visits. The next generation of marketing will be about targeting people by their behavior in social media and in mobile."

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A Word from the Skeptics

Advances in Targeting and Outreach Thanks to (Big) Social Data

STEVE WOODS shares that the leaders and best marketers are rethinking what outreach and targeting mean in the context of being a modern marketer. He comments that “historically, outreach and targeting focused largely on direct mail and e-mail campaigns, as well as general awareness building through advertising and Web site content. The modern marketers are getting content to a buyer through different channels with a slightly different level of targeting sophistication.”

DAVID RAAB notes, “While big, social data allows somewhat better targeting, it is still less important than behaviors recorded directly within the Marketing Automation system itself.”

6

Integrated View of the Buyer



2013 Marketing Automation Predictions

The Marketing Automation experts make one resounding prediction: Expect to see greater accessibility to mainstream audiences, and a refinement in usability as modern marketers adopt the technology broadly.

STEVE WOODS predicts, “It’s going to be a fun year! We’ll see further refinement of the Marketing Automation technologies and greater accessibility at lower costs. In fact, we’ll see two distinct categories develop. First, high-end companies will use advanced technology to enable very fast, massive data processing. We’re already beginning to see this. On the other end, we’ll see start-ups offering Marketing Automation on an outsourced basis, as Software-as-a-Service, to a broader range of companies at low cost.”

Steve goes on to say that, “modern marketers will begin to break down the silos inside their organizations to analyze how their efforts tie together to impact the overall business. Instead of siloed efforts, like disparate Facebook pages, LinkedIn Groups, webinars and in-person events, marketers will analyze all of these together and in the context based on the overall impact to the business. Marketers will use this data to uncover the buyer’s journey – where a potential buyer starts learning about a company and how this path ultimately leads to purchase. To optimize this pathway, sophisticated modern marketers will say, ‘To be the best in the world, our company needs to invest a little more here and a bit less there to drive a lot more revenue.’”

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Greater Accessibility,
Use and
Simplification

From Campaigns to
Experiences

2013 Marketing Automation Predictions

JON MILLER is witnessing an inflection point with Marketing Automation, moving the discipline from being seen “as an exotic thing that only a few companies use towards a tool you can’t run a modern marketing company without.”

MICHAEL KRIGSMAN predicts greater accessibility for all, noting, “Marketing Automation is becoming more and more mainstream. But I don’t predict a revolution - it’s unlikely that a technology will come up out of nowhere and change everything overnight.

DAVID RAAB says, “The biggest change will be that marketers will better understand how to use Marketing Automation tools. The technology has already advanced well beyond what most can handle.”

MARK LAZEN sees a trend toward simplification. In his experience with several different platforms, he’s seen incredibly rich functionality and feature sets, but “the investment required to configure them is significant and intimidating for those less technical users.” Mark predicts refinement reduced platform complexities to provide a more streamlined user experience.

MARSHALL LAGER predicts, “The next big area for Marketing Automation vendors to tackle is turning campaigns into experiences. That’s not a new idea—it’s been floating around for a few years now—but the developer who figures out how to make the process of being marketed to something not only compelling for customers, but sticky, contagious, and repeatable, is going to have a big win. Gamification is probably the starting point for this; I predict a lot of partnerships in that area.”

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Tighter Social
Workflow Integration

2013 Marketing Automation Predictions

PAUL PAPADIMITRIOU makes several predictions – seeing social media workflows integrated in the Marketing Automation process, along with tighter integration of these workflows into the customer funnel as triage and enterprise knowledge merge into a single process. Paul sees the use of historical analysis gaining in importance and a rise in social response automation software. “While we’re still quite far from true Marketing Automation and intelligence, machine-learning science will offer some predictive analysis. Algorithms will become better at making sense of data (especially human language), recognizing patterns and predicting outcomes.”

Enter Lifecycle
Marketing

JONATHAN BLOCK and **JAY FAMICO** predict changes in the technology, customer behavior and marketplace dynamics. On the technology side, they expect to see vendors begin to offer dynamic Web site content (already offered by vendors like [HubSpot](#), [Neolane](#) and [Unica](#)), with visitors served different calls to action and messaging based on what is known or inferred about them. Vendors will also incorporate basic workflow and approval processes into their product offering to meet mandatory approval steps.

From a customer behavior standpoint, expect to see more advanced scoring models, based on increased data capture, data management and data utilization as well as increased customer marketing, “only 8 percent of B2B organizations leverage their investment in MAPs for install base marketing.” As organizations mature in their use of Marketing Automation, SiriusDecisions sees a growing trend of organizations leveraging their MAP investment beyond net new demand generation to deeper demand waterfall activities. “We call this lifecycle marketing,” Jonathan and Jay add.

As for marketplace dynamics, expect continued consolidation in the SMB market, as well as the introduction of non-traditional vendors as content management systems start to incorporate Marketing Automation functionality.

Maybe, in the End, It’s
Just About Good
Ol’ Marketing

MIKE VOLPE is convinced that, “The industry will move away from the term Marketing Automation – with its heavy email connotation - and a new industry will emerge around the next generation of marketing, whether we end up calling it integrated marketing, inbound marketing, or just marketing.”

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Biographies

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MARSHALL LAGER (@Lager), Founder and Managing Principal of Third Idea Consulting

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PAUL PAPADIMITRIOU (@papadimitriou), Vice President and Principal Analyst at Constellation Research, specializing in Digital Intelligence

DAVID RAAB (@draab), Principal of Raab Associates, Author of The Marketing Performance Measurement Toolkit

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STEVEN WOODS (@stevewoods), Chief Technology Officer and Co-Founder, Eloqua

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About Awareness

[Awareness Inc.](#)

With a unique combination of technology, experience and thoughtful support, Awareness enables smart marketers to efficiently and effectively generate ROI from 100% trackable social media interactions. It is the leading provider of OnDemand Social Marketing Automation Software designed specifically to address all key aspects of social media marketing—from demand generation to customer acquisition and social customer engagement. The [Awareness Social Marketing Hub](#), the company’s flagship social marketing software, is the only solution available that ties Social Prospecting, Social Scoring and Social Profile Database into one solution resulting in a detailed social marketing ROI. Awareness works with some of the world’s leading brands and marketing agencies including Major League Baseball, FOX Broadcasting, NBC Universal (Comcast SportsNet), Raidious, American Cancer Society, Tiger Woods Foundation, The Carlsberg Group, Mindjumpers, Nuance, Demandware, Trend Micro, and Computer Associates.

Backed by NorthBridge Venture Partners, Awareness is headquartered in Burlington, Massachusetts.

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