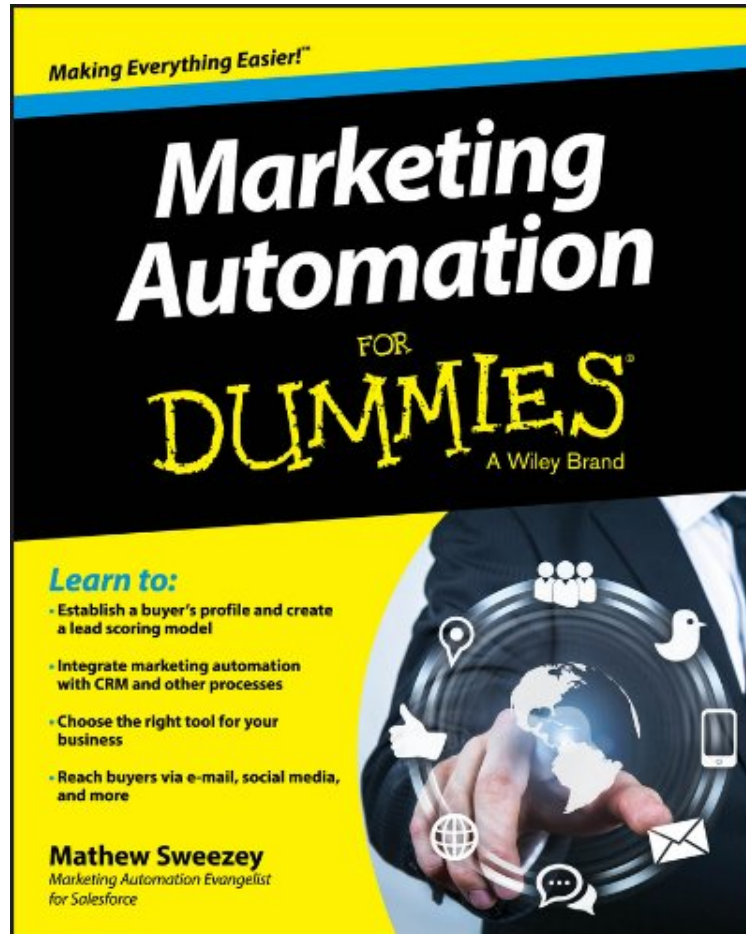


Marketing Automation For Dummies

Mathew Sweezey

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Mathew Sweezey : Marketing Automation For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Automation For Dummies:

2 of 4 people found the following review helpful. pretty good for basics.By Chris ThomasWell laid out and relevant content. Better as a reference guide than to be read straight through. Second half was more informative than the first.0 of 2 people found the following review helpful. Tremendously valuable book for all marketersBy 360FotogVery well organized and comprehensive yet easy to digest. I would highly recommend this to anyone exploring marketing automation systems such as Pardot to understand why they should already have one (i.e., you're behind if you don't) and how to maximize your ROI implementing and managing one.11 of 12 people found the following review helpful. Clear, Concise, Strategy Execution of Marketing AutomationBy Casey CheshireI've been a marketer for many years and the development of Marketing Automation is as important to our field as the rise of Google (SEM SEO). Transitioning from batch blast email campaigns to savvy progressive lead capture nurture requires a deliberate shift in marketing strategy.This book is a badly needed and the best, most comprehensive resource on the subject.Sweezey appropriately starts with the best practices for leaping the internal hurdles on acquiring Marketing Automation and

getting the necessary buy-in from the executive team. In my experience as an end user, I've seen adoption be one of the most critical factors in a successful deployment so it's great to see all of the pieces laid out. Throughout the rest of the book, both strategy and tactical execution are thoroughly discussed. Finally a book that can discuss high level concepts while actually teaching you how to make them a reality in your own organization. Many of the ways in which the author describes nurturing a relationship with email shows a deep understanding of both sales marketing tactics. I highly recommend this book for everyone looking to learn more about marketing automation, those who are implementing it, and finally for those who have used it for years. There's something in it for all of us and huge returns for the whole organization!

Multiply the effectiveness of your campaigns with marketing automation Marketing automation technology has been shown to dramatically increase lead conversions and average deal sizes as well as improving forecasting and customer segmentation. A subset of CRM, it focuses on defining, scheduling, segmenting, and tracking marketing campaigns. This friendly book demystifies marketing automation in straightforward terms, helping you leverage the tools and handle the processes that will enable a seamless integration with your CRM program. Learn to establish a buyer profile, assess your needs, select tools, create a lead scoring model, and much more. Marketing automation is a next-generation, CRM-related tool for increasing lead conversions and improving forecasting and customer segmentation This book provides an easy-to-understand introduction to the tools and technology, helping you evaluate your current processes, choose the appropriate tools, and follow best practices in making the most of them Written by Mathew Sweezey, Marketing Automation Evangelist at Pardot (ExactTarget), a leading provider of marketing automation solutions Covers working with the marketing lifecycle, evaluating your assets, integrating marketing automation with CRM and with other processes, nurturing your leads, and using marketing automation to reach buyers via e-mail, social media, and more Marketing Automation For Dummies is the ideal guide to get you up and running with marketing automation, putting your business on the cutting edge and enhancing your competitiveness.

From the Back Cover Learn to: Establish a buyer's profile and create a lead scoring model Integrate marketing automation with CRM and other processes Choose the right tool for your business Reach buyers via e-mail, social media, and more Ramp up your business's marketing automation with this complete, easy-to-follow guide If your company isn't already using marketing automation, it's time to get on board! This complete guide, from a top industry specialist, provides you with everything you need to get up and running, from choosing solution providers to running campaigns, and from nurturing lead programs to measuring ROI. Jump into marketing automation today! Get ready — get an overview of marketing automation, then jump into creating a business case, choosing a solution, getting things set up, and much more Make your data and leads count — find out how to integrate with CRM solutions, clean up your database, create segmented lists, send your leads to the sales team, and more Automate it — get down to the nitty-gritty of marketing automation by running campaigns, including content marketing, creating forms and landing pages, and sending e-mails Mix, score, and report — go one step further by combining automation with other programs, scoring leads, generating reports, and tracking your progress The next level — become aware of the top mistakes to avoid and other online sources of information on marketing automation Open the book and find: A complete overview of how to get started The best reports to use to score your leads Tips on choosing marketing automation solutions Tricks to implement when creating segmented lists Details on using content to create leads Information on nurturing programs The lowdown on creating effective calls to action Tips on measuring ROI and effectiveness About the Author Mathew Sweezey has quickly built a reputation as one of the leading minds in marketing automation. He has spoken on the topic of marketing automation around the world and also writes for ClickZ.com on the topic. Mathew is the Marketing Automation Evangelist for Salesforce.