

EBOOK

# 10 WAYS SALES BENEFITS FROM MARKETING AUTOMATION

HOW MARKETING AUTOMATION EMPOWERS SALES TO ATTRACT BETTER LEADS AND DRIVE CONVERSIONS

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# CHANCES ARE...

you're reading this because you've been asked to give your opinion about your organization's marketing automation buying process, but you're not sure how it will benefit your sales team. If that's the case, then you're likely in for a big surprise.

Marketing automation platforms can do so much more than the name implies. The right solution can equip your sales team with powerful resources to help them orchestrate the entire sales process and outpace the competition — time after time.

Act-On is designed to empower your sales team on their quest to increase pipeline, close deals, and drive attributable revenue. Our platform helps teams reach their goals by providing easy access to comprehensive customer tracking and insights, paving the way for more targeted and productive conversations.

Act-On also helps bridge the gap between marketing and sales by creating a bi-directional data sync with your [preferred CRM system](#). Think of your CRM as the system of record and Act-On as the system of execution. This way, you always know which leads are the most promising and what opportunities are coming through the pipeline.

Curious to learn more about how Act-On can revolutionize your sales process and help you achieve fantastic results?

**Keep reading to learn 10 ways your sales team can leverage and benefit from the power of Act-On marketing automation!**

# 1 **MAXIMIZE YOUR TIME, RESOURCES, AND BUDGET**

Marketing automation empowers sales teams to track and nurture leads more efficiently, guiding them through the sales funnel at their own pace based on their behavior and engagement. This process generates more (and more qualified) leads who are serious about buying your product or solution. At the same time, it helps you sunset uninterested contacts or place lukewarm leads in a separate re-engagement segment.

As a result, you'll spend less time with inefficient and unproductive sales processes and more time with genuinely interested prospects. All of this maximizes your ability to generate great results while conserving time, resources, and budget!



**Organizations that use marketing automation experience a 14.5% increase in sales productivity.**

[Invespcro, 2018](#)

# 2 **DEFINE AND TARGET YOUR IDEAL CUSTOMER**

Act-On gives Sales control over which opportunities come through the door from start to finish. Sales reps define the attributes and behaviors (role, industry, content downloads, etc.) that indicate whether a prospect is a legitimate lead with high purchasing intent. Marketing can then use this information to create lead segments (MQLs, SQLs, Opps, etc.) with specific messaging to better [target, attract, and nurture the best opportunities](#).

Once these prospects are in the queue, Marketing can seamlessly transfer them to Sales when they've completed a defined action or passed a specific lead scoring threshold. From, there Sales has full insight into the customer journey and can tailor their conversations accordingly.



## **CUSTOMER SPOTLIGHT:** Horizon Distributors is using Act-On to attract and capture 200% more new leads!



### **Horizon Distributors**

Within the first year of switching to Act-On, Horizon more than doubled its marketing qualified leads from the previous year with HubSpot. This was largely due to Act-On's easy-to-update landing page templates, intuitive web forms, and experience nurturing campaigns. Most importantly, Act-On's integration with Microsoft Dynamics 365 ensured that Horizon's sales team had consistent, comprehensive insight into user behavior, interests, and purchase history.

According to Mary Martinez (Director of Marketing), the greatest asset in Act-On is the ability to easily segment her master list (consisting of thousands of active contacts) into more than 100 individual groupings. These lists are cultivated according to traditional attributes like industry, budget, and region. Better yet, they're also being created based on more sophisticated segmentation approaches like purchase history, the likelihood of repeat purchases, and digital behaviors and interactions.

Once Mary and the Horizon team create the criteria for these segments, the list building and grouping occurs automatically through the Act-On platform in conjunction with Microsoft Dynamics. This conserves significant time and resources while preparing Sales to have more productive conversations that lead to more closed deals and revenue!

*“When we saw Act-On’s ability to do so many things so easily, especially creating emails and landing pages, we were hooked. The other big selling point was the easy and effective Microsoft Dynamics integration, which HubSpot wasn’t able to do at all.”*

MARY MARTINEZ, DIRECTOR OF MARKETING

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### 3 **KNOW WHEN TO CALL**

Guiding customers from one phase of the buyer journey to the next involves delivering the right message at the right time —and that strategy applies as much to Sales as it does to Marketing. Contacting customers before they're ready to talk can set the wrong tone and result in your salespeople wasting precious time and resources on the wrong opportunities.

Act-On prepares your team to strike while the iron is hot, giving you the ability to close more deals and never miss a great opportunity. Our platform helps you keep tabs on where each prospect is in the buying cycle through real-time behavioral tracking, lead scoring, and automated engagement alerts. This means you'll always know when someone is thinking about your company, which services or features are most appealing to them, and even when they're inching closer to making their purchasing decisions!

### 4 **GAIN VISIBILITY INTO CUSTOMER BEHAVIORS AND INTERESTS**

Act-On grants you full visibility into customer behavior and activity so that your salespeople know exactly what to say when talking to new leads and existing customers.

Act-On's [customer intelligence dashboards](#) show you every aspect of the buying journey — including which keywords they've searched, which content they've viewed, and which actions they've taken while on your site. This knowledge lets you tailor your conversations and talk to each prospect about their specific pain points and interests so you can show them exactly how your products and solutions stand apart from the competition.



**of marketers said that marketing automation helped them attract more leads.**

[Smart Insights, 2019](#)

## 5 **PRIORITIZE YOUR LEADS**

Lead scoring is the process of assigning points to a lead based on specific behaviors and attributes. Act-On tracks and scores these points in real-time to help your team determine whether a lead is ready to move from one stage of the sales cycle to the next — and even when they're ready to talk business with a member of your sales team.

For example, someone visiting your pricing page is clearly a buying signal. With Act-On's [lead scoring](#) feature set, you would assign this action a higher score than, say, opening a newsletter email. Leads accrue (or lose) points as they progress through the customer journey and engage with your brand, campaigns, and content. When a predefined scoring threshold is met, a notification is triggered to a respective sales rep, letting them quickly prioritize and respond with relevant information and messaging.

## 6 **SHORTEN THE SALES CYCLE**

Lead nurturing can shorten the sales cycle and result in better opportunities. With features such as Adaptive Sending, [Advanced Segmentation](#), and Transactional Event-Triggered Emailing, Act-On gives marketing teams the power to...



Attract and capture great leads with website visitor tracking and SEO tools



Deliver personalized customer experiences with relevant and timely content



Automate the sales cycle through automated buying journeys and progressive profiling



Transfer awesome leads to Sales and turn those leads into lifelong customers

This means your salespeople will be closing better and bigger deals at a much faster rate than ever before.

## **CUSTOMER SPOTLIGHT:**

Absolute Exhibits improves Marketing and Sales alignment, leading to an 84.5% increase in revenue.



### **Absolute Exhibits**

Absolute Exhibits is a full turnkey exhibit house that produces unique and exciting trade show booths and exhibits for an array of B2B and B2C customers all over the world.

The company invested in Act-On to improve their ability to generate better leads, personalize the customer journey, and transfer highly qualified prospects to the sales team for tailored purchasing discussions based on accurate insights.

With Act-On, Absolute Exhibits has drastically improved Marketing and Sales alignment, enabling both teams to nurture customers through the sales cycle, improve conversions, and close more deals. These efforts have resulted in an 84.5% increase in revenue throughout a traditionally difficult quarter!

*“Our customers feel like we’re speaking to them directly and their needs at a specific show. Act-On has allowed us to really take them on a different journey.”*

CATHERINE HESS, SENIOR MARKETING MANAGER

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## 7 NEXT-GEN EMAIL OUTREACH

Email remains the most powerful tool to deliver content, nurture leads, and gather invaluable insights. In fact, it's more popular than ever, as [93% of marketers use email to distribute content](#).

And by using marketing automation, sales reps can automatically send personalized messages to the right prospects at the right time. Your team can even set-up customized event-triggered emails that launch based on specific actions (e.g., signing up for a newsletter or downloading a particular piece of content) — keeping prospects engaged and the momentum going at all times.



**59% of marketers say that email is their most effective channel for generating revenue.**

[PR Newswire](#)

## 8 MAXIMIZE CUSTOMER LIFETIME VALUE

Marketing automation dashboards and reports make it quick and convenient to review and analyze a wealth of customer intelligence — including demographics, campaign engagement, website visits, and purchase history. This real-time information is essential for [identifying cross- and up-selling opportunities](#). Behavior history profiles can uncover likely follow-up sales opportunities based on each customer's pre- and post-purchase interactions and engagements.

## 9 NEVER LEAVE YOUR CRM

Act-On integrates with the leading CRMs — including [Salesforce](#), [Microsoft Dynamics 365](#), [SugarCRM](#), and more. These integrations let salespeople view and access actionable customer insights in real-time, all without ever leaving their CRM dashboards. This saves your team significant time and effort and allows them to continuously align messaging with customer interests, needs, and pain points.

## 10 ALIGN SALES AND MARKETING

Marketing and Sales play critical and complementary roles across the buyer's journey, with the shared goals of closing deals and driving revenue. Marketing automation helps align these efforts by giving marketers the tools to [build automated buying journeys](#) that perfectly match their organization's respective sales processes — as well as gather and share access to valuable information via their CRM.

This alignment forges new levels of understanding and cooperation between teams, improves effective prospecting, and results in more leads and even better deals!



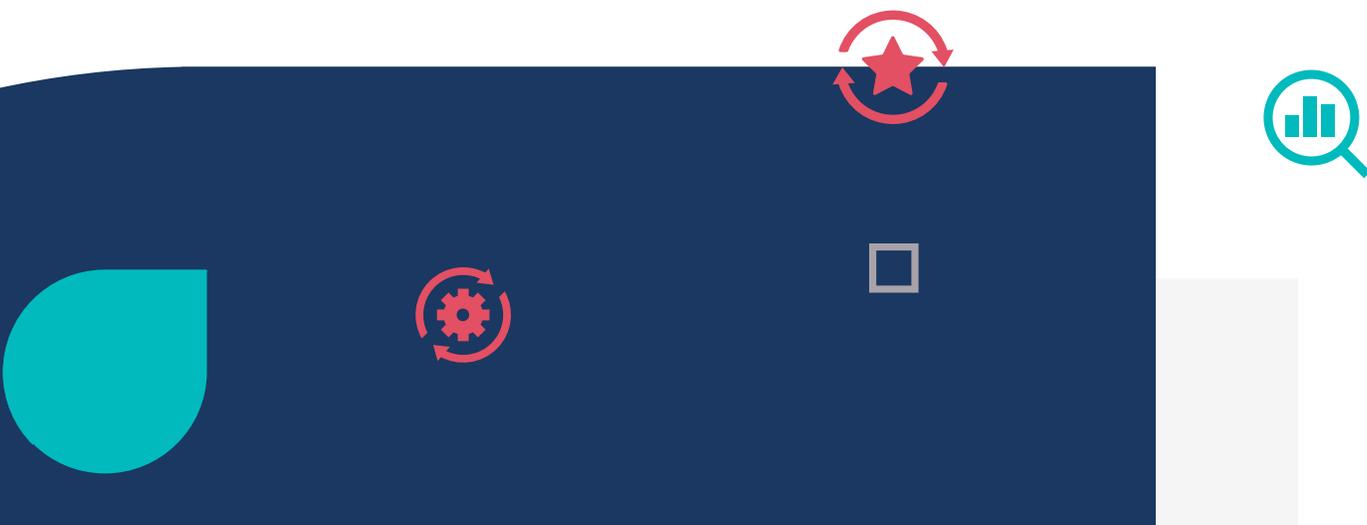
# **DRIVE AND CLOSE MORE BUSINESS**

With Act-On, your days of chasing leads are over. Your salespeople will have everything they need to tailor their communications and conversations to the specific needs of your target audiences, beat out the competition, and boost revenue.

Our platform provides your team with access to real-time intelligence, dynamic and intuitive tools, and the ability to conserve and optimize their resources so they can quickly and effectively engage with their hottest prospects to close more deals in less time.

*So what are you waiting for? Want to learn how Act-On can help you go beyond the lead to grow your own way?*

**[Book a demo today!](#)**



## **ABOUT ACT-ON SOFTWARE**

Act-On Software is the world's growth marketing leader, offering solutions that empower marketers to move beyond the lead and engage targets at every step of the customer lifecycle. Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.



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