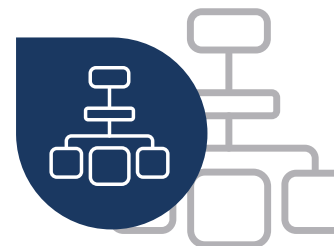# BUILD A STRONG *MARKETING AUTOMATION* FOUNDATION

Before launching your marketing automation efforts, your team should:

1

Ensure the Basics Are in Place

Work with your team to gather your content, review your data hygiene, and develop a marketing automation strategy.

2

Sync With Sales

Promote alignment from the start by collaborating with your sales team to ensure that the right lead transferring processes are in place.

3

Assemble Your Team

Make sure your team members have the skills to create engaging content, make sound strategy decisions, and implement programs and campaigns within your platform.

4

Implement a Piloted Automated Program

Doing a trial run before launching your first automated program will help you avoid any embarrassing mistakes.

5

Identify Key Performance Metrics

Marketing automation can enhance your marketing efforts and drive results, but it's up to you and your organization to determine what metrics matter most.

If you'd like to learn even more about how you can build a strong foundation for success and fully leverage your marketing automation platform, make sure to download **The Marketing Automation Quickstart Guide**.

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