

10 Steps to Using Marketing Automation to Drive Leads

Automate your lead generation activities.

Marketing Automation is a software platform (like Hubspot) that streamlines, automates, and measures marketing tasks and workflows. Marketing Automation allows you to be more efficient, increase revenue, and grow into a more powerful marketing team.

1.) CREATE AN ENTICING OFFER.

- Identify a pain point or challenge for your customers, then share some tips or offer a solution.
- Your offer can be a webinar signup, exclusive video content, a slideshow, free trials, or an eBook.

2.) CREATE A LANDING PAGE, FORM, & DOWNLOAD/THANK YOU PAGE.

- Landing pages should be simple and not include distractions. Your form should include the information you need to start building and segmenting your list.
- After a user submits your form, they should be redirected to a page that provides them with a link to download your offer and gives them options to get more related information right away.

3.) CREATE A CALL-TO-ACTION (CTA).

- A CTA is text or an image that links to your landing page.
- You'll want to use these in emails, blog posts, Website pages and on social media.
- It shouldn't be hard to miss, provide a clear offer, and difficult to resist.

4.) CREATE A LIST FOR SEGMENTATION.

- Start with existing customers and leads. Every contact filling out a certain form to a specified list. This allows you to keep track of who is interested in what and makes for more targeted email campaigns in the future.

A few things that Marketing Automation allows you to do more effectively include:

- Email marketing
- Landing page creation
- Cross-channel marketing campaigns
- Lead generation
- Segmentation
- Lead nurturing and scoring
- Cross-sell and up-sell
- Retention
- Measuring ROI
- Website personalization

Marketing automation is designed to help you prioritize and execute your marketing tasks in a more streamlined and efficient way.

Contact us to learn how we can help you implement and start using HubSpot Marketing Automation.



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5.) CREATE YOUR EMAILS & WORKFLOW.

- Once you have contact information for your downloaders, you'll want to create several emails for follow-up.
- Create a "quick follow-up" email that thanks people for downloading and provides the download link again.
- Create two or more nurturing emails that build on the topic of your offer. You could share links to related blog posts, other offers, videos, case studies, etc.
- Create an email that offers assistance. You could offer a free trial, a consultation, or a demo.

6.) SET UP WORKFLOWS & AUTO-RESPONDERS.

- Schedule your emails to go out to your downloaders. Set the delay between emails appropriately.
- When a contact reaches the end of the Workflow or AutoResponder series, send yourself an email that alerts you.

7.) WRITE & PUBLISH A BLOG POST

- Announce your new offer! Describe the problem you are solving and the value you will provide.
- Give readers a number of reasons to click through to your landing page. Remember to add your CTA to this blog post.

8.) SEND AN EMAIL TO EXISTING SUBSCRIBERS

- Create and send an email announcing your new offer, making sure to focus on "what's in it for them".
- Insert a CTA and at least one more text link to your landing page.
- Send the offer to all of your contacts, or only to those who have expressed interest in the subject.

9.) SHARE ON SOCIAL MEDIA

- Post updates linking to your landing page on all your social channels.
- Notify your employees and share your offer with your partners.

10.) WATCH THE RESULTS

- Numbers to watch include your initial email open and click-through rates, follow-up email and click-through rates, and landing page conversion rates.
- If your conversion rate is lower than expected, look at your offer, the number of form fields you've included, the submit button text, and your Call-to-Action performance.

If you're publishing good content, generating a steady flow of new, organic leads, and you're ready to scale your efforts, chances are it's time to focus your efforts on a marketing automation strategy that will nurture those quality leads into paying customers.

Marketing automation takes into account the evolving needs of your leads, and the behaviors and interactions they have with you across all of your marketing channels.

Using behavioral inputs from multiple channels such as social media, viewing a pricing page, or consuming a particular piece of content gives you the context to fully understand a lead's challenges.

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