

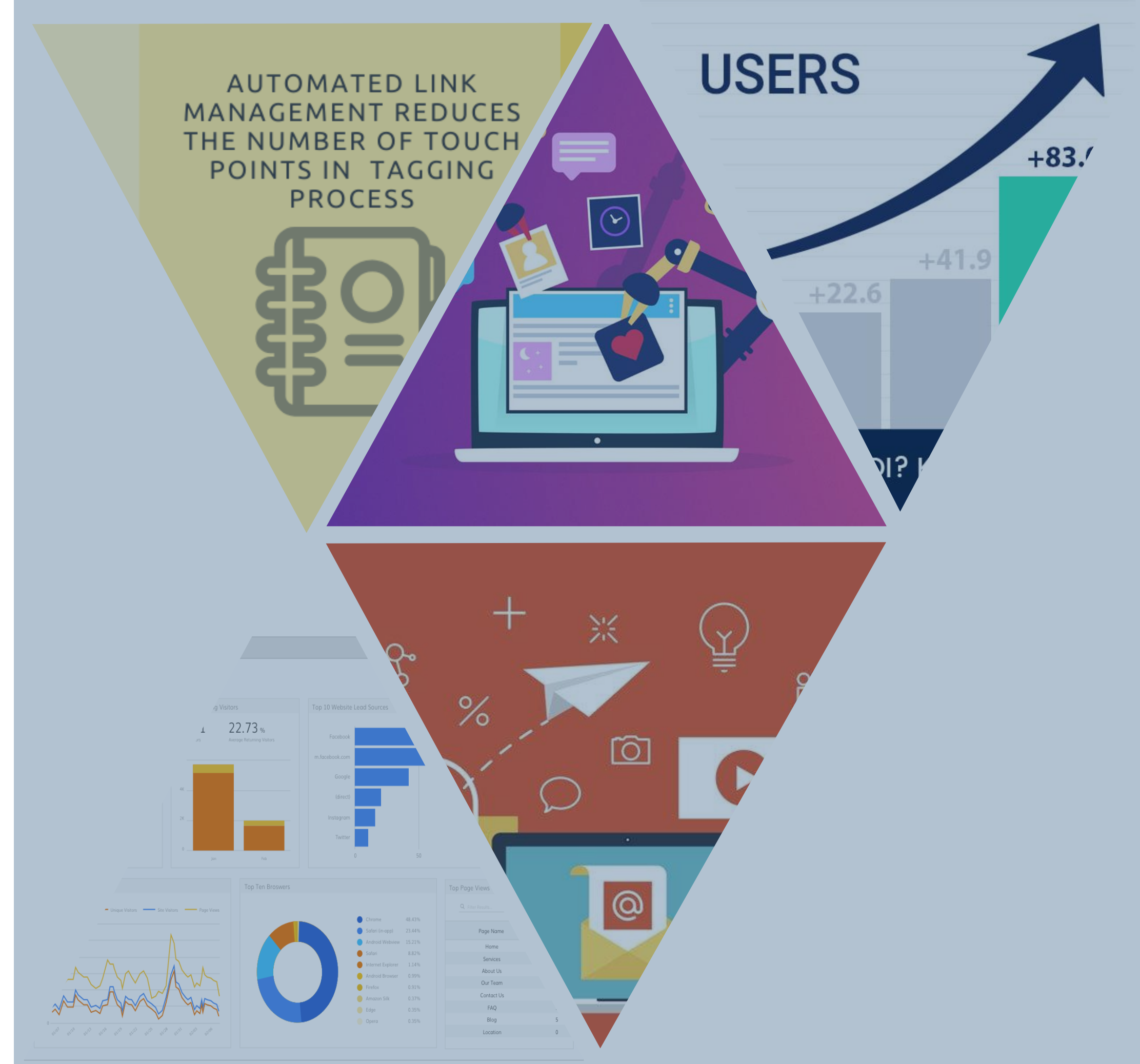
# Marketing Automation

## Achieving Better Outcomes While Saving Time & Resources

Step-by-step overview

3 Key automation platform benefits

Real-life examples

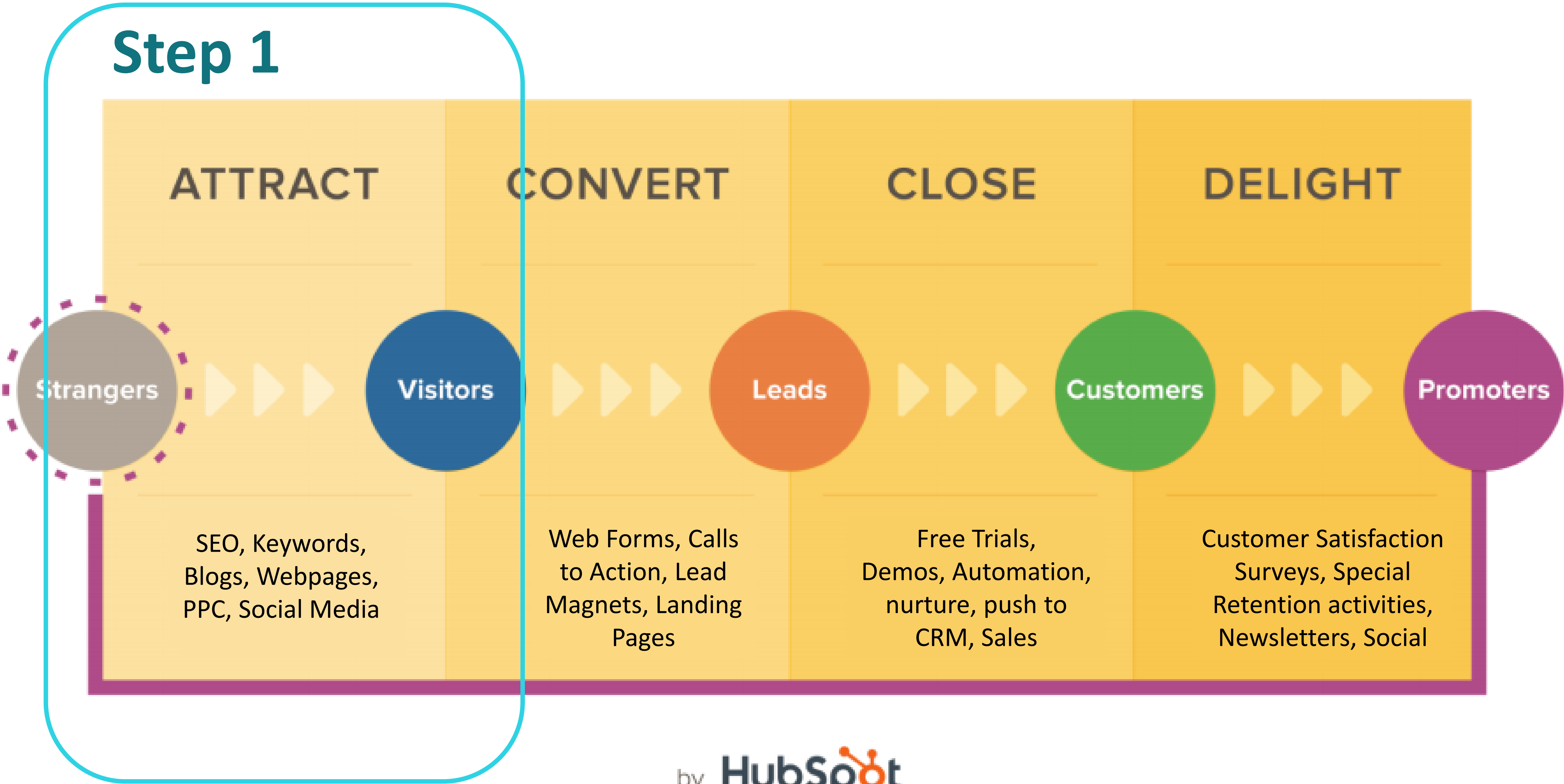


**Disclaimer:** All opinions and views expressed in this presentation are my own and do not represent the opinions, views, or policies of my current employer or any other organization or entity mentioned herein.



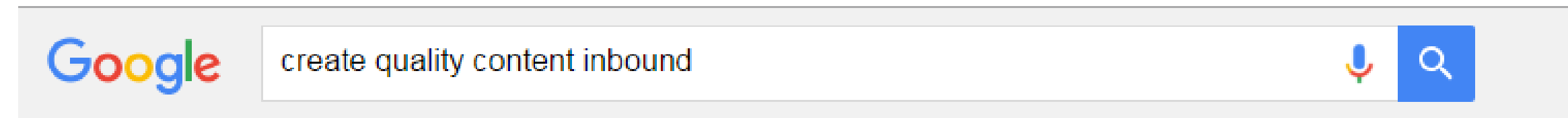
# **THREE Reasons Why Marketing Automation Will Make Every Marketer Look Like a STAR**

# LET'S START WITH ... AN EXAMPLE BY HUBSPOT



by HubSpot

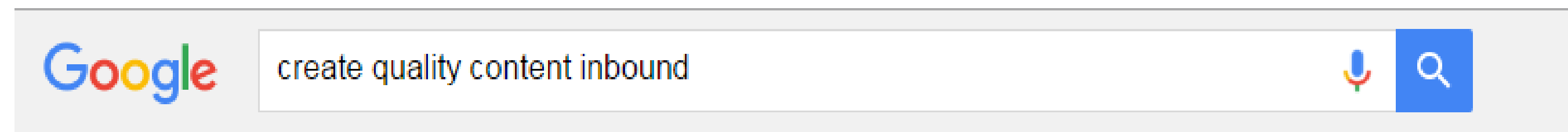
# 1. ATTRACT: KEYWORDS, SEO, PAID ADVERTISING



93% of people's online experiences begin with a search engine. ([imFORZA](#)). So let's "Google" this phrase: "*create quality content inbound*"



# 1. ATTRACT: KEYWORDS, BLOGS, SEO, PAID ADVERTISING



Web Images Videos News Shopping More Search tools

About 1,700,000 results (0.45 seconds)

## Quality Unique Content - constant-content.com

Ad [www.constant-content.com/Content](http://www.constant-content.com/Content)

The Web's Best Original Content 100% Unique, Hand Edited Articles  
Constant Content has 373 followers on Google+

### Purchase Content

Purchase unique content instantly  
Search thousands of articles

### Find PLR Articles

Get access to thousands of  
affordable PLR articles now

## HubSpot | What is Inbound Marketing?

[www.hubspot.com/inbound-marketing](http://www.hubspot.com/inbound-marketing)

Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content ...

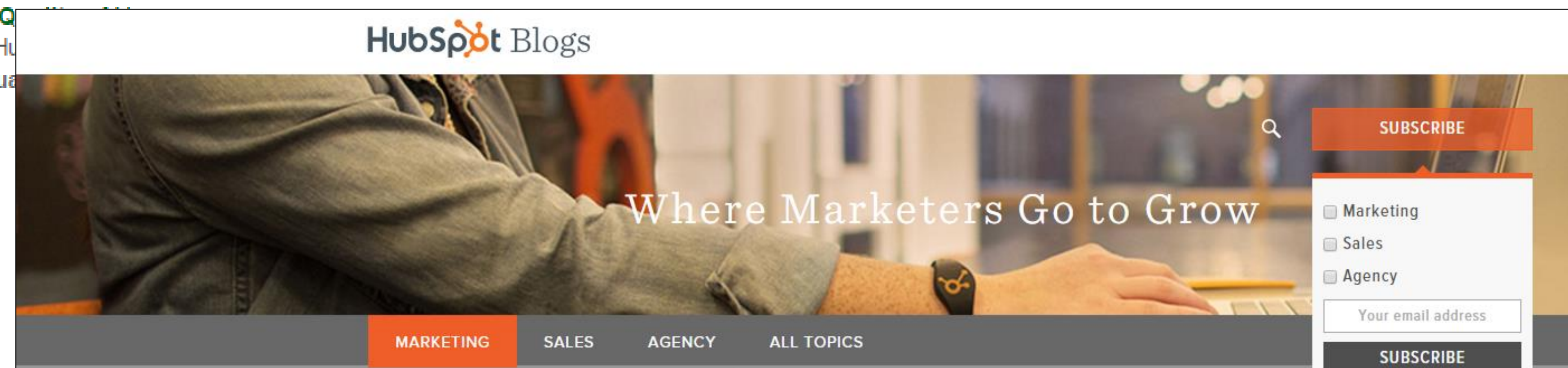
## quality content - Hubspot

[blog.hubspot.com/.../8-Ways-to-Instantly-Improve-the-Q](http://blog.hubspot.com/.../8-Ways-to-Instantly-Improve-the-Q)

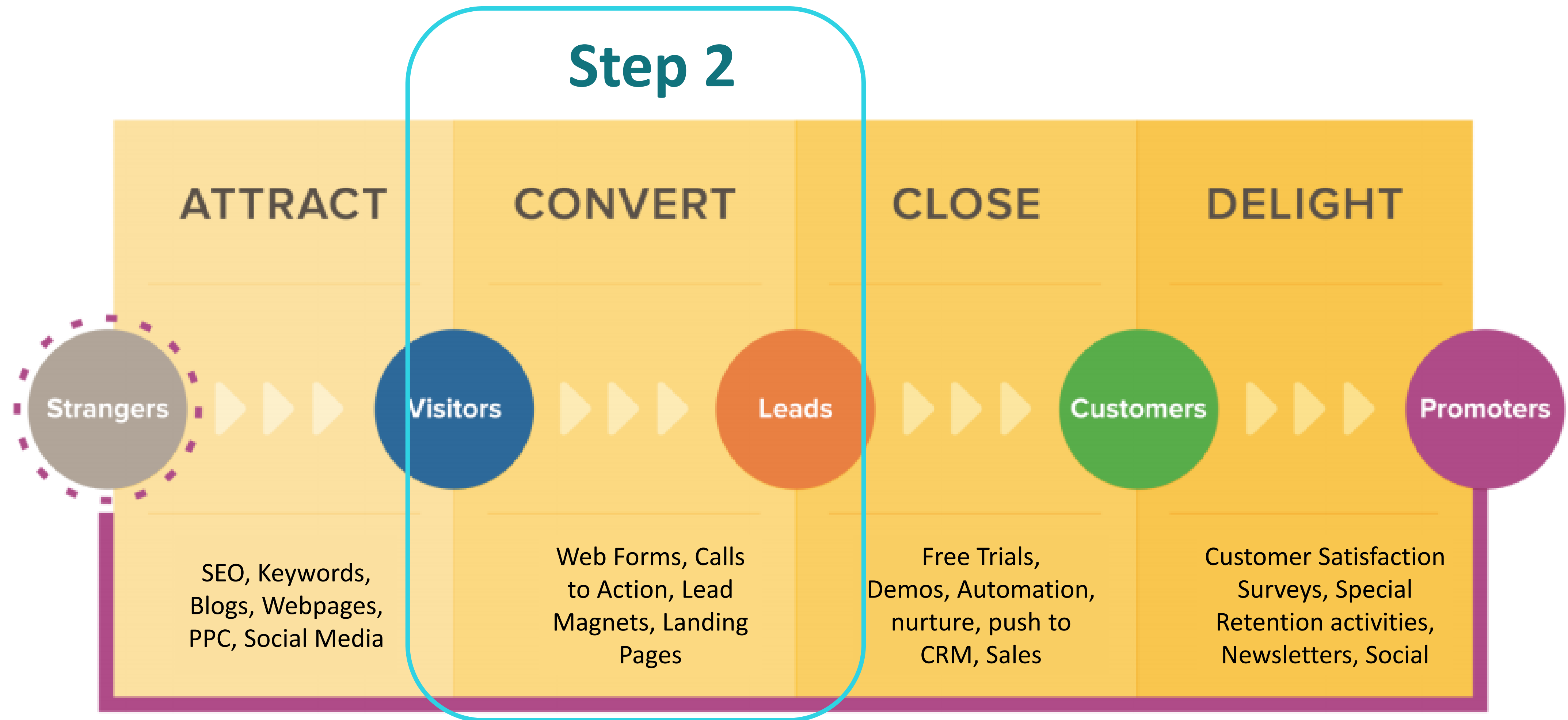
28 Jan 2013 - Last week, we published a post written by a HubSpot  
Partners, that discussed the importance of creating high-quality



Let's visit  
their page



# 2. CONVERT VISITORS TO KNOWN LEADS



# 2. GET TO KNOW VISITORS, BUILD A RELATIONSHIP

**HubSpot Blogs**

## HubSpot Blog Subscription Center

**Customize Your Subscriptions to Get Only the Content You Want**

Join our community of **over 380,000 subscribers** to [HubSpot's blogs](#), and you'll receive great articles delivered right to your inbox or RSS reader.

Already subscribed? Modify your subscription preferences to receive more or less of the content you want:

- **Marketing Blog:** HubSpot's flagship blog for inbound marketing tips, trends & best practices
- **Sales Blog:** everything you need to become an inbound sales master
- **Agency Post:** HubSpot's blog for agency professionals
- **Academy Blog (for HubSpot Customers):** tips and tricks to master the HubSpot software

**Subscribe or Modify Your Preferences Below ...**

### Marketing Blog

Email Address (privacy policy)\*

Notification Frequency\*

Daily  
 Weekly  
 Unsubscribe

**UPDATE SUBSCRIPTION**

[Subscribe to the Marketing Blog via RSS](#)

### Sales Blog

Email Address (privacy policy)\*

Notification Frequency\*

Instant (2-4 emails per day)  
 Daily  
 Weekly  
 Unsubscribe

**UPDATE SUBSCRIPTION**

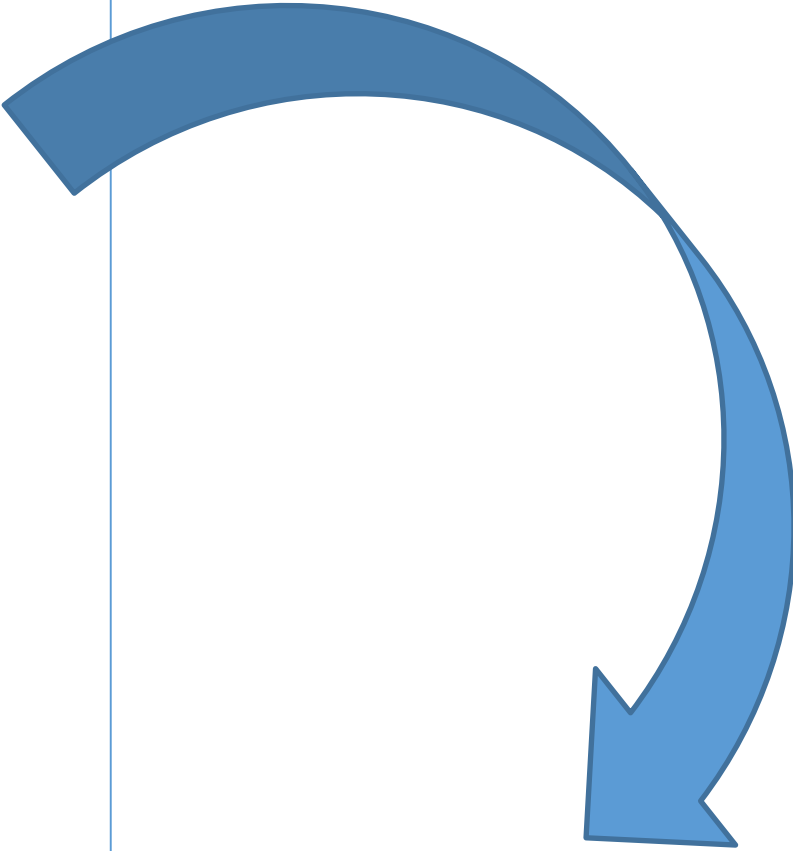
[Subscribe to the Sales Blog via RSS](#)

### Agency Post

Email Address (privacy policy)\*

### Academy Blog (For HubSpot Customers)

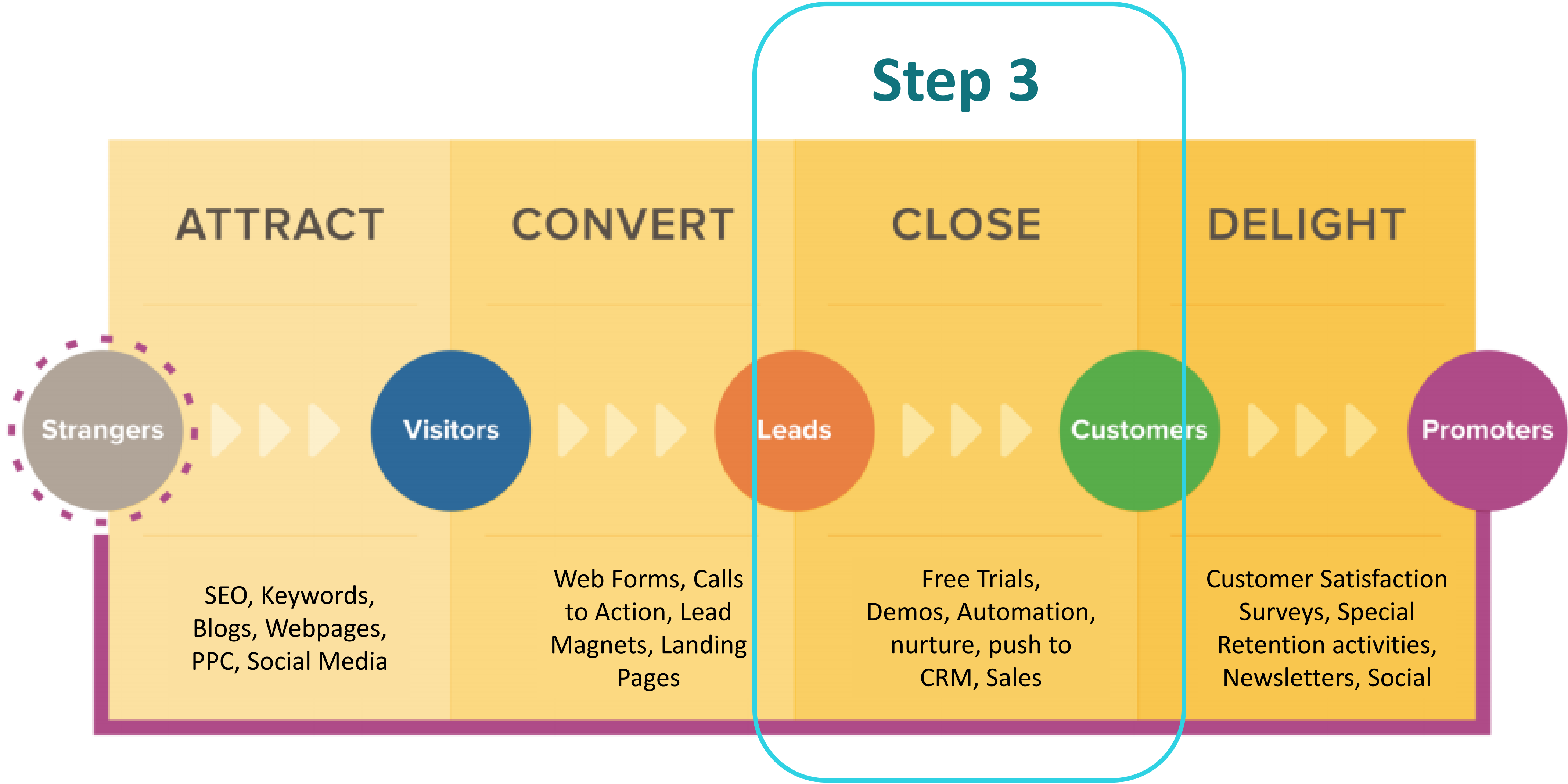
Email Address (privacy policy)\*



Let's sign up for their blog



# 3. MOVE LEADS TOWARDS WINNING THEM AS CUSTOMERS



by HubSpot

# 3. USE AUTOMATION & PROGRAMS TO WIN LEADS

- Search Hubspot (Ctrl+E)
- Arrange By: Date
- HubSpot Blog, Marketing  
12 About Us Page Examples That Are Probably Better Than Yours
  - Andrea Francis, HubSpot  
This free guide will perfect ARM's marketing
  - HubSpot Blog, Marketing  
16 of the Best Examples of Mobile-Friendly Website Design
  - Sarah Goliger  
120 Awesome Marketing Stats, Charts, and Graphs
  - Diana Urban, HubSpot  
How to Calculate Your Leads Goal for Sales and Marketing Alignment
  - Diana Urban, HubSpot  
How to Calculate Your Leads Goal for Sales and Marketing Alignment
  - HubSpot Blog, Marketing  
Quality vs. Quantity: A 6-Month Analysis of the Age-Old Blogging Debate
  - HubSpot Blog, Marketing  
Content Marketing Strategy: A Comprehensive Guide for Modern Marketers
  - HubSpot Blog, Marketing  
How to Use Analytics to Get a Promotion: 10 Metrics That'll Help Your Cause
  - HubSpot Blog, Marketing  
Which Type of Leader Are You? A Look at 6 Distinct Leadership Styles [Infographi
  - HubSpot Blog, Marketing  
Reduce, Reuse & Recycle: How to Use Business Byproducts to Create Growth Op
  - HubSpot Blog, Marketing  
16 of the Worst Typos, Grammatical Errors & Spelling Mistakes We've Ever Seen
  - HubSpot Blog, Marketing  
How to Use Excel to Run a Blog Content Analysis
  - HubSpot Blog, Marketing  
A Step-by-Step Guide for On-Page SEO Management [Free SEO Template]
  - HubSpot Blog, Marketing  
19 Essential Tips for an Engaging Facebook Business Page
  - HubSpot Blog, Marketing  
How to Cite Sources & Not Steal People's Content on the Internet
  - HubSpot Blog, Marketing  
Age Is Just a Number: How to Be a Leader at Any Stage of Your Career
  - HubSpot Blog, Marketing  
8 LinkedIn Profile Photo Mistakes That Make You Look Unprofessional [Infograp
  - HubSpot Blog, Marketing  
What the Best Social Media Community Managers Actually Do in Their Jobs
  - HubSpot Blog, Marketing  
Battle of the Sexes: What Men and Women Think About Colors [Infographic]
  - Joanna at Copy Hackers  
you didn't get the 7-part series you were promised!
  - HubSpot Blog, Marketing  
7 Quick Ways to Free Up More Time in Your Day
  - HubSpot Blog, Marketing  
21 of the Most Inspiring Ad Campaigns of the Last 12 Months
  - HubSpot Blog, Marketing  
How to Persuade People by Asking the Right Questions [Video]
  - HubSpot Blog, Marketing  
How to Use Vine: A Simple Guide to Building an Effective Social Video Strategy [

## How to Use Vine: A Simple Guide to Building an Effective Social Video Strategy [Infographic]

HubSpot Blog, Marketing <blog@hubspot.com>  
 Sent: Fri 03/07/2015 14:21  
 To: Milena Mitova

Not rendering correctly? View this email as a web page [here](#).



Hi there,

Here's your daily roundup of our latest and greatest marketing posts. Enjoy!

### [How to Use Vine: A Simple Guide to Building an Effective Social Video Strategy \[Infographic\]](#)

By Lindsay Kolowich, Friday, July 3, 2015 8:00 AM



Vine, the video-looping app released back in January 2013, has proven itself to be much more than a passing fad. As a result, many brands across all sorts of industries continue to use the platform as a visually creative way to connect with fans and followers.

But, for some marketers, Vine is still somewhat of an unknown.

[Read Full Article »](#)

See more about: HubSpot Blog, Marketing.



Amazing nurturing emails with loads of good content & offers!

# EXAMPLE OF A LANDING PAGE WITH AN OFFER



UNITED KINGDOM +44 20 36847648

## LEARN HOW TO OPTIMIZE YOUR SOCIAL MEDIA FOR MORE TRAFFIC & LEADS

Get free tips from one of our marketing experts.

Consumers are spending 250% more time on social media than they did just two years ago. Which is why *you must* be present and engaging with your audience on social platforms.

*Are you getting the most out of your social media marketing efforts? How do you make your social media presence stand out from the rest?*

Get advice from one of our marketing experts! We'll take a look at your current social media strategy, and offer tips and suggestions for improvement.

In your free assessment, we'll talk about how you can:

- ✓ Optimize your social strategy to drive more traffic to your site
- ✓ Grow your following and find influencers
- ✓ Use your social intelligence in the sales process
- ✓ Measure the business value of your social media efforts

Request your free assessment to the right, and let's get started!



### Get Free Tips on Improving Your Social Media Marketing:

FIRST NAME\*  
Milena

LAST NAME\*  
Mitova

EMAIL (PRIVACY POLICY)\*  
milena.mitova@arm.com

PHONE NUMBER\*  
07538467914



Let me sign up to get this great guide.

# EXAMPLES OF VARIOUS ASSETS USED IN THE PROCESS

July 3, 2015 // 8:00 AM

## How to Use Vine: A Simple Guide to Building an Effective Social Video Strategy [Infographic]

Written by Lindsay Kolowich | @lkolo25



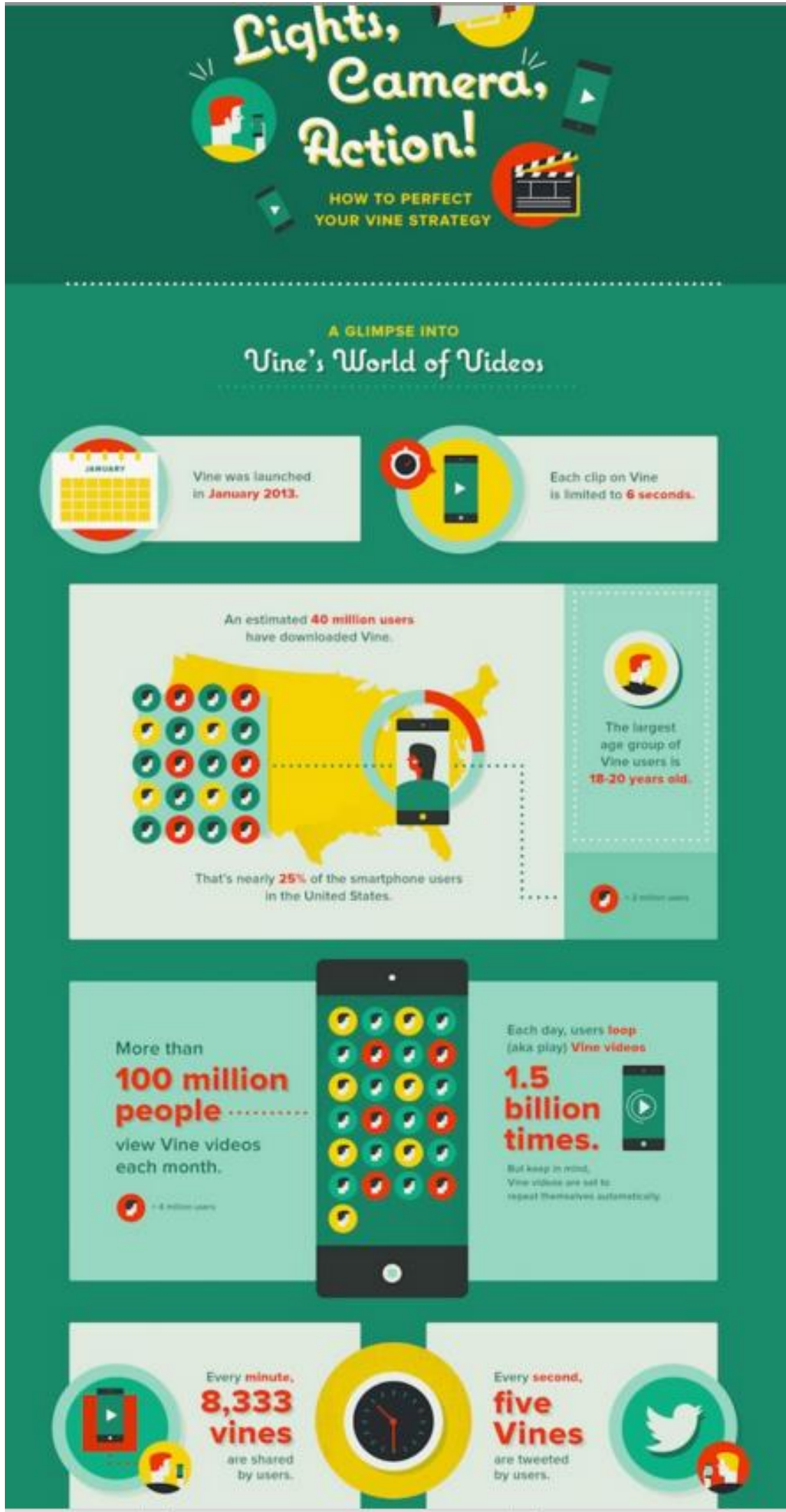
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But, for some marketers, Vine is still somewhat of an unknown.

The time limit is intimidating: For each Vine video, you have just six seconds to convey a message to your audience. What are best practices for planning out a six-second video? What equipment should you use? Which formats work best? How can you incorporate a call-to-action? How can you cross-promote on other social media networks?

To help answer these questions and more, check out the infographic below from SurePayroll. It'll help you perfect your Vine strategy so you can enhance your social media presence beyond photos and words.

Pin it 112



Enhance your social media presence beyond photos and words.  
CAPTURE AND SHARE YOUR BRAND IN MOTION WITH VINE'S 6-SECOND VIDEOS.

BROUGHT TO YOU BY **SUREPAYROLL** A Paychex Company  
IN PARTNERSHIP WITH **GHERGICH & Co.**

ADWEEK.COM BLASTMEDIA.COM CONVERTWITHCONTENT.COM CONVINCEANDCONVERT.COM  
DEXMEDIA.COM DOMO.COM FORTUNE.COM GIGAOM.COM REELSEO.COM  
SEARCHENGINEJOURNAL.COM SPROUTCONTENT.COM TOPTENSOCIALMEDIA.COM

Pin it 112

LEARN HOW TO OPTIMIZE YOUR SOCIAL MEDIA MARKETING STRATEGY

We'll take a look at your current strategy & offer tips to get the most out of your social media efforts.

GET A FREE ASSESSMENT

Where do you keep all these elements and content pieces?



# **#1 Reason Why Marketing Automation Will Make Every Marketer Look Like a STAR**

# 1. All Your Assets & Connections in ONE Central Place

- Artwork
- Logos & PDFs
- Emails, Landing pages
- Database
- Online Forms & Promos
- CRM, Social, Analytics...



[This Photo](#) by Unknown Author is licensed under [CC BY](#)

# ASSET EXAMPLES: MARKETO AUTOMATION PLATFORM

The image displays a composite screenshot of the Marketo Automation Platform interface. On the left, a 'New Local Asset' modal window is open, listing various asset types: Smart Campaign, List, Smart List, Report, Email Program, Event Program, Email, Landing Page, Form, Test Group, Social Button, YouTube Video, Poll, Referral Offer, and Sweepstakes. A blue curved arrow points from this menu towards a central callout box. The callout box is a blue rounded rectangle containing the text: 'Easy to add, organize, access & use'. Below the 'New Local Asset' window, a 'Swap Image' dialog is visible, showing options for 'Design Studio', 'My Computer', and 'External URL'. It features a search bar and a grid of image thumbnails with approval rates (e.g., ~88%, 88%, ~88%, 88%) and performance metrics (e.g., UP TO 91, 1 Month). The background shows a content editor with a 'PhotoR' module and a list of assets like 'Photo2 photo2.jpg' and 'Ico Clock ico-clock.png'. A 'Success!' notification is visible at the bottom left of the interface.

Image courtesy of: Marketo

Image courtesy of: Marketo

# 1A. ALL YOUR ASSETS IN ONE CENTRAL PLACE

## Website reg forms & Pages

Forms audiences fill out to sign up or request info



## Database lists & Marketers

Assign roles for Marketers. Group contacts in static and segmented lists with a few clicks of the mouse.



## Logos & Images

Special Repository to manage your images, videos and art files



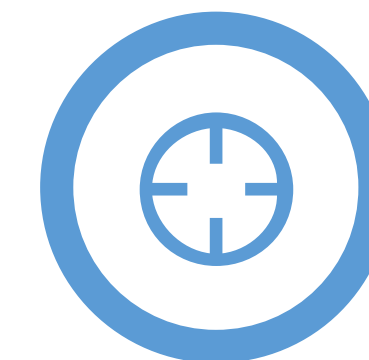
## Emails & Email Templates

Thank you auto-responder & nurture program segmented emails



## Programs & Reports

Program templates + all your campaigns stored securely and accessible 24x7



## SEO & Promos

Keywords, Sweepstakes, Polls, Videos & More

Keep All Marketing Assets in One Place – Better Accountability, Save Time, Easily Managed 24x7 Access to These Resources for Your Team



# 1B. ALL YOUR PLATFORM CONNECTIONS IN ONE PLACE

- **Marketo provides 100's of click + add connections to 3<sup>rd</sup> party Marketing platforms**



- **Social and paid content**

- Hootsuite, Facebook, LinkedIn, SlideShare
- Google YouTube, Search (SEO), Ad spend



- **Top of Funnel**

- SurveyMonkey : Market leader in online surveys
- Litmus : Email QA & validation



- **Shows/conferences/webinars**

- Cvent, Certain, On24 integrations, card scanner into Marketo.
- GoToWebinar, Zoom, Level 3, Adobe, Webex Integrations



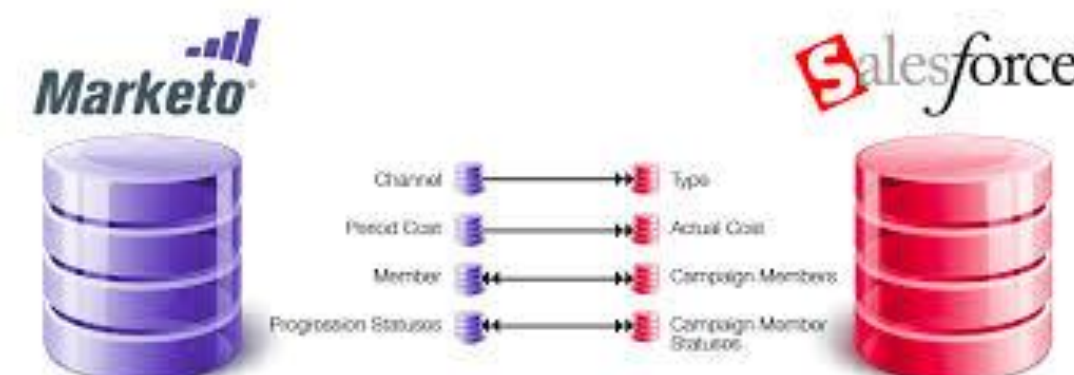
- **Reporting**

- Domo : Data visualization that can combine many data sources including Marketo and SAP

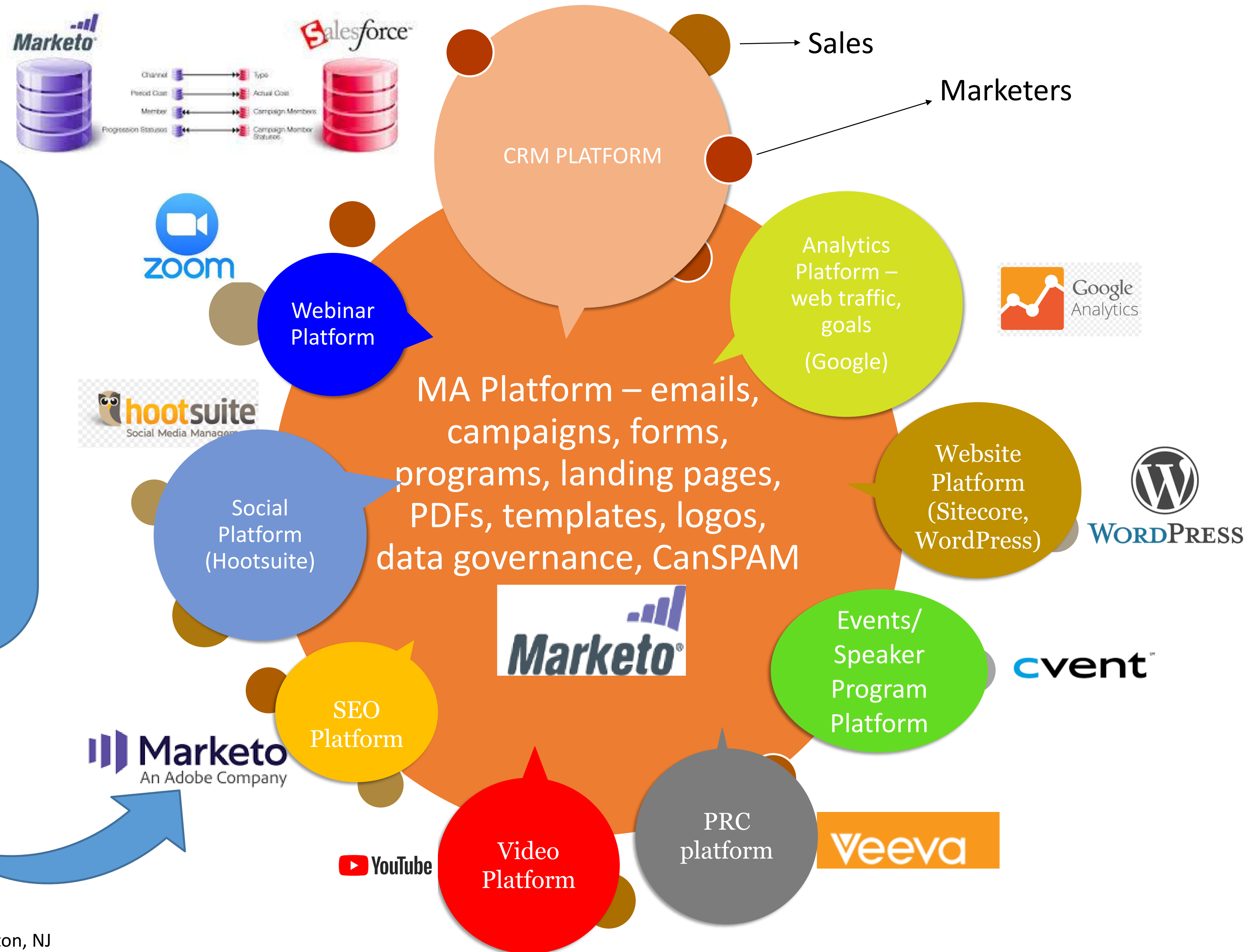


- **CRM**

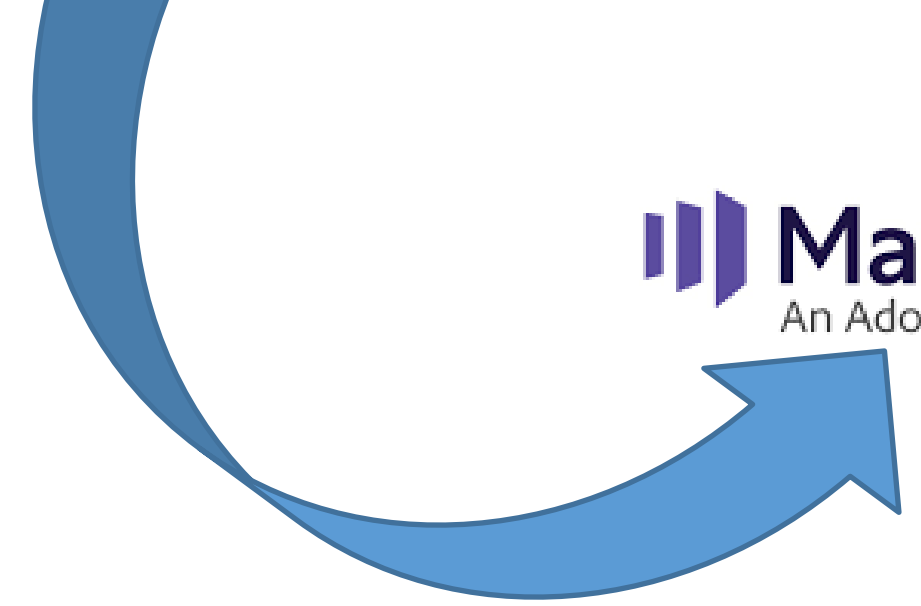
- SalesForce, Netsuite, Sugar CRM, Microsoft, Skyvia, etc.



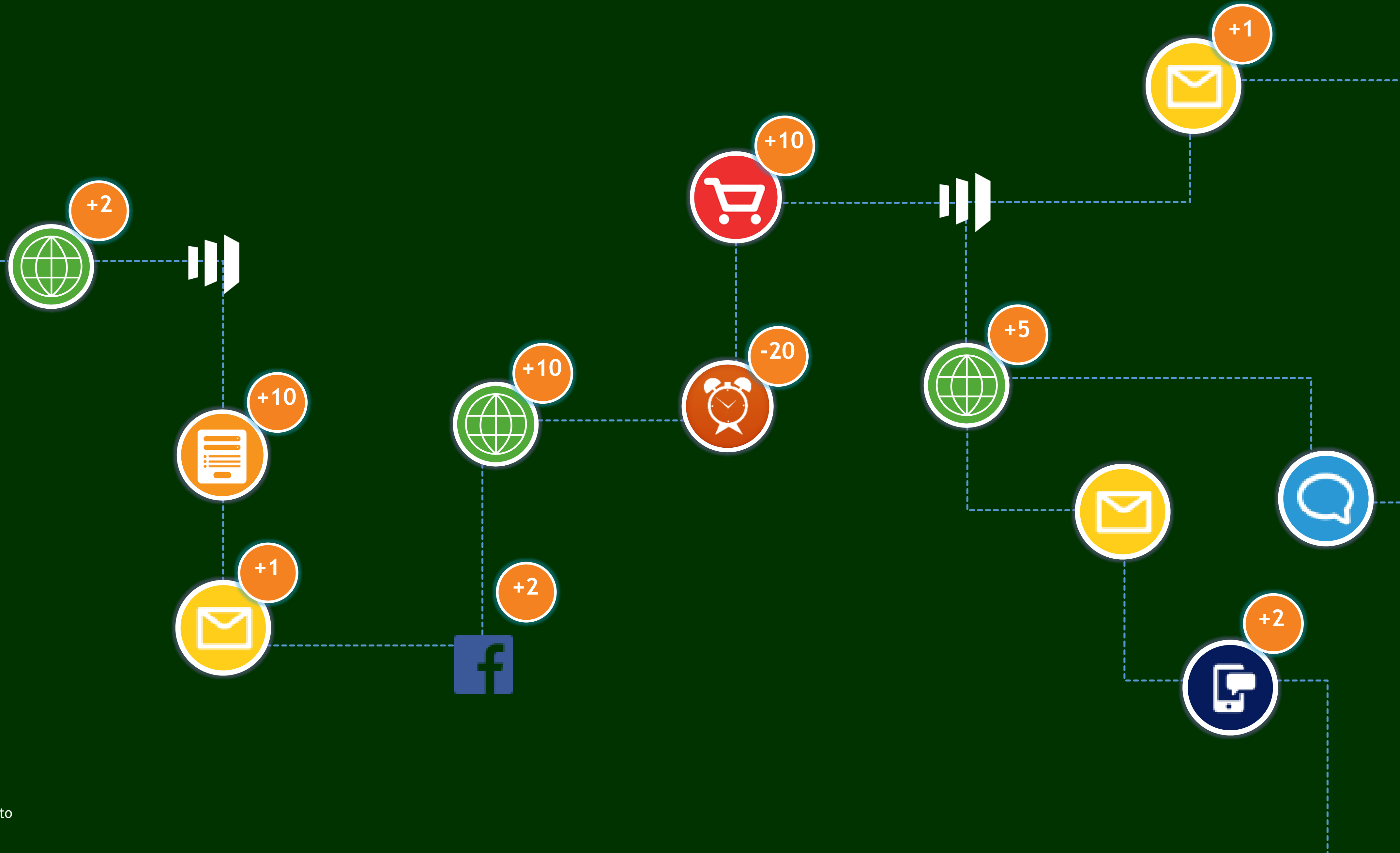
# SAMPLE INTEGRATED MARKETING TECHNOLOGY STACK



Having inter-connected platforms gives you seamless user journey insights across channels



# 360 Degree View of Customer Journey That We Can Track and Measure





# **#2 Reason Why Marketing Automation Will Make Every Marketer Look Like a STAR**

## 2. Scalable Ops Make Small Teams Look Like Superheroes

- **Easy Compliance**
- **Less Errors**
- **More productivity**
- **More programs in less time**
- **SMarketing**
- **Processing 1, 100, or 10,000 contacts takes the same time**



[This Photo](#) by Unknown Author is licensed under [CC BY](#)

# LET'S REFER BACK TO THE EMAILS I GOT FROM HUBSPOT

- Search Hubspot (Ctrl+E)
- Arrange By: Date
- ✉ **HubSpot Blog, Marketing**  
12 About Us Page Examples That Are Probably Better Than Yours
  - ✉ **Andrea Francis, HubSpot**  
This free guide will perfect ARM's marketing
  - ✉ **HubSpot Blog, Marketing**  
16 of the Best Examples of Mobile-Friendly Website Design
  - ✉ **Sarah Goliger**  
120 Awesome Marketing Stats, Charts, and Graphs
  - ✉ **Diana Urban, HubSpot**  
How to Calculate Your Leads Goal for Sales and Marketing Alignment
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  - ✉ **HubSpot Blog, Marketing**  
Content Marketing Strategy: A Comprehensive Guide for Modern Marketers
  - ✉ **HubSpot Blog, Marketing**  
How to Use Analytics to Get a Promotion: 10 Metrics That'll Help Your Cause
  - ✉ **HubSpot Blog, Marketing**  
Which Type of Leader Are You? A Look at 6 Distinct Leadership Styles [Infographi
  - ✉ **HubSpot Blog, Marketing**  
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A Step-by-Step Guide for On-Page SEO Management [Free SEO Template]
  - ✉ **HubSpot Blog, Marketing**  
19 Essential Tips for an Engaging Facebook Business Page
  - ✉ **HubSpot Blog, Marketing**  
How to Cite Sources & Not Steal People's Content on the Internet
  - ✉ **HubSpot Blog, Marketing**  
Age Is Just a Number: How to Be a Leader at Any Stage of Your Career
  - ✉ **HubSpot Blog, Marketing**  
8 LinkedIn Profile Photo Mistakes That Make You Look Unprofessional [Infograp
  - ✉ **HubSpot Blog, Marketing**  
What the Best Social Media Community Managers Actually Do in Their Jobs
  - ✉ **HubSpot Blog, Marketing**  
Battle of the Sexes: What Men and Women Think About Colors [Infographic]
  - ✉ **Joanna at Copy Hackers**  
you didn't get the 7-part series you were promised!
  - ✉ **HubSpot Blog, Marketing**  
7 Quick Ways to Free Up More Time in Your Day
  - ✉ **HubSpot Blog, Marketing**  
21 of the Most Inspiring Ad Campaigns of the Last 12 Months
  - ✉ **HubSpot Blog, Marketing**  
How to Persuade People by Asking the Right Questions [Video]
  - ✉ **HubSpot Blog, Marketing**  
How to Use Vine: A Simple Guide to Building an Effective Social Video Strategy [

## How to Use Vine: A Simple Guide to Building an Effective Social Video Strategy [Infographic]

HubSpot Blog, Marketing <blog@hubspot.com>  
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 To: Milena Mitova

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Hi there,

Here's your daily roundup of our latest and greatest marketing posts. Enjoy!

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By Lindsay Kolowich, Friday, July 3, 2015 8:00 AM



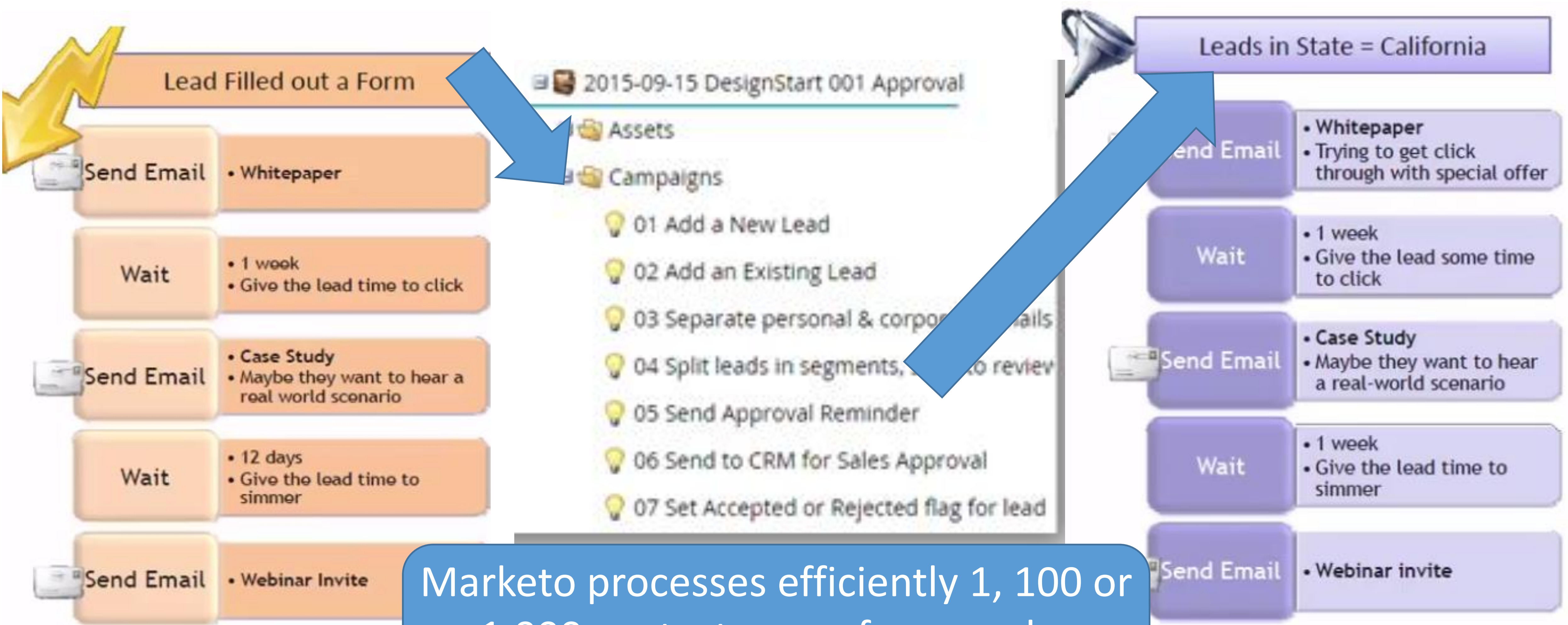
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But, for some marketers, Vine is still somewhat of an unknown.

[Read Full Article »](#)

See more about: HubSpot Blog, Marketing.

# PRE-SET IT AND FORGET IT. LITERALLY



Marketo processes efficiently 1, 100 or 1,000 contacts even for granular segmentations

## 2A. MANAGE YOUR MARKETING OPS SUSTAINABLY

### Pre-build Drip Campaigns

Use trigger campaigns based on behavior, title, if/then conditions that run hands-free



### Combat List Attrition

Promote inbound marketing to attract higher % users than those that are naturally lost



### Improve tactics during runtime

A/B testing of emails or landing pages lets the platform automatically send better performing assets



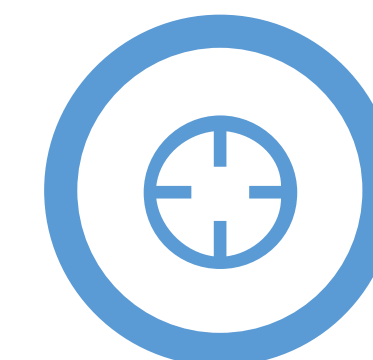
### Seamless Preference Center

Leverage the platform to easily create your online Opt-in/Preference center for worry-free Can SPAM Compliance



### Loop in Sales

Easily auto-setup Sales alerts or insights to ensure your Sales team is kept in the loop of Key programs



### Clone Everything

Click-clone lists, emails, landing pages, forms, programs and shrink significantly production times.

Save a tremendous amount of time by leveraging all the automation features that a Marketing Automation platform can offer



# 2B. SAVE TIME & RESOURCES: CAMPAIGN-IN-A-BOX

The image displays a 'Campaign-In-A-Box' configuration interface. On the left, there's a form for email settings with fields for From, From Address, Reply-to, Subject, and Branded Domain. The main area shows a list of tokens that can be referenced in the campaign content. A blue arrow points from the token list to a preview of the final email invitation on the right.

**Token List:**

T...	Token Name	Value
Local (32 Tokens)		
📅	{{my.AddToCalendar}}	Double-Click for Details
✉	{{my.EMAIL-FromAddress}}	marketingautomation@marketing.com
✉	{{my.EMAIL-FromName}}	Milena Mitova
✉	{{my.EMAIL-ReplyToAddress}}	marketingautomation@marketing.com
📅	{{my.Event-Date}}	Jan 25, 2021
📄	{{my.Event-Description}}	Double-Click for Details
📍	{{my.Event-Location-Line1}}	XYZ Hotel
📍	{{my.Event-Location-Line2}}	1234 Anystreet
📍	{{my.Event-Location-Line3}}	Anytown, ZZ 99999
📍	{{my.Event-Location-Line4}}	10 AM EST
📄	<b>{{my.Event-Title}}</b>	<b>Digital Training: Marketing Automation</b>
📄	{{my.Event-Type}}	Live Event
🔍	{{my.MetaTag-Description}}	What you want search engines to see in the I
📄	{{my.PageURL-Download}}	my.DownloadURL?without=http://
📄	{{my.PageURL-Registration}}	my.RegistrationPageURL?without=
📄	{{my.PageURL-ThankYou}}	my.ThankYouPageURL?without=
📄	{{my.RelatedContent1-Description}}	Double-Click for Details
📄	{{my.RelatedContent1-URL}}	my.RelatedContentPageURL?with
📄	{{my.RelatedContent2-Description}}	Double-Click for Details
📄	{{my.RelatedContent2-URL}}	my.RelatedContentPageURL?with
📄	{{my.RelatedContent3-Description}}	Double-Click for Details
📄	{{my.RelatedContent3-URL}}	my.RelatedContentPageURL?with

**Email Preview:**

From Name: Milena Mitova  
 From Address: marketingautomation@marketing.com  
 Reply-to: marketingautomation@marketing.com  
 Subject: Join us for our Live Event: Digital Training: Marketing Automation

**WHAT IS MARKETING AUTOMATION?**

**Digital Training: Marketing Automation**

Jan 25, 2021, 10 AM EST

Hello Friend,

**Event Description**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis

**REGISTER NOW**

My Company Name, 123 Main Street, Anytown, CA 99999  
 © 2017 Copyright. Contact Privacy Policy

HTML Text  
 Landing Page Performance

Templated, pre-set programs empower marketers to build everything in minutes with 0 code

# YOU CAN CLONE A MULTI-ASSET PROGRAM IN 2 MINUTES

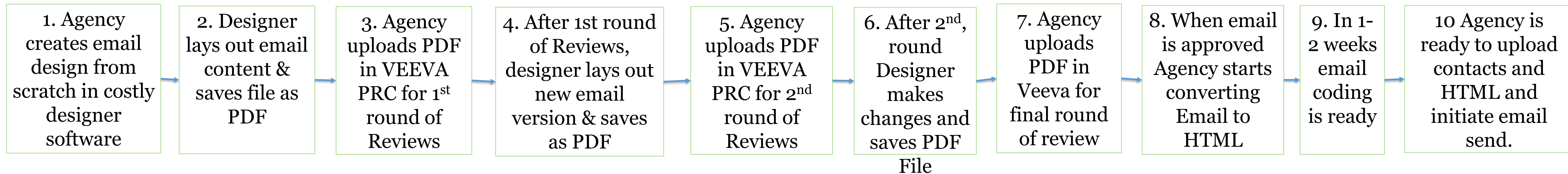
This is an animated gif showing actual action of cloning a program in 2 minutes

The screenshot displays a marketing software interface. On the left, a tree view under 'Marketing Activities...' shows a folder structure: '01 Global' containing '00 Program Templates' and 'YYYY-MM-DD Live Event Campaign-In-A-Box'. The 'Campaign-In-A-Box' folder is expanded to show sub-items: 'Campaigns' (with items like '01-Process Registrations', '02a-Send Invitation', etc.), 'Local Assets', and 'Emails' (with items like 'EMAIL-FollowUp-Attended', etc.). A mouse cursor is hovering over the 'Campaign-In-A-Box' folder. On the right, a panel titled '01 Test Folder' shows a 'New' button and a list of items: 'Smart Campaigns', 'My Tokens', and 'Results'. Each item has a corresponding sub-item below it. The 'Smart Campaigns' sub-item is highlighted, and a table with columns 'Email Name' and 'Sent' is visible to its right.

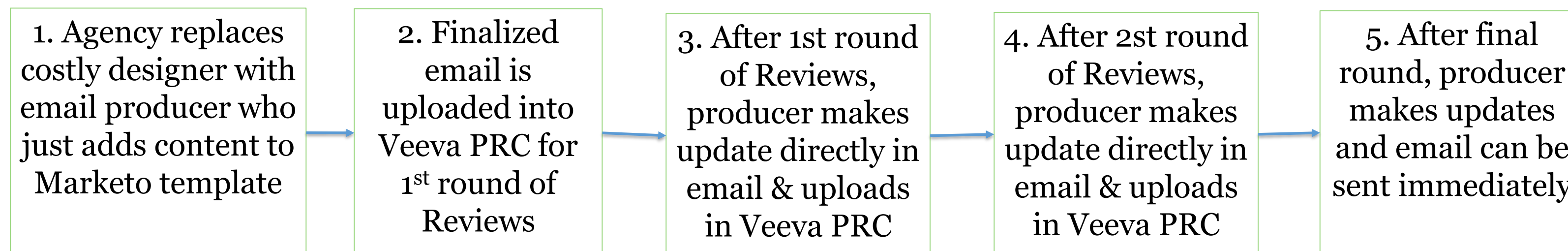
## 2C. TEMPLATES ASSET CREATION SAVES RECURRING COSTS

- Moving email creation into Marketo + using a templated approach reduce agency billable hours & significantly cut production times

### Before: 10 Production Touch Points for EVERY Email + CanSPAM Risk



### Now: 5 Touch Points . Shorter PRC Review Times . Privacy issues mitigated. Shorter email launch times.



100 Emails x \$3,500 = **\$350,000**  
in Savings YTD

**Result: Savings of \$3,500/Email**



# **#3 Reason Why Marketing Automation Will Make Every Marketer Look Like a STAR**

# 3. Reporting Made Easy Will Drive Better Results

- Help stakeholders gain deep insights
- Help sales and marketing make informed decisions
- Optimize budget spend

# Scalable Visibility and Reporting on All Programs

## 20+ Out-of-the-box reports

Marketo has a large number of out-of-the-box reports for quick wins



## Deep-dive your database

Enjoy deep segmentation and analysis that can augment your reporting for better decisions



## Give the Gift of Data & Stats

Create reports for stakeholders by simple drag-and-drop for each campaign. Subscribe decision-makers to receive timely reports automatically.



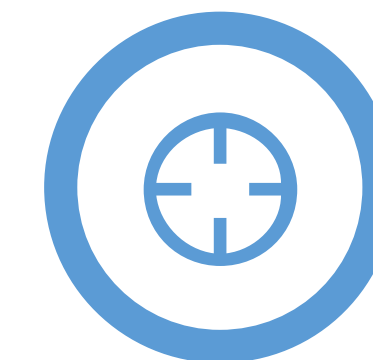
## Measure ROI automatically

Use the Revenue Explorer feature to provide the costs for every campaign and let the platform automatically calculate ROI



## Easy Stakeholder Reports

Clone and save smart lists and combine them with your reports for powerful insights for your stakeholders



## Real-time Visibility to KPIs

Achieve real-time visibility to key KPIs with minimal effort – easily measure monthly lead acquisition, conversions & more

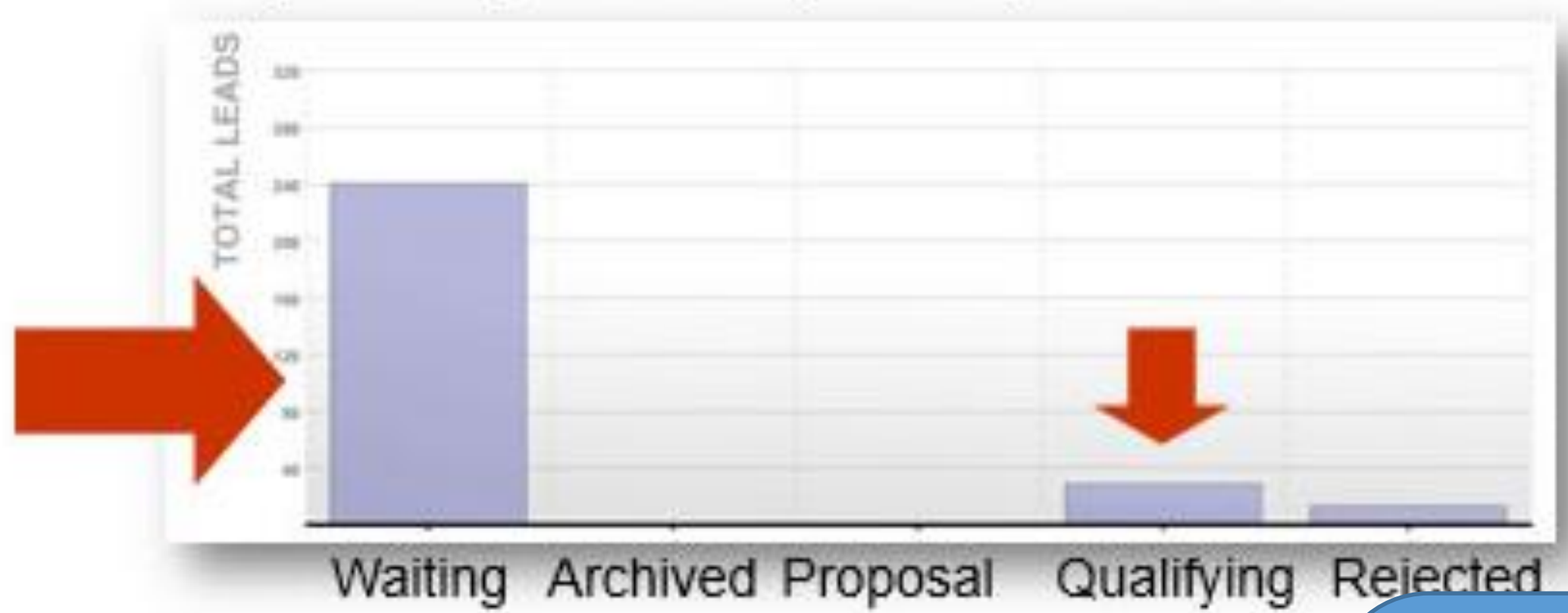
Data, analytics and reporting are the fastest way to identifying and fixing under-performing campaigns and driving successful business outcomes

# 3A. INSTANT VISIBILITY TO PROGRAM AND PEOPLE PERFORMANCE

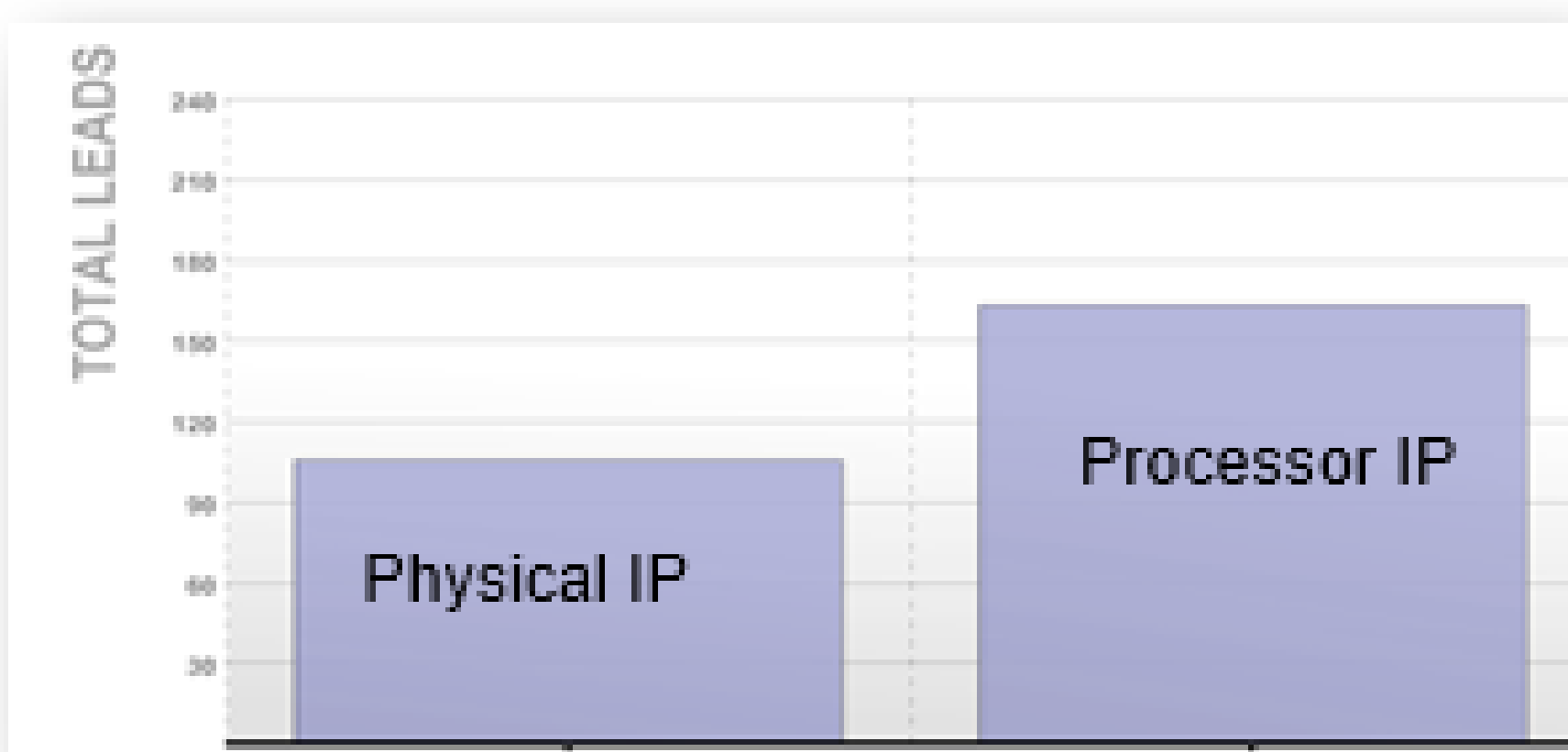
Number of leads in campaign by audience type



Leads by status: which leads were rejected, qualified, or waiting to be processed in CRM



Incoming leads by product interest:

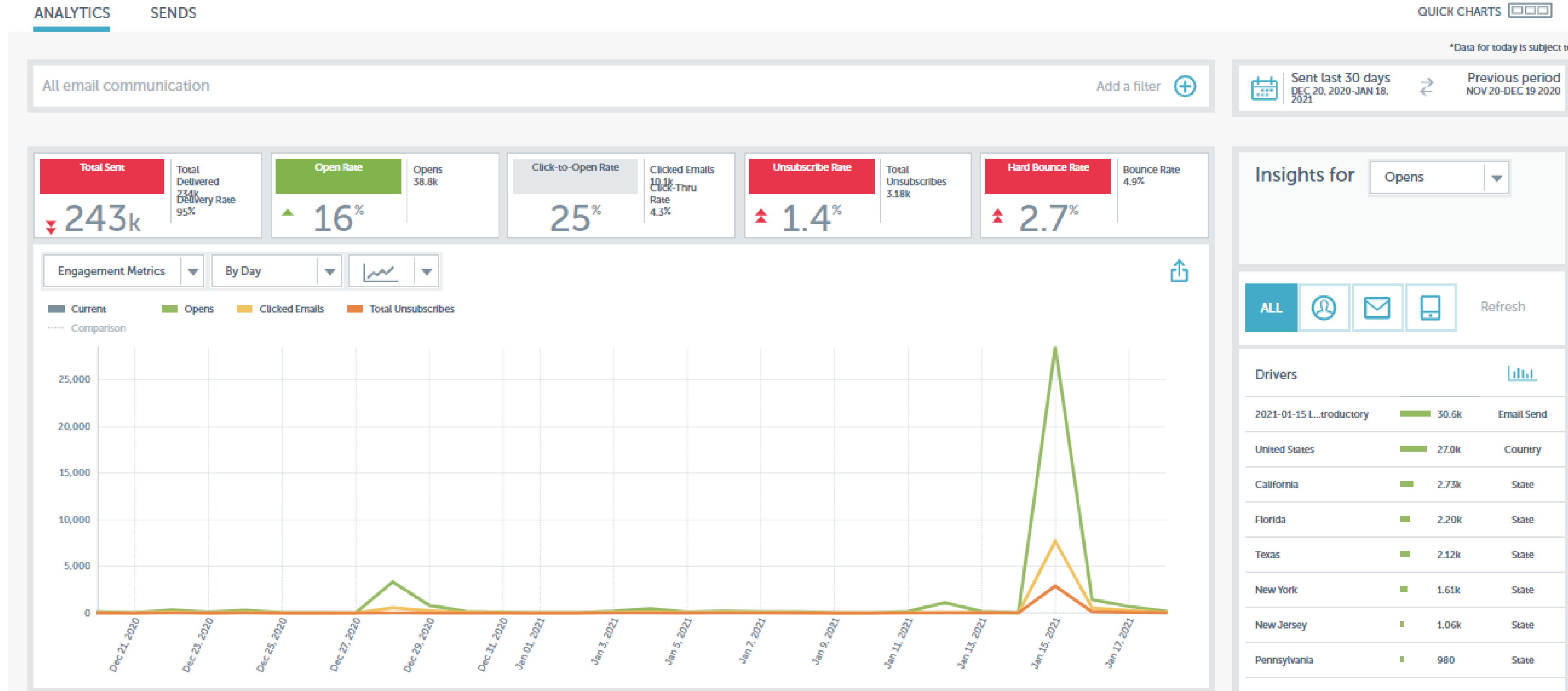


Incoming leads by week:



Actual Out-of-the box Campaign Reports in Marketo

# 3B. DRILL DOWN BY GEOGRAPHY, NET NEW LEADS, COSTS, ETC.



Actual Out-of-the box Campaign Reports in Marketo

Region	14Q4 ATC Inbound...		14Q4 ATC Inbound...		14Q4 ATC Inbound...		14Q4 ATC Inbound...		14Q4 ATC Inbound...		14Q4 ATC Inbound...		Grand Total	Grand Total
	Touched	Net New	Touched	Net New	Touched	Net New	Touched	Net New	Touched	Net New	Touched	Net New	Touched	Net New
AP	-	-	-	-	-	-	1	1	-	-	-	-	1	1
EU	-	-	1	0	92	55	-	-	-	-	6	3	99	58
US	9	6	-	-	-	-	-	-	4	3	-	-	13	9
<b>Grand Total</b>	<b>9</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>92</b>	<b>55</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>113</b>	<b>68</b>



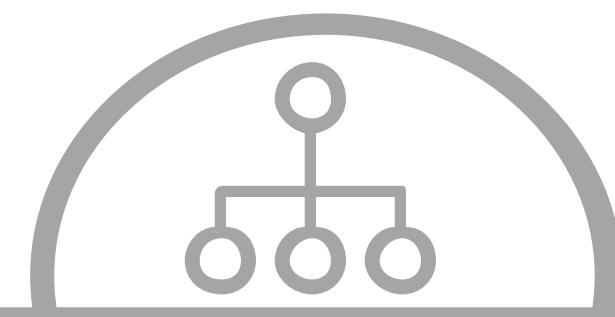


# MARKETING AUTOMATION EXPECTED BENEFITS



## Save \$\$ with ASSET MANAGEMENT

1. Easily organize assets by theme or type with a few clicks
2. Create re-usable email, form, or landing page templates
3. Create campaign-in-a-box templates. These can be re-used with a single click
4. Organize & access your database by product, geography, role, etc.



## Save \$\$ with EASY CONNECTIVITY

1. Easily add & manage users
2. Connect to your Event, social media, analytics and data platforms with a few clicks
3. Connect to a CRM sales platform
4. Use the out-of-the-box features and reports to score quick wins
5. Build complete customer journeys at less cost



## Build effective campaigns & GENERATE \$\$

1. Save \$\$ from re-using existing assets & templates
2. Shrink campaign production time & push more campaigns
3. Create full webinar programs in a matter hours with automation
4. Build complete user experiences with minimal effort & drive ROI

# Marketo

The Omnichannel Engagement Platform - Build Campaign Assets & Workflows, and Create All Your Campaigns in One Central Place

CHANNELS

- EMAIL 
- WEB 
- ADS 
- MOBILE 
- EVENTS 
- SOCIAL 
- PHONE 
- WEBINAR 
- SMS 
- VIDEO 
- SEO 
- COMMERCE 
- DIRECT MAIL 
- OFFLINE 

MARKETO SKY

APPLICATIONS

PLAN | ENGAGE | MEASURE

PLATFORM

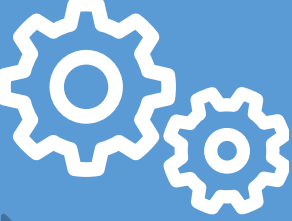
AI | ANALYTICS

INTEGRATED CUSTOMER PROFILES

WORKSPACES & PARTITIONS

HIGHLY SCALABLE, DATA RICH PLATFORM

PARTNER APPS



CRM & DATA SOURCES

# THANK YOU

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# Q&A

# REFERENCES & CITATIONS

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