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[Marketing automation](#) has exploded in the last decade, and it's only continuing to rise as more and more companies recognize its utility. But not everyone understands how it works, what benefits it can provide, or how to make it effective.

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That's why we've gathered these eight quotes on marketing automation that will help you gain insight into how this technology works, why so many companies are beginning to use it, and how you can benefit from marketing automation in your own business strategy.

What is Meant by Marketing Automation?

A quick definition of marketing automation from Gleanster: Marketing automation is a category of software that allows you to manage, organize and track your digital marketing efforts.

That means every time you interact with a lead or customer – whether it's an email, phone call or social post – you can capture all information in one place. It

also includes analytics tools that help you understand who's responding to which channels.



#1 Get Ready To Be Smarter

If you aren't already using marketing automation software, now's a good time to take another look. Such programs can help you do things like identify your best leads and nurture them into customers over time, while you focus your sales efforts elsewhere.

Here are some of our favorite quotes on marketing automation that will hopefully get you thinking about how such tools could work for your business:

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Marketing is no longer about interrupting people. It's about engaging with them at every stage of their journey in order to build relationships that lead to more meaningful interactions and deeper connections.

In other words, it's not just about selling anymore; it's about nurturing relationships with prospects so that they become advocates for your brand or product.

#2 Start From Where You Are

Our lives, like our businesses, aren't built in a day. Focus your energy on what's directly in front of you and don't dwell too long on where you want to be at some point in an unknowable future.

Success is often about adapting and changing your approach based on real-time data and feedback—and, sometimes, about just doing your best under certain circumstances.

#3 Build Relationships with Customers

Simply sending email isn't marketing automation. Good marketing automation is about fostering relationships with your customers over time, so that when you need their attention or want them to act, they feel like you're speaking directly to them.

The ultimate goal of marketing automation is to nurture a long-term relationship with your customer and convert them into a loyal buyer – not just that one-time clicker who comes across an ad once. To do that effectively, you have to develop meaningful relationships with people over time.

#4 Capture Their Data Now

If you've ever dreamed of being data-driven, marketing automation can make your dream a reality. This powerful, software-based platform is designed to collect all of your clients' personal information, making it easy for you and your staff to reach out and connect with customers at a moment's notice.

Everything from their demographic information (age, gender) and purchasing history (brands they love) is stored in a central database.

#5 Let The Customer Decide

One of marketing automation's greatest strengths is that it allows you to make data-driven decisions. There is no better way for a business leader (or a marketer) to understand their potential customers than letting them decide what they want—and then giving it to them.

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They're not just buying your product; they're giving you feedback about how you can be better in future. Be grateful, take advantage of it, and optimize for greater success!

#6 What Is Being Said About Your Brand?

Today, businesses have more ways than ever before to engage their customers. One of those tools is marketing automation—software that allows you to send personalized emails and texts, as well as other messages, based off who your

potential customer is and what they're doing with your brand. A few thought leaders weigh in with their opinions on what makes marketing automation such a valuable tool for businesses big and small.

#7 Think Bigger

To build a successful marketing automation system, you need to start with a plan. Building one from scratch can be intimidating; it's easy for something that seems like a small task (like putting together an email template) to snowball into an overwhelming mess.

To keep yourself on track and your project manageable, use these quotes as inspiration for writing out your goals and keeping them in mind as you move through each step of implementation.

#8 Set Up Systems That Work For You

There are many systems available that can help you market more efficiently. The two most popular are email marketing and social media marketing. These two systems work together well, so having one without the other is not ideal.

Remember that in order for these systems to work for your business, you have to constantly feed it with fresh content—which takes up a lot of time. It's better to find what works for you and stick with it than jump from system to system hoping something will be better than nothing at all.

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Action Point

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I know you might agree with some of the points that I have raised in this article. You might disagree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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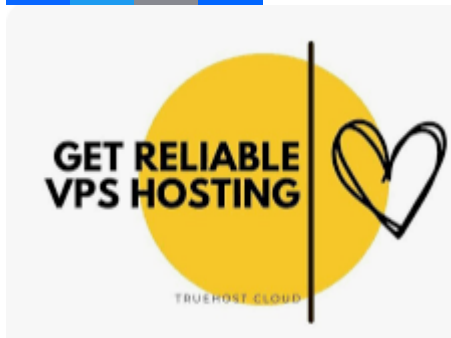
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