OBJECTIVES OF THIS ARTICLE
At the end of this article, readers should be able
• Define Marketing Automation.
• Know the features of good marketing automation.

Marketing automation consists of the acts of designing, executing and measuring of marketing campaigns of an organization.

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One of the software's used in marketing automation is called Enterprise Marketing Automation (EMA) which is a software used to embark on campaign management.

Marketing automation is a subset of operational CRM that focuses on the marketing aspect. It involves capturing customer information, analyzing, customer segmentation and Strategy, campaign management, tracking among others.

This does not have to do with advertising and agency relations which can be very difficult to automate.

Marketing automation application helps organizations with their campaign management. It enables them to initiate campaigns and monitor the results.

They can generate a database which they can use in generating a list of customers that will receive mails and telemarketing calls.

It can also include programs that do a manual or automatic follow-up on customers. The organization at times can also receive third-party lists to be included in campaigns.

There is also the release of software that monitor the behaviours of customers on corporate websites. This at times allow the organization to monitor the efficiency of customer experience.

It also allows organizations to sell additional products to existing customers,

which are achieved based on customer behaviour.

There is also the deployment of email marketing in order to increase customer experience.

#1 Flexibility

For the desired solution to be able to fit in into the business; whether it is a small, medium [or large scale business,](#) they should be able to compress the solution so that it can fit in into their need.

Besides, the IT department of the organization should be to troubleshoot the software and understand how it works.

This will help in reducing the period it will take to implement the data, and prevent a situation whereby the solution is abandoned.

It will also help in reducing the problem that may arise during future merger and acquisition.

#2 Adaptability

It is the solution that should adapt to the way the organization *wants* to work. Staff should not be forced to fit into how the solution is to work.

This will enable the organization to have a quick and good return on investment.

#3 Integration

Marketing Automation in a CCE must be able to integrate with all the multimedia channels that we have in recent time.

Some of these channels include web, ecommerce, and email. It also includes traditional models such as email and advertising. This will ensure that the software is not abandoned.

#4 Reporting and Measurement

The required solution must be able to record and measure the success of campaigns being carried out by the organization. It must be able to show in a graphical manner the cost per lead, cost per order, repent and additional sales, and response rate among others.

It should be able to access the response rate by prospects. It should be able to predict based on certain parameters if there is any need for the organization to fine-tune their campaigns before it is introduced to the general public, based on some "what if" queries and analyses.

#5 Targeting and Profiling

A good marketing automation software must be able to present reports in

a way that non-technical people can easily understand.

They should be able to segment and target audience for a campaign and target it through to completion.

The organization should be able to make rules and establish guidelines that will help the organization to carry our campaigns and segment their customers.

They should have an array of rules that they can apply to segment their contacts accurately.

#6 Automated Responses

Any solution that will be deployed must be able to record responses from prospects and customers from various channels.

It should also be able to automatically respond to queries, and follow up until customer's issues are fully resolved.

SUMMARY

In this chapter, we have been able to discover:

- Marketing automation is the act of designing, executing and measuring marketing campaigns of an organization.

- Some of the features of marketing automation include flexibility, adaptability, integration, Reporting and measurement, targeting and profiling and automated response.

BRAINSTORMING SESSION

1. Discuss Marketing Automation.
2. Discuss the features of Marketing Automation.
3. Why do you think that Marketing Automation is relevant?

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on individual and corporate level, I will be very glad to do that I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained includes staffs of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training**. You can reach me on Whatsapp HERE.** Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree 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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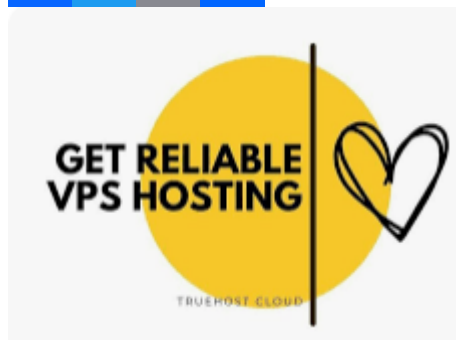factual, editorial, or an outdated post, please contact us to tell us about it.

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