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Who Else Wants to Know The Mystery

Behind Marketing Automation?



“Anticipated, Personal and Relevant advertising always does better than Unsolicited Junk”, said Seth Godin, an American Author. Marketing and advertising go hand in hand. In fact, advertising can be understood as a subset of marketing. What Godin said applies not only to advertising but also to the whole of marketing sphere. What is being communicated, and what is required to be communicated is what quantifies the concept of Marketing Automation. In simple English, Marketing Automation refers to a software/tool that simplifies the process of marketing by automating the marketing plans (sending follow-up/personalised e-mails, social media campaign management etc.) and thus increasing the efficiency of both the marketer as well as the process of marketing. As it provides the marketer a real-time analytics on the behavioural aspects of the customer which is just an add-on to the dessert that Marketing Automation offers.

emails of the products to be launch, and invites for special events etc., For instance, if a customer is already there on the website for long but has not been able to make the purchase decision, in that case, Marketing Automation will bridge the gap between the product and the customer and will provide the necessary information to make the purchase.

Following are a few examples of such Marketing Automation tools, whose features will give a clearer picture of what all a marketer can do with just one tool :

Marketo (<https://www.marketo.com/>), a platform which takes care of lead generation to e-mail marketing. It would also measure the website traffic and ROI to optimise the marketing budget. The costs is as low as \$999 to \$1,499 depending on the number of campaigns the company would carry out.

Pardot (<https://www.pardot.com/>) a platform where in addition to the features stated above for Marketo, it also provides real-time sale alerts and multi-channel social media marketing. It is available in three packages. The Standard of being \$1,000/month; Pro with features of advanced analytics, dynamic content, A/B testing at \$2,000/month and Ultimate at the price of \$3,000/month offering API (Application Program Interface) access.

Eloqua (<https://www.oracle.com/marketingcloud/products/marketing-automation/index.html>), a product by Oracle that offers customised campaign templates as per the marketing objectives. Apart from automated e-mails campaigns and content marketing, it also takes care of demand generation, organising webinars and event management. The base price starts from \$2,000 and reaches up to \$4,000 per month.

The list of tools is not exhaustive as there are several other tools that are available in the market. The task for a marketer is to identify the best of all based on the company's size and marketing objectives.

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The world is stepping into the phenomenal digital era of marketing, and thereby marketing is at the heart of the business. There is no force that would keep a marketer away from implementing the marketing strategies and plans via a software in this digital era. Therefore, more than an option to try out, marketing automation has gradually become the need of an hour. In 2014, Harvard Business Review stated that marketing automation system is a must have marketing technology for companies. HBR, further emphasising on its importance, explains that it is the marketing automation software that aligns the marketing and sales operations by taking control over the major online campaigns while providing insightful CRM (Customer Relationship Management) data. A study by Entrepreneur India says that 75% of the marketers have believed in the benefits of using a Marketing Automation software/tool, whereas 75% of brands have seen the ROI under the span of just 12 months in the year of 2017.

The effectiveness of Marketing Automation software can fully be utilised & realised only when it will be used to nurture the existing customers by sending them personalised

