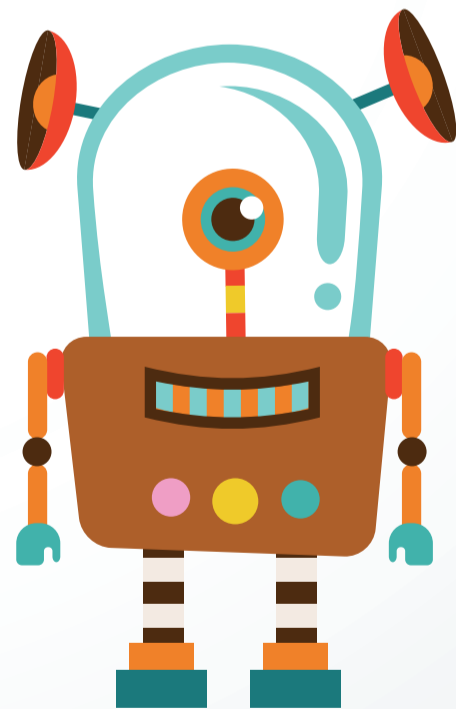
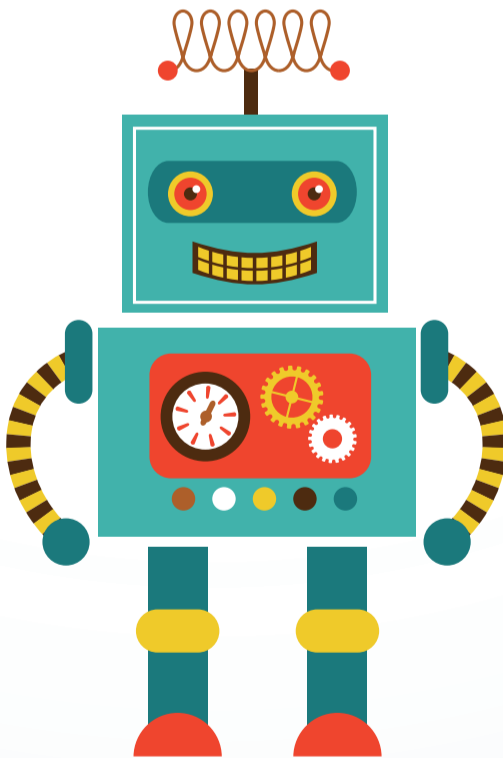
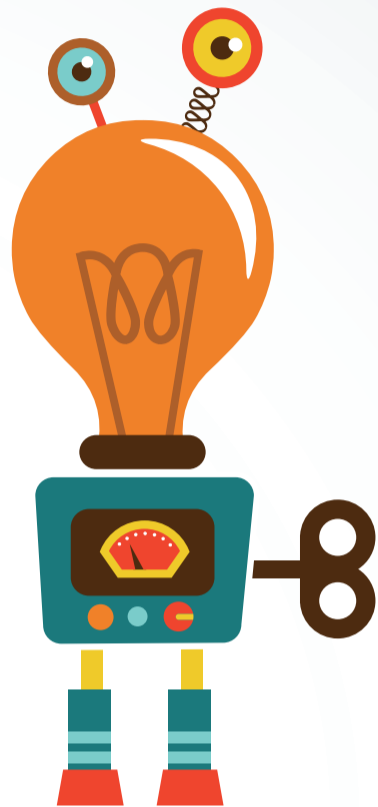
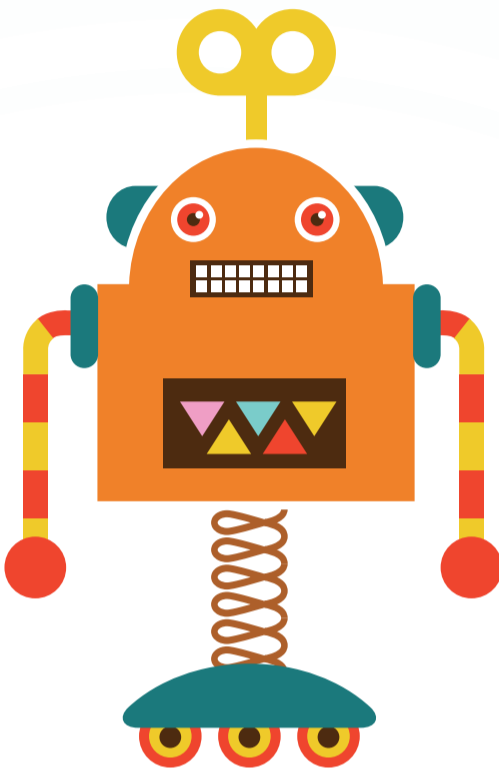
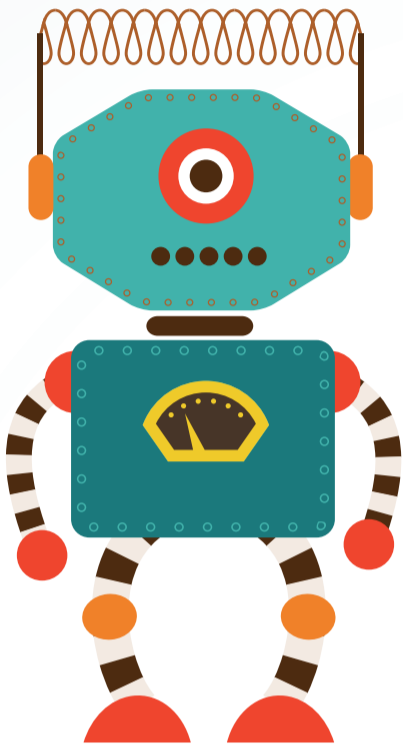


# Toolkit to Natural Automation: How to Not Look Like a Robot

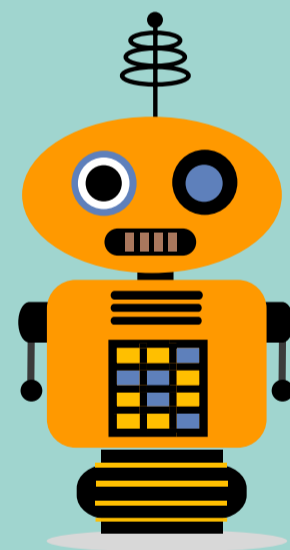
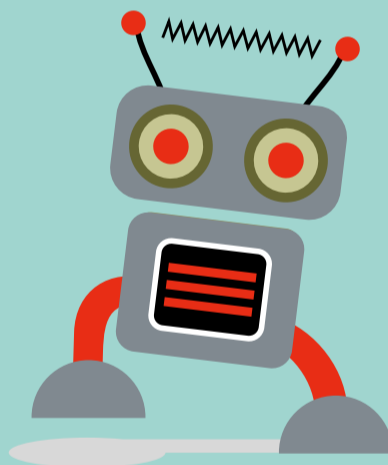
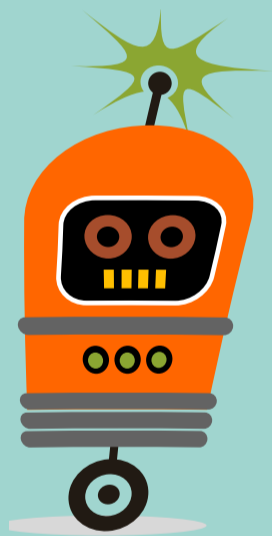


# **63% of companies that are outgrowing their competitors use marketing automation.**

## **What's it all about?**

“Marketing automation.” You’ve heard of it, but do you really know how to implement this digital marketing strategy into your existing campaigns to make automation work for you? Automation has become a buzzword clouded by misconceptions of what these various systems actually do and what launching and maintaining these systems entails.

To clarify, marketing automation refers to software and strategies designed to leverage personalized and targeted content to nurture new leads, convert those leads into customers, and transform those customers into delighted, and hopefully loyal, customers. Marketing automation software must therefore utilize robust platforms with a variety of customizable tools to help companies using the software maximize their return on investment.



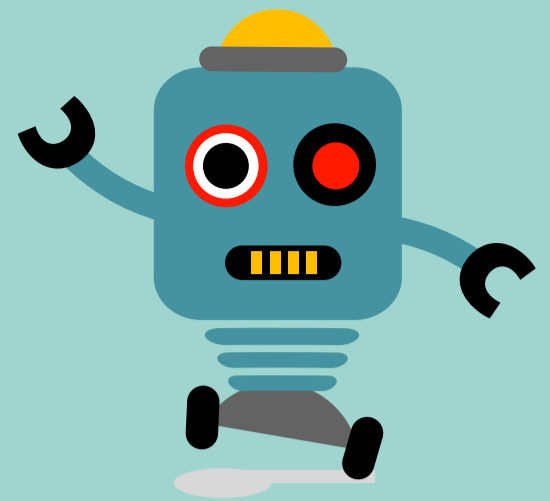
## **Why use a Marketing Automation Platform (MAP)?**

MAPs can be expensive, have a large learning curve, and require lots of upfront resources. Here's why you can't afford *not* to be using marketing automation:

- Expands visibility and impact of content marketing
- Gives insight on audience behavior and personas
- Improves conversions down the sales funnel
- Enhances experience throughout buyer journey
- Increases repeat customer engagement and purchasing

**Email  
marketing has  
a 4300% ROI**

# So, why aren't we all using marketing automation?



## The three major challenges that keep businesses from using MAPs:

### **Budgets**

The cost of software, when not employed correctly, can be prohibitive. In addition to the dollar cost of the platform, there are resource costs with time, training, and implementation. Add that to already limited marketing budgets, and marketing automation seems like an insurmountable cost for your team.

### **Unskilled Employees**

Even if your boss signs off on an automation platform, you've still got to manage your team to work cooperatively within the software. Lack of transparency and accountability leads to sluggish workflow, team friction, and reduced efficacy.

### **Poor Quality of Data**

Good software can replace an employee, but it actually "think." The quality of your contacts is only as strong as your marketing team, and that means putting in the hard work up front to get a long term payoff. Like the budget constraint, this challenge is a front-end investment that requires a lot of attention to ensure future success.

# Here's where it starts getting robotic.

It isn't *that* hard to run a mediocre automated campaign.

Say you have the software you've been using for two years. You are familiar with the platform, and resource investment has plateaued. It's been working—somewhat efficiently—for two years. **No need to change, right?**

**Welcome to marketing autopilot.**



The content is stale. The voice is passive. The messaging is predictable. Maybe you've kept some customers, but you aren't finding new ones at the rate you need to grow your business.

Automated marketing quickly becomes boring when your software does not continuously update and inform your team with new conversations, trends, and influencers. You lose your audience when you don't grow with them. What is the answer?

**You need a marketing platform that automatically perform research, content analysis, promotion, curation, audience segmentation, and persona identification.**

# Give your marketing a natural touch

## Identify your audience\*.

Find where  
customers  
spend their  
time

Track their  
habits and  
preferences

Deliver  
impactful  
content

## Do more with less\*.

Maximize the  
most valuable  
resource  
(You)

Save time on  
research  
and data  
crunching

Streamline  
budget spend

## Finally, get some results\*.

Get people to  
read your  
content

Automate your  
nurture  
touchpoints

Become an  
authority in  
your industry

*\*Automagically*





Up-to-date data, messaging that resonates with your audience, and spending time in the spaces they spend their time means giving a human touch to your marketing campaigns.

Let software do the heavy lifting with research, content ideas, audience analysis, and competitor tracking so you can spend your time doing what you love: being the marketing rockstar.

**Ready to give your automation a natural touch? [Schedule a demo](#) to learn how Audienti can take your marketing to the next level.**



# About Us.

What started as a successful consulting agency turned into a software company because we recognized the need for an effective, time-saving way to drive sales in the digital space.

Our goal is simple: To help your business get your unique message heard in a noisy market.

Our marketing solutions mean less human error, better quality, and increased knowledge-driven best practices for you.

Less research, more rock star. That's you with Audienti.

