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Nota di contenuto

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Starting the Conversation about Marketing AutomationDriving More Revenue from Your Investment in Online Marketing; Chapter 3: Choosing a Marketing Automation Solution; Aligning a Solution with Core Marketing Goals; Estimating Your Total Investment in Marketing Automation; Chapter 4: Setting Up a New Marketing Automation Tool; Listing Resources Needed for Initial Setup; Targeting Efficiency in Your Implementation; First Steps to Activating Your Solution; Removing IT from Your Marketing Work Flow; Part II: Working with Data and Leads; Chapter 5: CRM Integration
Clearly Defining Your Wants and Needs for Marketing Automation and CRMCleaning Up Your Database; Connecting CRM Data Fields to Your Marketing Automation Tool; Testing and Troubleshooting Common CRM Issues; Chapter 6: Creating Segmented Lists; Understanding the Types of Segmentations; Generating Your First List; Exploring the Many Uses of Segmentation; Creating Personas for Personalization; Creating Advanced Segmentations; Chapter 7: Sending Leads to Sales; Aligning Sales and Marketing Teams; Turning on Sales Enablement Functionality; Supporting Campaigns for Your Sales Team
Part III: Running Automation CampaignsChapter 8: Content Marketing and Its Place in Marketing Automation; New Content for a New Tool; Managing Your Content; Tying Webinars and Video to Your Automation; Chapter 9: Creating Forms and Landing Pages; Publishing Forms; Publishing Your First Landing Page; Building a Best-of-Breed Landing Page; Adding Advanced Forms to Your Campaigns; Creating Better Conversion Goals; Chapter 10: Sending Emails and Nurture Campaigns; Getting Up to Speed on Nurturing; Getting Started with Nurturing; Building Your First Nurturing Programs
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Recognizing Basic Scoring Concepts

Sommario/riassunto

Multiply the effectiveness of your campaigns with marketing automation Marketing automation technology has been shown to dramatically increase lead conversions and average deal sizes as well as improving forecasting and customer segmentation. A subset of CRM, it focuses on defining, scheduling, segmenting, and tracking marketing campaigns. This friendly book demystifies marketing automation in straightforward terms, helping you leverage the tools and handle the processes that will enable a seamless integration with your CRM program. Learn to establish a buyer profile, assess your n