

THE REASON YOU NEED Marketing Automation

MARKETING AUTOMATION WORKS

Companies that use marketing automation see increases in efficiency, performance and sales. Here's why and how.

Increase Performance

According to business owners, executives and marketers, the biggest benefit of marketing automation is:

Saving Time

30%

Customer Retention

11%

Lead Generation

22%

Tracking Campaigns

8%

Increase in Revenue

17%

Shortened Sales Cycle

2%

Increase Growth



63%

of the companies growing faster than their competition are using marketing automation.

Increase Revenue

After one year of marketing automation, 32% of businesses say they see increased revenue. For those who have been using it for more than two years, the figure is 40%.



80%

of marketing automation users saw their number of leads increase.



77%

of marketing automation users saw the number of conversions increase.

B2B

TOP PERFORMERS

...are 20% more likely to currently use marketing automation technology than the average performers.



Don't Go It Alone

Wondering what to do next? Enlist the services of Inbound 281. Outsourcing to experts like us is often the fastest way to see results. In fact,

75%

of very successful users outsource all or part of their marketing automation efforts to companies that specialize in marketing automation.



To get started with marketing automation, phone 800-834-4910 or reach out to us at hello@inbound281.com

MASTERING MARKETING AUTOMATION

Automation helps marketers to complete common tasks like scheduling social media posts, sending out emails, and managing prospect data, all while cutting down the amount of time and potential for errors associated with each task.

GET THE DOWNLOAD

