



# How marketing automation works for your business

- 02 | Key features of marketing automation software
- 03 | How to choose marketing automation software
- 06 | Deliverability considerations

# Key features of marketing automation software

---

THERE ARE CERTAIN CORE COMPONENTS TO MARKETING AUTOMATION SOFTWARE: EMAIL, WEBFORMS, LANDING PAGES AND CRM

**Email** This is often the primary delivery method in any marketing automation system, so much so that 'email marketing' and marketing automation are often used interchangeably.

However, because it is 'channel agnostic' and encompasses many different marketing platforms that include, for instance, CRM and social media, marketing automation is actually much more than a glorified email system.

Given its importance, any marketing automation product must have a robust, but still flexible, email system at its heart.

**Web forms** When people fill out forms on your website, they are starting the process of connection with you that should lead them to become long-term customers. Webforms that aren't clear or fail to collect and pass on data as intended are effectively costing your business sales.

**Landing pages** Similarly, a landing page is often one of the first points of contact a prospect has with your company, so it too has an important role to play in capturing prospect information. So, your marketing automation system must be able to set up effective landing pages, designed to capture and handle what could be a flood of information.

**CRM integration** Once your marketing automation system has collected information from and about prospects and customers, this needs to flow seamlessly through to your sales team so they can assess new leads or pursue those ready for follow-up.

If data requires reformatting or changes before it can be used, your lead nurturing process will be slower and less efficient.

# How to choose marketing automation software

---

For SMEs, it is imperative that you choose a marketing automation system designed to meet the requirements of the smaller business. Select one that is primarily intended for a larger business and you will probably struggle to set up, learn, manage and administer what is an expensive system, bloated with unnecessary features you'll never use or need. This offers poor value and is likely to be a costly drain on your budget.

On the other hand, if you choose one that doesn't have sufficient power, it can't scale up as you grow. That means you will have to start again, choosing a system that does. To ensure neither happens, Act! Marketing Automation is designed to be powerful enough to meet the immediate and ongoing needs of a growing business, but without all the unhelpful complexity.

## How to choose marketing automation software (continued)

### A cost-effective scalable solution

For smaller companies, Act! Marketing Automation offers a feature-rich yet cost-effective three-tier solution, from the core functionality of 'Select', through to 'Complete', our most popular package, and then our most comprehensive and sophisticated option, 'Advanced'.

This means with Act! Marketing Automation you can add extra functionality as you evolve and grow. You may only have a few hundred people in your database right now, but with Act! Marketing Automation you have the power to handle many thousands as your business expands.

### Customer support when you need it

Even with a user-friendly system like Act! Marketing Automation, we realise there may be times when you need a little help.

For those occasions, our customer support team is there to answer your technical questions and navigate you through any issues.

Our experts also provide a 'concierge service' to help you get up and running sooner.

You can also call on our highly-trained Act! Certified Consultants<sup>1</sup>. As specialists, they can help you get the very best out of Act! Marketing Automation by ensuring it remains tailored to your exact requirements.

### Ease of use

Despite the obvious benefits, some smaller firms worry that marketing automation will be too difficult or complex for them to use. So, perhaps not surprisingly, 86% of marketers say 'ease of use' is the most important criterion when choosing a marketing automation platform.

We have developed Act! Marketing Automation with that in mind – a powerful business tool that can be set up without complication, then used with ease.

## How to choose marketing automation software (continued)

### Effective CRM integration

To be effective, your sales team needs access to up-to-date customer information, particularly when out in the field. So, it is crucial that your marketing automation solution plays nicely with your CRM; information is shared between the two, in real-time and without the need to reformat or change any data.

Because Act! Marketing Automation is a feature in Act!, you get a complete picture and much greater control over your marketing.

23% of leads that go through automated workflows have a shorter sales cycle.

Market2Lead



# Deliverability considerations

---

Increasingly tight regulation means every reputable company must pay extra attention to deliverability by ensuring they follow best practice and meet the requirements of CAN-SPAM, CASL and GDPR regulations. The marketing automation platform you use must be regularly updated to reflect any new rules and regulations. With Act! Marketing Automation, you can always be confident that you will remain compliant.

With a comprehensive range of tools for spam analysis and managing opt-outs, as well as access to our expert consultants, you will be able to achieve excellent delivery rates while protecting your sender reputation.



## What is Act!?

Purpose-built for small businesses, Act! combines proven CRM with powerful Marketing Automation, providing you with the ultimate toolset to drive business growth.

### **Growth made easy**

CRM & Marketing Automation built for small business success.

To learn more about Act! visit  
[www.act.com/uk](http://www.act.com/uk)

Or call us on

0845 268 0220 (UK)  
+353 766 801 364 (International)

Connect with Act!



<sup>1</sup> Act! Certified Consultants are third-party vendors. Swiftpage and its affiliates are in no way liable or responsible for claims made related to the services provided by third-party vendors.

©2019 Swiftpage ACT! LLC. All rights reserved. Swiftpage, Act!, and the Swiftpage product and service names mentioned herein are registered trademarks or trademarks of Swiftpage ACT! LLC, or its affiliated entities. All other trademarks are property of their respective owners.

Q15, Quorum Business Park, Benton Ln. | Newcastle Upon Tyne, NE12 8BU | [act.com/uk](http://act.com/uk)