

Learn Marketing Automation

2014 REPORT

The Effects of Marketing Automation on Sales and Marketing Alignment



Introduction

Today's B2B marketers know that prospects are checking out their products or services online long before talking to them in person. According to SiriusDecisions, a leading sales and marketing analyst firm, as much as 70% of the buying cycle happens online prior to sales engagement. Educating, informing, and entertaining these anonymous prospects is a challenge. Not to mention that marketers must also identify and target the right people, deliver timely, relevant messages throughout the buying cycle, capture leads, score those leads, and pass the sales-ready leads to the sales organization at the right time. To help facilitate this complex, multi-touch

process, marketers are turning to marketing automation. In fact, recent studies show that in 2014, 41% of marketers use marketing automation software.

Prior to marketing automation, many organizations used email marketing tools to manage campaigns and track "interest" using opens and clicks-throughs. When marketing automation emerged about seven years ago it gave marketers better tools for managing prospects in the digital environment.

True marketing automation combines several key technologies into a single platform that also integrates with the CRM platform to enable sales teams.

A few core components of marketing automation are:



Integrated email marketing



Lead scoring



Lead capture



Website visitor tracking

Marketing automation facilitates the flow of leads as they move from awareness to messaging to capture to pre-qualification and finally, sales assignment.

LMA Spotlight Report: Insights Into Marketing Automation

The question is: Does marketing automation live up to its promise?

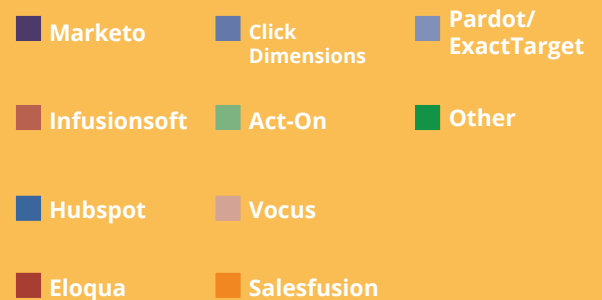
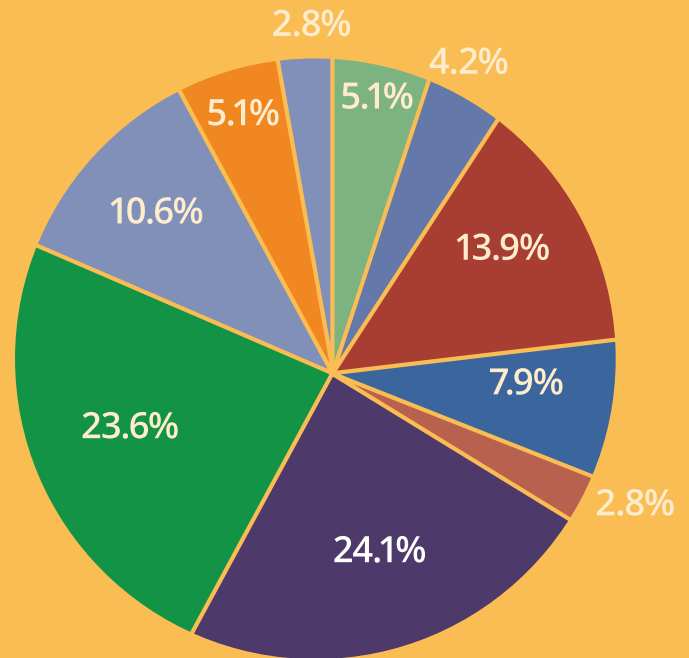
Learn Marketing Automation (LMA) sought to better understand the answer to this question and find out if there is a correlation between marketing automation and the success of sales and marketing departments. LMA conducted an online survey and received more than 400 responses from sales and marketing professionals in a broad spectrum of industries.

1. Satisfaction (or dissatisfaction) with marketing & sales efforts

2. Satisfaction (or dissatisfaction) with collaboration of Marketing & Sales

3. Existence of integration of CRM & marketing automation systems

Respondents by Marketing Automation Provider



Can't get much satisfaction...

We wanted to probe a little deeper, though, and look beyond the technology itself into the possible correlations between having marketing automation and what kind of results companies are seeing across their sales and marketing departments. Outside of their use of marketing automation, we asked about satisfaction with marketing and sales efforts. Here's what we found:

Are you satisfied with Marketing efforts?

Only 44% are satisfied with Marketing efforts

When asked about the reasons for the 56% dissatisfaction, the answers fell into several categories including:

- Not enough staff or resources
- Need to do more/room for improvement
- Efforts are too disjointed
- Not generating enough leads/need better qualified leads
- Slow adoption of technology and automation
- Too much reaction/not enough strategy



The satisfaction of marketing efforts among companies using marketing automation is 51% and among companies not using marketing automation, satisfaction drops to 39%.

Are you satisfied with Sales efforts?

50% are satisfied with Sales efforts

Again, there were a range of reasons from the half who were dissatisfied including:

- Not converting enough leads
- Need better reporting
- Need more sales people and budgets
- Not sufficiently integrated with marketing
- Lack of processes and automation



Among companies who use marketing automation, 53% are satisfied with sales efforts while companies not using marketing automation, satisfaction with sales efforts drops to 47%.

Satisfaction with both Marketing and Sales efforts

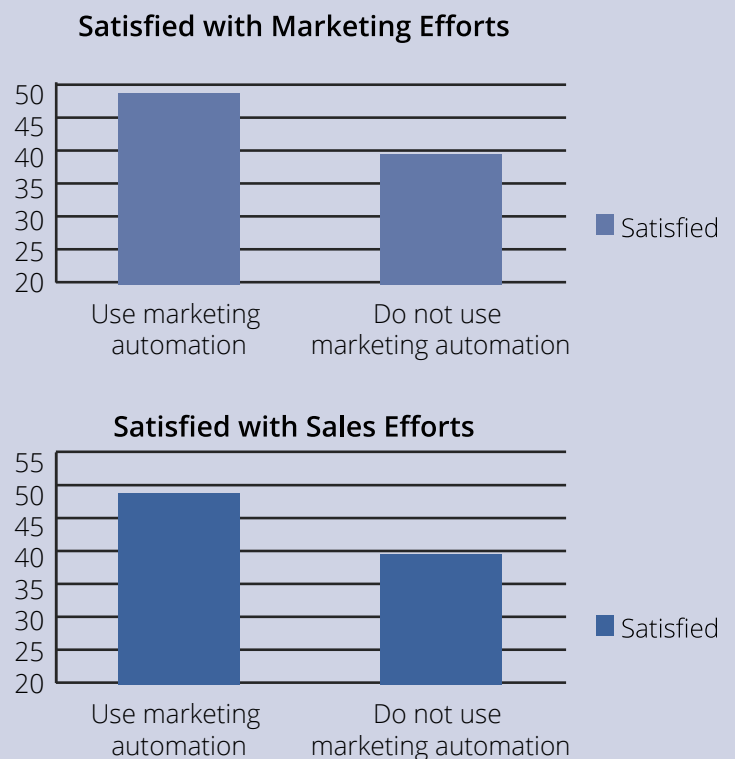
We didn't find much evidence of finger-pointing between Marketing and Sales. Those satisfied with one function are generally satisfied with the other function, too. The same pattern holds true for those reporting dissatisfaction: unhappiness with one function is mirrored in the other. There seems to be a sense of "We're in this together; if you're failing, I'm failing."

- Of the respondents who identified themselves as being satisfied with their organization's Sales efforts, 71% are also satisfied with their Marketing efforts.
- Of the respondents who identified themselves as being satisfied with their organization's Marketing efforts, 78% are also satisfied with their Sales efforts.

While correlations exist between satisfaction of sales departments and marketing departments, only 36% of all respondents are satisfied with both Sales and Marketing efforts.

Is there a correlation between Sales and Marketing satisfaction and marketing automation?

As mentioned earlier, slightly more than half (53%) of all respondents reported their organizations use marketing automation. Our survey revealed that the use of marketing automation somewhat increases satisfaction with marketing efforts. The use of marketing automation also correlates to an increased satisfaction in sales results.



Do collaborative organizations achieve better results?

We found that 61% of all respondents are satisfied with the collaboration between Marketing and Sales departments. And yes, the companies that were satisfied with both sales and marketing efforts were also more satisfied with collaboration between marketing and sales:

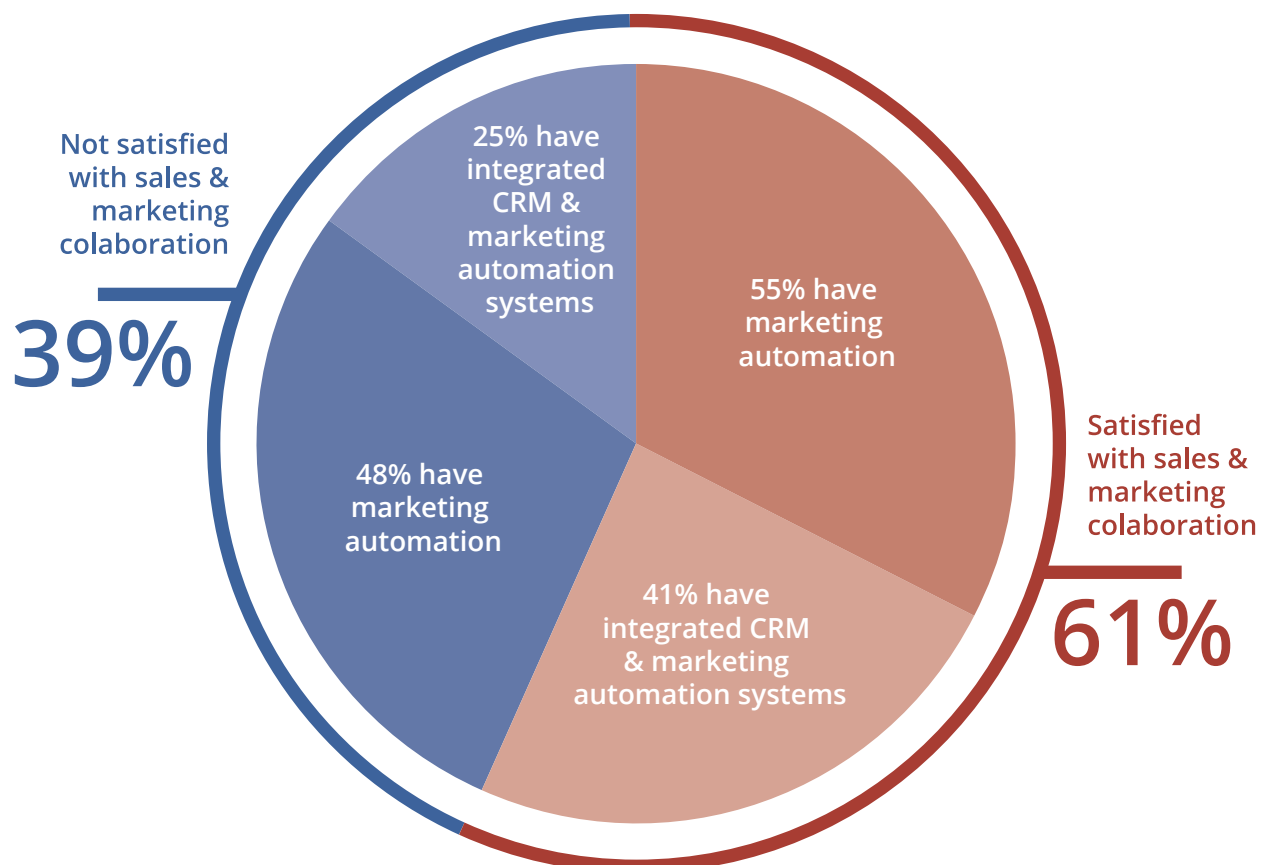
90% of respondents who expressed satisfaction with Sales and Marketing efforts are also satisfied with collaboration between departments

We also found that companies with integrated marketing automation and CRM are slightly more satisfied with collaboration between marketing and sales:

67% of respondents with integrated systems are satisfied with collaboration between departments

And finally, we found this eye-opener:

Of the “triple-unhappy” respondents—dissatisfied with Sales, dissatisfied with Marketing efforts, and dissatisfied with the collaboration between the departments —73% do not have integrated CRM and marketing automation systems.



Marketing automation and CRM integration: a closer look

Because satisfaction between Marketing and Sales efforts and collaboration between the departments are closely tied together, we probed to find if there is a link between marketing and sales systems as well.

Of the 43% of respondents that have both marketing automation and CRM, 79% reported that their systems are integrated.

- Respondents with integrated systems were 14% more likely to be satisfied with collaboration between departments than those without integrated systems
- Respondents with integrated systems were 30% more likely to be satisfied with their marketing automation provider than those without integrated systems.
- Dissatisfaction with their marketing automation provider more than triples for respondents without integrated systems (35%) as opposed to dissatisfaction rates for those with integrated systems (10%).

Conclusion

One of the key benefits to using marketing automation is to align with the digital language of prospects and buyers for better lead, conversion, and revenue performance. The Learn Marketing Automation Report found that, while more than 50% of B2B organizations have adopted marketing automation, the level of satisfaction with marketing and sales efforts among these users still has a lot of room for improvement.

The report also found that organizations that are satisfied with their sales and marketing efforts are more likely to have invested in integrated marketing automation and CRM systems, connecting sales and marketing in a manner that facilitates collaboration.

As marketing automation matures and the technology is adopted by more B2B marketers, it will be incumbent on providers to provide a much deeper connection between marketing and sales in order to increase levels of satisfaction by facilitating the lead-to-revenue process and making investments in marketing automation worthwhile.