

A woman with long dark hair, wearing a light blue top, is sitting at a desk and looking at a laptop screen. The background is softly blurred, showing an office environment with windows.

**Email Marketing**

**VS.**

**Marketing Automation**

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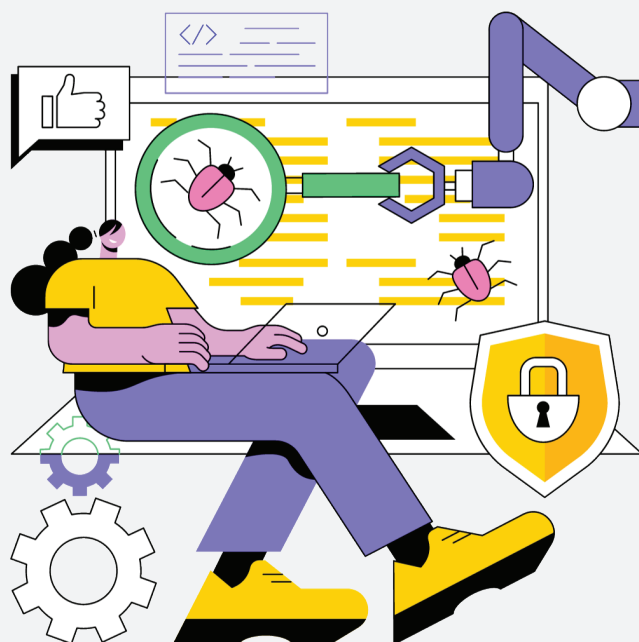
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## Introduction

Email marketing and marketing automation are two completely different aspects of marketing. Yet, they often get confused with each other. But a successful marketer needs to be well aware of the difference between email marketing and marketing automation. Both leverage digital marketing campaigns, but in very different ways. Moreover, email marketing and marketing automation follow a completely different methodology in terms of processing.

# Email marketing is a part of marketing automation

Marketing automation is a technologically improved approach towards digital marketing where you automate repetitive manual tasks. It creates a customer hub for your marketing team that stores all customer information that helps in the automation process. Marketing automation streamlines your marketing system by automatically scanning through their email addresses, website behavior, forms they have submitted, and interactions with your sales team. It can be integrated into several digital marketing channels to engage better with customers.



Email marketing is one such digital marketing channel that uses marketing automation as a catalyst to boost its performance. According to past records, email marketing has witnessed the best results in terms of conversion by using marketing automation. It is the most effective medium for communication with prospects and customers.

# Email marketing needs marketing automation

There was a time when the traditional method of email marketing was a great way to generate leads. But with the modern-day competition to implement the latest digital marketing technology, you need to integrate marketing automation to stay ahead. Merely sending out bulk email messages is not enough to keep people interested these days as they are used to getting exactly what they want at their preferred time.

The traditional email marketing method relies on the marketer's timing, which will have a significantly less open rate if applied now. Modern marketing is all about giving customers the most importance and doing everything their way. Marketing automation helps in finding the desired time of the customer and sending emails accordingly. This gives customers an on-demand purchasing experience and attracts more attention from the target customers.

## Understand new customers

Customers these days are more aware of your competitive brands, and thus, they have become choosier about how brands engage with them. They seek more personalization, not only in terms of content but also in terms of timing. Sending messages at the right time can increase the open rate and customer engagement. Therefore, organizations need to have tools to generate instant and personalized results with accurate information.

Marketing automation tools apply business rules, analytics, segmentation, and scientific data to manage all levels of leads in the sales funnel and lists. This enables marketers to offer individual attention to each customer and prospect by providing specific marketing materials and messages. Moreover, it curates emails based on the current stage of the customer lifecycle.

## ● Triggered emails

As the automated customer lifecycle engagement platform analyzes the customer's lifecycle, you can further command your system to send messages that will trigger the reader to proceed to the next step. Based on personal information and customer behavior, you can draft email content such as subscription confirmation, welcome and thank you notes, products related to their interest, order details, feedback requests, reward campaigns, and special day wishes. Regular automated emails for inactive subscribers and reactivation campaigns can also boost customer engagement. Lifecycle-based trigger messages ensure you create a personal connection with your customers to address their concerns effectively.



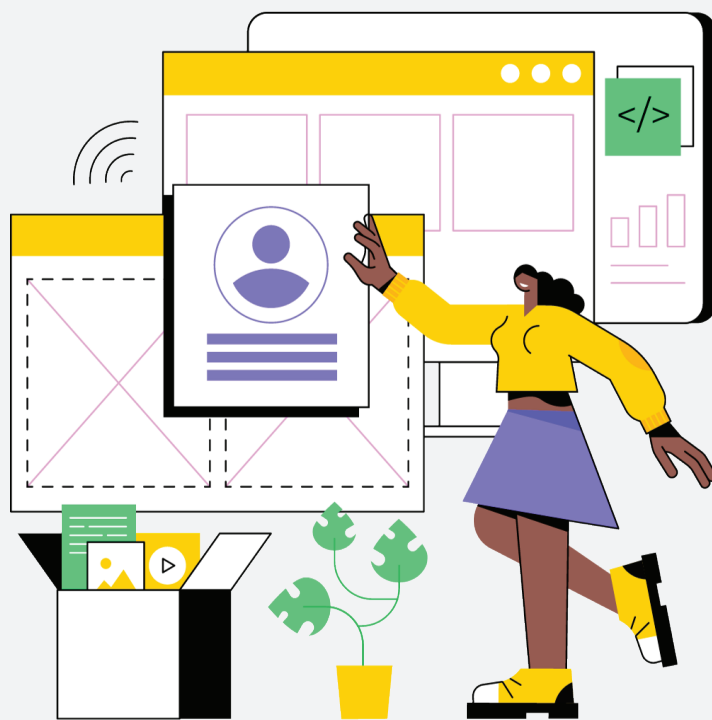
## ● Analyze and Integrate Customer Data

While marketing automation allows you to collect all the metrics related to a customer's journey, you need to make sure that you integrate that data wisely. Ensure all that crucial data boost the experience of your automated customer's lifecycle. To target the right customers with the right messages, you need to know how interested they are in your company and product and how satisfied they are with your services. See if they are a good fit for further engagement, current customer lifecycle stage, how often they bought the product, and more. Ensure the data in your CRM is integrated with the marketing automation platform. Analyzing and integrating the right customer data in the right place helps bridge the gap between CRM and marketing automation systems.

# Marketing automation boosts email marketing

## Modern-day email marketing involves:

- Creating a list of subscribers.
- Segmenting them based on customer behavior.
- Developing relevant and personalized content.
- Sending them out at the right time.
- Checking its performance.



Doing all these manually and for numerous customers with different preferences can be a tedious task. But by implementing marketing automation tools, marketers can complete all these jobs effortlessly in almost no time. It also helps you send out emails that contain relevant messages. Whatever be your email marketing objective, a well-planned and technologically supported marketing solution can manage contacts, segment email lists, score and nurture leads.

## Automation helps in personalizing emails for targeted conversion

Marketing automation has turned the tedious job of sending emails into a magic wand for generating conversion by directing your target audience towards your website. It allows you to customize your marketing messages for every contact on your list, unlike social media platforms. By analyzing the product or service your potential customers are interested in, you can easily curate an email to grasp their attention and trigger conversion. Moreover, based on the study, you can also schedule follow-up emails to hold on to their interest. Marketing automation generates step-by-step emails to boost your website's open rate, eventually building a high conversion rate. Also, by checking the buyers' current status of the purchasing cycle, you can send guided emails to move to the next stage faster. Just by carefully crafting your emails to optimize for conversion with a call to action and by using the right marketing automation tool, you can earn huge returns for your business. You can also experiment with automated welcome emails to introduce potential customers to your brand.

## Use metrics to upgrade your marketing strategy

Marketing automation allows you to strategize behavior-triggered email marketing plans by tracking and analyzing all the potential buyers' actions through your emails. Tagging your leads' interests can help you segment email lists and identify which topics to focus on while creating content for your digitized marketing procedure. Remember, the majority of your traffic and opt-ins are generated with well-crafted email content. Marketing automation tools can inevitably mark and add tags as your email receivers click links or CTAs in emails. It also provides you with the power to check on your customers in real-time so that you can make quick adjustments or send helpful guides at the moment to assure successful conversion. A/B test is another boon of marketing automation that allows you to experiment with your strategies and fix on the one that is generating more conversion. Moreover, with the collected data, you can gain repeat sales by incorporating upsells and cross-selling. This helps you keep your converted customers engaged for future business by sending them information on your previous and upcoming products that they might be interested in or complement their previous actions.

## Perfectly timed emails offer a higher open rate

In this super-competitive world, your potential customers' email inbox gets flooded with numerous promotional messages. If you don't want your precious email to get lost in that sea of emails, try analyzing the best time to send emails. Marketing automation tools help you to schedule emails based on the apt time detected by the metrics and send the emails automatically at the scheduled time. Moreover, informing your receivers when to expect an email will help them remember to open on time.

## Send follow-up emails for higher conversion

Automation helps build strong customer relationships by sending your target market automated follow-up emails. Be it reminder emails for items left in the cart or thank you emails for a purchase made, follow-up emails play a massive role in maintaining the customer relationship. With marketing automation tools, marketers no more have to keep sending the same emails. The system will analyze customer action and send follow-up emails accordingly.





# Test your emails with marketing automation

Marketing automation helps you measure your email performance and your email response by allowing you to send two versions of the same email to your entire list. Marketers need to determine the effectiveness of future and ongoing email campaigns for achieving a higher impact. And A/B testing is one of the most effective methods for ensuring how prospects and customers respond to email messages. It enables marketers to separate specific differences between the two versions of the same emails. A/B testing is performed by splitting the email list into two segments and then sending one version of the email to one segment and the other version of the email to another segment. As soon as emails are sent to both segments, marketers can monitor, measure, and determine the version that is performing better than the other one. You can decide what you want to test and design your emails accordingly. Test your email sending time, response rates, bounce rate, and click rate.

## Using marketing automation in email marketing

### Segmenting your subscribers

The circle of your target market gets divided into sub-categories based on the specifics of their interest. A thorough study of your potential customer behavior can help you segment them into categories. Further, you can use these segmented email lists to customize your emails to make them more appealing.

# Lead nurturing shortens the sales cycle

Lead nurturing is all about engaging your target audience by offering relevant information and offers, understanding and supporting their needs, creating a personal bonding, and entertaining them throughout their buyer's journey. The way you nurture your leads directly impacts their buying decisions in this digitally driven marketing era. There are several ways to nurture leads, but the most impactful is by leveraging targeted content, using multi-channel lead nurturing techniques, following up with leads at the right time, and using lead scoring tactics. Studies have proven that nurtured leads can convert faster and shorten the sales cycle. Automation systems help you identify each customer's responses such as site browsing behavior, actions taken with email campaigns, interaction on social channels, and time they spend on different types of devices such as mobile, desktop, other handheld devices websites.

## Lead scoring to identify quality leads

To nurture your leads in the best possible way, you need to first understand individual leads' position in terms of the customer lifecycle. Based on their present stage, you can decide if the lead needs further nurturing or can be transported directly to the sales rep. You can use marketing automation tools to decide the lead score by assigning numeric values to website browsing behaviors, conversion events, social media interactions, and more. It is crucial to identify the exact points in the buyer's journey when a prospect can be transitioned between teams.

## Marketing and sales team alignment

Marketing teams can identify when email campaigns can drive the best leads, while sales teams can verify which leads are sales-qualified and need immediate follow-up. Therefore it is essential to keep your marketing and sales team aligned. Your sales and marketing teams may not always work closely in demand generation and in managing leads. Automation helps align sales and marketing teams through integrated CRM software to ensure a seamless transition of leads from marketing to sales teams.

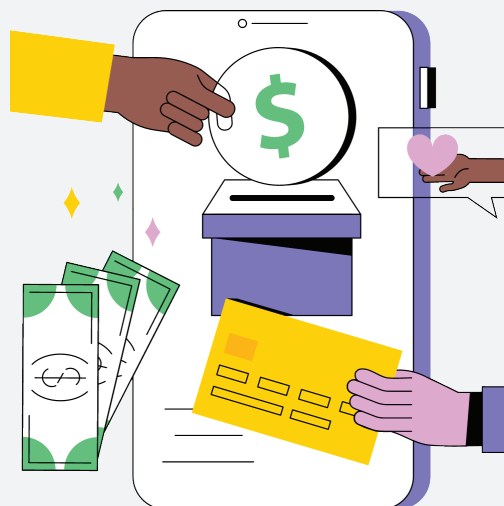
# Make the most of the customer journey

Automating your customer lifecycle not only decreases the workload of your company's marketing professionals but also reduces customer engagement costs while increasing upsell and cross-sell opportunities. A prospective lead goes through a set of stages in their journey with the interested product, ever after converting into a buyer. For smoother and better progress of a customer journey in this era driven by technology, marketers are willing to integrate automation in the process. It helps attract, engage, satisfy, and retain potential customers with its well-connected and personalized customer journey.

## Conclusion

Organizations rely on emails to grow business and marketing automation to increase email marketing efficiency. Marketing automation creates an opportunity for marketers to increase business profit. It not only makes engagement easier for marketers but also for your prospects and customers. It directs you to strategize your marketing campaigns based on the demand of your target market. This helps increase trust within your customers, creating a long-term relationship with them. Marketing automation also allows you to drive leads more effectively through lead nurturing to retain customers even after the sale.

Remember, marketing automation is not just about increasing customer engagement but also increasing ROI with higher sales. Therefore, make sure you implement the right automation tools to all your marketing channels and especially email.





## Get in touch!



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