

CREATING A COMPETITIVE ADVANTAGE WITH MARKETING AUTOMATION

For Building Product Companies



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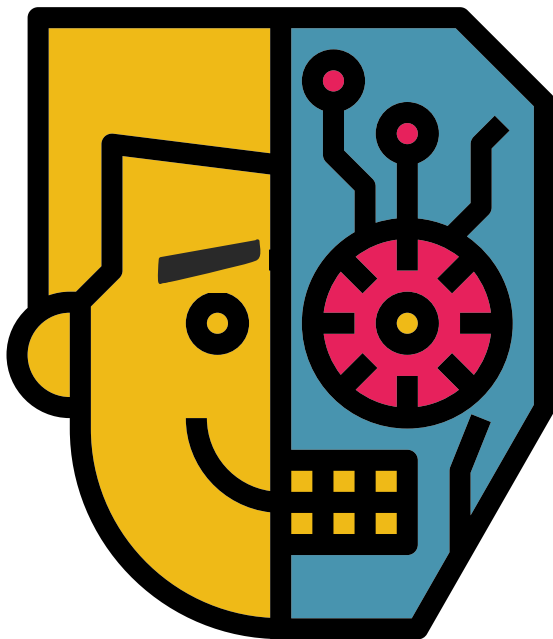
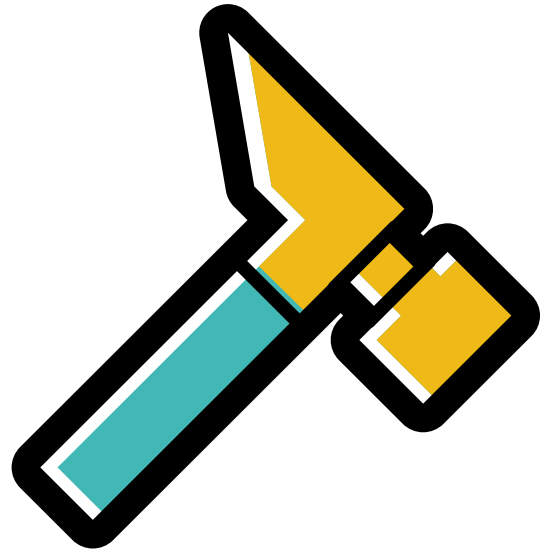
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Introduction

Efficiency & Productivity

Marketing automation, like any other kind of automated technology, exists to speed up time-consuming activities through streamlining their process and alleviating the level of human input needed to complete any series of marketing tasks.



Marketing on Auto-Pilot

With marketing automation, you can set up marketing activities to run on autopilot, while also being able to analyse their effectiveness over time through analytics.

By taking a customer-centric approach to using marketing automation, you can start the conversation with your customers through automated campaigns, then move it onto higher-quality one-to-one conversations with your prospects, when it counts.

Marketing automation is a tool to empower your team, to give them the ability to plan and write a campaign, and then have the automation run it for them.

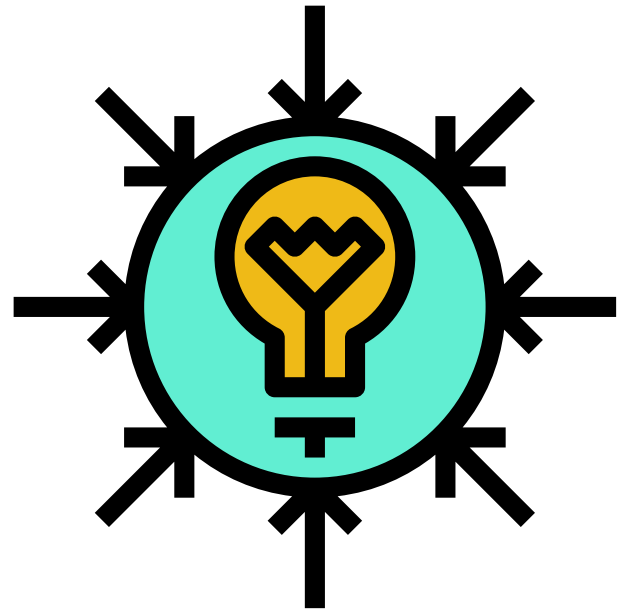
Creating a Competitive Advantage

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When you compare the typical state of building product companies today with what is possible with technology, including marketing automation, there is a vast difference.

According to marketing text books, you can either create a competitive advantage through cost-leadership or through differentiation.

Marketing automation can help your business stand out against competitors through the value you provide and how you give customers the best experience.



The Best Customer Experience

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Using techniques of marketing automation, like automated follow-ups and lead nurturing, you can create an incredible first impression of your brand with prospects.

Similarly, marketing automation also makes engaging and reaching out to new prospects easier and more effective.

Finally, marketing automation unlocks actual ROI for your marketing activities by meaning your company can commit to each and every lead you get, and follow through with them.

No more wasted prospects and higher rates of conversion - sounds like a win to me!

Why is Efficiency So Important for Your Building Product Business?

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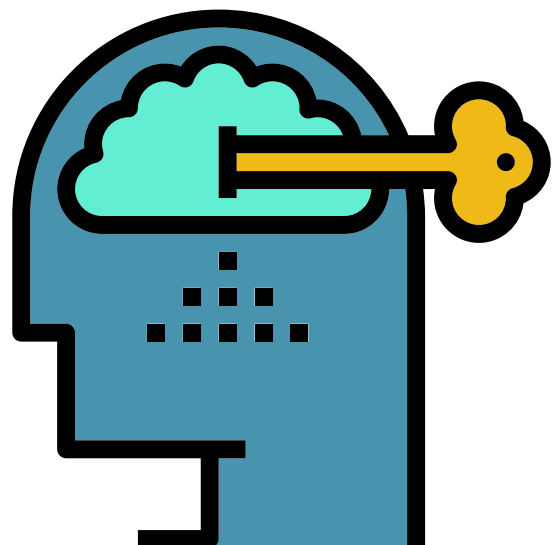
The building product and construction industry is known for having long and complex buying cycles. Building and maintaining relationships with prospects and existing customers is a difficult but essential task.


Marketing, if not overlooked, can be the key to these one-to-one relationships. It can allow you to deliver a customer experience that generates loyalty as well as word of mouth referrals for your business.

Investing in marketing automation, and the efficiency it offers, allows your construction business to offer an improved customer experience for your prospects, as the marketing communications they receive are relevant and helpful, but it also improves your business through saved time and increased revenue.

Key Questions to Ask:

- Do your marketing and sales team waste time on repetitive tasks that could be automated?
- Do you feel your lack of investment in technology is holding your business back?
- Do you feel you aren't reaching prospects as effectively or efficiently as you would like?
- Is your tech stack empowering your sales and marketing teams? Or holding them back?





How Does
Marketing Automation
Work?

How Does Marketing Automation Work?

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If you are struggling with engaging specifiers and contractors online, knowing which leads to prioritise and nurture, and stressed about the time (you don't have) to do it all, then marketing automation can help.

Marketing automation can be amazingly helpful and valuable for construction and building product businesses:

- It's reported that your sales productivity can increase by 15% using automation,
- Actual conversions and sales can rocket by up to 50%, and
- Your qualified leads pipeline can be boosted by as much as 450%

Automation is all about making those everyday marketing tasks (emails, social media, lead generation) happen automatically and repeatedly.

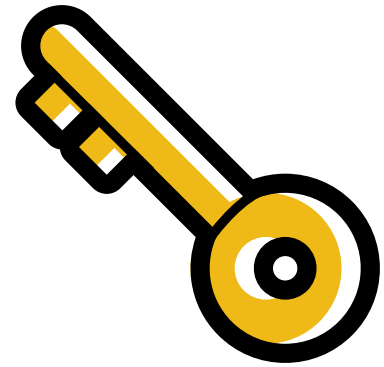


Companies that use automation to manage their lead nurturing process are set to see a 10% or more increase in their revenue in the 6-9months following the implementation.

So, here is how marketing automation works...

- Each website visitor and existing customer is tracked across your website through a CRM database that monitors their page views, action, traffic source, time on site etc.
- In the database, you can then set up lists to segment your audience into groups of similar attributes such as: signing up for your newsletter, site visits and clicks, products they are engaged with, what stage they are in your sales funnel, and more.
- You can then trigger certain marketing activities to occur when a prospect meets a certain condition. Examples of the marketing it can deliver include sending a lead nurturing email, a retargeting ad campaign, or a dynamic landing page personalised for visitors in a target segment, etc.

What Marketing Automation Software is Available?



Marketing automation has the ability to become 'your extra technical sales rep', but like any new hire, you must research and vet the software you choose.



mailchimp

Hubspot

An all-in-one marketing automation tool, HubSpot is a comprehensive platform all designed around the inbound marketing methodology.

This means it provides an integrated system where marketing automation is just one element of the process. It provides a marketing, sales and customer service hub, all in one.

Each section tracks your prospect throughout their customer journey so you can get an insight into how effective your entire marketing process is as you capture and then nurture your leads.

HubSpot is an easy to use end-to-end platform and is directly targeted at small to medium-sized businesses.

MailChimp

Originally an email marketing tool, MailChimp now incorporates a simple and easy to use expanded platform for marketing automation, social media marketing and content management.

MailChimp targets small to medium-sized businesses who want to advance their email marketing to generate greater insights into their customers across their other digital marketing channels.

What Marketing Automation Software is Available?

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Marketo

Similar to HubSpot, Marketo is also an integrated platform as it offers automation alongside content management tools, a CRM, and analytics.

Marketo excels in its offering for advanced email campaigns and workflows as part of the automation system.

However, it is quite a technical platform and due to this mainly targets larger enterprise businesses with dedicated IT departments.

Active Campaign

A flexible marketing automation tool, Active Campaign is specialised to provide marketing automation for small businesses.

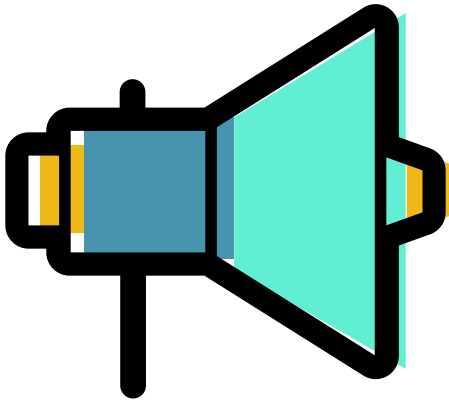
It offers an array of pre-built automation templates for improved ease of use and effectiveness.

Active Campaign also offers a CRM so you can measure your marketing effectiveness across your lead database.





How To Use
Marketing Automation?



Why You Should Automate Your Lead Nurturing

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Marketing automation begins customer relationships on your behalf, even out of hours.

Nurtured leads make 47% larger purchases than non-nurtured leads, so why are 80% of building product companies rarely replying to customer enquiries? Well, it's usually down to lack of time and a poorly handled lead management system.

Once you know a prospect is aware of your business, you have the power to nurture that lead and convert them into a customer.

Marketing automation can make sure you don't drop the ball by using its power to nurture leads through your sales funnel using automated drip campaigns, follow-ups and lead scoring.

Lead scoring is a great technique to supercharge your lead nurturing campaigns. A database keeps track of your engaged and unengaged prospects and assigns lead scores to each opportunity, determined by their level of engagement with your website and other marketing channels.

08

It takes up to 8 interactions with a customer before they become a viable sales lead.

The technology can then be set up to send out emails or other marketing tactics to those leads who are scoring highly.

By implementing automated lead nurturing, your prospects will learn about your business for themselves through relevant content delivered to them.

This then alerts you when 'human intervention' will get a prospect over the final finish line, for example they have learned about your product or service and have a high intent to purchase.

Why You Should Automate Your Email Marketing

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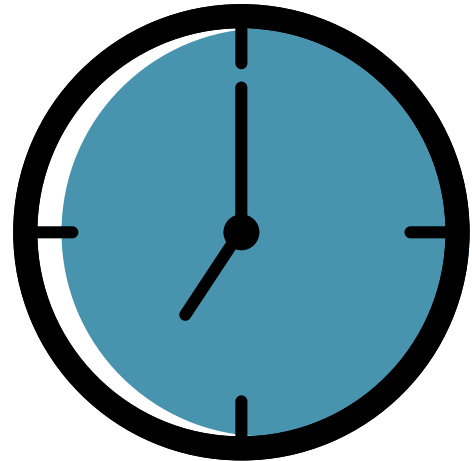
Email marketing is one of the key components of marketing automation and can really be a game-changer for your construction business' marketing.

In the B2B sector, open rates increase 21% when you send at least 5 emails a month.

Setting up an automated email campaign can allow you to save time and money, but still benefit from the increased brand awareness and email performance you get when you send emails to your database frequently.

Automated emails can also be set up to send out to customers or leads when they carry out certain behaviours on your website, such as filling in a form or requesting a quote.

This means your customers are responded to quickly and efficiently. Most crucially, they are responded to before they move onto your competitor's website.



Another way to automate your email marketing is by planning a campaign in advance.

You can enrol leads into workflows where the automation system delivers key information about your business to your lead database, over a period of time, for example, once a week.

This provides you with the opportunity to build a relationship with prospects and radically improve your rate of conversion.

For the construction industry, where sales life cycles are so long, automated email campaigns can provide you with the perfect opportunity to engage with architects over months, without having to lift a finger.



Why You Should Automate Your Customer Service

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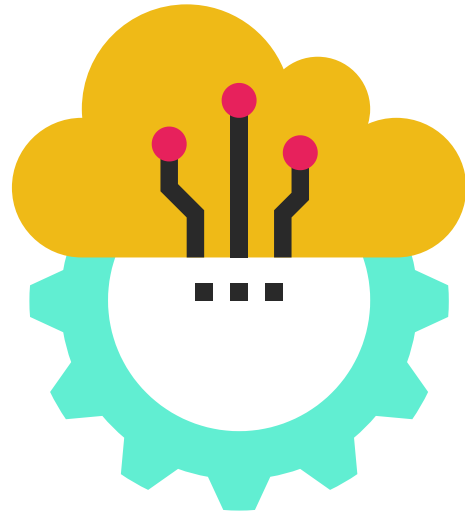
Poor customer experience was the cause for more than 47% of customers to stop doing business with at least one company, last year.

All-in-one marketing automation platforms can include customer service automation. This means your business (or technology) can respond to customer queries 24/7, making it easier for customers to access the information, pricing, and resources they want, when they want it.

Marketing automation can include automated FAQs and AI-powered chatbots.

Frequently asked questions (FAQs) are called that because they are frequently asked! Save time by implementing automation that will answer certain queries for you.

Provide self-help articles or resources to your leads and allow them to continue their product research, at a time that suits them.

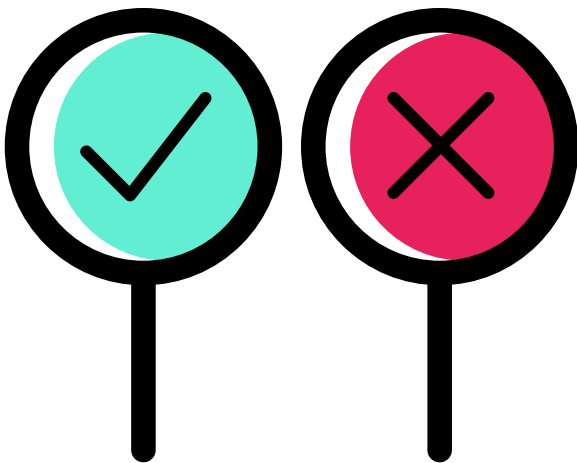


The more niggles or doubts answered means the greater understanding – and therefore trust- they will have in your business and product.

Chatbots are also a common element to many marketing automation platforms.

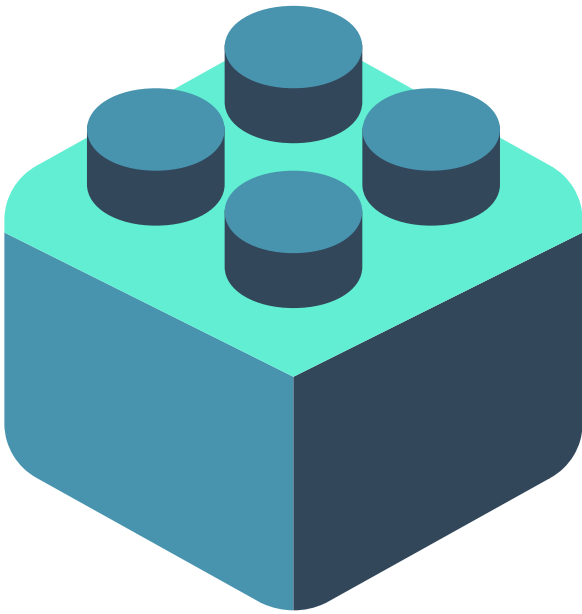
They are AI-powered tools where website visitors can talk to a robot and get answers to standardised questions such as opening times and pricing info.

Incorporating marketing automation into your customer service offering will help you build strong customer relationships and gain your business the reputation for being fast, effective, and helpful.



What is the Difference Between Marketing Automation and a CRM?

Both customer relationship management (CRM) and marketing automation software help businesses achieve their marketing goals through applying technology to streamline, integrate and manage marketing processes.



A CRM is focussed on storing, managing and tracking information about your customer database. It then uses this information to monitor the interactions your customers make with your website and marketing channels.

Marketing automation uses the information in this database, and the ability to track visitors and their behaviour on your site, to trigger automated marketing actions.

It also uses the CRM's information of what stage in the customer lifecycle your prospects are in, and what interactions they are having with your marketing, for your automated marketing campaigns.

When integrated together in a centralised all-in-one platform, Marketing Automation and a CRM allow you to manage your entire sales cycle and understand how each marketing activity builds off the last.

It gives you in-depth insight into how everything is working together, or more crucially if it's not.

The automation software works on sequences and workflows that are triggered when certain actions occur, or conditions are met.

Marketing automation is essentially a specialised system that can be considered a subsegment of CRM. However, each CRM and marketing automation platform is different, so the tools they offer can either vary dramatically between them or seem identical.

The cover features a dark blue background with several abstract shapes. A large teal circle is centered in the upper half, containing the title. To its right is a smaller yellow circle. Below these are three more circles: a teal one on the left, a larger yellow one in the center, and a small pink one on the right. At the bottom, there are large, overlapping wavy shapes in yellow, teal, and dark blue. A vertical dashed line is at the top center, and two grids of white dots are on the left and right sides.

Marketing Automation Best Practices

What Marketing Automation Best Practices Are There?

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Firstly, remember that marketing automation is something you set up.

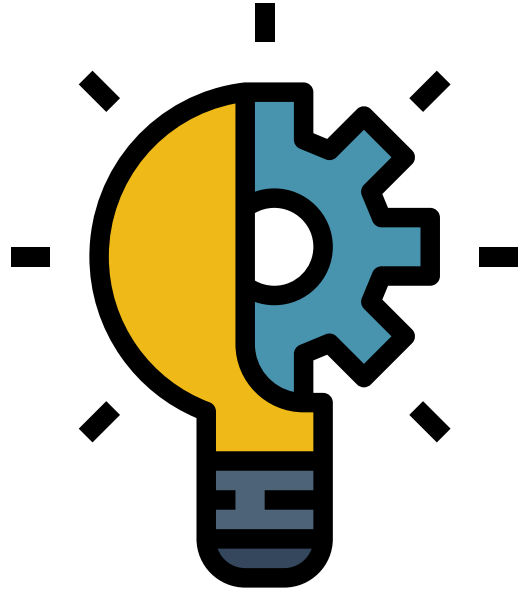
So, knowing your specifier's buyer's journey, and what is relevant to them, will allow you to plan out automated campaigns that will work towards moving them further down the sales funnel.

For example, if they are on your pricing page, set up a trigger for an email with decision stage content that will help them further with their buying decision such as FAQs or testimonials for that specific product.

Secondly, don't forget you can use marketing automation after the final sale too.

Set up emails to be sent at the end of your specifier's project, even if it's after a year, to ask for their customer review, testimonial, or to recommend you to a colleague.

You can also use this to your advantage, by making sure you maintain contact and stay top of mind for that specifier, for when their next project rolls around.



Existing customers are 4x more likely to refer someone to your business.

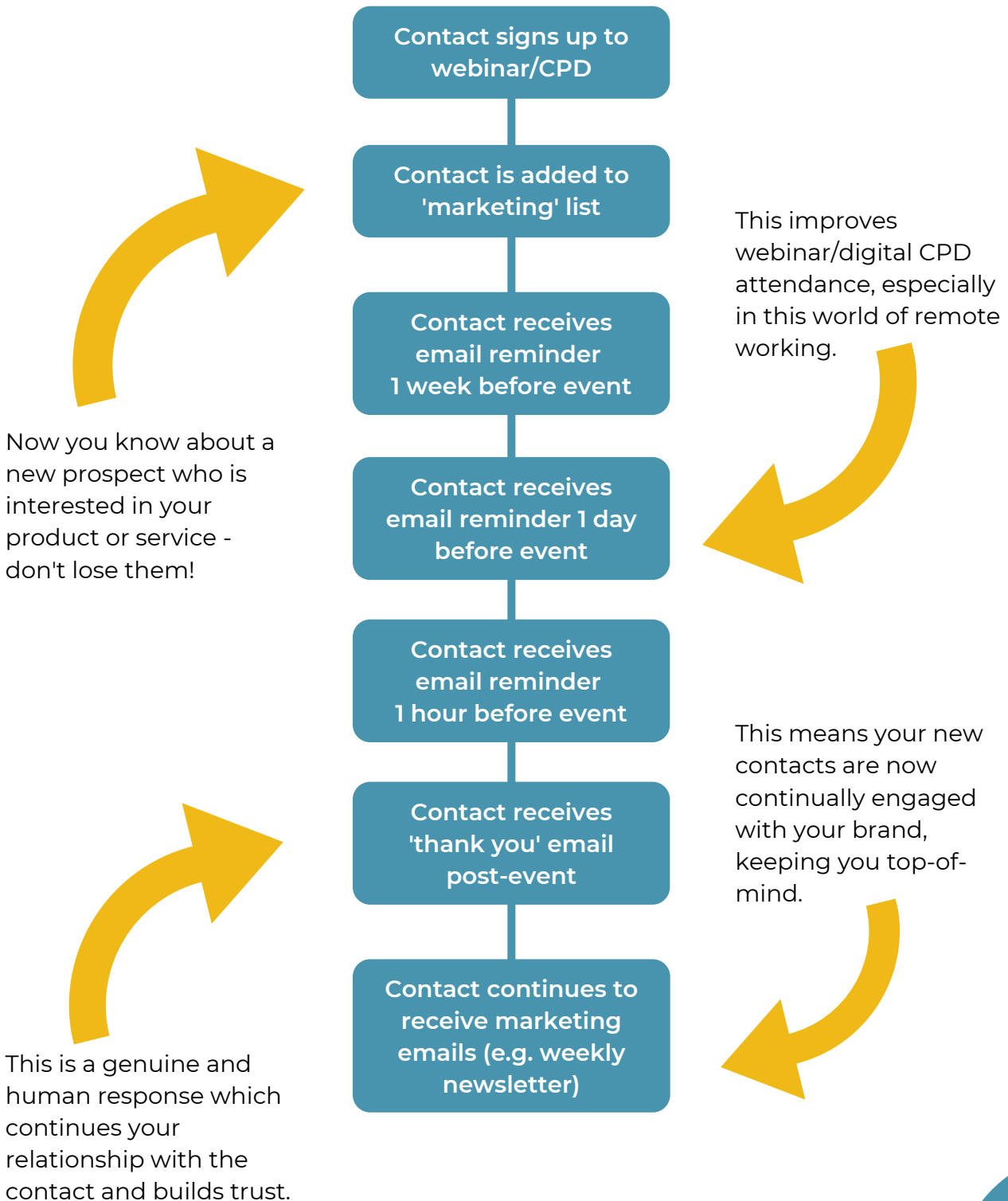
The final piece of best practice advice for marketing automation is not to forget to humanise your automated campaigns.

Although your marketing may not be running on autopilot, personalisation can still go a long way.

Being human and helpful is always appreciated and is one of the main aims of implementing marketing automation. Your business can become more supportive and reactive than it ever has been before.

Marketing Automation In Action

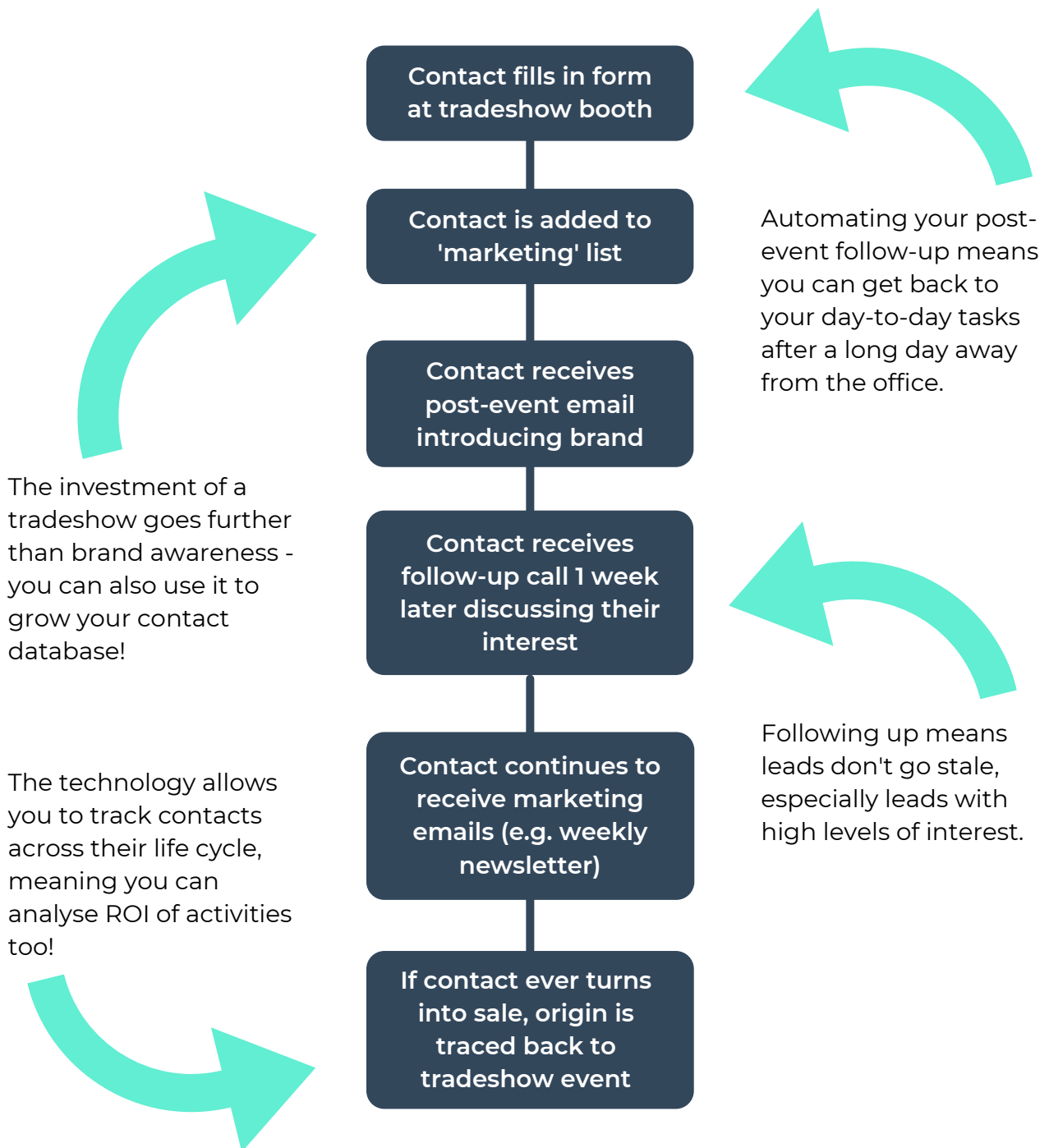
Take a look at an example workflow for an automated lead nurturing campaign following a CPD/webinar launch.



Marketing Automation In Action



Take a look at an example workflow for an automated lead nurturing campaign following a building product tradeshow.

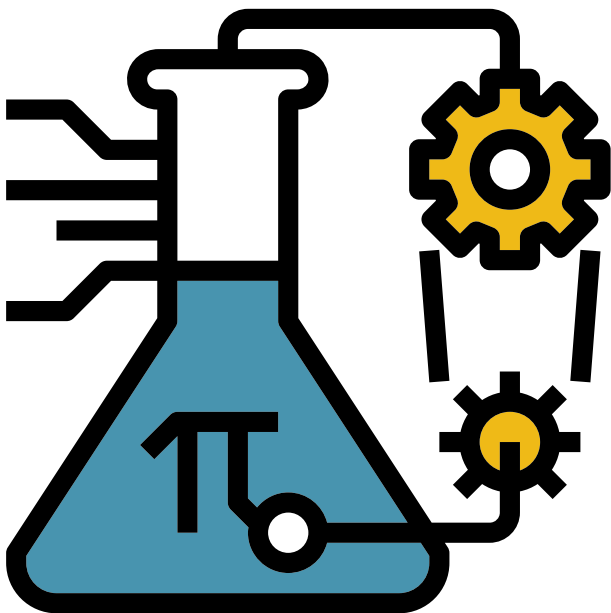
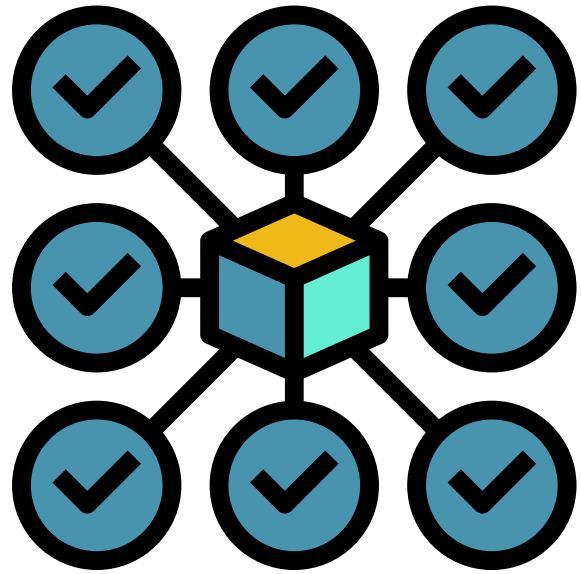


How Do These Workflows Work?

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From the previous two 'Marketing Automation in Action' pages you can see a simple representation of the sorts of workflows you can create.

These sets of triggers and actions all work together to keep your prospects engaged and nurtured, making them more likely to become customers in the long-term.



By making sure you have fully fleshed out automation complementing any marketing campaign you run, you can optimise your investments, make your marketing activities more efficient, and actually win leads.

Furthermore, the fact all this follow-up work is done for you, means you can save time whilst also trusting that no lead has fallen through the cracks.

It also guarantees that you are getting in contact with leads before they go stale, or even worse, forget who your company even is.

Marketing automation means your brand can make a great first impression, whilst you actually just put your feet up!



**Do I Need
Marketing Automation?**



How Can Marketing Automation Improve Specifiers' Customer Experience?

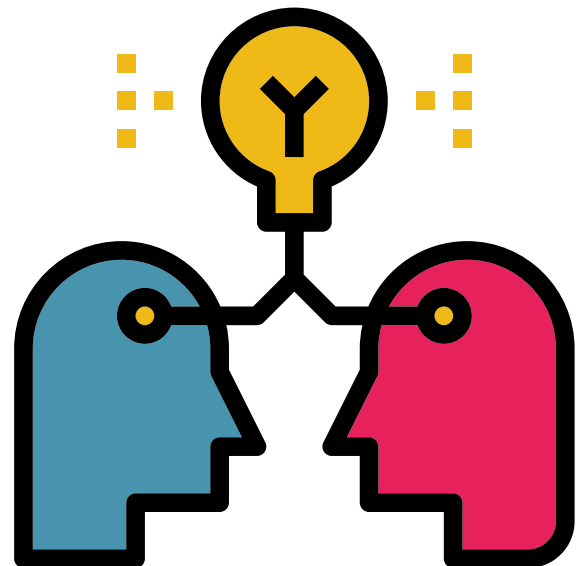
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A seamless customer experience benefits from marketing automation through its efficient and effective way of nurturing prospects and delivering them the right content at the right time.

Your marketing cannot be a one-size-fits-all strategy, but at the same time you have limited time to invest in these important activities.

Marketing automation allows you to segment and market to specifiers throughout each stage of their buyer's journey, with technology that only requires a little upfront effort and upkeep.

A seamless customer experience benefits from marketing automation through its efficient and effective way of nurturing prospects and delivering them the right content at the right time.

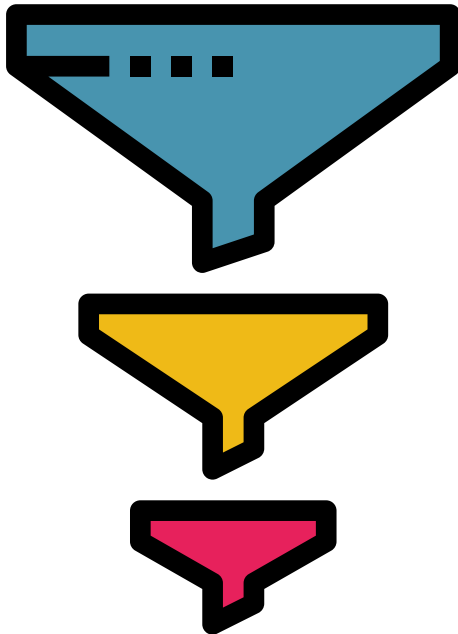
With marketing automation, you can stand back while authentic engagement occurs with your specifiers and contractors, at the time and place that suits them.



In the construction industry, improving customer satisfaction and loyalty can be worth hundreds of thousands of pounds in repeat business.

Does My Building Product Business Need Marketing Automation?

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If you are considering marketing automation for your building product business, then answer these questions candidly:

- Can you identify, track, and engage specifiers online currently?
- Can you look at a list of customers and order them from high to low likelihood to buy?
- Are your sales team spending their time engaging all leads, regardless of fit?
- Can you tell from looking at your database which products each lead is interested in?

What is it that sets businesses apart nowadays? It's not that they're smarter or more creative, it's that they simply have the right tools that allow them to implement a strategy where they can gain insight into their entire sales funnel and marketing activities, from beginning to end.

A tool that more effectively determines for them when their leads are actually ready to buy. A tool that saves them time and money and moves your marketing from a cost centre to a revenue generator.

A survey of 700 marketers found that 80% of marketing automation users saw their number of leads increase, with 77% seeing their number of conversions increase.

For SME's in the construction industry, you need a tool that will work as hard as your sales team does.

Choosing a marketing automation solution is a decision that will successfully create a return on its investment, and grow your business, in this competitive digital era.



Conclusion

Is Marketing Automation the Next Step?

Marketing automation allows you to effortlessly engage your specifier, stay top of mind, and deliver helpful content that pre-emptively answers any question your customer has about your product or business - before someone else answers them.

A good customer experience is one where the final feeling your customers have about your brand is trust and positivity.

It is the outcome of consistent, quality interactions with them throughout their entire buyer's journey. This can be successfully achieved through marketing automation software.

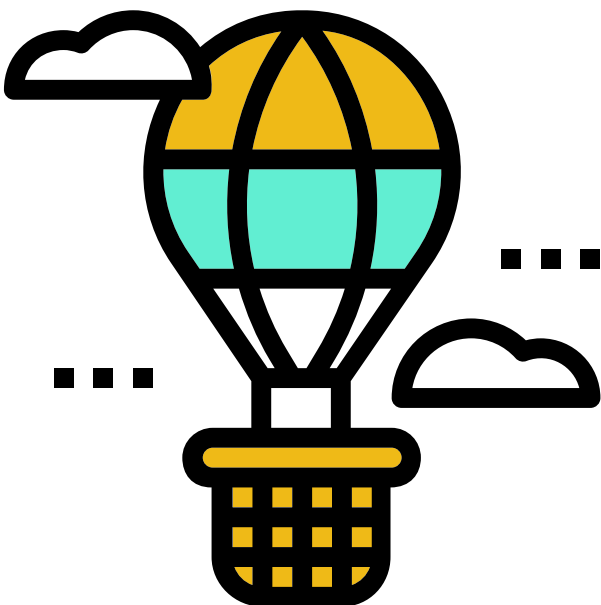


Your Key to Competitive Advantage

A genuine competitive advantage is one that keeps your brand at the top of people's minds when it comes to your sector.

Being present and relevant, through marketing automation, means you can stay ahead of competitors, always showing you offer the very best service and experience.

Interested in implementing marketing automation now? Check out the next page...



About Insynth

We are Europe's first inbound marketing agency to specialise in construction, driven to Deliver a predictable flow of leads, specifications and customers for your Building Product brand with a data-driven inbound marketing approach.

With 30 years experience in the construction industry we understand the challenges which hinder building product businesses when growing, however, we have developed the right tools to deliver growth for building brands in this era of digital transformation.

Think of us as your outsourced in-house marketing team, working seamlessly with you to take control of strategy, implementation and delivery. From website design and search engine optimisation (SEO) to marketing automation and CRM implementation, Insynth is ready to help you achieve your ultimate aim: growing your business and getting new specifiers and customers.

We'd welcome the opportunity to work with you!

eBook Author



eBook Written By Freya Oxtton-Grant
Digital Content Marketing Consultant

Freya is a tenacious and confident construction marketing consultant who has exceptional attention to detail and creative flair.

She specialises in creating content that attracts specifiers, converts leads and boosts your website's Google rankings.

Found This eBook Helpful?

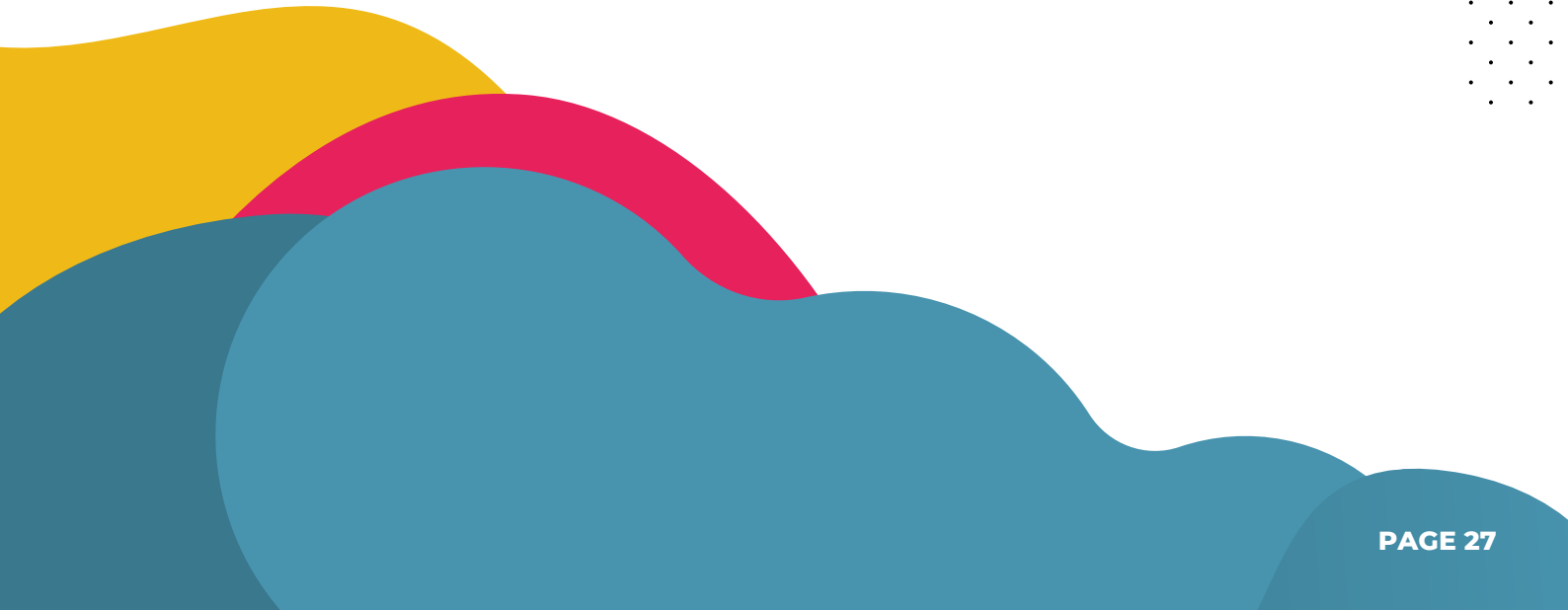
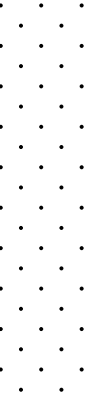


Speak to an expert today about how you can implement marketing automation into your building products business.

Our growth experts specialise in construction inbound marketing and have extensive experience driving a predictable flow of specifications, leads, and customers for building product manufacturers.

Request a consultation by clicking the button below!

[Enquire Now](#)





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