

Drip Marketing, Lead Nurturing or Marketing Automation

Service Introduction: ZHAW School of Management in Zurich reported that 72% of successful companies were using marketing automation, compared to just 18% of unsuccessful ones. Similarly, 84% of successful companies were using CRM/sales automation like found in HubSpot, while just 42% of the unsuccessful companies were.

As the name suggests, marketing automation is something that automates your marketing tasks for you. It does everything from automatically sending a pre-written welcome email to the new visitors, informative content to prospective leads and engaging content to your prospects or customers.

Marketing automation is software like HubSpot or Salesforce that handles routine marketing tasks without the need for human action, hear this - - without a salespersons interaction. Drip campaigns NEVER miss a follow-up email to a prospect. Common marketing automation workflows include email marketing, behavioral targeting, lead prioritization, and personalized advertising.

HighLights:

- Your success and ability to convert prospects into long-term customers depends on how strong and aligned your growth strategy is to the prospects evolving needs and wants.
- Our fast-paced world demands a marketing strategy that is flexible, customer-oriented, measurable, and effective.
- Our partner is a Diamond HubSpot Partner Agency. Rest assured that TCC will work side by side to ensure smooth launch and execution of your marketing campaigns.

Service Overview: Sales and marketing teams operating in different silos can disrupt your ability to convert and close deals. We all know that marketing efforts cannot stop once a lead is handed over to sales. Data shows that companies with strong sales and



marketing alignment and sales enablement witness 275% more conversions from marketing efforts.

When it comes to the difference between a drip campaign and a mass email campaign, there are several things you should know. A mass email campaign or broadcast email campaign is sent out to the masses, regardless of whether you really wanted the information, and they don't often allow for user customization.

A drip campaign is an email campaign that consists of multiple pre-written emails that move email subscribers towards a final conversion point (for example, towards a purchase). These emails tend to slowly “drip” helpful information out to subscribers over a given period, such as a welcome email series.

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