



The Intersection of Creativity + Technology + SEO

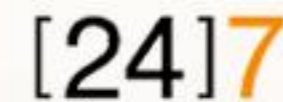
Effectiveness Of Marketing Automation On Digital Marketing

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Introduction

Marketing Automation has a focus on moving leads from the top of the marketing funnel through to becoming sales-ready leads at the bottom of the funnel. Prospects are scored, based on their activities, and then presented drip campaign messaging via email and social channels, thus nurturing them from first interest through to sale. Commonly used in business-to-business (B2B), business-to-government (B2G), or longer sales cycle business-to-consumer (B2C) sales cycles.



TESTIMONIAL:

“Magic Logix built this large and complex website for us in timescales most agencies would have considered impossible, said Ketan. The website was a critical part of our launch and they delivered a top notch service with a dedication and passion for perfection. We would not have been successful without them!”

- Ketan Karia, CMO, Actian Corporation

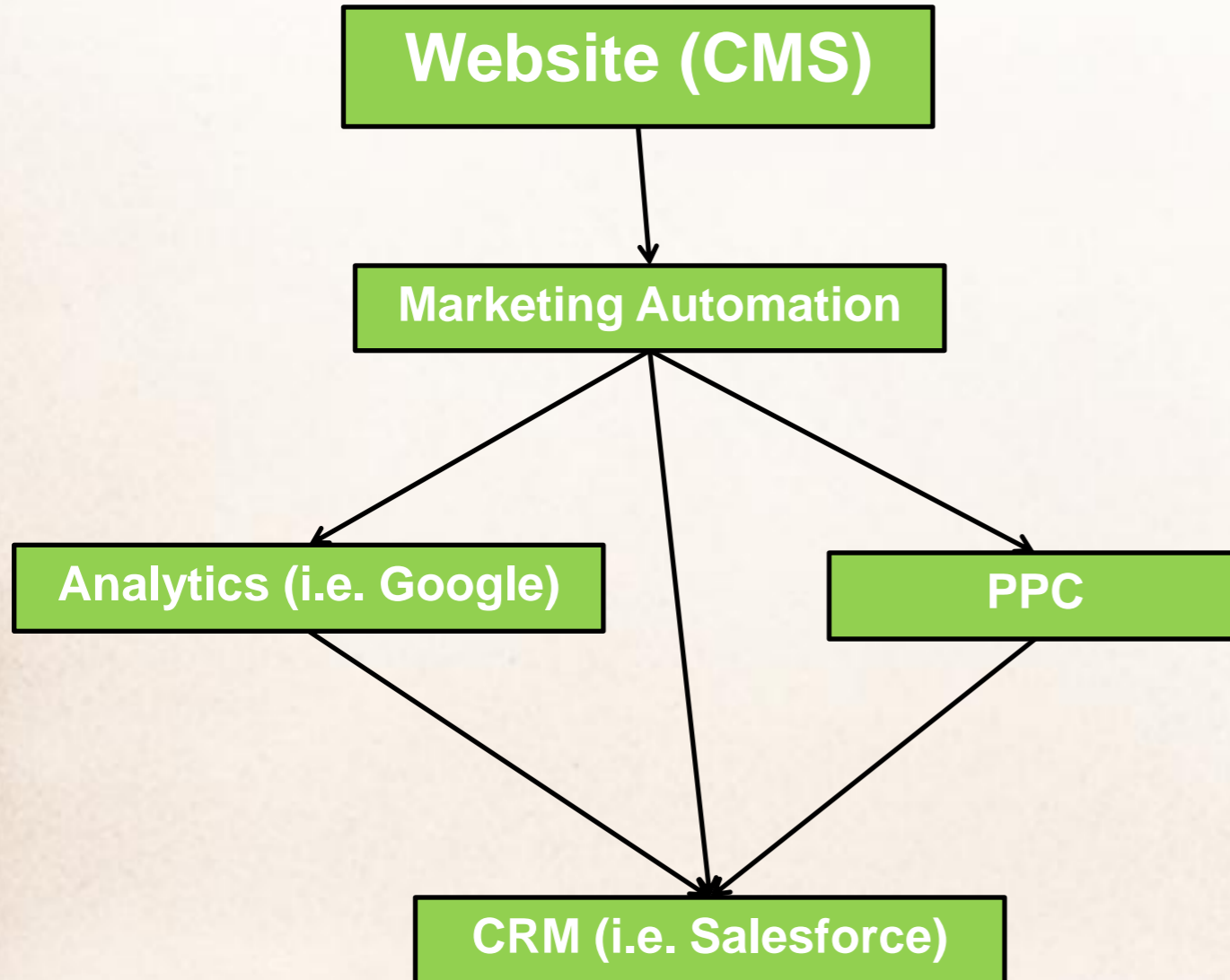
www.actian.com

Key Benefits

- + Marketers nurture, score and deliver greater numbers of qualified sales leads
- + Sales reps see online behaviors to identify the hottest leads and opportunities
- + Companies measure and predict the impact each program will have on revenue
- + Marketers deliver more successful campaigns, higher conversion rates and better qualified leads
- + Deliver relevant content to relevant individuals at relevant times
- + Analyzing your social media activities by connecting them to your revenue stream
- + Marketing automation tools make creating landing pages a snap.



Case Study – Actian.com



Marketing Automation Tools



ELOQUA



Conclusion

- Higher Rates of Reporting
- Combining Customer Interactions
- Real-time & Intuitive Personalization
- Improving Demand Generation
- Instant Intelligence on Leads
- Increasing Efficiency

