



# MARKETING AUTOMATION

# Marketing 101

## 7 Tips for Growing Your Business with Marketing Automation



# 1 Marketing Lifecycle to Drive Business Growth

Automating menial, redundant tasks that once took days to hours, or even minutes, leaves more time for you and your business to provide optimal service and do what you do best. Businesses that make use of marketing automation to nurture prospects realize a 451% increase in qualified leads.\* Integrating automation and marketing solutions into your pest control business engages customers, ensures top-notch service, and drives sales.



## 2 The Role of Marketing Automation in Your Marketing Process

Marketing automation refers to software that automates your marketing for you. Marketing through email is still the most efficient way for businesses to reach out to their customers. You can decide which email you want to send, at what time and to whom. Through email marketing automation, businesses can generate leads, enhance productivity, manage their customer relationships, and remain competitive. This is especially crucial for small companies with limited resources, time and minimal marketing budget.



# 3 When to Consider Email Marketing Automation

It's time to consider email marketing automation if:

- ✓ You need to send highly targeted messages to existing customers and prospective customers automatically
- ✓ You want to nurture your leads and connect with your prospects
- ✓ You want to keep your business top of mind with prospects and increase your customer touchpoints
- ✓ You want to send personalized communication but to a large base of prospects
- ✓ You are missing out on cross-selling and up-selling opportunities
- ✓ You do not have a method to manage success of your marketing campaigns



# 4 The Benefits of Marketing Automation

A survey by Liana Technologies\* identified some of the main benefits of marketing automation as:

## 1 Expand your reach.

Targeted marketing campaigns enable you to reach thousands of prospects and customers instantly.

## 2 Personalize your business and improve customer experience.

Marketing automation enables you to reach prospects and customers with relevant, personalized messaging and service offers.

## 3 Reduce staffing costs.

By setting up lead nurturing and marketing campaigns ahead of time to automatically run without daily intervention.

## 4 Increase revenue.

By expanding opportunities to cross-sell, up-sell and follow-on services without extra effort.

## 5 Be more effective.

No matter how big or small your company is, there are only so many resources available. By automating menial tasks, you will have more time to focus on what you do best.



# 5 Components of Marketing Automation

A campaign is an inbound marketing strategy used by businesses to gain new leads, nurture existing ones, or cross/up-sell. Campaigns can be digital (i.e., search engine marketing, website traffic, social media), or traditional (i.e., direct mail, radio ads). The cornerstone of every digital strategy is email marketing.

Marketing Automation is the software used by pest control businesses to execute email marketing campaigns. Through marketing automation, you can set up automated rules to deliver content that educates your leads and customers about the customer lifecycle.

There are two types of email campaigns often used:

## 1 Blasts or One-time emails.

These types of emails are often sent to leads or existing customers to announce sales or promotions, share newsletters, and communicate important information. These email campaigns can be scheduled in advance or sent as needed.



## 2 Drip or Nurture Campaigns.

These consist of a series of emails, often driven by a workflow. Drip campaigns are time-based and often are used to educate a lead or customer. Nurture campaigns are used to deliver timed and targeted information that will help guide the prospect through the buying process.



# Successful marketing automation will include the following components:



## Campaign Goals.

Are you looking to grow leads, increase revenue, sell certain services?



## Message.

Develop your email message, including personalization wherever you can.



## Integration with other marketing components.

This will ensure seamless follow-through and engagement.



## Target List.

Define your audience. Identify who you are trying to reach and create and segment your list accordingly.



## Action.

Identify the action you want someone to take after reading the email.



## Ongoing campaign optimization.

Periodically check in on the campaign to ensure things are running smoothly and you're on pace to hit your goals.



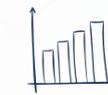
## Content.

Create the content that will be used to educate or inform. Ensure that the content is relevant to your target list. Is it a promo? An eBook? An article?



## Workflow.

This defines the structure of the campaign including the delivery schedule, time between steps, how often you want someone to be contacted, what you want to provide at each step, and what action you want to take when a reader engages with the content (i.e. clicks or downloads a piece).



## Reporting and analytics.

Be sure to identify the reports and data needed to measure your success and gain insight into what worked and what didn't.

# 6 What Is PestPac Marketing Automation?

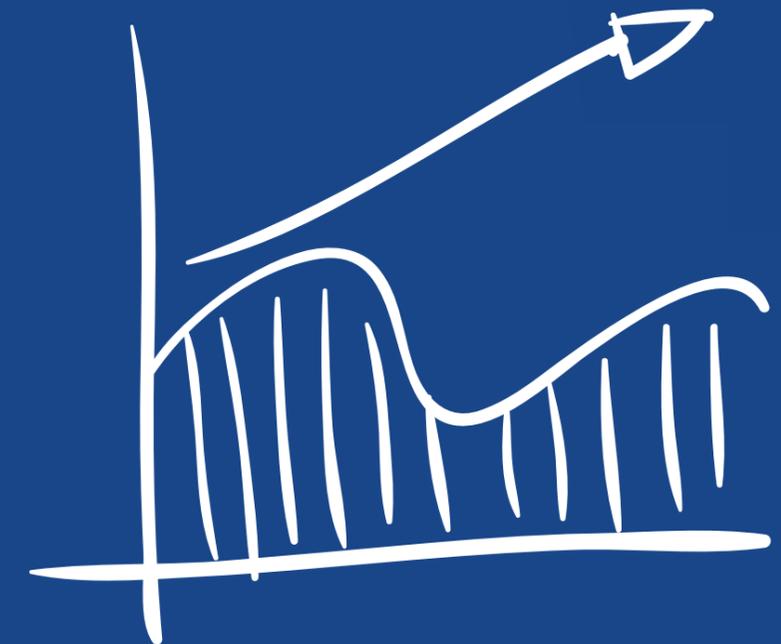
PestPac Marketing Automation is an email marketing solution that provides pest control businesses with the ability to send marketing emails to their leads and existing customers, easily create email campaigns, track their success and measure ROI.

With PestPac Marketing Automation you can:

- 1 Develop email templates to ensure branding and consistency
- 2 Easily use email templates to quickly create and schedule sophisticated email blasts or drip campaigns.
- 3 Create and define static (single-use) or dynamic (changing) lists for each campaign.
- 4 Automate drip campaigns to nurture undecided prospects.
- 5 Track and measure campaign success on a single dashboard.

PestPac Marketing Automation provides key email metrics in real time including open, clicked, and unsubscribed rates. These metrics help you gain full visibility into your email campaigns and provide the necessary insight for future evolution.

Marketing Return on Investment (ROI), including the number of leads and dollar amounts generated. This type of data can help you generate more leads by allowing you to understand what recipients are responding to.



# 1 Benefits of PestPac's Marketing Automation

With PestPac marketing automation you will be able to see which of your marketing efforts are succeeding or identify campaigns that need improvement - key factors to grow your business.

Integrated within PestPac and working in conjunction with the other WorkWave marketing solutions, Marketing Automation:

- ✓ Eliminates double-entry or need for clunky integrations
- ✓ Includes functionality specifically designed for the pest industry
- ✓ Ensures a single source for all your campaign data.
- ✓ Provides full insight and visibility into sales and marketing performance.

PestPac Marketing Automation will help you get the extra leads you need to grow your business.



**ONE INTEGRATED  
MARKETING SOLUTION**

**for**

**GROWING  
YOUR BUSINESS**



**WORKWAVE<sup>®</sup>**  
*PestPac*

**MARKETING  
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