SAPPER.

Marketing Automation

SAPPER.

Table of Contents
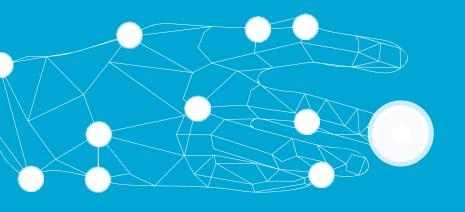
Abstract

Marketing is the most prominent tool used to create and maintain demand, relevance, reputation, competition and more. The business landscape is becoming highly competitive. These days, if you want to survive in any industry, it is essential to market your business in whole new ways. Automation is undoubtedly the next big thing for businesses. This white paper deals with optimising your marketing system through automation.

"Ernst and Young claim Chances of success increase with smaller manageable sets of automation than large and complex ones."
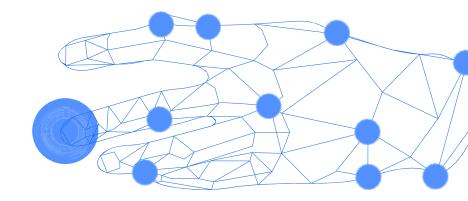
Need of Automation in Marketing

The growth and life span of your business is positively correlated to your business's reputation. The only way to gain reputation and competitive advantage over your competition is aggressive marketing. It consists of numerous processes which are not effortless at all.

This fast-paced generation lives in real-time and only when you can spread the word about your business consistently and at the right time, it becomes easy for you to get new clients. Automation in marketing can make the system easy, efficient, hassle-free and productive.

SAPPER.

Obstacles of Traditional ways

It's important for an organization to have efficient, optimised, and progressive marketing tactics. But, it requires plenty of applications, resources, time and money.

SAPPER.

"According to Capgemini's intelligent automation report, only 16% of enterprises are deploying automation at scale"

SAPPER.

How Automation can Help in Marketing

> "Don't just sustain but grow exponentially with marketing automation"

At most basic level, the "promotion" aspect of marketing spreads the word about your business. To attract consumers in a crowded marketplace, your target audience needs to know why they should choose your business over someone else's.

This is where marketing comes in to educate current and potential customers about your business and how it serves a need they have. Here's how you can incorporate automation with marketing to grow your business like never before.
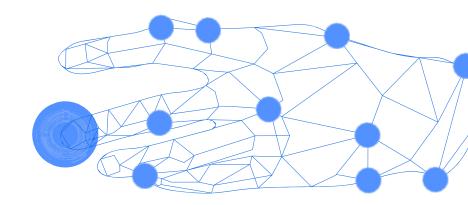
SAPPER.

Boost your Campaign Performance with Automation

Marketing campaigns are the perfect way to reach your customers, clients, and leads. They can be the game-changing move that secures meetings with customers or prospects.

Campaign marketing processes includes campaign launch, scheduling, management, reporting, analysis and performance tracking. This complicated workflow is burdensome and problematic to manage.
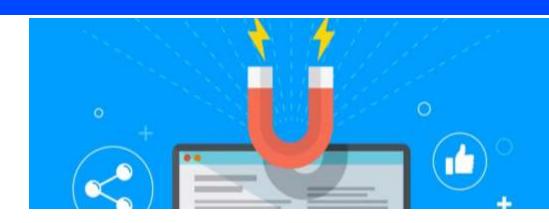
Automating the interaction between these vivid operations can not only simplify the task but also connect all these scattered processes together to curate a single platform. This will make all your marketing applications work together as a unified platform for an error-free, progressive, productive and organised experience.

SAPPER.

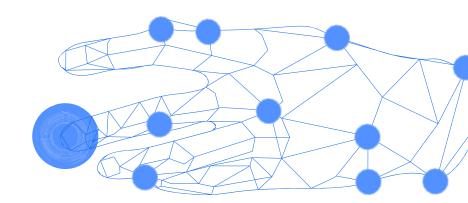# Automate Campaign Launching

"Get-Set & Launch"

Campaigning in this digital world is the most effective way to reach and engage with your clients and promote your brand. You can always trend with something new at the right time. Strategizing these campaigns means more sales for your business.

By automating the communication between numerous campaigning processes, you can provide consistent and contemporary experience to your user .So, you never miss out an opportunity to steal your visitor's attention with timely fresh content, unleash smooth and optimised marketing experience also streamline marketing operations.

Launching a campaign comprehends various aspects like group discussions, tons of emails, conversation, webinars, meetings, event management, coordination between the teams and it takes endless resources, time ultimately decreases the possible productivity and increases the operational cost.
Automation brings all this together and gives a seamless and faster user experience.

You can easily strategize the future campaigns, schedule and coordinate among different platforms under one hood. With this you're not only saving time but, being more productive too.

"According to Capgemini's intelligent automation report, automation saves approximately 5200 hours annually for an organization"

SAPPER.

Automate Campaign Reporting and Analysis

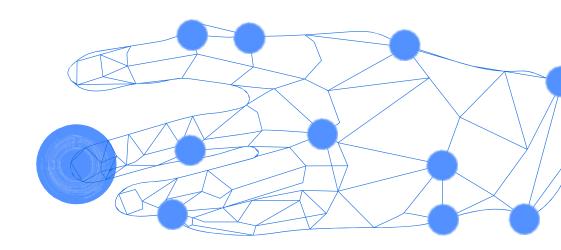"Live visibility into campaigning activities for real time growth "

What, where and how's of a campaign are crucial to evaluate and analyse campaign's success as well as provide an essential feedback about the strategy involved in that campaign.

With automation the real-time reporting, performance tracking and marketing analytics becomes feasible like never before and one can concentrate on being more result-driven.

For a deep analysis, reporting and tracking it requires multiple analytics software for email, mobile, social and online marketing, consultation, implementation services, measure marketing engagement, sales, workflows, tools for customer service and relationship management.

By bringing them together with automation , you can have a single view across the entire applications. Timely insights of your growth as well as the areas where you should work upon to simplify your decision-making analytics. For a progressive, active and fast work flow.
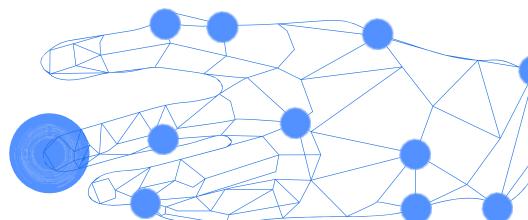
Benefits

Benefits of automating the marketing system are as follows:

- Optimises the whole process

- Simplify the overall tasks.

- Provide seamless unified platform.

- Gives a progressive, active and fast work flow to the organisation.

- Boosts the work efficiency.

- Save time, money and resources by automating the collaboration of bulky time-consuming processes.

- Provide a seamless user experience to your employees

SAPPER.

Summary

To conclude this, we should say intelligent integration and automation is definitely the next big thing for businesses and it is going to transform everything.

For processes like marketing, increasing visibility, spreading brand awareness and reaching out to the clients in today's dynamic world, Automation is not only going to ease out the tasks but can surely bring unimaginable growth.

Collaboration of different applications reduces time, cost and resources required for a set task.

Intelligent integration and Automation easily streamlines the workflow and allows your organisation to focus on core tasks so that you can lead the market just the way you always wanted.

References:

https://assets.kpmg/content/dam/kpmg/pdf/2015/06/evidence-based-hr-highstakes-moderate-priority.pdf

https://blog.vsoftconsulting.com/blog/7-hr-tasks-that-can-and-should-be-automated

https://www.genpact.com/downloadable-content/insight/the-evolution-from-robotic-process-automation-to-intelligent-automation.pdf

https://www.accenture.com/_acnmedia/PDF-79/Accenture-Gearing-Towards-Intelligent-Automation.pdf

SAPPER.

Sapper deals with intelligent integration and automation tasks and helps various departments of an organization to perform efficiently. We help you automate different tasks involved in a process and increase efficiency.

Our aim is to make the Human resource department superior in their performance.

For more information, you can visit us at www.sapper.ai
Or email us at info@sapper.ai

Sapper | info@sapper.ai