

Case Study: Marketing Automation Implementation

The Customer: A global multi-billion dollar company with worldwide operations

The client has multiple marketing groups focused on different products. One such group, responsible for New Product Innovation (NPI), approached aMarketForce to set up a team for digital marketing operations throughout the world. After analyzing the client's global marketing needs, aMarketForce recommended that the client subscribe to a recognized marketing automation solution that would meet their current as well as long term needs.



Business Issues

The NPI group wanted to set up integrated marketing processes for the new solutions that they wanted to promote in European and North American markets, and they tasked aMarketForce to design and implement these processes. The client planned to implement a comprehensive marketing agenda including target contact list generation, email campaign design and execution, lead nurturing and scoring, drip marketing, social media marketing, event marketing and tele-follow-up to set up sales appointments. aMarketForce had considerable experience in all these activities, on manual as well as automated systems.

Value Delivered

The aMarketForce marketing automation team studied the client's specific requirements and determined that Marketo was the right marketing automation solution for them. A marketing plan was put in place and Marketo played a major part in its planning and execution. Various processes including web analytics tracking, contact management, lead management, lead upload, email templates design, landing pages and forms creation, campaign setup and execution, nurturing/scoring and reporting were set and synced in Marketo. aMarketForce's team of marketing automation experts helped the client with MA implementation and customization, in addition to executing campaigns.

Related Services

In addition to Marketo implementation, integration and customization services, aMarketForce provided the before and after services required for a successful campaign. The aMarketforce-Marketo partnership was most valuable at this point. aMarketForce generated a targeted list of all prospects for the client. This list was focused on decision makers and influencers in the verticals that were in the client's sweet spot. The performance of the Marketo-executed campaign was enhanced with such a clean list. After the initial awareness and nurturing campaigns were complete, aMarketForce's team of telemarketers took over the task of qualifying the nurtured leads and set up appointments for the client's sales team. Between Marketo and aMarketForce, the client achieved a high marketing ROI.

Benefits Realized

The client received substantial support in setting up a tight marketing team with proven processes in place. Rather than worrying about marketing processes, the client got a steady flow of marketing qualified leads with Marketo. aMarketForce's integrated approach to manage their marketing campaigns from design, to execution, and report generation, helped them concentrate on closing more deals.