

## 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, which is responsible for New Product Innovation in the company, approached aMarketForce to set up a team for digital marketing operations throughout the world. After consulting and analyzing the client's global marketing needs aMarketForce convinced the client to subscribe to Marketo. On our recommendation, the client signed an annual contract with Marketo with aMarketForce as the execution and campaign management partner.



### Business Issue

The New Product Innovation (NPI) group did not have enough expertise to set up integrated marketing process for the new solutions that they wanted to promote in European and North American markets. Hence, the client approached aMarketForce to set up various marketing processes. The client wanted to implement all possible activities like, target contact list generation, email campaigns, lead nurturing and scoring, drip marketing, social media marketing, event marketing and tele-follow-up to set up appointments. aMarketForce has experience in all these activities and has pioneered these processes both manually and by using marketing automation tools. aMarketForce closely studied the client's requirements and analyzed that Marketo was the right solution for them.

### Value Delivered

A business marketing plan was put in place and Marketo played a major part. Various processes like 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 as required, 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. This is where the aMarketforce-Marketo partnership was most valuable. 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 success of Marketo was enhanced with such an error-proof list. After the campaigns were done, aMarketForce's team of telemarketers took over the laborious 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 ROI that added value to their bottom line.

### Benefits Realized

The client got substantial support in setting up a tight marketing team with proven processes. aMarketForce's integrated approach to manage their marketing campaigns right from design, to execution, and report generation, helped them concentrate on closing the deals faster, rather than worrying about marketing processes. With Marketo, the client got a steady flow of marketing qualified leads and achieved 100% marketing ROI.