

## THE REASON YOU NEED Marketing Automation

#### MARKETING AUTOMATION WORKS

Companies that use marketing automation see increases in efficiency, performance and sales. Here's why and how.

## Increase Performance

According to business owners, executives and marketers, the biggest benefit of marketing automation is:

**30**% **Saving Time** 

**Customer Retention** 

22%

Tracking Campaigns

Increase in Revenue

**Lead Generation** 

**Shortened Sales Cycle** 

### Increase Growth



of the companies growing faster

than their competition are using marketing automation.

# Increase Revenue

After one year of marketing automation, 32% of businesses say they see increased revenue. For those who have been using it for more than two years, the figure is 40%.



of marketing automation

leads increase.

users saw their number of

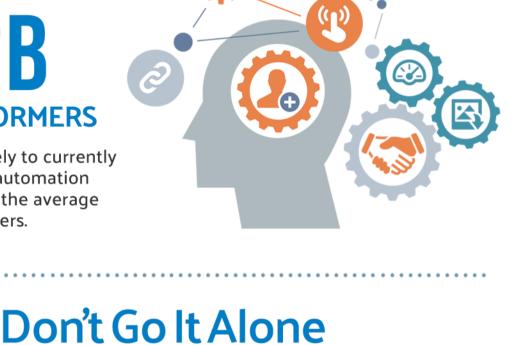


of marketing automation users saw the number of conversions increase.

## B<sub>2</sub>B **TOP PERFORMERS** ...are 20% more likely to currently

technology than the average performers.

use marketing automation



#### Wondering what to do next? Enlist the services of Inbound 281. Outsourcing to



experts like us is often the fastest way to see results. In fact, of very successful users outsource all or part of their marketing

> companies that specialize in marketing automation.

automation efforts to

out to us at hello@inbound281.com

### MASTERING MARKETING AUTOMATION

Automation helps marketers to complete common tasks like scheduling social media posts, sending out emails, and managing prospect data, all while cutting down the amount of time and potential for errors associated with each task.

GET THE DOWNLOAD





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