



**Unleash the Full Potential
of Sales and Marketing**
Reinventing Marketing
A New Path to Profitable Growth

Put Marketing On Auto-Pilot

NGR

Helping Businesses **Grow**

Introduction

You may question: “How is Marketing Automation different from email marketing?”.

When executed well, email marketing is one of the most powerful tools that a marketer can use. It's more scalable than telemarketing, and it's more personalized and more interactive than direct mail. And on top of that, it's cheaper and more measurable. Email may not be the only channel of communication we use, but it's certainly one of the most important ones.

Email marketing has a long history. It has been used since the mid-nineties when the Internet was still in its infancy. Marketers quickly grasped the importance of this channel and started using email in a more sophisticated way. They realized that emails could have personalized greetings, they could be scheduled, they could be measured more accurately, and subject line testing was discovered as a great way to boost response rates. However, the email marketing tools of the past were still mainly focused on consumer applications, where a one-time email can immediately influence a purchase.

Nowadays, many organizations have clients who need a lot more time to make a purchase decision. This is particularly true for business to business environments, and for considered purchases in B2C as well. We'll look at how to use email marketing to support these complex buying processes, and whether email marketing or marketing automation are the right tools to use.

"Marketing Automation systems take email marketing to the next level".

Email Marketing for Complex Buying Processes

Complex buying processes may take weeks or months and involve many different people. In order to be effective, email marketing campaigns need to be designed to handle this longer buying cycle. Ideally, the content of the campaign is tailored to the different stages in the buying process. And for each buying phase, the campaigns have to address the needs of different roles in the buyer's organization: sales, marketing, CMOs, etc.

In traditional email marketing, you send messages when you have something relevant to say. In email marketing for the complex sale you need to send messages based on the buyer's needs. Therefore, you have to design multi-step email sequences that follow leads along their buying path. The goal is to set up a lead nurturing process that turns new leads into sales-ready leads.

In a complex buying process, buyers will go through multiple stages. It starts with awareness of the type of solution that you offer, through research of possible solutions towards a final purchase decision. In your email marketing, you need to provide the right information for the right stage. For example, in the early stages you want to provide more educational information and thought leadership, while in the final phases reference and analyst information is really important.

In addition to alignment with the stages in the buying process, it's also important to tailor information to the different roles within the decision making unit. For example, the economic buyer will need different information from an end user.

The email campaigns for the complex sale need to be proactive and address buying stages and buying roles. This requires email se-

quences that cover at least the length of the sales cycle, and that adjust based on the needs of the recipient. To make this manageable, the process of starting and adjusting email campaigns should be automated.

How email in NGRInteract Supports Complex Buying Processes

As automated email campaigns become the best way to do email marketing for complex buying processes, we'll show how [NGRInteract](#) provides the tools that make these automated campaigns possible.

First of all, campaigns should be initiated automatically. This can be done with triggers. Traditionally this happens when leads fill out a form on your website, or when you import a list of leads. Based on the type of trigger and the lead's profile, the NGRInteract will start the right multi-step email campaign.

For each campaign, you specify which emails you want to send at which time. A very simple example would be: a "thank you" or "welcome" email on day one, a whitepaper on day three, a video on day seven, and a promotional offer on day nine.

A proper and speedy response to the recipient's behavior is possible because the [NGRInteract](#) system tracks email opens and clicks, website visits and form submissions. All this tracking information is added to the lead's profile.

In short: [NGRInteract](#) allows you to create automated lead nurturing campaigns using the multi-step email functionality and web tracking and the lead scoring engine.

Examples of NGRInteract in Complex Buying Processes

To illustrate our comparison, we'd like to give some specific examples where [NGRInteract](#) provides excellent support for complex buying processes, but where email marketing systems would typically fall short.

You can use the [NGRInteract](#) to send an email invitation to your list, but also to capture the registrations. Registrants will get an automated confirmation email and event reminders at predefined dates. You can easily send a registration reminder to people who haven't responded yet, because the [NGRInteract](#) can exclude the people who have already registered. Finally, you can also create an automated follow-up email after the event (e.g.: to distribute the webinar recording and slides).

Email marketing systems give subscribers only one option to change their subscription: unsubscribe. The [NGRInteract](#) offer an 'update your profile' option, so the leads can set their own email preferences, rather than having an "all-or-nothing" unsubscribe option.

Once people have a relationship with your company, it can be a smart strategy to send email on behalf of the responsible sales rep. This is often hard with traditional email marketing. Even more, some email marketing solutions send email from their own email address, rather than an email address from your company. With [NGRInteract](#) you can send email exactly the way you want.

These were just a couple of examples that illustrate how a [NGRInteract](#) can provide a comprehensive solution to increase marketing productivity in companies with a complex selling process. Email marketing works when:

- Your entire business cycle is less than one week
- You have a simple selling process (as opposed to a complex sales process)

NGRInteract Beyond Email Marketing

NGRInteract take email marketing to the next level, and can support a complex buying process. The benefits of NGRInteract do not stop at email marketing. Here are some examples of how NGRInteract makes your marketing team more effective.

NGRInteract allows you to deploy trigger-based as well as calendar based campaigns. For example, you may set the application to send a welcome newsletter immediately after the subscription, a white paper after one week, a video tutorial after 15 days, a proposal after 1 month and so on. You may also set the campaigns to be triggered based on custom fields. Let's say for example, that you have a custom field called "Gender" and you setup an autoresponder to send out a specific email to a Male contact. When the contact fills in their details in the subscription form, and selects Male from the "Gender" option, they will receive this email. You can then create different autoresponders for females and so forth.

NGRInteract allows you to launch your campaigns with certain logic components and actions built into it. For example, every recipient who clicked on the company news section will receive a second email in a specified length of time that detail more company information and news. Recipients who clicked on the product update could receive a follow-up email that includes a case study referencing a client who is using the new features. Additionally, those who received the newsletter but didn't respond could receive communication with a tone of 'let's connect'.

We've added some CRM (Customer Relationship Management) like

features to **NGRInteract**, so you may also use it as a basic-CRM to deal with leads and turn them into customers. For example, events can be uploaded manually as well as automatically to your Google Calendar account from NGRInteract and vice-versa.

Most marketing campaigns send leads to your website at some point in time. The creation of web pages and dedicated landing pages can be a bottleneck when it has to be done by your webmaster, IT department or web agency. NGRInteract provides an easy landing page builder, which allows marketing to create landing pages and registration forms. This reduces the dependency on other departments or outside parties, and will increase the speed with which new campaigns can be rolled out.

These are just four examples of areas where NGRInteract helps increase the productivity of the entire marketing department, in addition to revolutionizing the way email campaigns are done.

The ROI of NGRInteract

It is clear that **NGRInteract** provides significant benefits for sales and marketing organizations. It requires an investment to get started, but is paid back almost immediately by increasing marketing effectiveness. It helps the both organizations:

Convert: First of all, NGRInteract helps turn more new leads into qualified leads and sales opportunities. Automated campaigns provide the right information at the right time, and will increase conversion and shorten the sales cycle. Prospects' questions will be answered before they are asked, and objections will be preempted. In companies with a long sales cycle, it's often hard to adequately follow up with each and every lead. Automated lead nurturing campaigns solve this issue, and - just by itself - will already justify the investment in NGRInteract.

Automate: Concerning the automated processes of NGRInteract, you can save time and money in Marketing. Using automated

processes, you can do more with less, and be more agile at the same time.

Nurture: In companies with a long sales cycle, it's often hard to adequately follow up with each and every lead. Automated lead nurturing campaigns solve this issue, and - just by itself - will already justify the investment in NGRInteract.

Prioritize: Sales productivity will also increase. Rather than trying to manage hundreds of unqualified leads, salespeople can now focus on a handful of highly-qualified leads. The salespeople have more information available and better tracking to help them understand the activities of these leads.

Prove: NGRInteract provides the information to make marketing a metrics-driven department. Based on these metrics, marketing effectiveness can be further increased, revenue is more predictable, and marketing can show how they contribute to the company's bottom-line.

About the Author

N. Viswanadha Varma is the Director (Operation) of NGR Technosys Private Limited. Viswanadha Varma is an IBM recognized inventor and patent holder for "Compressed Code Division and Modulation Specification" till 2008.

He has over 13 years experience in managing and delivering high-performance banking solutions with various organizations including as a Sr. Solutions Architect for iFlex Solutions and as the COO for a Mumbai based company C-DAGA Technologies Private Limited.

About NGR

NGR provides innovative enterprise marketing management solutions that turn your passion for marketing into business success. NGR transforms how marketing and sales teams of all sizes work and work together to accelerate predictable revenue.

NGR's solutions are both powerful and easy to use, providing explosive revenue growth throughout the revenue cycle from the earliest stages to demand generation and lead management to deal close and continued customer loyalty.

In past 48 months, we have been working on developing various marketing and sales solutions which assists organizations in improving customer relations and further improves the bottom-line.

NGR Technosys Private Limited
Hydernagar, Kukatpally
Hyderabad 500 085, India
Tel: 91 40 3290 5554
Cell: 91 8985 11 2309
www.ngrtechnosys.com

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