

# Why **Marketing Agencies** Need Marketing Automation More Than Ever

And how to make sure your clients use it

**+ A free case study!**



Attracting new customers and persuading them to follow your advice is a common struggle. They turn to you hoping for a magic fix to help them boost their revenue, and what you propose is often hard work and over hours.

## But if there was a magic fix after all?

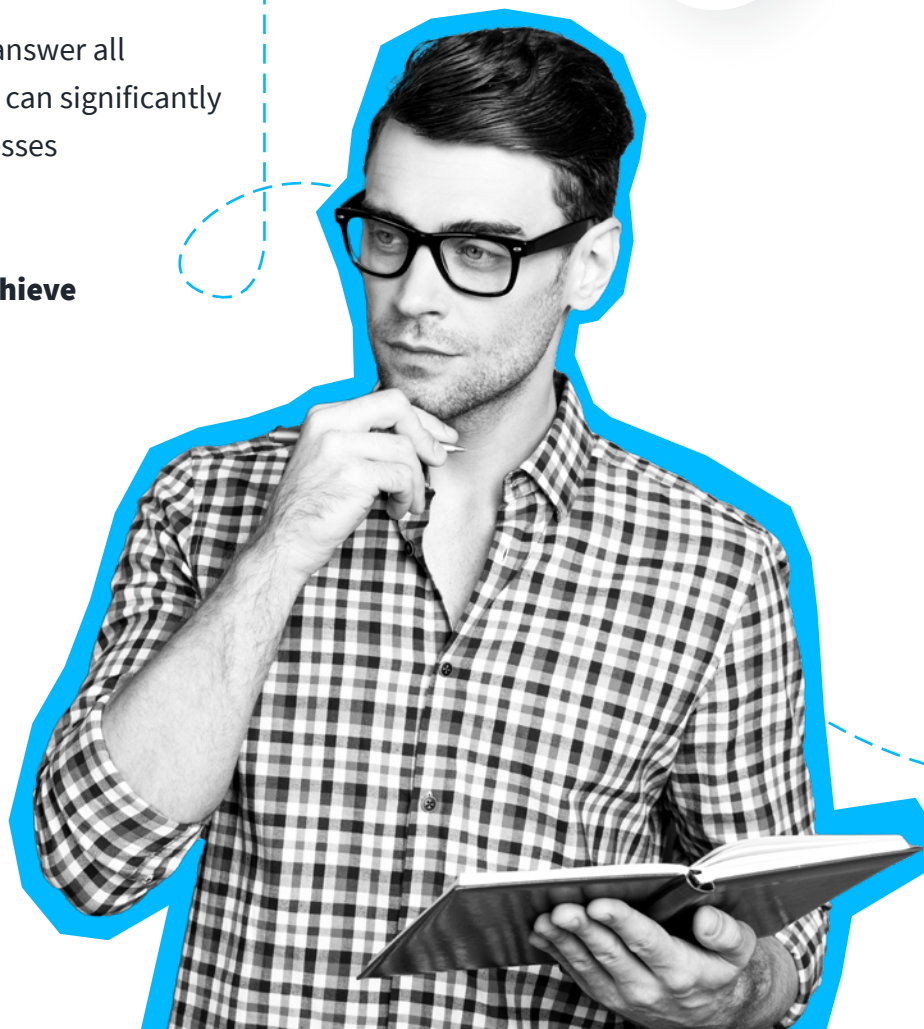
*The possibilities automation brings are endless. The success of your campaigns doesn't solely depend on how skilled you are at using a tool or a platform but on your professional knowledge, experience, and the data you use. ... We want our sales team to dedicate their time and energy to building meaningful relationships with their clients, instead of wasting it on manual operations we can easily automate these days.*

– Anna Pantus, Marketing Manager @ Monday Comms

Of course, marketing automation can't answer all of the problems your clients have. But it can significantly simplify their sales and marketing processes and boost productivity.

Even better than that, it can help you **achieve more with less** as well!

**How? That's what this ebook is all about!**





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# 5 undeniable benefits of marketing automation

## For you and your customers

More than **76%** of high-profile companies relied on automation in 2021.

And that's why automation is your best bet for your next client.

You may be a proponent of analog notebooks, and the customers you work with might be in pressing need of legacy modernization. Yet, you can't deny some of the **benefits marketing automation brings to the table**:

### 1 Improved account management

It doesn't matter how many brands you're dealing with daily and how scattered they are around the world - thanks to marketing automation, you can ensure 24/7 contact with your audience.

### 2 Saved time

Contact base management, email follow-ups, data analytics, optimization - all these processes are essential but consume lots of time. Fortunately, they can be easily automated, saving you a good couple of hours every day.

### 3 Increased productivity

You want to help your customers build profitable, scalable campaigns, but it can quickly get overwhelming with a growing number of third-party tools and integrations to keep track of. Run all your cross-channel campaigns from a single marketing automation platform!

### 4 Personalized offer

Gather demographic and behavioral data on your clients and their customers, analyze the results, and build your omnichannel presence with the insight gathered through marketing automation.

### 5 Data-driven optimization

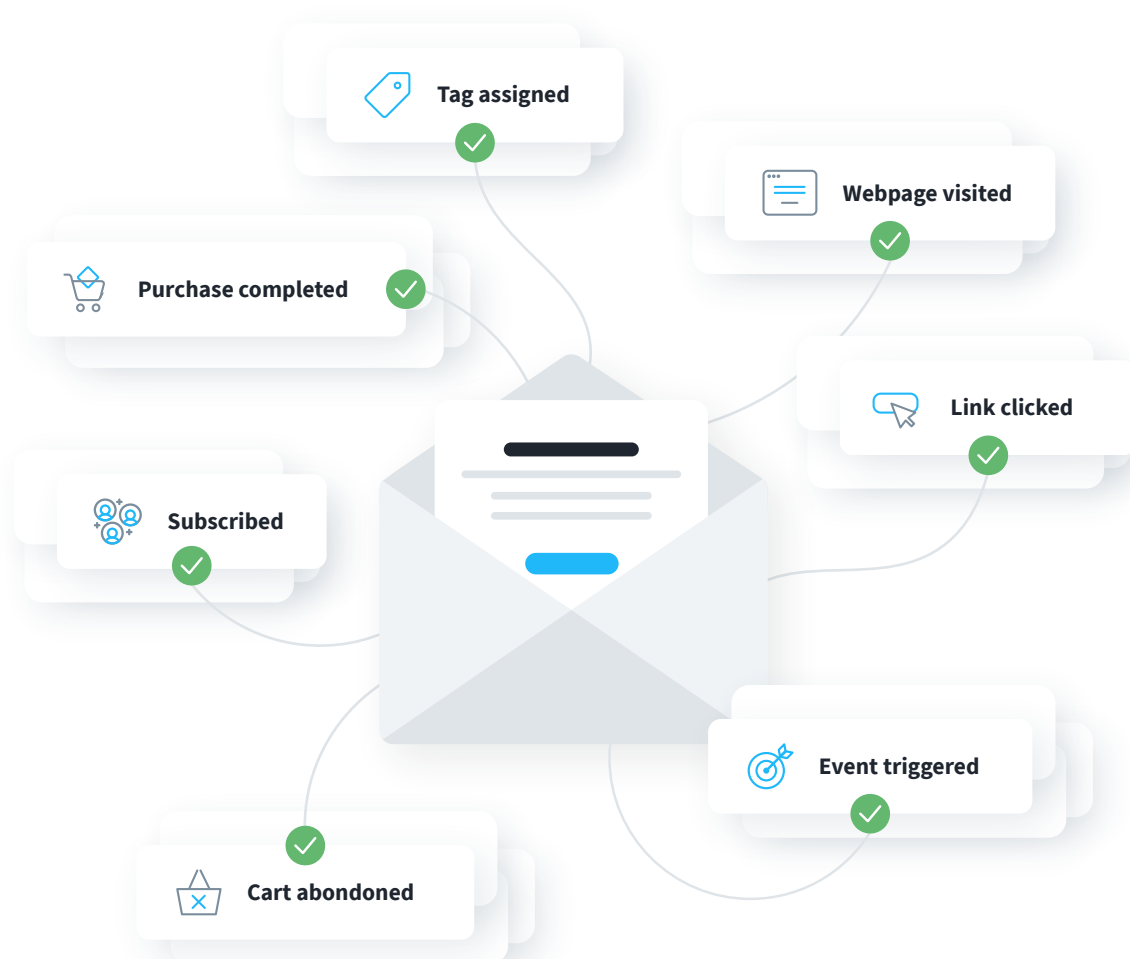
Optimize your offer even further with data-driven reports presented in easy-to-understand dashboards or integrate with Google Analytics for an even deeper understanding of your audience.

**But let's get into more specifics.**

# The fool-proof ways to use marketing automation

## And how to make your customers see its value

Marketing automation comes in many shapes and sizes - from friendly and familiar email to AI-powered product recommendations.



As a marketing agency, you know better than anyone that **every business has its own goals, struggles, and USPs.**

But you also know that **some challenges are universal.** And that's precisely when you should utilize the power of marketing automation.

# Use advanced contact segmentation and never worry about poor targeting again

We can all agree on the importance of personalization. And it all starts with contact segmentation. Try grouping your audience in narrow niches to ensure your company's communications and offers are well-targeted.

You can **segment your contacts** based on a number of factors:

- demographics;
- product preferences;
- personal interests;
- stage of their customer journey;
- level of engagement, and much more.

Marketing automation allows you to easily access this data without seeming too intrusive.



**Pro tip:** Regularly revisit your segments and leverage the data you've gathered to further personalize your offer.





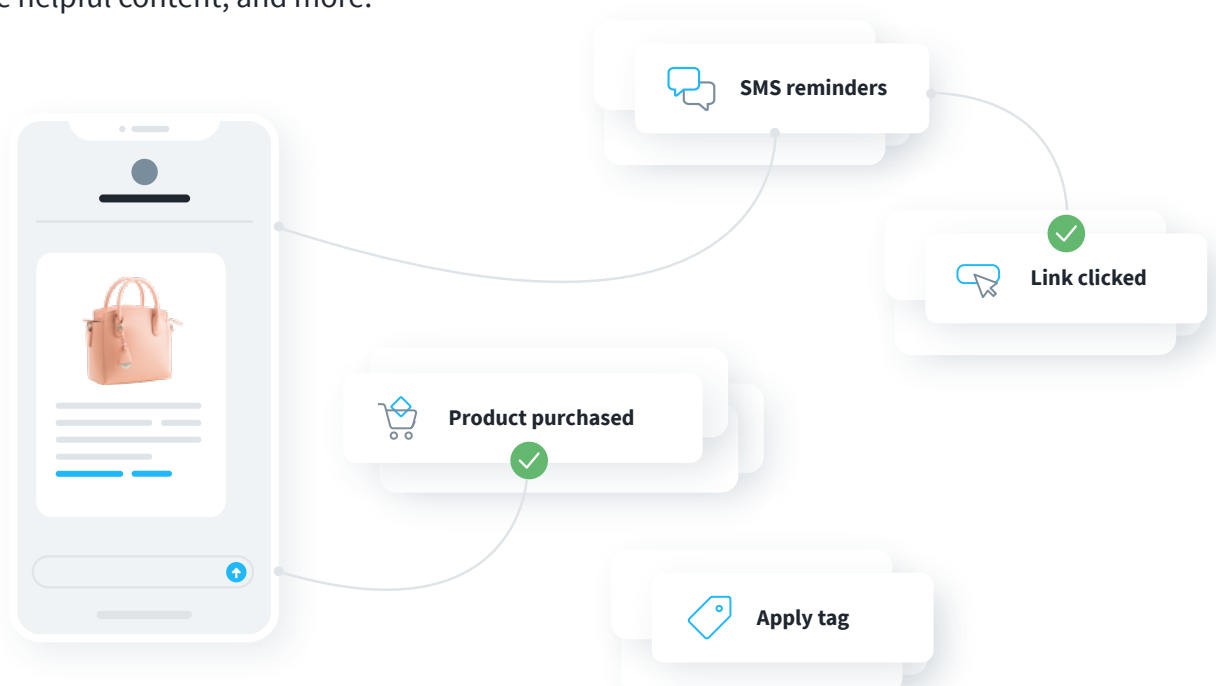
# Help your customers embrace digital adoption faster with intuitive automation workflows

Digital transformation takes work. It often requires a complete review and redesign of established processes, staff retraining, and an experienced leader at the wheel. Only some companies can afford that.

Marketing automation requires low to no tech knowledge and aims to be as intuitive as possible for the end user. A brand-new marketer can master the basics of working with automation workflows after a single hour-long session of customer onboarding and build up from there.

Thanks to the automation workflows, you can **reduce the number of repetitive tasks**, such as:

- follow-up with transactional emails, updates, and confirmations;
- remove inactive or harmful contacts from your lists;
- track your visitors' journey across various customer channels you use;
- distribute helpful content, and more.



# Connect all your marketing channels in one platform and thrive on that omnichannel presence

Marketing automation doesn't only help you know where your customers expect you to be. It also allows you to manage cross-channel communications from a single platform.

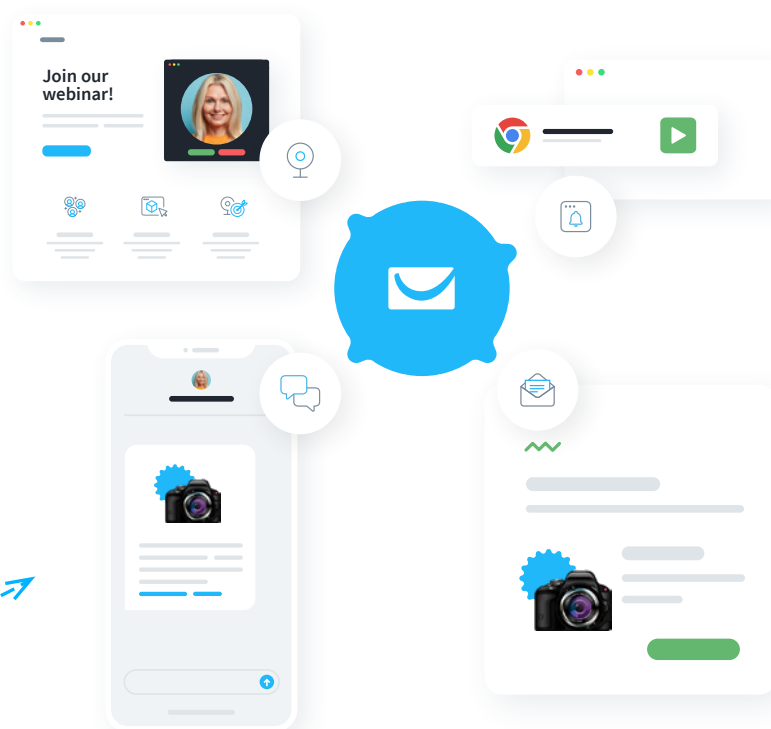
You can enhance your marketing campaigns the digital way, significantly reducing the time you spend on converting visitors to customers:

- **Notify your website visitors** about the latest product updates, promotions, and changes with web push notifications – people catch up with them only when they are online, so you're not risking annoying your contacts with ill-timing;

- **Use SMS notifications** to spread the word about time-sensitive offers and discounts – people opt-in for SMS communications specifically to learn about deals like this first;

- **Upsell and cross-sell** only the most relevant products to a specific user in real-time thanks to product recommendations powered with AI – even first-time visitors will get personalized suggestions this way, and the more they return, the more relevant the offer will become;

- **Reach thousands of subscribers via email** to connect with your audience and nurture meaningful relationships with them – use email to send personalized tips, advice, and tailored offer every once in a while.



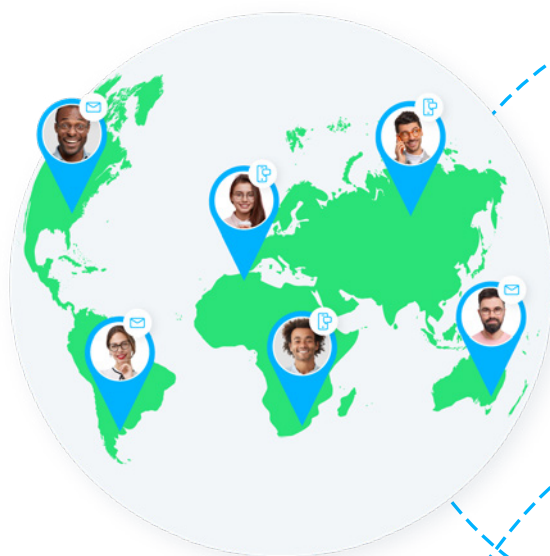


# Trust automated global scheduling to reach your international customers when they need you

Running an international business is challenging in many ways, but navigating multiple time zones at once is definitely among the most challenging aspects of it. Marketing automation allows you to work on your terms, setting up algorithms to help your clients feel as if you were available 24/7.

You can use **auto-scheduling and autoresponders** to:

- Reach your contacts at the best time regardless of the timezone;
- Reply to popular queries instantly, automatically;
- Reduce operating costs of your sales and customer support teams;
- Optimize the customer-oriented processes that matter most.



**Pro tip:** every user may have their own specific “the best time to send out an email/SMS/reminder/etc.” You can’t keep all that in mind! But you *can* **use AI to identify perfect sending times and automation** to ensure your communications are always delivered when expected.

# Never miss out on deliverability when migrating from a different account with facilitated IP warmup

Many marketers fear that they will lose their domain reputation if they decide to change their email marketing platform. Many communications they send out to their hard-earned audience will land in spam folders, never to be seen again.

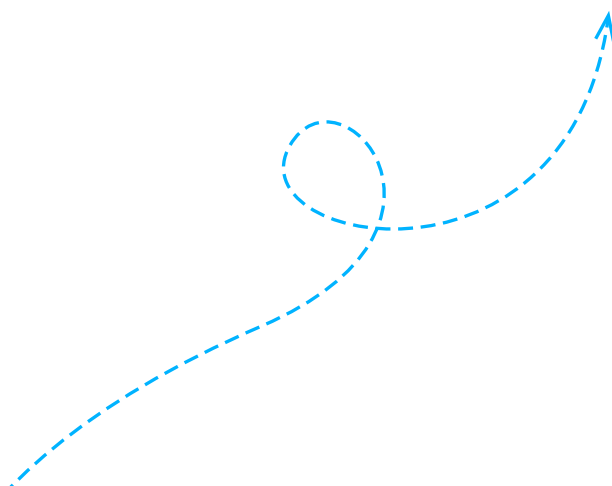
And that fear is grounded - if you have a robust list of contacts and you'd suddenly decided to email all of them at once, most ESPs would probably treat it as a malicious attempt. That's why you should always use IP warmup.

It sounds like a technical thing, but it all comes down to a few good practices:

- Start sending to lower volumes (segmentation helps here as well!)
- Gradually increase your reach
- Build your domain authority and email away

But sometimes, you won't have the time and capacity even for that. That's when you can rely on **assisted IP Warmup**. Here, a dedicated team of email marketing experts will basically guide you through the entire process step by step.

And yeah, you and your clients can do all that with **GetResponse MAX!**



**SUCCESS STORY:**

# How GetResponse helped Monday Group introduce marketing automation to their star clients

## The case:

**Monday Group** is **one of the most prominent marketing and communications agencies in Poland**, specializing in sales-driven B2B marketing campaigns. They've worked with renowned international brands and organizations like Dell Technologies, Electronic Arts, Blizzard Entertainment, and more.

Monday Group umbrellas three brands: Monday Comms, Monday Digital, and Monday Strategy. We've worked with all of them.

## The challenge:

With the pandemic outbreak, Monday Group started a new program - Social Selling Experts for Partners. Thanks to it, Monday Group can educate its partners on the latest sales and B2B marketing trends via on-demand training, content marketing, and expert support.

While the program launched successfully and Monday Group's clients were able to increase their sales' reach, they quickly noticed **troubles with contact management and segmentation** that resulted in **many missed opportunities**.

## The solution:

Monday Group relied on GetResponse and launched the Digital Revenue Experts project to teach their partners to use marketing automation and webinars.

## Results:



Increased  
speed of closing  
a deal



Lower costs of  
cooperating with  
subcontractors



100,000,000+  
PLN in annual  
revenue



Total ROI  
after just  
2 projects

*Lately, it's become particularly important for us to educate our partners on the best marketing and sales strategies. Our approach relies on robust solutions that both sales and marketing teams can use. We are eager to share the best practices of digital marketing, sales operations, marketing automation, social selling, telemarketing, etc. GetResponse allows us to analyze contacts' engagement and train them with dedicated lead-nurturing programs.*



**Maria Szalygin-Brygider**, Partner Marketing Manager @ Dell Technologies

## Highlighted GetResponse MAX features:

- **marketing automation** for managing thousands of contacts;
- **dynamic segmentation** used for new up- and cross-selling opportunities;
- enhanced **personalization** for better reach;
- **webinar builder** for connecting with the audience on a deeper level;

# Join GetResponse MAX Partner Program

**Do you see some potential in how your customers could benefit from a powerful marketing automation platform but aren't sure where to start?**

**Extend your services and boost your agency's revenue with marketing automation – become a GetResponse MAX partner!**

**GetResponse Agency Partner  
Program offers the highest  
commission in the SaaS industry,  
with up to 50% commission!**

As part of this program, you will receive exclusive content, product, and sales training, and a dedicated sales and onboarding specialist to fuel your growth. This program is specifically designed for agencies to support each step of their growth journey by adding a world-class marketing automation tool as part of the services.

**Join GetResponse MAX Partner Program Today**

# About GetResponse MAX

GetResponse MAX is a customized plan dedicated to the needs of mid-sized and large businesses.

It gives you the **flexibility you've always dreamed of** while maintaining the comfort of an out-of-the-box solution

with marketing essentials, such as:

- enhanced email marketing deliverability
- unlimited monthly email volume
- SMS marketing
- AI product recommendations for ecommerce
- dedicated support and onboarding
- flexible terms and payments
- transactional emails, and so much more!



Join our Partner Program  
and work with the leading  
marketing automation  
solution!

