Marketing Automation

Get ahead of the pack with Deep Trace™.

Marketing Automation Services – Connecting the dots along the buyer journey

Marketers want to know how much of the sales pipeline comes from marketing, and what percentage of leads convert to revenue.

The real question is, what are the best practices for companies building a high growth and productive revenue engine? The only constant today is that marketing can no longer be just a cost center, but needs to drive and build environments and activities that generate revenue performance. From planned campaigns to rapid response strategies and digital perpetual leverage processes, the supporting components define the fundamental pieces of a strategy known as **Revenue Performance Management.**

Mature marketing automation companies achieve **32%** greater revenue versus plan than average companies, and **79%** more than the least mature companies.

Integrating Content, Paid, and Marketing Automation

Our approach to Revenue Performance Management takes an integrated view of the digital marketing world. We address your needs to integrate the Demand Acceleration building blocks—MarTech, including marketing automation, Paid Acquisition (AdTech) and Content.

What's crucial is that we connect lead interest and intent to lead life cycle progression through relevant content at every stage. This includes websites, search and social ads, display ads, paid media, SEO, content creation and syndication, marketing automation platforms, and integration and operation of your CRM.

All of these must work together, share information, and present a performance dashboard that proves marketing-influenced revenue and performance through each of these aspects.

Our expert consultants can give you a quick audit of your current position and show you how we can accelerate your transformation journey.

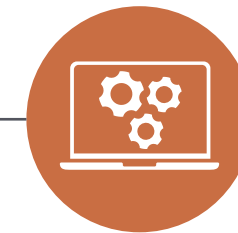# What can our Marketing Automation team help you with?

4 Keys to Success

Strategic Consulting
Automation Best Practices, CRM Integration & Design, Campaign Strategy, Database Segmentation, Content Marketing Strategy, Integrated Marketing Strategy, Lead Acquistion, Scoring, Nurturing

Marketing Automation Ops
Campaign Management, Integration and Coding, Implementation of Lead Life Cycle, Scoring, nurture Triggers, Integration with other Marketing Systems (SFDC, Website, Forms, Analytics, PPC, SEO, Social)

Asset Creation
Content creation, Amplification, Repurposing (Videos, PDFs, PPTs, Infographic), Email Templates, Landing Pages, Website Pages, banners

Database Health
Upload, De-duplicate, Augment, Update List building & segmentation

The Position² 5Ds Process for Marketing Automation Excellence

Our unique 5Ds process ensures that your demand support is developed and implemented in record time with documentation that will support your team in continuous improvement.

Our team collaborates with your domain experts to build key components of marketing automation, such as Lead Life Cycle processes, Lead Scoring, Nurturing, Reporting and Analytics, as well as sales enablement programs that provide insights to help you become a revenue marketer.

We develop systems that support demand acceleration with planned campaigns for a rapid response that can be perpetually leveraged. We have built models and frameworks for many B2B organizations that ensure a robust top-of-the-funnel integration to maintain optimal funnel efficiencies and minimize funnel leakage.

01 Discover
02 Design
03 Deploy
04 Develop
05 Determine
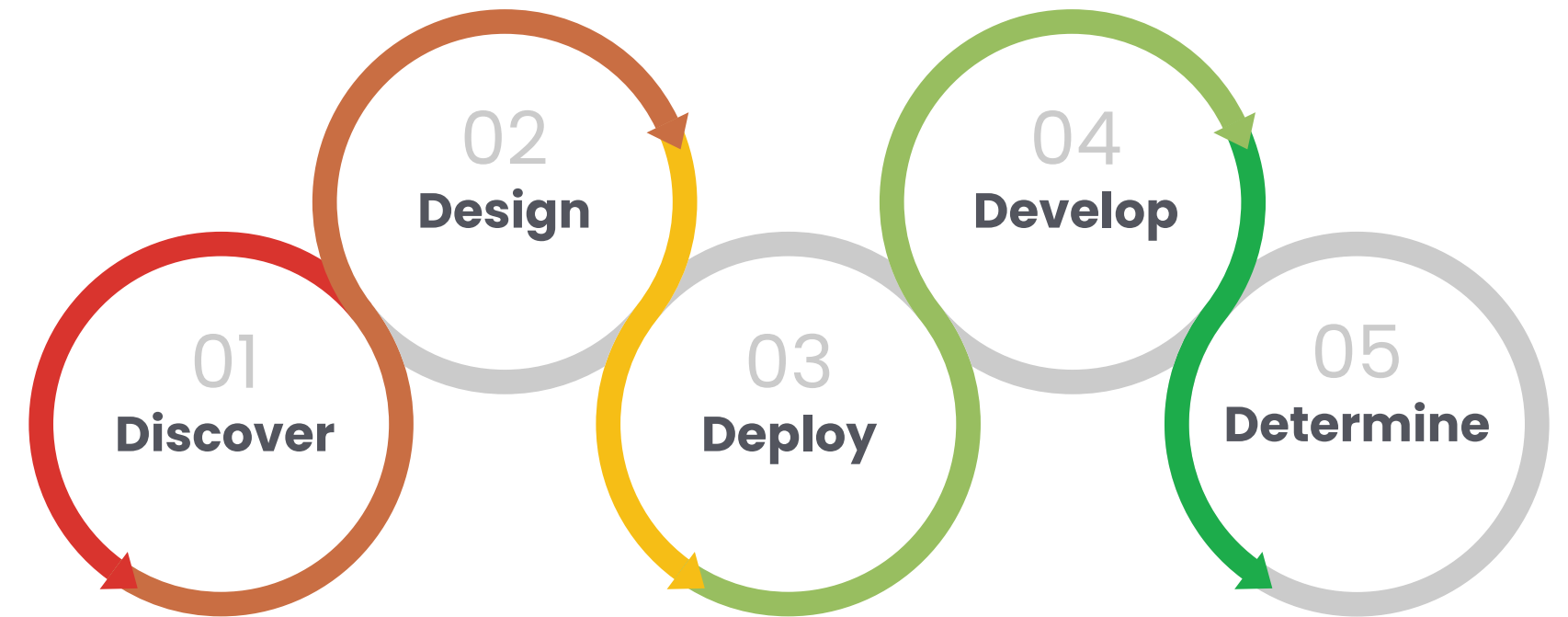
Position² consultants are certified by Marketo for their core field marketing experience and their expertise with marketing technologies. Our team delivers complex enablements, custom integrations, powerful engagement programs with social sharing, as well as insightful analytics, revenue tracking, deliverability and best practices.

Five Ways We Help You Manage Global and Vertical Challenges

Multi-channel, Multi-format, Multi-lingual
We help clients scale and solve globalization challenges through integration of local content across multiple formats and channels.

Extending Global Reach
We integrate with our clients across multiple regions such as APAC and EMEA to manage marketing functions and support sales in these areas.

Capacity Augmentation
Where our clients need both strategic and implementation capabilities, we augment their marketing automation team to scale global demand.

Content to Turbocharge your Marketing Automation Engine
Our content specialists develop assets that amplify both inbound and outbound programs and promote engagement with the target audience in line with their interest and intent.

Starting a New Instance or Tuning up
Our problem-solving philosophy and adherence to current best practices greatly boosts demand acceleration for our clients.

Multichannel, Multi-format, Multilingual — 1

Extending Global reach — 2

Capacity Augmentation — 3

Content to turbo charge your Marketing Automation Engine — 4

Starting a new Instance or Tuning up — 5

Scackable Content

Marketo CERTIFIED Partner

salesforce
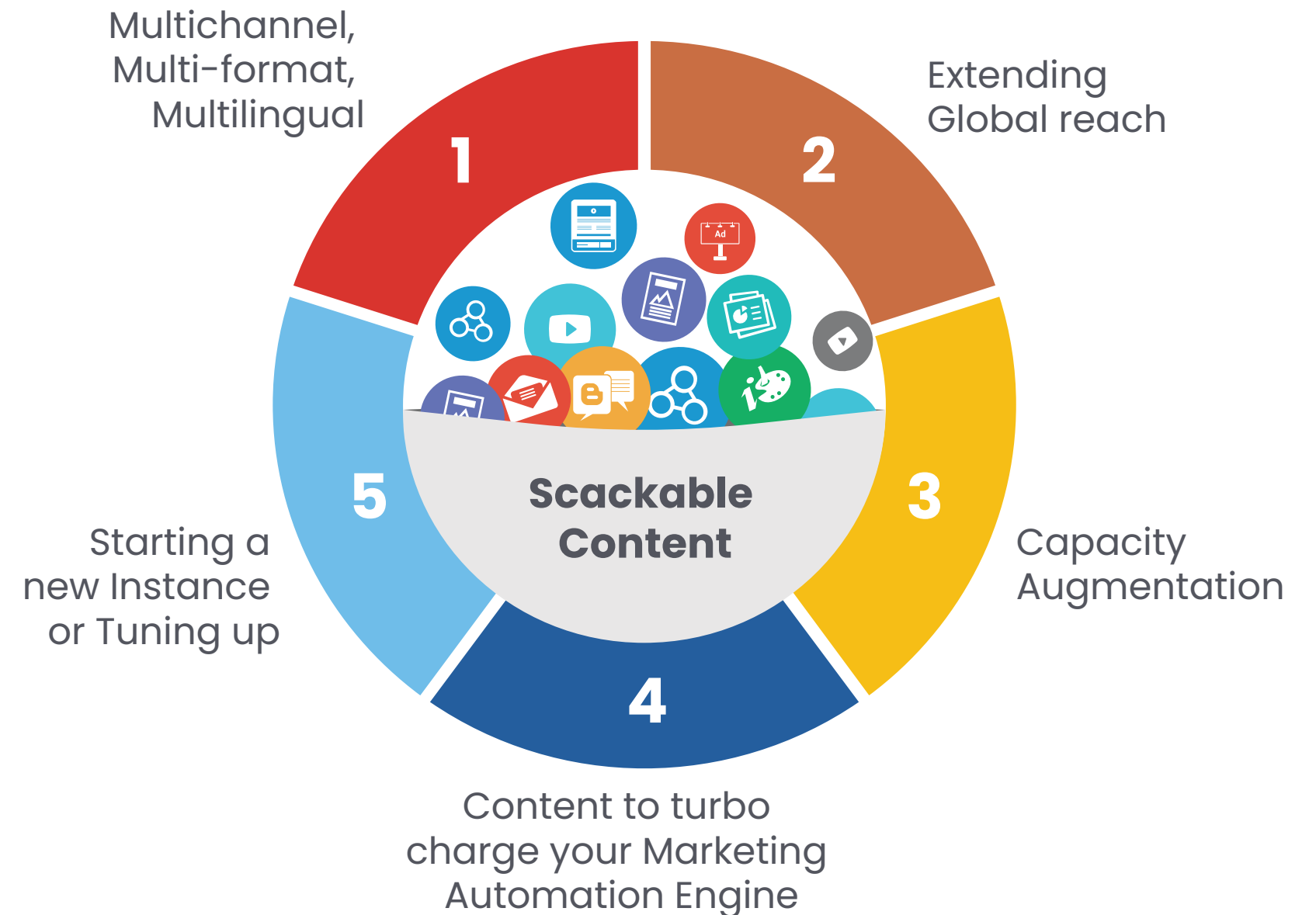
Get Started Today With A Marketing Automation Power Audit

If you have your own in-house team working on your marketing automation platform and just want to get a health check-up, or get pro tips to fine-tune your instance, sign up for our Power Audit. In a 30 to 40 hour exercise, our experts will lay out what you can do to get the most benefits from your software. Our team of consultants compare system performance against best practices, find the gaps, and suggest optimal paths to success that take advantage of underutilized functionality.

The power audit covers the entire stack

- Revenue cycle analytics readiness
- Segmentation
- Lead lifecycle
- Assets
- Event/ Program level audit
- Database quality and functionality

- Gaps, objectives & directives
- Lead gen tactics and efficiency
- Reports and metrics
- Form level audit
- Revenue stage flow, efficiency & models
- Demand type and lead scoring

About Us

Position[2] is an innovative digital marketing agency that accelerates demand through integrated Content Marketing, Paid Acquisition, and Marketing Technology solutions.
Our demand acceleration solutions map the buyer's journey across multiple touch points such as search, social, mobile, media, and email. These integrated campaigns are powered by cutting-edge content creation, digital advertising, web design/development, marketing automation, and analytics. We serve hundreds of clients ranging from VC funded startups to Fortune 500 multinational firms. Our 200-member team is based in Silicon Valley and Bangalore and consists of marketing gurus, engineers, data scientists, writers, and designers.

🌐 www.position2.com

📍 Silicon Valley | New York | Austin | Nashville | Los Angeles | Bangalore