

# Marketing Automation



At BBG&G, our core competency is our research, thinking, and planning process and the creative solutions it drives. We stay closely tuned to emerging trends and new industry research to enhance our extensive experience. Our planning gives our creative work humanity, intimacy, and realness. It's what we like to call *"the Work we do before we do the Work"* — and it works.

We offer a combination of marketing expertise, insight into and understanding of travel planning decision making, and a full scope of marketing and creative services unmatched by most other firms.

**Marketing Automation is one of our distinctive specialties.**

<b>ADVERTISING</b> <ul style="list-style-type: none"><li>• Design</li><li>• Copywriting</li><li>• Production</li><li>• Media Buying</li></ul>	<b>BRANDING</b> <ul style="list-style-type: none"><li>• Naming/Taglines</li><li>• Logos</li><li>• Collateral</li><li>• Brand Guidelines</li></ul>	<b>LEAD GENERATION</b> <ul style="list-style-type: none"><li>• Marketing Automation</li><li>• Emarketing</li><li>• Tracking/Analysis</li></ul>	<b>PUBLIC RELATIONS</b> <ul style="list-style-type: none"><li>• Campaign Strategy</li><li>• Press Releases, Tracking &amp; More</li></ul>
<b>SOCIAL MEDIA</b> <ul style="list-style-type: none"><li>• Develop Content and Campaigns</li><li>• Account Management</li></ul>	<b>STRATEGIC PLANNING</b> <ul style="list-style-type: none"><li>• Research</li><li>• Competitive Analysis</li><li>• Content Marketing</li></ul>	<b>VIDEO</b> <ul style="list-style-type: none"><li>• Directing</li><li>• Scripting</li><li>• VR &amp; 360°</li><li>• Editing</li></ul>	<b>WEB &amp; DIGITAL</b> <ul style="list-style-type: none"><li>• Responsive Design and Development</li><li>• Programmatic</li><li>• SEO</li></ul>

**63%**  
of companies  
that are  
**OUTGROWING**  
their competitors use  
**MARKETING**  
**AUTOMATION**

## Marketing Automation Program

*The Software that's Changing Marketing*

The World Wide Web, or Internet as we've come to know it, has been in existence for over 25 years. Of all the marketing outlets that have ever been introduced, the Internet has perhaps had the most profound impact on how we do business. With interactivity and connectivity at its core, the digital experience has changed the conversation we have with consumers and how they respond to it.

What have not changed are the goals of marketing.

These remain the same:

- Generate Leads
- Drive Sales
- Increase ROI

How can you easily and seamlessly grow your business on today's Internet?

Two words: **Marketing Automation.**

## BBG&G'S MARKETING AUTOMATION

Marketing Automation is a suite of tools that enables businesses to more effectively market across multiple channels while automating repetitive tasks, generating more leads, driving more sales and optimizing ROI. It drives *right time marketing*, a strategy which blends real-time data insights with a consumer's offline and online identities to drive the most optimally timed communication.

### Some of the features are:

- Visitor ID – Increase your leads by identifying your anonymous traffic
- Sales Analytics – Enable your sales team with key insights into each lead
- Behavioral Tracking – Understand your leads to create one-on-one communication
- Lead Scoring – Prioritize your pipeline and reach out to sales-ready leads
- Dynamic Forms – Capture more leads with forms designed to convert
- Call Tracking – Arm phone reps with real-time info needed to close sales
- Sales Notifications - Email or text sales team when a lead indicates they are ready to buy
- Email Automation – Send emails with triggers and build personal relationships with leads
- Campaign Optimization - Eliminate waste and identify opportunities

### Benefits:

#### 1. Drive More Leads:

- Identify up to 98% of anonymous web traffic with Visitor ID and track leads, whether they come by phone, form or email list.
- Capture lead data with Dynamic Forms and Surveys
- Optimize your campaigns in real time, including social media campaigns

*Organizations that nurture their leads experience a 45% lift in lead generation ROI over those that don't.*

#### 2. Convert Leads To Sales – connect with your leads with behavior-based tracking and follow up with customized automated emails:

- Lead scoring alerts you of hot leads
- Email automation nurtures leads
- Behavior tracking provides deeper lead insights
- Automated sales notifications

*Personalized emails generate up to 6 times higher revenue per email than do non-personalized emails.*

#### 3. Prove Your ROI – Understand your end-to-end ROI and make key decisions with accurate and relevant data with:

- Comprehensive campaign analytics
- Google AdWords integration
- Exportable graphs and reports
- Real-time reports for email, digital, and print campaigns, social media, blogs, and Google AdWords
- Content ROI tracking



## MARKETING AUTOMATION 2020 PROGRAM

Marketing Automation is powered by a suite of tools, and it works best over time. BBG&G offers two packages that each include 12 months of continuous service.

### Tier One

- Subscription to software
- Importing of database(s) for email distribution
- Setting up your websites to track website traffic and engagement
- Setting up Lead Scoring to identify hot leads
- Visitor ID identification of many of your 'anonymous' visitors to your sites, thus increasing the size of your databases
- Segment lists by interest (up to four segments)
- 9 Newsletters: Template design, layout and dissemination
- Inclusion of dynamic links and one dynamic article within e-newsletter (after three to six months)
- Reports on eNewsletters (open rate, click through rate, etc.)
- Development of dynamic email list(s) of New Website Visitors
- Database updates as needed

Annual Budget: \$ 12,500

### Tier One

As above, but:

- Quarterly Newsletter (instead of monthly): Template design, layout and dissemination
- Reports on Quarterly eNewsletters (open rate, click through rate, etc.)
- Segment lists by interest (two segments)

Annual Budget: \$ 8,000

*Contact us to find out more!*

*Ask for Deborah Garry*

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