# The Future of Marketing Automation

Predictive AI

Chatbots

Omnichannel Marketing

Machine Learning

AI-Generated Images

Automated SoMe Content

**12 trends that will shape the future of MA**

Mobile First Marketing

Data Cleanup

Personalization

Reinforcement Learning

AI in Copywriting

Social Shopping

# What
# Is The
# **Point**

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## of Marketing Automation

It's nothing
**personal**

It's **just** business

# Marketing Automation **is** personal.

Customer Journeys

Data

Tools

Marketing Operations

# Customer Journeys

Automating this is **difficult**

# Instead

Treat **every** touchpoint as a customer **journey**

| Customer Journey | Automation | Data to run automation |
|---|---|---|
| You bought product A within the last 2 weeks, and are now returning to the website | You get a personalized experience which promotes product B, C and D, that go well together with Product A | - Customer ID or Browser ID<br>- Purchase history last 2 weeks |
| You added contact details but did not complete the purchase | You get a text with a link to the abandoned cart to make finishing the purchase easy for you | - Mobile number<br>- Abandoned cart information |
| Your birthday is in 7 days | You get an email with a birthday gift or offer. | - Customer ID<br>- Date of Birth |
| Your childs birthday is in 7 days | You get an email with 5-6 birthday gift suggestions, tailored to your childs age and gender | - Customer ID<br>- Date of birth and gender of children (Zero Party data) |
| You revisit the website after previously having shown great interest in one product category | You get a personalized popup section advertising a discount offer for 2-3 products belonging to the product category | - Customer ID or Browser ID<br>- Log of product/content views |

# Data

# **Data** in
# Marketing Automation

# Sh*t **in** ---> Sh*t **out**

# Bad data
**won't break** your CRM

# Because it is **operated** by **humans**

**Bad** data < -- -- > **Perfect** data

Will **break** MA < -- -- > MA Will **never** run

Identify the **low hanging** fruits
- **Small/short** Customer Journeys

where you **already have data**
to automate and personalize

where **fixing** the data
is a **minor job**

**Report** on the **results**
from the automations you run

So that **you can**

**Learn - Test – Optimize**
**Prove Value**

# Management
needs to focus on **data quality**

Having **clean** and **correct** data
is **imperative**
for your marketing automation

# Tools

# 14 000+
## MarTech tools
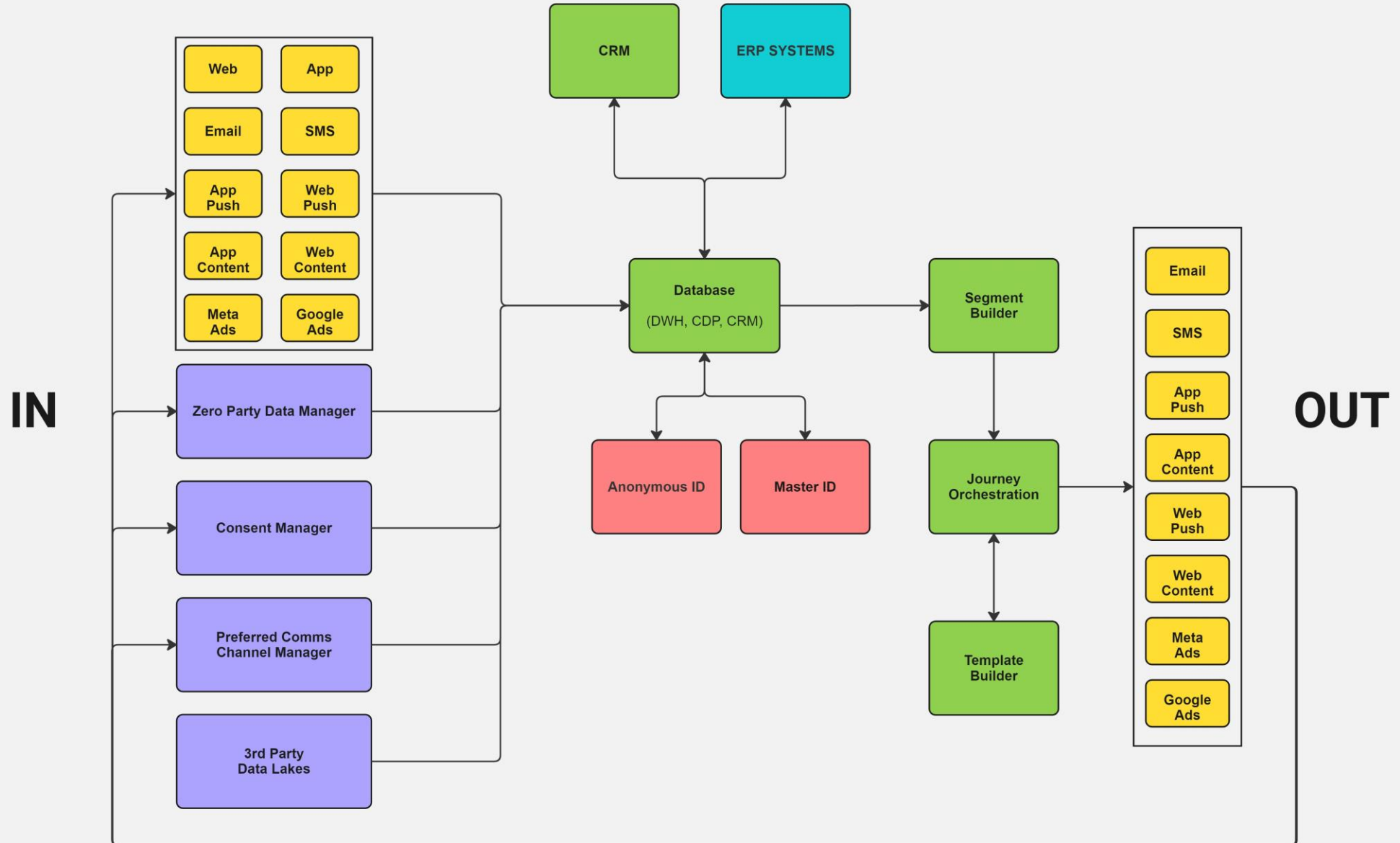
## How to pick the right ones?

# Not about the:

- Specific **tool**
- Specific vendor **logo**

# Focus

- What you are **wanting** to do
- Find tools that **help** you **do it**

# What You Need - To Do MA

Marketing Operations

# Marketing Operations

**Operationalizes** the marketing organizations's strategy

Provides analytics to **guide decisions**

**Supports** and implements the MarTech roadmap

Proactively plans and manages **for growth**

# **Management** needs to focus on **Marketing Operations**

Marketing Operations can really **drive efficiencies** and **greater return** into the marketing organization and **business**

# Martech Strategy

Plan and execute
a technology strategy that **aligns**

with

the **marketing goals** of your organization

# Automation Management

- Setting up **workflows**

- Managing **lead scoring** models
and nurturing campaigns

- Ensuring that automated tasks
are performed **efficiently without errors**

# Learning and Training

**Educate** the **marketing team** about
new **technologies** and best **practices** in automation.

Keep skills **updated** to leverage
**new features** or **tactics**
that can **improve** marketing efforts

# Reports and Insights

**Analyze** data from various channels
to **measure** performance **against KPIs**

Gain **actionable** insights to

- Inform **decision-making** processes
- **Optimize** campaigns for **better** results
- **Demonstrate ROI** from marketing activities.

It's **not** just Business

It **is**
Personal

# Managers:
## Focus on **data quality**

Have **clean** and **correct** data

It's **imperative**
for your marketing automation

# Managers:
# Focus on **Marketing Operations**

Marketing Operations can really **drive efficiencies** and **greater return** into the marketing organization and **business**

## Customer Journey

Know the customer journeys of your customers

## Data

Have the needed data for every interaction, and learn from them

## Tools

Have the tools to deliver the most relevant message, every time

## Marketing Operations

Lay the strategy
Manage Automation
Train your team
Report on the results

Make it **personal**

The future of **Marketing Automation**