

9 ESSENTIALS



To Grow Your Agency and Help
Your Clients Succeed



“

Marketing automation forms the backbone for configuring nurture marketing campaigns across channels and managing communications based on prospect engagement.

It's also one of the only ways marketers can actually start to attribute marketing spend to closed sales.

No amount of hired resources could manually reach out and touch prospects at just the right time with just the right message.

”

— GLEANSTER,
March 2013

New Business Challenges, New Revenue Opportunities

It used to be different.

Not long ago, companies hired marketing agencies to produce assets that cleverly and artistically conveyed brand-centric, corporate messages. From magazine ads and radio spots to product packaging and direct mail, the role of the agency was to provide “air cover” that met the needs of corporate marketing.

It was one-directional (push) marketing. It was siloed: client-side marketing and sales teams were not aligned, and marketing had little-to-no responsibility for measurably generating qualified leads.

And then a sea change happened. The buyer took the reins.

Across the board, marketers are struggling to provide continued value amidst increasing buyer expectations, new and emerging digital channels, massive volumes of data, lower budgets, and higher competition.

The learning curve can feel steep and be overwhelming.

But it’s actually an opportunity. Particularly for marketing agencies. Particularly now.

Why?

Technology.

The same driving force that continues to catalyze global changes can also revitalize the agency. Specifically through marketing automation technology, which can help agencies reach the right audience with the right message at the right time, improve workflow efficiencies, reduce costs, and increase revenue streams.

***The same driving force
that continues to catalyze
global changes can also
revitalize the agency.***

FORWARD

Why Read This eBook?

Marketing agencies have a new role: one that must blend creative and content-focused services, customer-engagement savvy, longterm relationship management, digital-channel know-how, data-analysis capabilities, and technical expertise.

All of which are enabled and supported by marketing automation.

If you've been interested in adding marketing automation to your agency's list of competencies – or if you've recently done so – this eBook outlines the **9 essential strategies** to take full advantage of its power and growth potential.

**Technology, meet agency.
Agency, meet opportunity.**

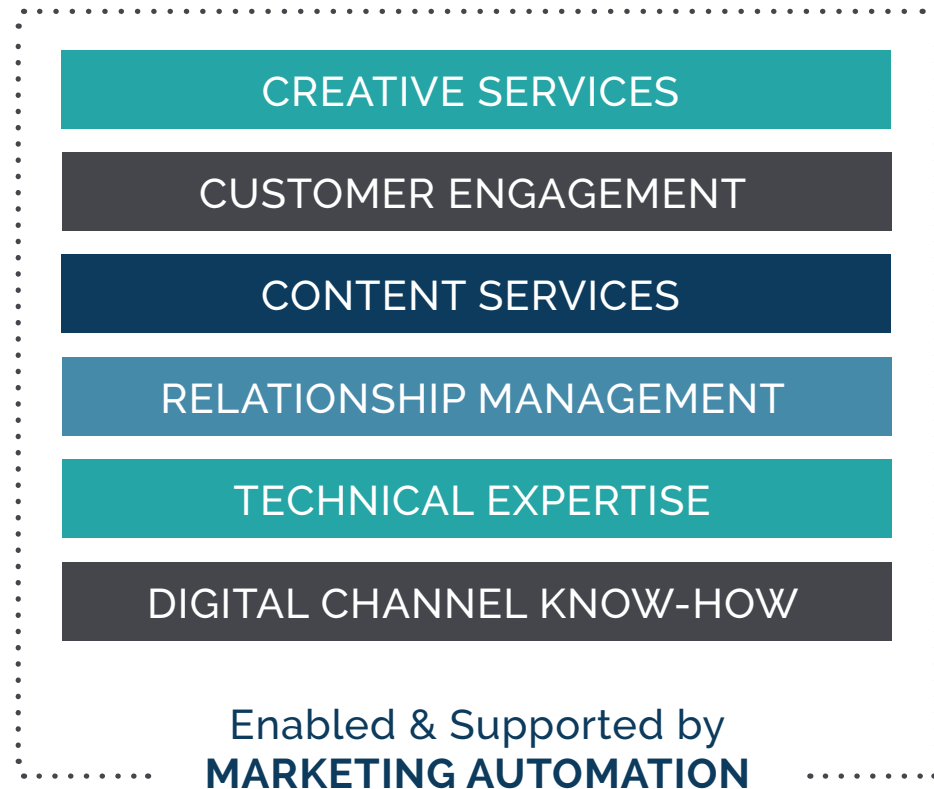


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1. Your Client's Needs Are Changing...

And resistance is futile.

CUSTOMER SERVICE

QUALITY

SUPPORT



FRIENDLY



RELIABLE

HELP



CARE

1. YOUR CLIENT'S NEEDS ARE CHANGING

The Key Agents of Change

Digital Dominance

Clearly, the ubiquity of ever-evolving technologies has affected your clients and forever changed what they need from an agency. In addition to delivering brilliant creative work, you must now provide cross-channel strategies for optimal reach, multiple types of content, and insightful analysis.

Data Dilemma

The power of digital marketing has opened the flood gates to a deluge of information that quantifies to the gnat's eyelash each person's digital footprint. As a result, a variety of purveyors – data and others – are competing with agencies by offering the promise of campaign data, analysis, and reporting.

Confused Clients

Your clients are trying to keep up with increased responsibility and performance scrutiny – probably with fewer resources – than they've had in the past. They're counting on you, as their agency partner, to navigate the new landscape, understand the trends, and have the expertise to provide the right mix of tactics and technologies that deliver measurable results and make them look good.

Inadequate Alignment

Sales and marketing departments must cooperate in order to expand visibility, amplify brand awareness and affinity, and increase new and repeat sales – faster and more efficiently than ever before.

1. YOUR CLIENT'S NEEDS ARE CHANGING

Driving Revenue is the New Black

Today's marketing agency has a much greater impact on client revenue, and success is determined more by the results – the metrics and returns on investment (ROI) – than by the artistry.

Put another way, being good-looking is no longer good enough. Your clients will readily choose a bland-looking campaign that measurably generates leads and drives sales over eye candy that can't be quantified and tied to ROI.

It's a fundamental shift in the agency-client relationship, driven by the new paradigm that marketers must measurably drive revenue and engagement through the entire customer lifecycle.



72% of SMB marketers believe modern marketing solutions that facilitate targeting, engagement, conversions, analysis, and marketing technology will result in better sales.

– Oracle study of B2B marketers at small and mid-size businesses (SMB)

1. YOUR CLIENT'S NEEDS ARE CHANGING

Marketing Automation Supports the New Agency Model

Small and mid-sized agencies that have implemented marketing automation have seen rapid growth to their top and bottom lines. Here's why:

- Clients are increasingly interested in automating sales and marketing tasks, but they don't know where to start
- Marketing automation is a new discipline with skyrocketing demand, yet there are few who know how to do it well
- Smaller agencies are much more agile and nimble than larger players, and are able to adopt new technologies and techniques faster
- The cost of entry for marketing automation can be low, further helping small and mid-sized agencies level the playing field
- Marketing automation opens new doors to tiered service offerings and, by extension, new revenue streams

By leveraging the power of marketing automation, smaller players are better able to differentiate themselves, increase profits, and carve market share away from larger agencies.

Only 23% Sales professionals who say marketers consistently deliver sales-ready leads.

– BtoB Magazine, Jul 2013

What is Marketing Automation?

Business Strategy
Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management

“
Marketing automation focuses on the definition, scheduling, segmentation, and tracking of marketing campaigns, making processes that would otherwise have been performed manually much more efficient.
”

— MARKETING
AUTOMATION TIMES

“
The use of technology to generate, nurture, score and qualify leads, and drive sales, using multi-touch marketing communications tailored for each contact's profile, level of interest, behavior, or place in the buying process.
”

— SALES LEAD
INSIGHTS

2. Your Client Wants You to Do Better

2. YOUR CLIENT WANTS YOU TO DO BETTER

Marketing Automation Gives Agencies a Competitive Advantage

It can also reestablish your expertise and, by extension, your clients' confidence in the value you bring to the table.

Marketing automation is recognized as a must-have technology that literally changes the game. A good automation platform allows you to harness the power of digital marketing, create and launch effective campaigns, measure the results – often in real time – and continuously improve.

**Quickly. At low cost.
And all from one tool.**

Marketing Automation Opens the Door to:

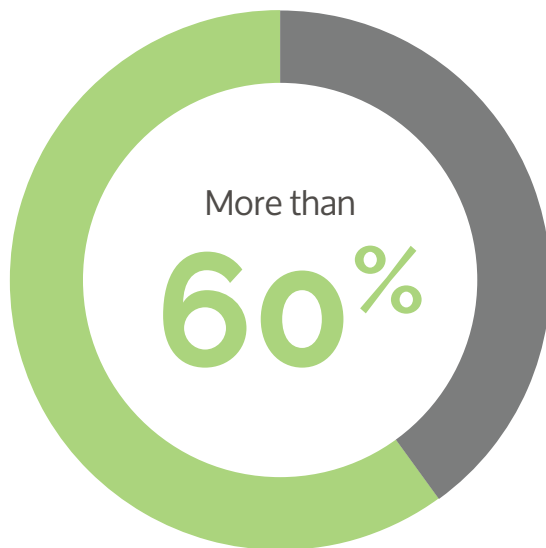


- **Lead scoring**
- **Lead nurturing**
- **Lead qualification**
- **Triggered campaigns**
- **Drip campaigns**
- **Targeted marketing messages**
- **Robust segmentation**
- **Content marketing**
- **Automatic alerts and distribution of leads**
- **Alignment of sales and marketing teams**
- **Measurable ROI**
- **Search Engine Optimization (SEO)**
- **Social media marketing**

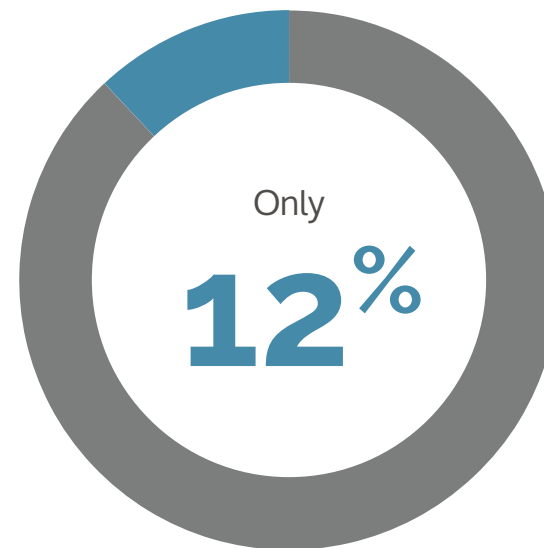
2. YOUR CLIENT WANTS YOU TO DO BETTER

Consider These Stats

From the CMO Council's 7th annual State of Marketing survey:



More than 60%
of marketers
expect to make an
agency change in
the next 12 months



More than 12%
of marketers
consider their
agency partners
to be "extremely
valuable."

Deflating? Yes. A tremendous opportunity to differentiate your agency? Indeed.

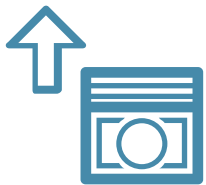
2. YOUR CLIENT WANTS YOU TO DO BETTER

Benefits

Here are some notable benefits marketing automation offers you ... and your clients:

Increases Your Revenue Stream

by offering clients more digital marketing services, including tiered subscription-based service models. More digital services give you an opportunity for a larger share of your clients' marketing budget.



Increases Overall Sales

thanks to a suite of integrated technologies including lead generation, lead scoring, lead management, and nurture campaigns, all of which help you identify and pursue leads that are more likely to close.



Increases Campaign Effectiveness

by leveraging targeted segmentation and personalization, content marketing, and nurture campaigns, all of which sit on a foundation of real-time data collection, reporting, and analysis.



Improves Efficiencies

including minimal-to-no IT resource time to get up and running, and better sales and marketing alignment.



Decreases Costs

by relieving the effort of repetitive processes across the board, allowing you to provide more services with fewer resources.



2. YOUR CLIENT WANTS YOU TO DO BETTER

Statistically Speaking

Marketing by the numbers.

451%

Increase in qualified leads experienced by businesses that use marketing automation to nurture prospects.

The Annuitas Group, Nov 2012

107%

Increase in lead-conversion rates seen by companies that deploy marketing automation.

Aberdeen Group, Jun 2012

78%

Percentage of marketers who cite marketing automation systems as most responsible for improving revenue contribution. *The Lenskold and Pedowitz Groups, Nov 2013*

54%

Increase in sales-quota achievement rate seen by companies that have fully implemented a marketing automation solution. *Bulldog Solutions, Mar 2012*

44%

Percentage of companies that realized ROI from marketing automation in less than 6 months. *Focus Research, Mar 2011*

3. Know Your Niche

*What kind of agency are you?
What do you want to be known for?*

Whatever it is, chances are good you want it to be memorable.

Valuable. Special. So you may need to specialize. Because if you're known as a jack-of-all-trades, you may be perceived as a master of none – definitely not a strategic model for agency longevity.

3. KNOW YOUR NICHE

Marketing Automation Can [Re]Position Your Agency's Expertise

It's a business imperative: Clients expect you to customize and tailor your offerings and services to their specific needs. If you don't, another agency will.

Which means you can position yourself as the agency partner who can get the job done effectively, efficiently, knowledgeably, and at the right price point that works for them ... and you.

Marketing automation fits the bill, offering multiple paths to success by:

- Providing a foundation for positioning yourself as THE expert in a high-demand discipline that your clients want (and know they need).
- Augmenting and complementing the things your agency already does best.
- Offering clients peace of mind; they can get the benefits without taking an investment risk or spending the time to get up to speed.
- Stabilizing revenue by selling clients flexible, subscription-based service offerings.

In growing your agency's marketing automation capabilities, you'll develop expertise in a variety of services – from custom email, landing page creation, and A/B testing – to architecting complex automated lead-nurture programs.

These skills not only increase the value you offer to your clients, they could become what you're known for.

Your specialty.

3. KNOW YOUR NICHE

Opportunities in Action

By partnering with a marketing automation provider, agencies can offer tiered service offerings that generate repeat revenue, are easy to deliver, and improve clients' results. For example:



INTRODUCTORY PACKAGE

Give clients the basic help that they need to generate sales-qualified leads.



INTERMEDIATE PACKAGE

Expand beyond lead generation by offering additional functionalities such as A/B testing, sophisticated segmentation, customized email and landing page templates, and integrations with CRM systems, Google AdWords, and SEO tools.



MANAGED SERVICES PACKAGE

Delivering results to clients who want to outsource their marketing automation solution. You would manage their full program, including everything in the above as well as other services such as persona development, content marketing strategy, content creation, and social media management.

3. KNOW YOUR NICHE

Marketing Automation Merges Inbound and Outbound Strategies

Outbound marketing is quite effective for creating awareness and curiosity in the early stages of the buying journey.

Once buyers are interested – whether they're just "looking around" or seriously researching – inbound marketing helps them find you.

Takeaway:

Marketing automation helps you manage the channels and traffic that a combined inbound and outbound strategy demands, whether you're a growth hacker or a traditionalist.

A good platform:

- Bundles inbound marketing tools, making tasks easier to manage.
- Consolidates outbound and inbound data, so you can better help your clients identify qualified leads and optimize campaigns.
- Makes email, including multi-phase nurturing campaigns, much easier and faster, saving you hours of time.

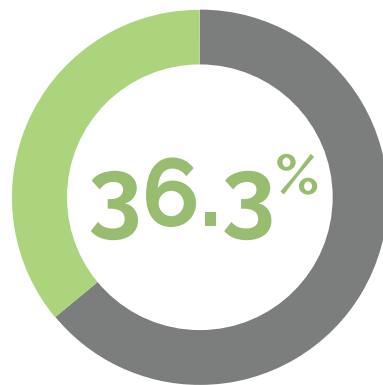
3. KNOW YOUR NICHE

The Ambitious SMB

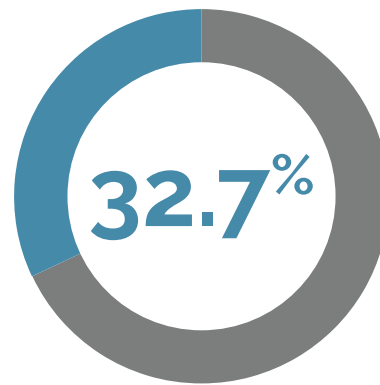
A hot agency prospect.

According to the International Finance Corporation, there are approximately 125 million MSMEs (micro, small, and medium enterprises) across the globe.

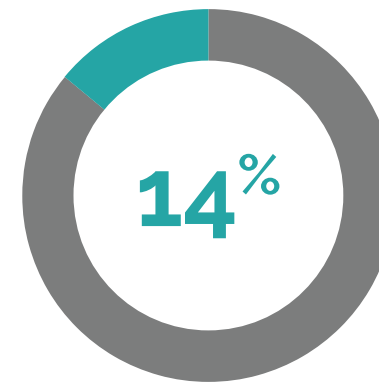
That's a lot of small and mid-sized businesses, many of which regularly outsource critical activities to marketing agencies. In fact, among SMBs with \$1 million or more annual revenue:



have 2-5 employees
in the marketing
department



have only
1 marketer



have 6 or more

Source: Eloqua/Oracle, Oct 2013

4. Ditch the Pitch

Instead, demonstrate your expertise.

When talking with your clients about marketing automation, the new pitch no longer relies on promises and glossy leave-behinds.

It relies on credibility.

To be sure, prospective clients will do their research about what they need and what they want ...and they'll do it well before ever talking to you.



4. DITCH THE PITCH

Be Ready When Clients Come Knocking

Clients expect more of a story-telling approach about how you will make them successful; they want to see a combination of intelligence, specialization, metrics, and success stories that prove your value.

Here's what agencies must come to the table with:

1. A strong value prop

Be able to clearly and concisely articulate your expertise with outbound and inbound marketing, including how these complementary techniques will meet their specific strategic needs.

2. Stats and metrics

Few things grab attention as effectively as intriguing numbers, so be sure to deliver them. Include compelling industry stats that resonate, and screenshots of reports that demonstrate key results, e.g., clickthroughs, increases in the delivery and quantity of sales-qualified leads, and sales conversions.

3. Homework done

To the extent possible, have a clear sense of your prospect's business model, current marketing efforts and tactics, and target customers. If you win the business, this information will be foundational to building your client's buyer personas and the content that will resonate with each.

4. Technology

Showcase the technology you plan to employ to best monitor, optimize, and report on their programs and activities. This opens the door to marketing automation and primes the pump for potential upsells.

5. A roadmap to success

Make sure you demonstrate that you know where your prospective client wants to go, and how you can help them get there.

circle S Studio



Founded in 1999, circle S Studio quickly earned a stellar reputation for strategy, design, and connecting people to brands. When the agency decided to build more skills and strength in online marketing, particularly lead generation and content marketing, they brought in Tim Asimos as Vice President and Director of Digital Innovation to achieve those goals. The first thing Tim did was to introduce a marketing automation platform that he'd worked with before – one that he knew would give the agency advanced capabilities.

That platform was Act-On.

[Read the full case study](#)

We're not like a technology firm that does marketing too. We're first and foremost strategic marketing. We talk a lot less about software and technology; the term "marketing automation" doesn't mean anything to most of our clients. And we're not selling technology; we're selling marketing.

TIM ASIMOS

Vice President & Director of Digital Innovation,
circle S studio

5. Help Your Clients Choose the Right Metrics



5. HELP YOUR CLIENTS CHOOSE THE RIGHT METRICS

Measure What Matters

Marketing is increasingly data-driven; your clients likely are (or report to) executives who want to understand the role that marketing plays in revenue contribution.

This is a place where your agency can gain a meaningful competitive edge. By using marketing automation, you can provide critical metrics that:

- Help show your clients the results they get with you.
- Help your clients look successful inside their own companies.

Having measurement capabilities also lets you position your agency in front of potential clients as skilled in setting up, tracking, reporting, and iterating the metrics that matter to your current and potential clients, and to their executive managers, including the Chief Marketing Officer (CMO).

Metrics your clients may care about include:

EMAIL MARKETING:

- Volume
- Opens
- Clickthroughs
- Conversions
- Revenue
- CPM

LEAD GENERATION AND MANAGEMENT:

- Number of raw leads
- Cost per lead
- Traffic-to-lead ratio
- Lead-to-customer conversion rates
- Pipeline velocity
- Number of new customers from marketing-generated leads
- Average deal size of customers from marketing-generated leads
- Cost of customer acquisition

NuGrowth Solutions



NuGrowth Solutions, a provider of sales and marketing services, uses marketing automation not only internally, but across all client accounts as well.

In tracking prospect engagement over the first six months using a new marketing automation platform, NuGrowth and its affiliate were able to achieve:

- a 34% increase in open rates
- the click-to-open ratio more than doubled
- a 192% increase in leads – nearly tripling the pre-marketing-automation benchmark

[Read the full case study](#)

34%
increase in open rates

2X+
click-to-open ratio

192%
increase in leads

6. Combine Inbound and Outbound

Both are needed to optimize reputation and revenue.



6. COMBINE INBOUND AND OUTBOUND

Complementary Differences

What's now called "outbound marketing" used to be just plain "marketing." From tradeshows, TV and radio, to print ads, direct mail and telemarketing, it was (and is) one-way "push" communication to prospects and customers. When outbound marketing was the only game in town, you could do it all or you could specialize, and you'd be successful either way.

Today, buyers own their own journey. According to McKinsey and Company, over 82% of them begin their product research with a web search. And Forrester recently reported that 91% of B2B buyers use social media as part of their decision-making process, including reviews, referrals, and blogs.

These new tactics and activities – interactive, two-way, and where buyers come to you – are collectively called "inbound" marketing.

Modern marketers know that implementing a [balanced combination of both inbound and outbound tactics](#) across the buyer's journey wins business and creates a winning customer experience.

OUTBOUND

- PR/Press Releases
- Direct Mail
- Telemarketing
- TV/Radio
- Email Marketing
- Online Display Ads
- Mobile Marketing
- Print/Outdoor Ads

INBOUND

- SEO/SEM
- Social Media Marketing
- Lead Generation
- Lead Nurturing
- Email Marketing
- Web Design/Development
- Content Marketing
- CRM Integration

6. COMBINE INBOUND AND OUTBOUND

When Your Client Uses CRM

Customer relationship management (CRM) programs are becoming commonplace in the small and mid-sized business environment, but as reported by eWeek most SMBs aren't able to achieve integration with marketing data:



Survey results indicated the methods SMBs use to achieve data integration are inadequate, with only 18% reporting marketing data as being fully automated with their CRM. As a result, this lack of automated marketing data integration is posing reporting challenges for SMBs, with 52% finding marketing reporting and 44% indicating sales reporting to be somewhat or very challenging.



Marketing automation gives you the opportunity to solve this problem for your clients.

While your agency might not specialize in implementation or management of CRM systems, it's not difficult to integrate a marketing automation platform with a CRM tool, and that integration can create a flow of data that feeds your client's sales team with essential intelligence for making the sale. This data can be tracked, creating transparency in the value you create for your clients.

The key factor in success is the lead management process. The leads that pass from the marketing automation system must meet qualification criteria, as your client defines it. If the criteria are correct, the integration between the systems will ensure that qualified leads are passed to the sales team at the right time.

7. Choose the Right Marketing Automation Partner

When choosing your marketing automation partner, it's essential to determine the capabilities that are important to your agency AND your clients.

7. CHOOSE THE RIGHT MARKETING AUTOMATION PARTNER

Core Competencies You Want

What to look for in a marketing automation platform:

- Asset creation, such as email messages, landing pages, and online forms
- Ready-made templates
- Easy, minimal-click campaign creation, management, and scheduling
- Website visitor tracking and alerting
- Integration with other systems such as CRM, Google AdWords, webinar platforms, and social platforms
- Lead generation, lead scoring, and lead management capabilities
- Campaign tracking, analytics, and reporting that aligns with what is important to you and your clients
- On-going training and support
- Awards and accolades
(these are proof-of-competency)
- Supports marketing activities at every stage of the customer lifecycle: Building brand, driving demand, and expanding customer relationships.

Tip:



Act-On's **Buyer's Checklist for Marketing Automation** can help you evaluate potential vendors and choose the best marketing automation partner.

[Download the checklist here](#)

7. CHOOSE THE RIGHT MARKETING AUTOMATION PARTNER

Other Considerations

A Cultural Fit

Consider corporate culture fit and company size. For example, will you be a valued customer or will you be an anonymous source of revenue? Will the vendor listen and respond? Is it vested in your success?

Which model?

You have two choices:

- You can own your own instance of marketing automation, and perform services for your clients, using unique sub-accounts
- Or you can serve as an extension of their team, and help your client be successful with a marketing automation instance they own

If you choose the first model, be aware that most marketing automation vendors price their services by the number of contacts

you store with them. Others use an “active contacts” number, meaning the number you actually mail to, not the size of your list, is the defining number. As you gain or lose clients, your number of contacts or “active contacts” will ebb and flow. Make sure your marketing automation vendor has buffer zones to help you weather the changes.



Delivering managed services to clients using Act-On gives two key benefits: One, it makes the relationship much stronger. And secondly, it delivers an integrated and quantifiable sales and marketing approach to the client.



TERRY FORSEY
Terry Forsey Consulting

Help when you need it

Expertise

Look for a solid customer success team. Does support expire after 90 days? Does it cost extra? Will they help you get started quickly? Look for a vendor who offers agency certification to increase your own marketability.

Growth

Your marketing automation vendor should provide materials and guidance on how you can land new clients and grow your existing client relationships.

7. CHOOSE THE RIGHT MARKETING AUTOMATION PARTNER

The Dashboard Difference

You must have a control panel that gives you a 360-degree view of your clients, sub-accounts, account managers, campaigns, analytics, and data insights.

Not all dashboards are created equal. Especially when it comes to the needs of agencies.

So when choosing an automation partner, do make sure it not only provides a dashboard (kick it to the curb if it doesn't) but that it also provides a dashboard that's optimized for an agency.

Dashboards designed for agencies make day-to-day operations much easier and should be both highly customizable and provide exceptional data visualization.

Here's what you want to look for:

1. Single sign-on

Access all client accounts from a single login, including the ability to create and edit client campaigns immediately.

2. The ability to manage account managers

Assign or remove your account managers from client accounts as needed.

3. The ability to provision accounts and contacts

Whether you're onboarding or removing clients, you want the ability to rearrange, reallocate, and modify the number of active contacts in real time. Additionally, you want to provision agency-specific contacts for business development.

4. The ability to share marketing content and assets

Save time, effort, and money by leveraging and sharing assets from past (and successful) campaigns with your client accounts, including templates, imagery, and messaging.

Do this and more with Act-On

[Find out more](#)

7. CHOOSE THE RIGHT MARKETING AUTOMATION PARTNER

Marketing Automation Musts

Your marketing automation partner should offer the following features:

A control panel that provides visibility, management functions, and individualized reporting for multiple client accounts from one dashboard

The ability to leverage creative assets and templates across accounts

Support for helping you win business with sales tools, product demonstrations to prospective clients, and more

A culture that inspires sharing industry best practices and advice

Dependable, friendly, responsive, timely, and knowledgeable tech support

The horsepower to support you as your clients achieve success and their needs grow

Proactive communication on evolving or new features

8. Practice What You Preach

Marketing automation, while a technological triumph, isn't rocket science.

Nor should the learning curve be particularly steep. For example, you'll typically want to be creating and running email campaigns within a week, which will give you some early success while you master the advanced aspects of a typical marketing automation system (about 30-90 days).

But here's the rub: To be perceived as valuable, as an expert, as an agency partner that can get businesses to a new level of competition, you must exhibit all of the best practices you're recommending to your clients.

8. PRACTICE WHAT YOU PREACH

Be Your Own Success Story and They Will Come

By incorporating marketing automation into your own business processes, you can:

1. Gain the skills and confidence to manage your own campaigns and measure your own results.
2. Use your new skills and capabilities (and services models) to pursue and win new business, and upsell to existing clients.

Here are ways to put the wheels in motion:

WEBSITE VISITOR TRACKING

See which prospective clients visit your website, and which pages they visit. You'll know which case studies they look at, and have an idea of which services they care most about. Both sales and marketing gain real-time intelligence, which will inform messaging and sales talk tracks.

REAL-TIME ALERTS

Get an alert when a particular person visits a particular page, so you can respond at the most advantageous time.

LEAD SCORING

Determine which attributes (such as title, geography, industry) lend more value to a prospect, and give those a numerical value. Do the same with actions (such as content downloads or webpage visits). As prospects research your agency's website, their scores will rise, reflecting their level of engagement and potential readiness for a meeting.

LEAD NURTURING

Set up email campaigns with a defined cadence and content that evolves in tandem with a lead's progress through the funnel.

[Do this and more with Act-On for agencies](#)



9. Embrace Evolution

*"The more things change,
the more they stay the same."*

—Jean-Baptiste Alphonse Karr



9. EMBRACE EVOLUTION

Needs are Constant, But Change is Inevitable

Your clients' goals will remain the same: more high quality leads, higher conversion rates, shorter sales cycles, bigger deals, a better customer experience, greater market share, lower churn, higher retention, greater loyalty, improved margins. They depend on you – and pay you – to help them achieve these goals.

But the economic environment, and the marketing strategies and tools you use to help clients win, will ever be in flux.

To continue delivering the creativity and vision that gets results, it is critical to stay in lock-step with marketing trends and innovations. You must discern the popular from the meaningful and be ready for the next industry change, whether it's subtle or transformative.

As an agency, you're a customer-lifecycle marketer, nurturing relationships prior to and after the prospect converts.

Share your knowledge with your clients, and lead by example. This not only demonstrates how you will perform for your clients, but also cements your partnership.

Tip:



Industry information is widely available. There are hundreds upon hundreds of sources, and it's all too easy to get overwhelmed. Look for leading vendor-agnostic education sources such as **MarketingSherpa**, **MarketingProfs**, **the Direct Marketing Association**, **American Marketing Association**, and **Business Marketing Association**, all of which offer research, best practices, papers, webinars, podcasts, blogs and/or newsletters. Numerous industry pundits have informative blogs on the industry and in specific niches such as SEO. Pick what works for you.

9. EMBRACE EVOLUTION

How Your Marketing Automation Vendor Can Help

At Act-On, our mission is to make you successful – and help you become a better marketer.

It's a win-win proposition.

If we can help you become a more successful agency, your business will grow ... which helps us in return. That's why we've made an investment in the **Act-On Center of Excellence**, a collection of best practices, strategy and planning documents, and tactical tips, in a broad range of marketing-centered topics. This content is freely available to anyone. We also provide a steady stream of information in our blog posts, social media channels, and email newsletters.

We go to great lengths to provide valuable resources for our agency customers, including knowledge bases containing user guides and training resources, and dedicated Partner Success Managers who can provide support at every step.

We'll help you make the most of your marketing automation technology, plus make it easier for you to stay current on best practices, insights, news, trends, and everything else that can add value to your efforts.

Tip:



By partnering with Act-On, you get premium access to marketing and technology experts who:

- Have in-depth knowledge about every feature, function, tip and trick
- Know the critical paths to success and potential pitfalls to avoid
- Can help you optimize your processes, systems, and programs
- Are dedicated to your success – today and for the long-haul – and to making you look good

9. EMBRACE EVOLUTION

The Endgame: Success for Your Clients, Success for Your Agency

Making your clients successful is the name of the game. To do that, you must build strong relationships, see their vision, stay on top of the technologies they need, tailor strategies and tactics to achieve their goals ... and execute brilliantly.

You also must focus on growing your own business. That means you should understand, embrace, and develop the processes and skills that will generate new leads, convert new clients, and establish long-term relationships to keep your revenue flowing.

Finding trusted technology partners that will equip you with the right resources – dependable, agile, useful technologies – is critical to fueling your business, and that of your clients. It also sets your agency apart, distinguishing yours as the agency to turn to for expertise on modern marketing methods.

In a sea of siloed marketing tools and technologies, automation stands out as the core platform – the one most-important enabling technology that can accommodate and integrate the others, giving you strength, choice, and agility. By getting started with marketing automation now, you'll be on the forefront of this important shift to technology-driven marketing and set the wheels in motion for continued success.

Those who evolve will thrive.

Discover how Act-On can make your teams more productive, your clients happier, and your agency even more essential to their success.

[Learn More](#)

Additional Resources

CASE STUDIES

- Starshot saves time, delivers more-qualified leads, and manages nurturing campaigns for sales cycles up to 3-years long [Learn How](#)
- CoreElement redefined its focus and grew business 100% [Learn How](#)
- circle S sees leads, opportunities, and web traffic soar [Learn How](#)
- NuGrowth Solutions sees 3X increase in leads [Learn How](#)
- To The Point attracts bigger clients and increases revenue by 300% [Learn How](#)

[Read more case studies](#)

REVIEWS, REPORTS, & BLOGS

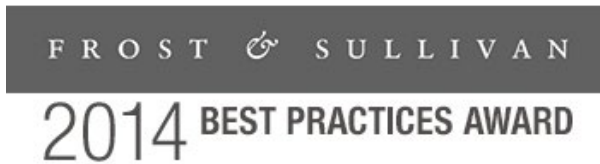
- [Customer Experience Matrix](#) Analyst David Raab's blog
- [Gleanster Research](#)
- [Forrester Research](#) (*no subscription needed to read blog posts*)
- [B2B Marketing Automation Platforms 2014: A Buyer's Guide](#)

TOOLS

- [Act-On's Agency Dashboard](#) overview
- The [Buyer's Checklist](#) for Marketing Automation
- See how marketing automation can improve your business with Act-On's free, interactive [ROI Calculator](#)
- More information about marketing automation is available in the [Act-On Center of Excellence](#)



Acclaim for Act-On



About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

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