

# MARKETING AUTOMATION IS ABOUT ONE THING: **TIMING**

If you're using your marketing automation platform like a glorified emailer, **you're using it wrong.**



The promise of marketing automation is that you can use it to drive more leads through your pipeline. Which in turn results in more opportunities for your sales team and faster revenue growth.

But the reality for many marketers is: that's not what's happening. Instead, they end up using their marketing automation platform as a very expensive version of MailChimp.

Did you know 64% of companies are using their marketing automation platform mainly for email marketing? Sending out newsletters, email sequences, autoresponders. Advanced features like segmentation (13% of marketers use it) or lead scoring (15%) lag far behind. — [Source: Email Monday](#)

If that's you, you're not alone. Marketers across the world are "just blasting emails" from their expensive MAP.

**In this whitepaper, we'll introduce the solution that will help you actually grow the revenues of your company through marketing automation software.**



## SO, WHY ARE MARKETERS USING THEIR PLATFORMS LIKE THIS?

Because marketers aren't understanding what marketing automation software is really for.

It's not there to make your life easier (though it can and should). It's not there to make you look good (though it will if you get it right).

**There are only 2 reasons to even use marketing automation software – just two reasons for it to exist:**

1. To identify the prospects whose timing is changing to your advantage (and you can sell them something)
2. To build a relationship with the prospects whose timing is yet to change (so they think of you as a great solution when their timing does change).

If you've never heard it put like that - that's exactly our point.

Marketers aren't focused on the things that really move the needle. And that's why they're stuck in the mud, spinning their marketing wheels.

Let's take a closer look at these two things:

# 1. IDENTIFYING PROSPECTS WHOSE TIMING IS CHANGING TO YOUR ADVANTAGE

## *STOP HOPING, START KNOWING*

Every salesperson has great prospects that go cold. They stop responding to your emails, they stop returning your calls. There are a million reasons why that might happen: their budget got pulled, their boss shifted their priorities, they're too busy...

But all these amount to the same thing: **their timing isn't right.**



## LET'S DRIVE IT HOME...

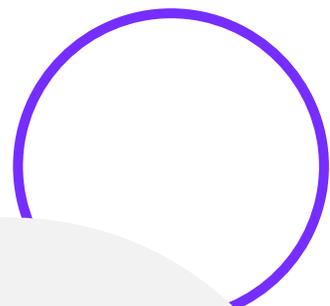
How many prospects do you have in your database? 2,000? Let's add some zeroes. 20,000? 200,000? 2,000,000?

Whatever the scale of your business, ask yourself this question: What percentage of the prospects in your database will buy what you sell - from you or any of your competitors - in the next 90 days?

**Those that will buy in the next 90 days are the people whose timing is right.** Assuming a B2B scenario, if your business is at all typical, this percentage is very small: less than 1%.

So > 99% of your prospects won't make a buying decision in the next 90 days. Why?

They don't have the budget. They're under a contract with a competitor. It's not a priority right now. The reasons don't matter - the cause is the same. **Their timing isn't right.**



But one day their timing may change! Here's the key question: when that prospect's timing does change to your advantage, how will you know?

For most companies, the answer comes down to: hope. They hope the prospect will call them or fill out a form and tell them. They hope someone in sales is reaching out.

But what if... your marketing automation platform would help you identify the prospects whose timing is changing to your advantage? We'd call that a competitive advantage...

**This is the #1 reason to use marketing automation.** However... this isn't what we hear marketers talking about! And that's why they're not effective at driving pipeline.

But... there's another reason.



## 2. BUILDING RELATIONSHIPS WITH PROSPECTS WHOSE TIMING IS YET TO CHANGE

*WHEN IT'S DECISION TIME, BE TOP OF MIND*

What do you do with that 99% of prospects whose timing isn't right? Who aren't ready to buy yet? Even if they return to your website, what makes you think they will turn back to you when they're looking to buy again?

**The second reason to buy marketing automation is: to build a relationship with the prospects whose timing is yet to change.** So that when their timing does change, they think of you as the best solution.

The vast majority of prospects their timing isn't good. But if you locate the ones that are ready to buy, in time: then that is how you make money.



Imagine you've been sending them content that they find relevant and useful, and your competitor hasn't. When their timing changes - who do you think they'll remember?

Your marketing automation software should be helping you send the right message, to the right person, at the right time. It's cliché, we know. But that's how you can stay relevant and top-of-mind, even when a prospect isn't actively looking to buy.

## **MARKETERS ARE FOCUSED ON THE WRONG THINGS**

We're Net-Results, and we've built a marketing automation platform around exactly these principles. The problem we see is that marketers aren't focused on identifying prospects whose timing is changing. It nearly never comes up!

Everyone's focused on features, features, features. And that really comes down to how much convenience a platform might add to your day-to-day life. But convenience isn't the purpose of marketing automation. It's there to help you grow revenues.

Now, obviously, a marketing automation platform should make it easy to build responsive emails and landing pages, to trigger actions from forms, build drip campaigns...

**But marketers have lost sight – to the degree they ever had it – on what actually matters most...**

... Which is:

1. Identifying prospects whose timing is changing to your advantage, and
2. Building relationships with prospects whose timing is yet to change.  
Because that's where the money is.

**That's where you get real value from marketing automation.**

So get your focus off of convenience and onto opportunity generation and you can deliver the growth your company is looking for.



**Net-Results is the only marketing automation platform purpose-built around timing.** It's uniquely suited to help you identify prospects whose timing is changing to your advantage and to build relationships with the prospects whose timing is yet to change.

We'd love to hear about your situation so click here to [schedule a 20-minute chat](#) to see if we can help solve your challenges. Or just schedule a demo if you'd like to take a closer look.

**BOOK A DEMO**

