



MARKETING AUTOMATION ASSESSMENT

PREPARED FOR
Kaycee Uzougbo
July 2017

CREMARC

Marketing Automation Assessment

Thank you for taking the time to complete our Marketing Automation Assessment. We hope you found it thought provoking. We have now had time to analyse your answers and are pleased to present your results.

How did you score?

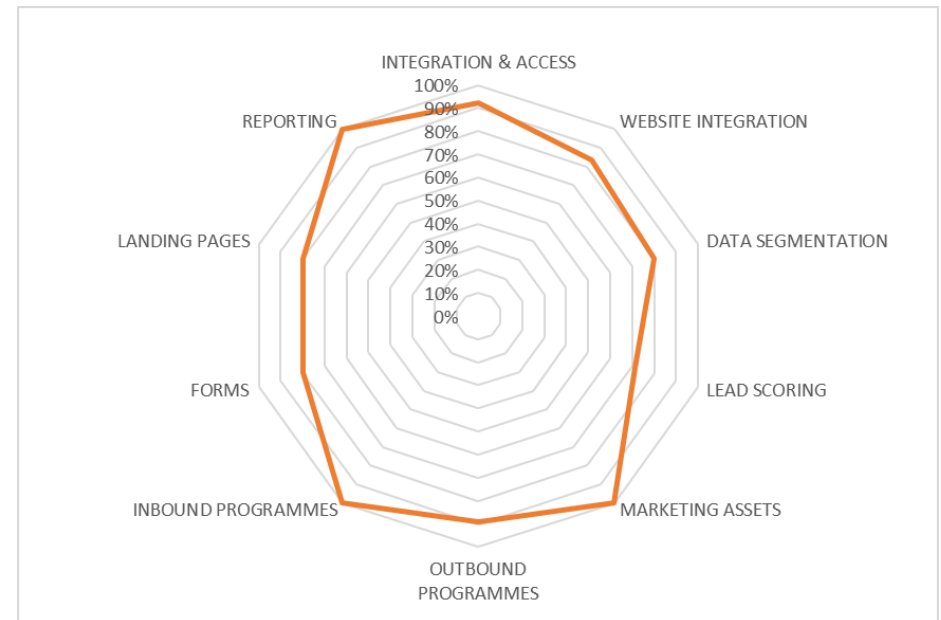


What does this mean?

It means that you are in fact a **Marketing Automation Genius**, with a very high degree of usage of Eloqua. However, there are a number of areas where you could still leverage more of the power of Marketing Automation, especially in the areas of Lead Scoring, Forms and Landing Pages.

Your strengths & weaknesses

We have analysed all of your answers in each category and the graph below shows your relative strengths and weaknesses in each of the key Marketing Automation capabilities.



Where should you be focusing

We have picked out three areas where we think you could be using Marketing Automation more effectively and generating additional value.

1. Lead Scoring

Lead scoring is an art, get it right and you will be able to better target and better qualify opportunities. We would recommend you focus on getting scoring right on activity. You should definitely look at retiring lead scores – because recent intensive engagement is often more valuable than engagement that may be several months old.

2. Forms

You indicated that some forms on your website are built within Marketing Automation. We would strongly recommend that you do this for as many forms as possible and make full use of progressive profiling.

3. Landing Pages

Making full use of MA Landing Pages is key and Eloqua enables you to do this. We would recommend you use these to complement both inbound and outbound activity.

How can we help propel you to Genius?

In terms of marketing automation, we don't think you need to be propelled any further – you are a genius. However, we might be able to help in other areas.

Brainstorm

We offer a number of workshops where we combine our brain power to link what you want to achieve with our experience of best practice.

Content

Marketing Automation is very content hungry. We are pretty good at creating content combining an understanding of technology and the technology buyer.

Friendship

Because every marketer needs a friend, we provide a range of services to augment your team and accelerate your use and adoption of Marketing Automation.

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www.cremarc.com
01932 856 158

