

# DOs and DON'ts

## How Marketing Automation is changing your daily office routine.

Marketing automation (MA) creates a highly efficient, time-saving environment for the creation, administration, and automation of essential marketing functions and conversations.

But don't worry! Your job will not be eliminated, it will be altered and in the most glorious way. Your job will be stripped of its monotonous sameness and be supplemented with the parts of your job that require creativity, personal interaction, and problem solving.



### Don't

What MA will do for you.

### Do

How you could spend the saved time.



#### Handling leads

Verifying and assigning leads manually requires much effort. Furthermore, it's very difficult to detect the really "hot" leads when they are still cold.



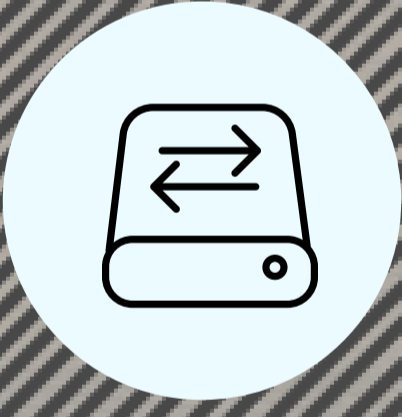
#### Submitting stuff

It's pretty boring to send brochures, price lists, and other standardised paperwork (or PDF files) by hand.



#### Follow up contacts

In brief, it's quite time-intensive and difficult to send the right message to the right person at the right time for the right reasons.



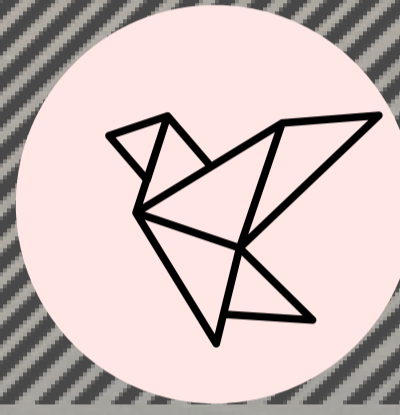
#### Transferring data

It is extremely boring to transferring data from one software to another. And it causes failures as well.



#### Creating reports

Almost everyone has spent countless frustrating hours developing and sharing reports in Excel.



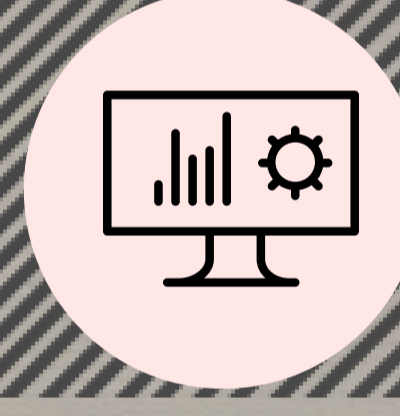
#### Being creative

After automating repetitive, manual tasks, you'll free up time to concentrate on more creative tasks like copywriting or choosing images.



#### Agile working

Marketing automation (hopefully) leads to faster campaign launches and quicker learning for future campaigns.



#### Monitoring

With marketing automation software, you can determine the success of all your campaigns with measurable data.



#### Handwriting notes

In today's world, sending a handwritten note to a customer communicates that you care for and appreciate that individual.



#### Making small talk

Small talk is a great way to get to know your customers and colleagues in a casual and easy way.

### Top Future Marketing Skills

Source: World Economic Forum, "The Future of Jobs" (2016)

01 SOLVE COMPLEX PROBLEMS

02 CRITICAL THINKING

03 CREATIVITY

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3

