

MARKETING AUTOMATION

Benchmarks for Small & Medium Businesses

What marketing automation success will look like in a year ahead and how small and medium businesses plan to achieve it.



SharpSpring

Marketing Automation: Benchmarks for Small & Medium Businesses

Ascend2 Research Conducted in Partnership with SharpSpring.



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Obstacles to marketing automation success for SMBs

Marketing automation has dramatically increased the effectiveness and efficiency of finding, nurturing and converting customers. But what will be the most challenging obstacles to marketing automation success in the year ahead and how will small and medium businesses overcome them?

To find out, Ascend2 and SharpSpring fielded the Marketing Automation Survey and completed interviews with 291 business, marketing and sales professionals; 67% of whom were small and medium businesses (SMBs) with fewer than 500 employees.

This report, titled Marketing Automation Benchmarks for Small & Medium Business, presents the SMB perspective exclusively. We thank these busy professionals for sharing their valuable insights with you.

This research has been produced for your use. Put it to work in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.



All the best,
Rick Carlson, Founder



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Marketing automation streamlines marketing processes to improve time-intensive tactics such as lead nurturing, the most important objective for agencies.

What are the MOST IMPORTANT OBJECTIVES for marketing automation?

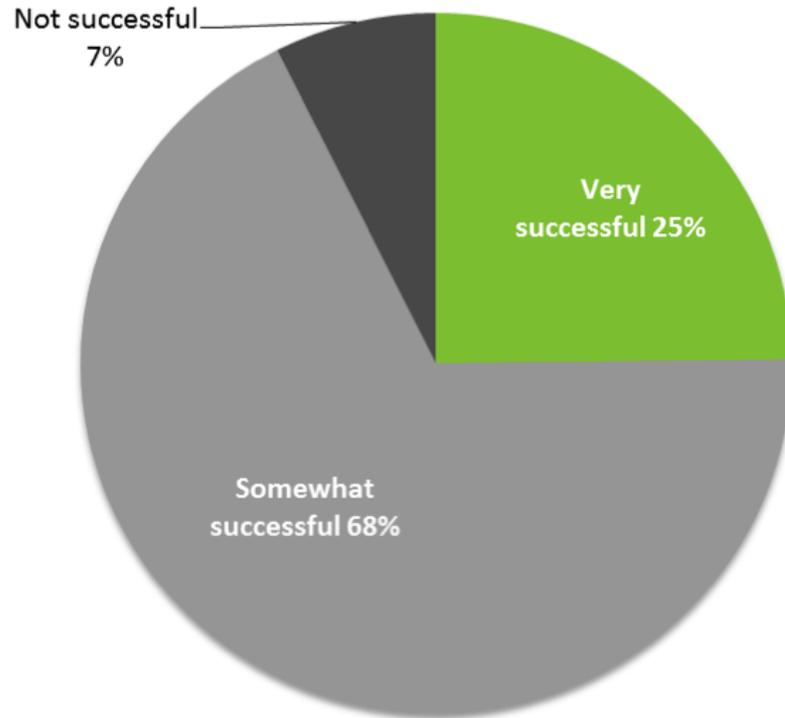


SPRING FORWARD

Reaching out to individually nurture leads one at a time isn't realistic for most companies, and takes a huge amount of time for the ones that do. Marketing automation's strength is that by segmenting leads based on interests and stage in the buying cycle, you can have a one-on-one conversation... with thousands of people at once.

93% of businesses successfully use marketing automation to achieve their important objectives.

How do you RATE THE SUCCESS of marketing automarion in achieving important objectives?

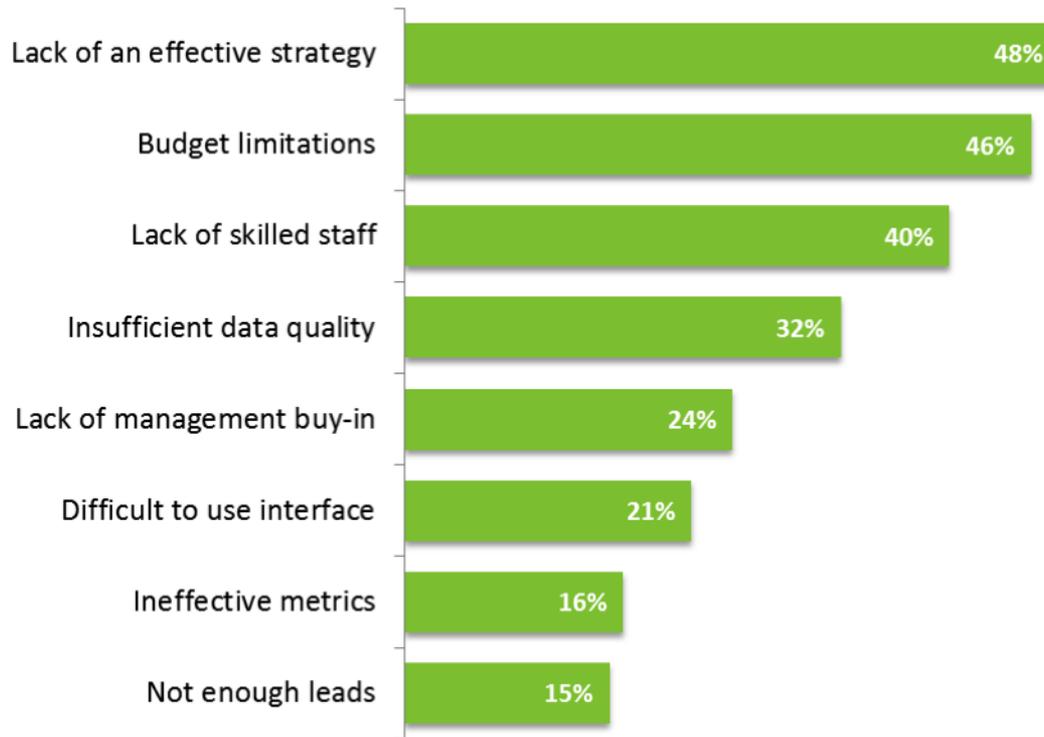


SPRING FORWARD

Marketing automation is extremely effective at accomplishing marketing goals. From improving lead nurturing, to generating more sales revenue, the overwhelming majority of companies using marketing automation are seeing positive results.

Not knowing how to take advantage of marketing automation and not being able to afford it are the two biggest obstacles businesses face when trying to implement automation.

What are the MOST CHALLENGING OBSTACLES to marketing automation success?

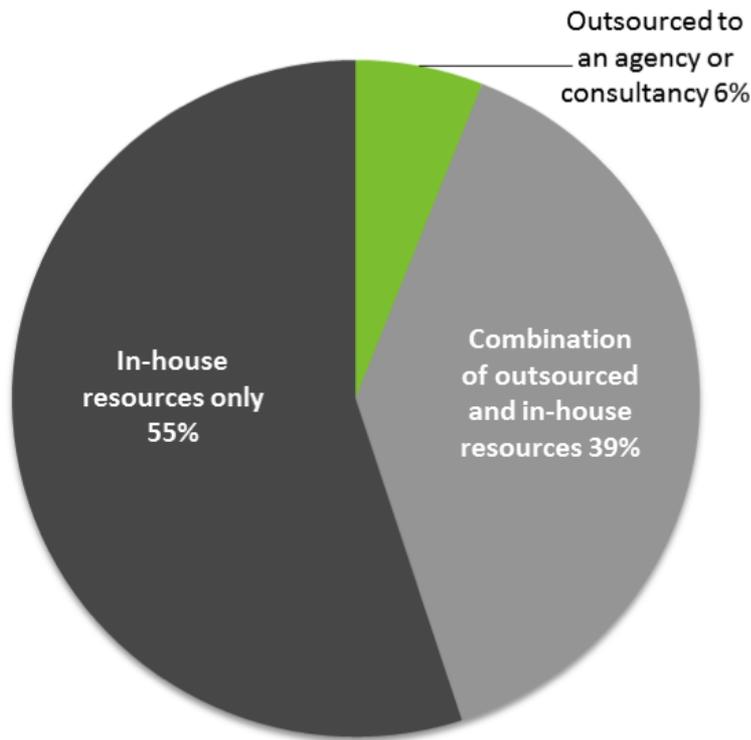


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Budget and strategy can be intimidating when considering adopting marketing automation, but they don't have to be. High quality marketing automation is becoming available at prices even very small companies can afford, and the quality providers also offer guidance and support when it comes to marketing automation strategy.

The majority of businesses rely exclusively on their own resources to run automated marketing campaigns.

What best describes RESOURCES USED to perform automated marketing campaigns?



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The best marketing automation platforms are intuitive and easy to learn, and provide plenty of training and support. However, outsourcing the running of your marketing automation to an agency can be a big asset if your company doesn't have the time or personnel to implement marketing automation.

Businesses want an easy to use, all-in-one marketing automation system to run campaigns, and they want analytics and reporting that can prove performance.

what are the MOST IMPORTANT FACTORS in choosing a marketing automation system?

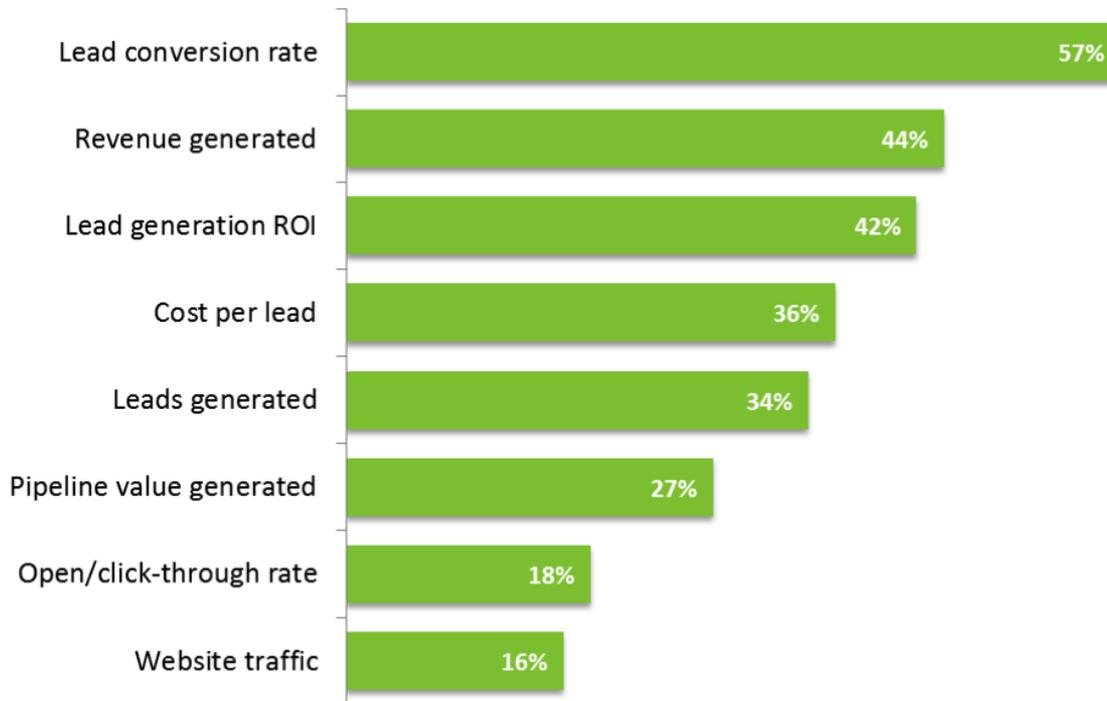


SPRING FORWARD

The best marketing automation platforms are easy to use and work with what the client is already using. It can be difficult to move away from a current CRM or CMS, and with a marketing automation platform that integrates with everything, you'll never have to.

Knowing the conversion rates for leads at each step of the selling cycle lets you pinpoint exactly where your sales funnel is leaking, and how you can fix it.

What are the MOST USEFUL METRICS for measuring marketing marketing automation performance?



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It's a common story that a company has plenty of leads, and yet somehow doesn't end up with plenty of sales. You know they're dropping off somewhere, but you don't know where, so you can't fix the problem. Marketing automation lets you distinguish the pieces of your sales process, and shows you exactly where leads are falling off.

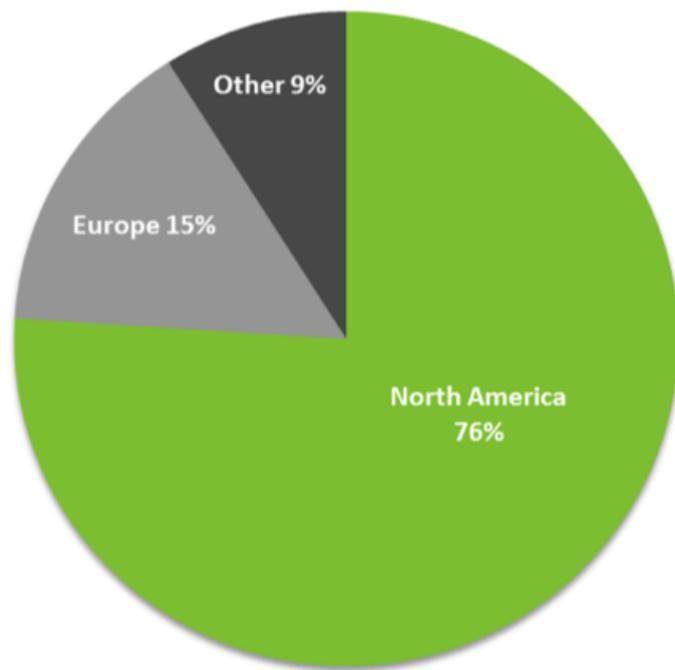
RESEARCH METHODOLOGY

Ascend2 Research Surveys are conducted online from a panel of more than 50,000 US and international business, marketing and sales professionals representing a range of contact roles, company types, sizes and geographic regions.

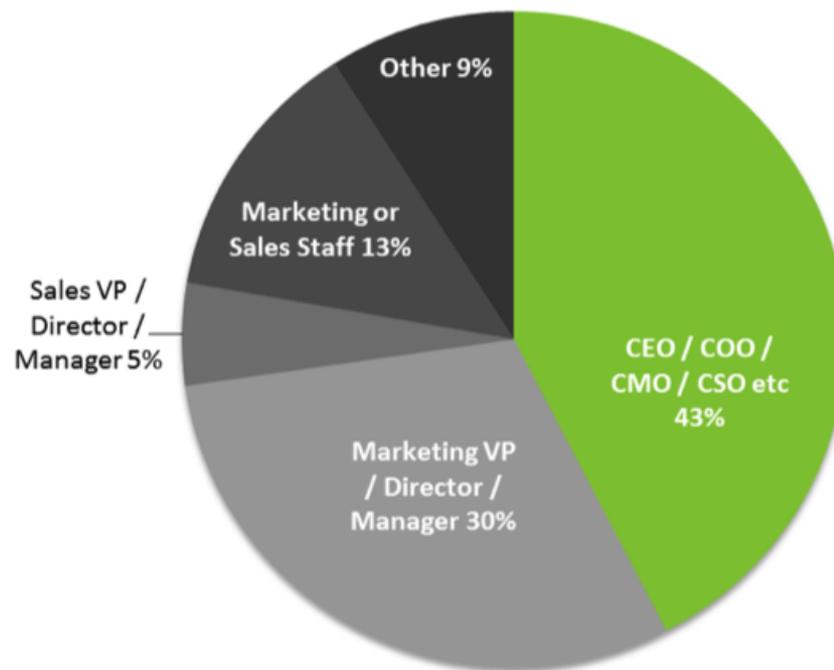
The questionnaire used is standardized to incorporate Ascend2 methodologies across all studies while maintaining our proven 3-Minute Survey format. Survey findings are examined in a quantitative context by experienced analysts and reported objectively.

SURVEY DEMOGRAPHICS

Company Location



Role in the Company



ABOUT THE RESEARCH PARTNERS



Simple Marketing Automation for Agencies and SMBs

Powerful, affordable marketing tools that help you automate workflows, drive more leads and convert them to sales with SMB friendly pricing to fit your budget. SharpSpring is built to help your marketing agency attract new business, create a recurring revenue stream and tie your clients to you.

Learn more at www.SharpSpring.com



Research - Based Demand Generation for Marketing Solution Providers

Marketing software firms and marketing agencies partner with Ascend2 to reliably generate new business opportunities. Our integrated research, content creation and demand generation programs are transparent – putting the spotlight on your brand and the interests of your audience.

Learn more at www.Ascend2.com