AIM Marketing Acquisitions: Marketing Automation Explained

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AIM Marketing Acquisitions explain the fundamentals of marketing automation and how it can give businesses the competitive edge for improving customer experience.

Marketing automation is the competitive advantage that all online businesses need to add to their set of skills in order to improve the customer experience. AIM Marketing Acquisitions says that, generally speaking, all marketing automation suites require:

- **A place to store everything**. A marketing automation system is useless if it doesn't have a database to organize all the information acquired.
- **Customer relationship management**. This should include leads, list segments, and everything else that ties into customer relationship management. Using the information 'smartly' will not only drastically improve revenue, but customers will welcome the extra attention.
- **Analytics**. Marketing can be done anywhere but blind marketing will not deliver results. Make sure to have a few different components to check return on investment. Evaluate the results and then iterate until it is clear what direction to move in.

AIM Marketing Acquisitions has also highlighted the key features of a useful marketing automation system:

- Email Marketing
- Landing pages with smart Call To Actions
- Forms that help segment customers
- Campaign Management (e.g. Auto-responders)
- Customer Relationship Management Integration
- Analytics
- Lead scoring and Management

AIM Marketing Acquisitions says that maximising success using marketing automation requires five major things which are, the strategy and process used, the content used, the traffic coming through the site, offline marketing and staff. The firm says that the last one is the most important because staff need to be on board and aware of the plan. Marketing automation is not used to replace jobs with software, but is a way for intelligent employees to ensure business success.

AIM Marketing Acquisitions is an outsourced sales and direct marketing firm located in Sydney, Australia. The firm uses face-to-face marketing techniques to connect with consumers on a personal level and to find out what they really want. This one-to-one connection creates long-lasting relationships between the consumer and the brand. The reason the firm uses these direct marketing techniques is to improve their clients' customer acquisition, brand loyalty and brand awareness, as well as delivering a high return on investment. AIM Marketing Acquisitions are leaders in their industry and constantly develop new skills and new ways to improve the customer experience and to give themselves a competitive edge.

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AIM Marketing Acquisitions

E. info@aimmarketing.com.au
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