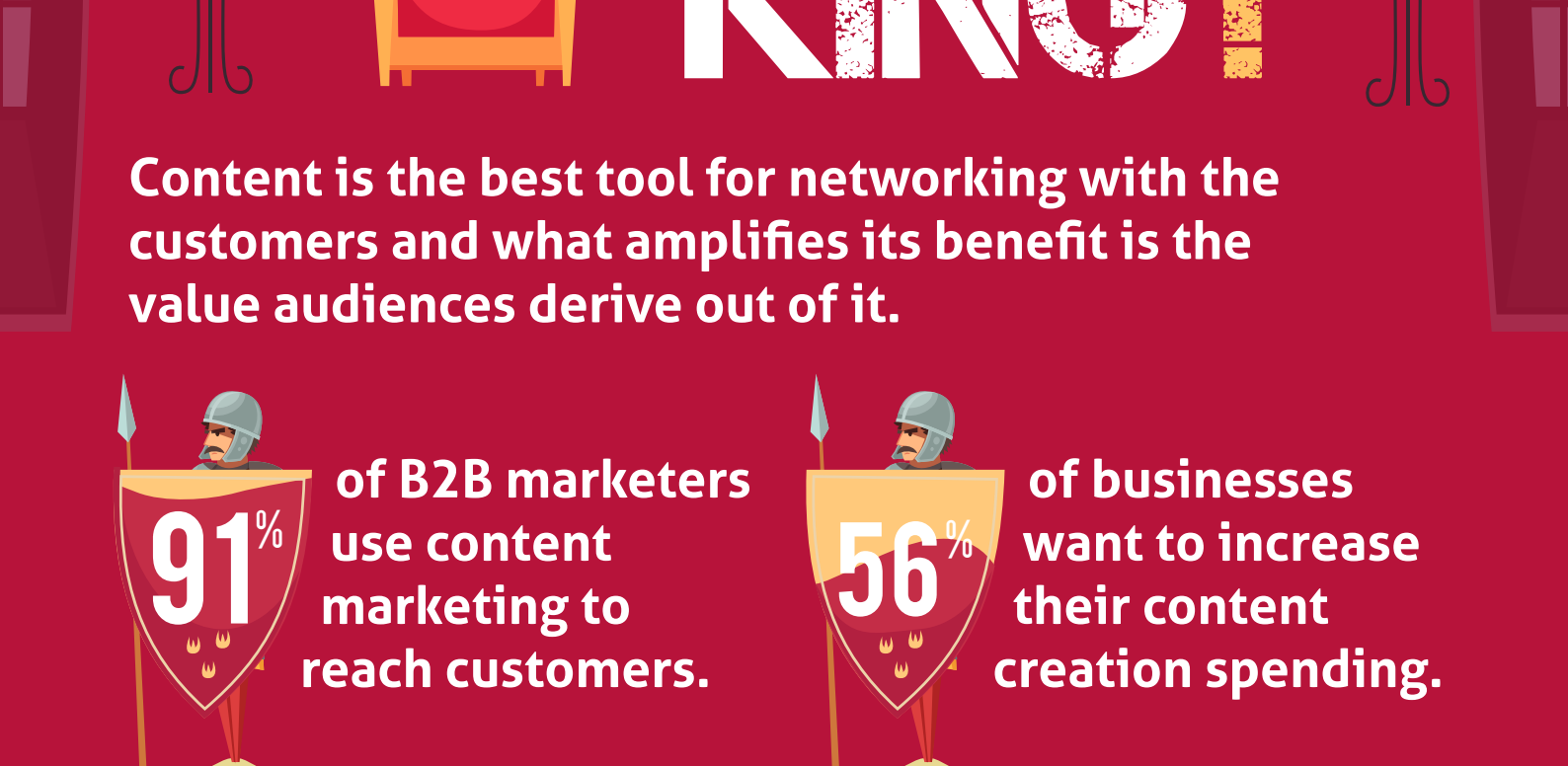


# Content and Marketing Automation

## Two Peas in a Pod



Content is the brand ambassador of any organization. You just have to make sure it's curated that way. To magnify the power of content, you need marketing automation. Let's see how.



Content is the best tool for networking with the customers and what amplifies its benefit is the value audiences derive out of it.

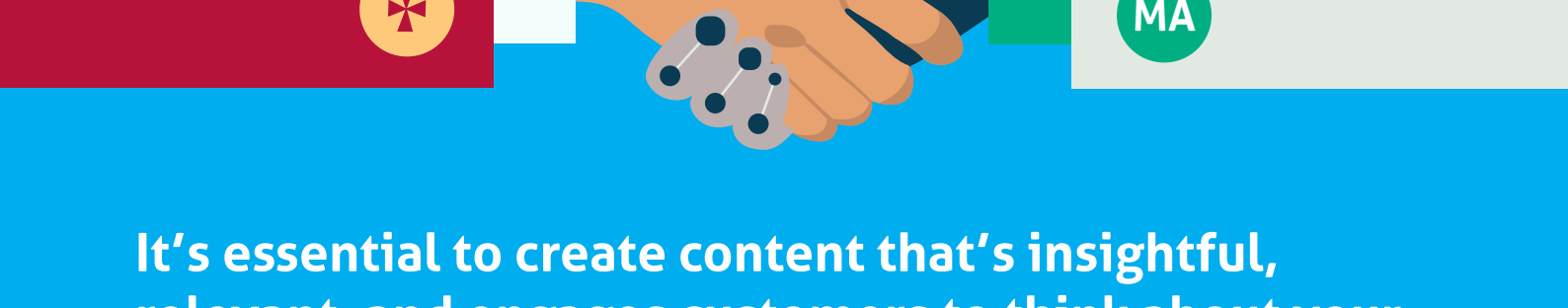
**91%** of B2B marketers use content marketing to reach customers.

**56%** of businesses want to increase their content creation spending.

Content is truly the king as it's at the core of all your marketing operations because it adds value to those who consume it and that's the whole point.



## WHY DO WE NEED CONTENT AND MARKETING AUTOMATION TO WORK TOGETHER?



It's essential to create content that's insightful, relevant, and engages customers to think about your brand. Marketing automation gives your content a pipeline so that it's delivered to the right person at the right time and helps you track the content that works for you. The duo works in action through channels like:

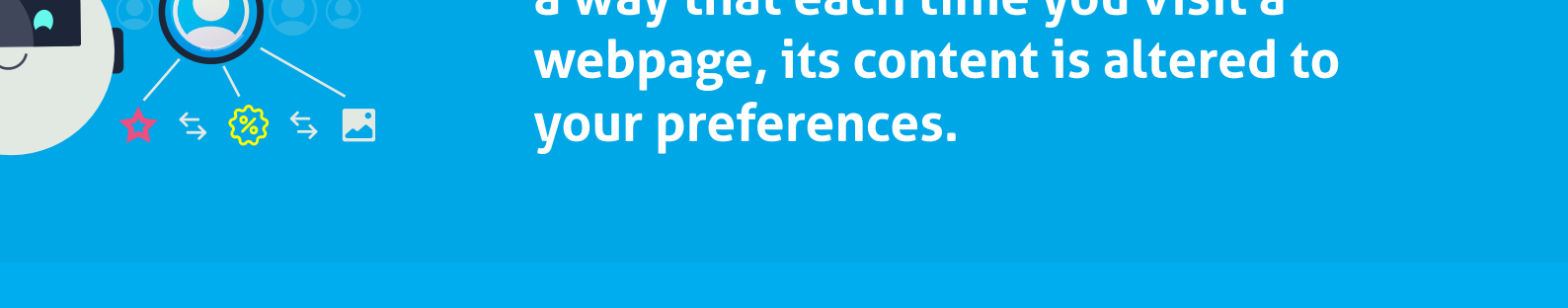
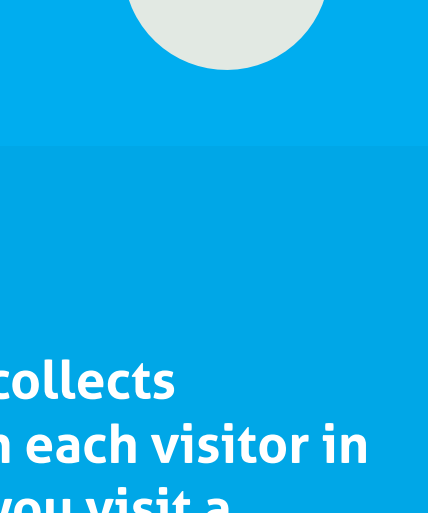


### SOCIAL

Marketing automation helps you discover insights on customer engagement across different social channels like Twitter, LinkedIn, Facebook, etc. This way, channel-specific content can be created to nurture leads.

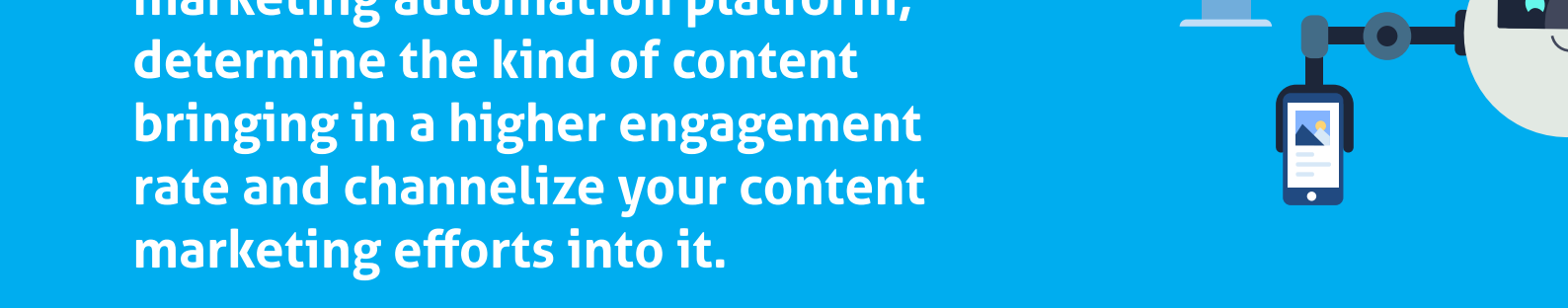
### EMAIL

**89%** of marketers state email marketing was their primary lead generation channel. Marketing automation makes sure those messages are personalized and relevant to the consumer's sweet spot.



### WEB

Web personalization collects behavioral insights on each visitor in a way that each time you visit a webpage, its content is altered to your preferences.



Create a seamless experience for users across devices by making your landing pages and email templates responsive. With insights from your marketing automation platform, determine the kind of content bringing in a higher engagement rate and channelize your content marketing efforts into it.



## HOW DOES THE DUO WORK TOGETHER?

### 1. CONTENT MARKETING

**92%** of marketers reported that their company views content as a business asset. Content marketing helps you with:

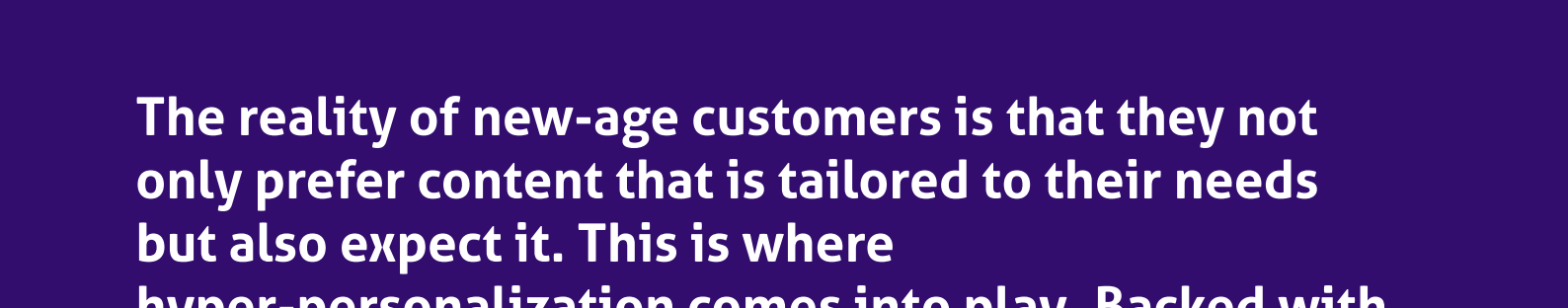
- ▶ brand awareness
- ▶ lead qualification
- ▶ customer engagement and retention
- ▶ improved sales

#### Lead Nurturing

Lead nurturing aims to bring prospects closer to conversion and build better relationships with them. The best practice is to segment and craft content based on the stage of the marketing funnel the prospect is at.



### 2. HYPER-PERSONALIZATION



The reality of new-age customers is that they not only prefer content that is tailored to their needs but also expect it. This is where hyper-personalization comes into play. Backed with AI tools and real-time data, brands get actionable insights into customer needs.

### 3. CRM



A CRM tool helps to understand what the audience wants as it tracks user engagement. With this knowledge, content marketers can get creative with the variety of content they curate.



ACE THE POWER OF THIS DUO TO REACH YOUR 2020 MARKETING GOALS!

Do you need help amplifying this duo? **Talk to us**

Just drop us a line at [info@grazitti.com](mailto:info@grazitti.com), and we'll take it from there.

Statistic References:

**Grazitti Interactive**  
Marketing for Digital Natives

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