

Workflow automation advice to help the busy B2B marketer

 By [Boris Dzhangarov](#)

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The marketing director normally faces various day-to-day challenges that have to be overcome. Workflow automation is a valuable tool that can be used in order to make it easier to achieve sales goals while serving customers better, reducing stress, costs and overall hassle...

Creating automated actions for all the tasks that come up often will help you to make sure that the important jobs will be done when they have to be done. This is what workflow automation is all about, giving you that competitive advantage that is nowadays necessary in the modern business environment. You can use [workflow automation software](#), various online tools and even develop your very own system.



Getting better leads

Those systems that are properly designed to manage and generate leads matching ideal requirements for an increase profit are always the focus of powerful workflow automation. As a very simple example, you can easily automate mail sending towards leads that live in a geographical region or that visited your site a number of times.

Customer attrition rates automatically go down as you use workflow automation systems when looking to get the targeted buyers at the start of your campaigns. Because of this, it is easier to gain a client base that would last for a longer time and that can save a lot of money.

Improving conversions

Specific workflow automation tools can be triggered based on the data that the business holds on specific customers in a database. Up selling and cross selling become a lot more effective when you have systems that allow clients to consider additional services and products matching particular needs they may have.

The simplest example of this is the Amazon cross communication section you see in "People Also Bought". Everyone knows it and it is really effective. Automatically generated lists can easily help you to increase revenues in an effortless way on practically all platforms.

Saving time - Efficiently managing teams

The self regulated workflow automation system makes it easy to get the best from your team members. You can manage creative professionals work on various channels like blogs or sites. Lists filled with professional groups can be imported, allowing really fast access to contract details and other data of importance. Automatically sending emails to a part of the list is faster. More importantly, it is not boring since you no longer need to manually send one email at once. You gain a lot of time that can be used to perform other tasks.

Decreasing workloads and competing effectively

This is highly important for the [highly effective B2B marketer](#). As a marketer, it is very important that you always minimise the element of chance and that you never miss opportunities. That is because you have limited time so there is only so much that you can do. It is a really good idea to use the appropriate workflow automation tool whenever doing marketing work. A failure to do this would easily lead towards an inability to compete with other companies and a reduced profit.

ABOUT BORIS DZHINGAROV

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