

KEVIN DOWLING



WHAT IS SALES AND MARKETING AUTOMATION?

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**EMEA LEAD, SALES ENGINEERING,
HUBSPOT**

**WHAT IS SALES AND MARKETING
AUTOMATION?**

hello, world



The Brief





We are all marketers!





Hermes



BUNDESLIGA

Hermes



BUNDESLIGA

25

7





Personal connections boost marketing power



Digital marketing can be perceived as inhuman.



What if your landing pages



What if your website

email

forms

landing pages

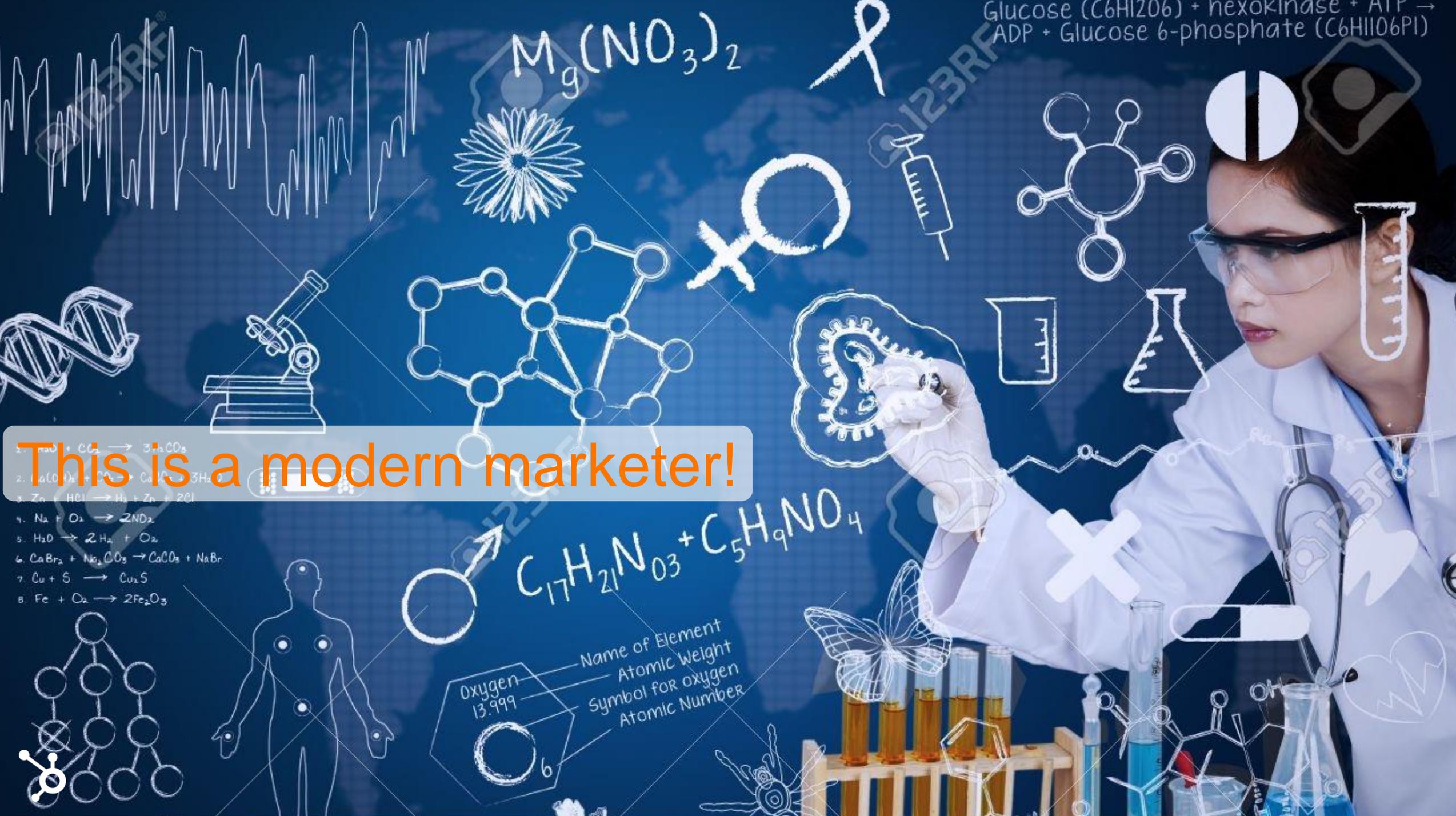
...had those human conversations?





This was a marketer





This is a modern marketer!

1. $CaCO_3 + CO_2 \rightarrow 3CaCO_3$
2. $CaCO_3 + 2HCl \rightarrow CaCl_2 + 3H_2O$
3. $Zn + HCl \rightarrow H_2 + Zn + 2Cl$
4. $Na + O_2 \rightarrow 2Na_2O_2$
5. $H_2O \rightarrow 2H_2 + O_2$
6. $CaBr_2 + Na_2CO_3 \rightarrow CaCO_3 + NaBr$
7. $Cu + S \rightarrow Cu_2S$
8. $Fe + O_2 \rightarrow 2Fe_2O_3$



Digital doesn't have
to mean impersonal





BIGLYTICS

Data insights for people, not spreadsheets.

Helping businesses understand and leverage virtually any kind of data they accumulate to drive business metrics forward.

- Smart Default
- Rule 1: Twitter
- Rule 2: Facebook
- Rule 3: LinkedIn
- Rule 4: Google+



WHAT IS "BIG DATA"?

Your business has been hoarding secrets. But don't worry, it's not your fault. We've all begun collecting data, but forgot to translate it into actual insights that can help us achieve our business goals. That's what big data analysis is for. Think you might be ready to uncover your hidden potential?



BIG DATA BUYERS GUIDE

Big Data is changing the world. Every business has a unique set of objectives for big data usage. Biglytics offers full-range data solutions for companies of all sizes. In this free guide, we explain our data services from use case to product plans to pricing tiers.

Email*

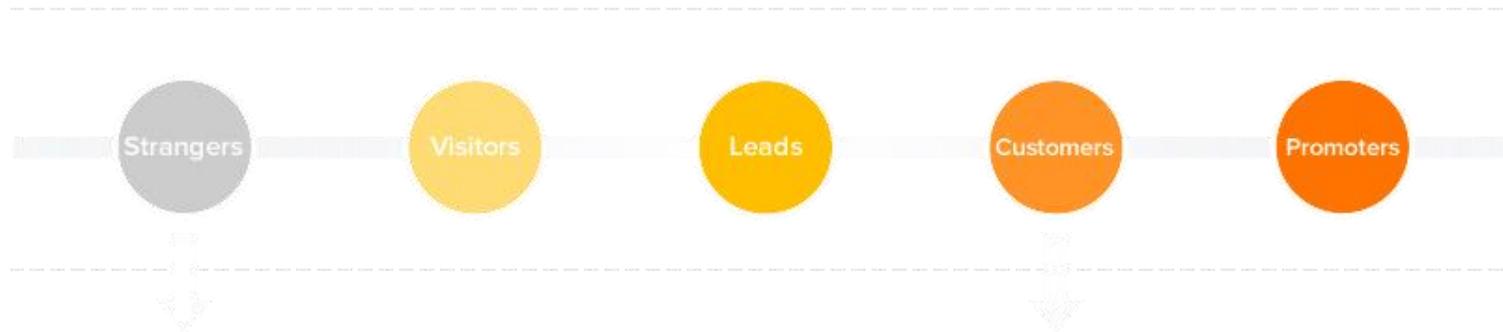
GET THE GUIDE

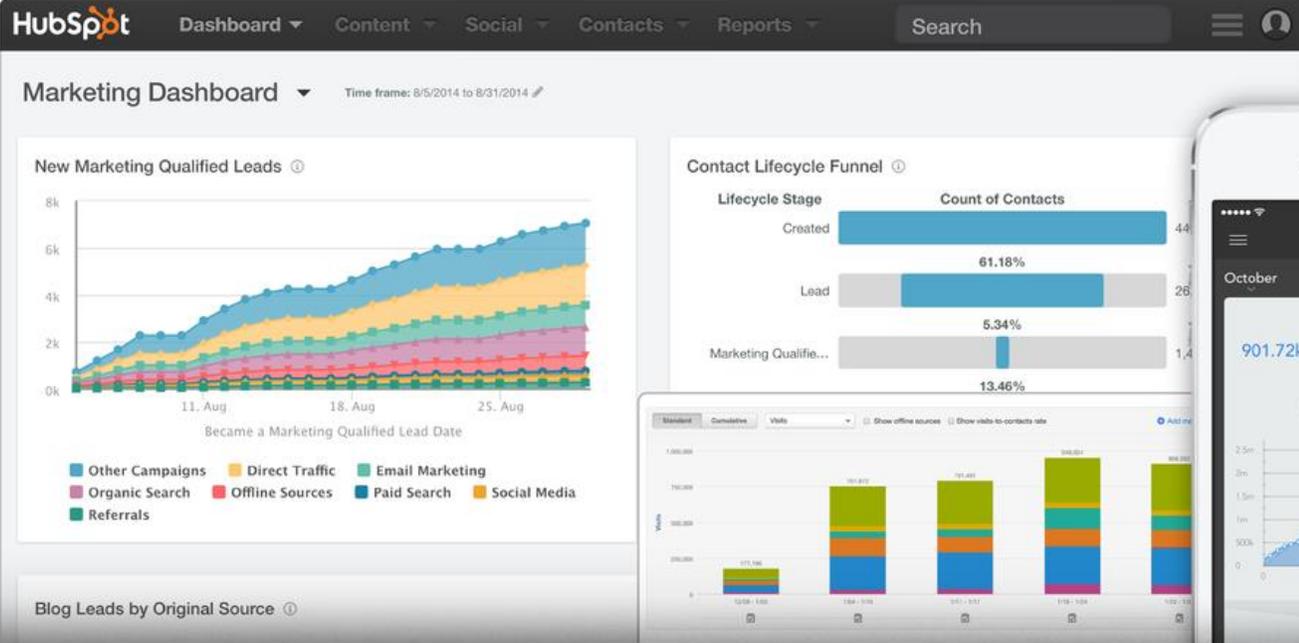
BIG DATA BUYERS GUIDE



HAL 9000







Why spend time on
automation?



A woman in a white lab coat and black leggings stands in the center of a factory floor, flanked by two large orange industrial robotic arms. The arms are positioned as if they are about to shake hands, symbolizing human-robot collaboration. The background is a clean, white industrial environment.

Marketing & Sales Automation provides a method to nurture prospects in a meaningful, measurable way



How does automation work?





Lovable



Educational

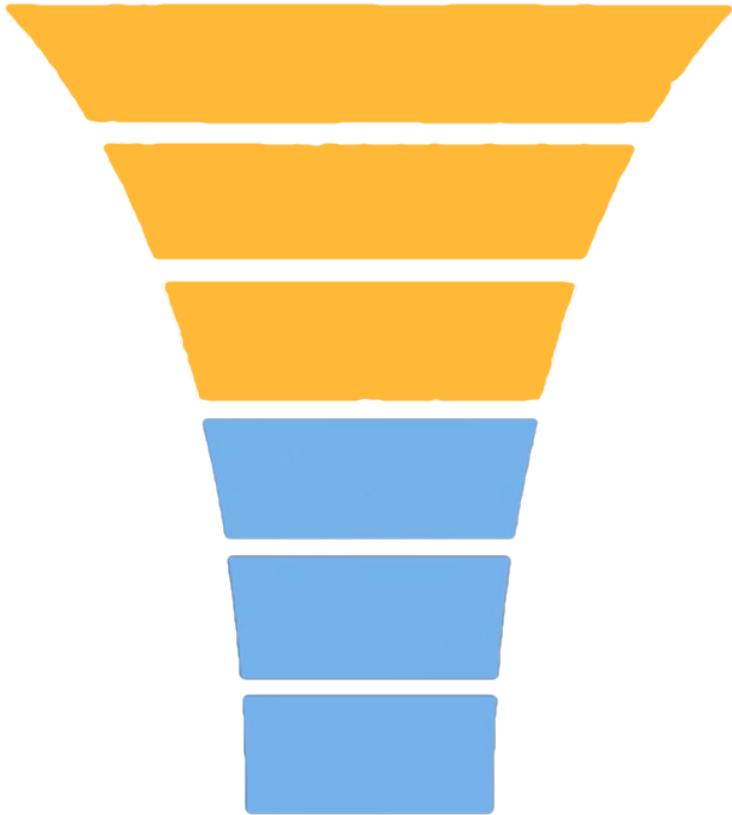


Sharable



Rewarding



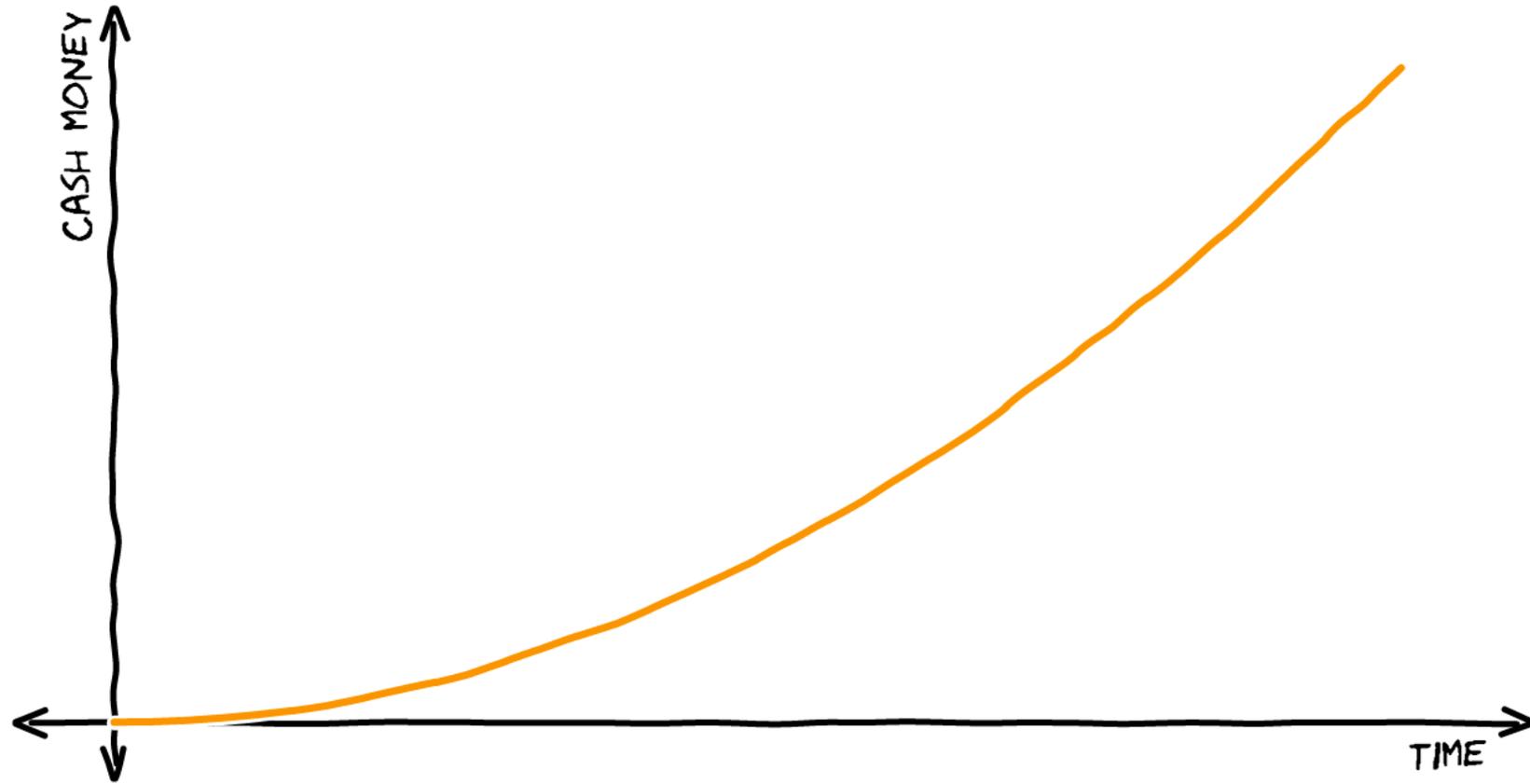


Owned by marketing

Owned by sales



HOCKEY STICK



How does HubSpot do it?





Andrew Pitre
Inbound Marketing Gentleman

ABOUT ANDREW

First Name Andrew
Last Name Pitre
Email andy@inbound.com
Phone Number 857-829-5667
Created 09/08/2014
Stage Customer
Owner Jillian Corkin (jcorkin@h...)
Company Name OptimusPrimeHS

New note Email Call

Start typing to leave a note...

B I U 11 Helvetica Neue

AUGUST 2015

Andrew Pitre submitted information
Business | HubSpot CRM

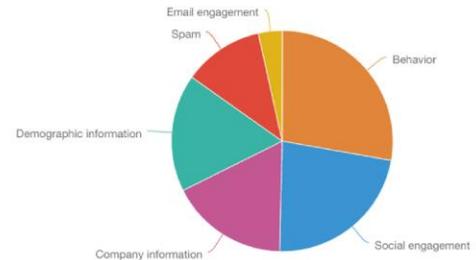
No properties updated.

Andrew Pitre viewed page Compo

Manual Lead Scoring Predictive Lead Scoring

Model Status

Your model was last updated on **Aug 13 2015 at 11:48 PM**. The score is being added to the property **Predictive Lead Score**.



Most influential attributes



MARCH 2015

- Andrew Pitre viewed page HubSpot | Inbound Marketing & Sales Software
- Andrew Pitre viewed page HubSpot CRM | Free CRM System
- Andrew Pitre viewed page HubSpot CRM | Free CRM System
- Andrew Pitre viewed page Plan Comparison | HubSpot
- Andrew Pitre viewed page Product Pricing | HubSpot Software & Services



ON

Workflow is active

[Set a goal](#)

Total started

149

Met goal criteria

11

Select an action



- Delay
- If/then branch
- Send an email
- Set a contact property value
- Set a company property value

enroll contacts when they meet these criteria:

mail. [Welcome email.](#)



First Touch

1 Year Ago

Last Touch

5 Hours Ago



[Download BIGlytics Big Data eBook](#)

Wed Mar 5, 2014 at 3:24pm

Opened



Attended [March 2014 Product Announcement Webinar](#)

Tue Mar 4, 2014 at 9:00am



Became a [Marketing Qualified Lead](#)

Mon Mar 3, 2014 at 4:20pm



HubSpot Dashboard Content Social Contacts Reports

Edit Settings Recipients Review Send or Schedule

HTML Plain Text

BIGLYTICS

BIGLYTICS FREE EBOOK

An Introduction to Big Data

LEARN MORE

more about Big Data? Download the free *Introduction to Big Data* eBook and find some useful

Mary Dawson (mdawson@acmecorp.com)	Clicked (http://www.biglytics.com)	Hide details ▲
	Sent	Jul 1 2015 10:25 AM
	Delivered	Jul 1 2015 10:25 AM
	Opened (Gmail on Desktop computer)	Jul 1 2015 10:55 AM
	Clicked (http://www.biglytics.com)	Jul 1 2015 10:59 AM

Jon@biglytics.com December 31, 2013 3:14 PM
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salesforce 13 Search... Search Help & Training Sales Team

Home Chatter Console Leads Accounts Contacts Opportunities Customer Subscriptions Reports Dashboards Documents Trials +

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Mar
Show Feed
Back to List: Cust

Lead Detail

First Touch
3 Years Ago
Facebook

Last Touch
2 Hours Ago
Opened Email

Lifecycle Stage
Customer
Since Mar 20, 2014

Salesforce Campaign

Select an Option

Request a Demo

New Product Notifications

SXSW 2013

Starred

Salesforce Last Sync Time: March 12, 2014 11:18am

Salesforce Account ID: 00270000005HtP2QAZ

Showing All 124 Interactions

March 2014

5 Emails

4 Events

Synced 2 Properties from Salesforce

Hide Properties Synced - Wed Mar 5, 2014 at 3:24pm

Website URL: http://www.biglytics.com

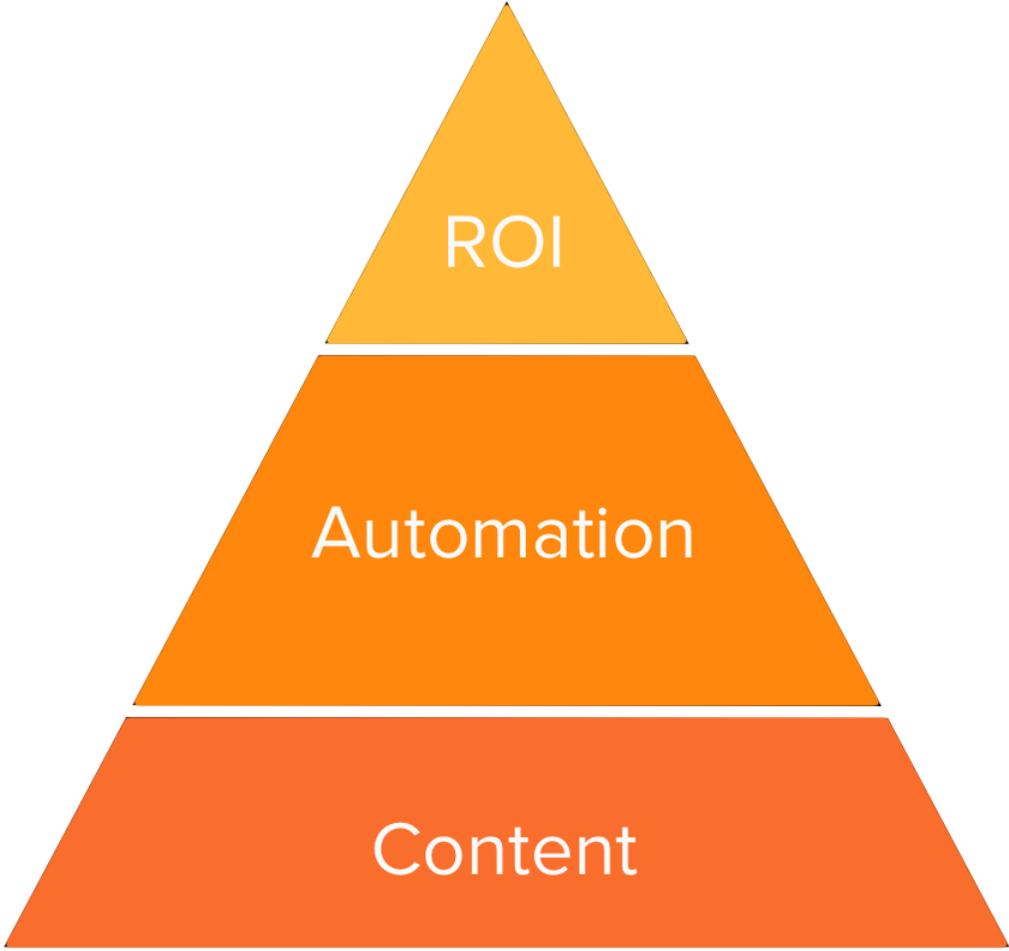
Job Title: Product Manager

HUBSPOT SCORE:

72

View in HubSpot





Transform how companies attract,
engage & delight customers.



