# 4 Advanced Marketing Automation Features You Need

# Introduction

I admit, there is a plethora of marketing automation platforms on the market today.

And most share a specific sets of capabilities, ones we, as marketers, grew to expect from such tools:

- The ability to send and schedule individual emails,
- Option to set up drip campaigns, and
- The opportunity to automate many of those features.

But that's not everything a marketing automation can do.

And in this short checklist, you'll find a list of advanced features a such tool should offer.

## Feature #1 - Lead Scoring

Do you know what's the greatest challenge B2B marketers face today?

It's following the complex and unpredictable process leads go through when seeking new products or services.

And what goes with it, marketers find it hard to understand which leads to focus their attention on first.

That's where lead scoring comes into place.

This feature allows you to assign a value to actions you deem significant within your sales process, and then score leads based on their completion of various actions.

For example, you could assess a value to leads who signed up for your email list, and then, opened 5 emails from you.

Or monitor how your active leads research the site, and grade them based on how often they came back, and which pages they've visited.

## Feature #2 - Behavior-triggered Communication

For the most part, we associate marketing automation with regular emails sent to leads on a mailing list.

But there's much more to this strategy than this.

For one, you can also communicate with leads based on their current behavior on the site, or interactions with your company.

For example, you could specify messages to send clients once they perform a specific action (i.e. click on a link in email or download a marketing material), or when other criteria is met (i.e. a specific time has lapsed since their last purchase, etc.).

In short, behavior-triggered communication helps you achieve two things:

1. Send more relevant messages that correspond with a person's current stage of the buying cycle,
2. Automate complex follow ups and never ignore a prospect.

## Feature #3 - Progressive Profiling

One of the biggest pitfall businesses make with marketing automation is overwhelming a new lead with offers, newsletters, and other information.

But the trouble is, that since those organizations know very little about the person at this point, most of the information they send is most likely irrelevant.

Progressive profiling helps overcome this issue.

This feature allows companies to set up dynamic sign-up forms to gather more information about a prospect over a period of time, starting from the basics, and build her profile progressively.

This, in turn, helps companies to improve the relevancy of their communications with a lead, and eventually start serving them the right messages at the right time.

## Feature #4 - CRM Integration

Marketing automation software can help you collect a lot of data on your leads, and act on it by presenting relevant messages.

But you can get even more out of it if you integrate it with your CRM data.

Suddenly, you can use every interactions a person has with your business to establish how to communicate with them, and when.

A CRM integration will also allow you to determine which of your marketing activities have the strongest effect on the bottom line, and structure your campaigns to target those in particular.

# Want to Get Started with Marketing Automation?

Let's Talk