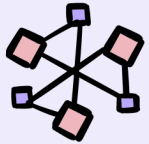


Marketing Automation: Steps to Success



Develop a **workflow**.



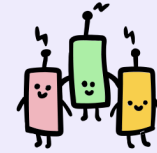
Begin **small** and expand as you go.



Only automate **fleshed-out** processes.



Learn the stages in your customer's purchasing cycle.



Understand that **buyer personas** are valuable here.



Humanize and **personalize** your marketing campaign.



Test your strategies.



Avoid standardized, catch-all marketing.



Maintain and develop **stronger relationships** with customers.

