

Marketing Automation Design

Nurture contacts and cultivate leads using marketing automation in HubSpot. Work with an Inbound Consultant to create a custom Buyer's Journey map and learn the best practices and common pitfalls of marketing automation.

Our approach to achieving your outcome

Phase 1: Discover

Week 1

- Initial call to discuss your current marketing process and future goals
- High level Marketing Hub review by your Consultant
- Discuss your company's Buyer's Journey, review existing marketing-to-sales lead hand-off processes, and identify gaps
- Create a current process map/flow

Phase 2: Configuration

Weeks 2-5

- You'll create a draft of your Buyer's Journey map, define lifecycle stages and align content accordingly
- Consultant reviews your process map and identifies opportunities for process optimization and marketing cultivation using HubSpot workflows
- Establish reporting criteria

Phase 3: Readiness & Deployment

Weeks 6-8

- Update and confirm the Buyer's Journey map and content-lifecycle stage alignment
- Review workflow best practices to automate the cultivation process
- Discuss reporting KPIs to track automation success
- Agree to a plan for building new assets to fill gaps

Phase 4: Close-out

Week 9

- Closing call
- Create/update final process documentation
- Discuss future automation opportunities
- Additional recommendations

Are you struggling with Marketing Automation Design?

If the following apply, this service is a great fit

Typical fit:

- Your Marketing team is committed to the inbound marketing methodology and nurturing leads prior to handing them over to a Sales team.
- You need strategic guidance to help align your processes and content with your Buyer's Journey and begin marketing automation.
- You have an understanding of your buyer's journey, but need assistance automating the nurture process and the marketing activities like lifecycle stage assignment.

Requirements for service delivery:

- You have marketing materials that can be used to nurture leads in each stage of the Buyer's Journey
- You are responsible for implementing any recommendations

What to expect from us

Your Inbound Consultant will provide guidance and recommendations to produce the service outcome.

In delivering the outcome we may provide:

- A project plan
- Planning templates
- Recordings of consulting calls
- One service-specific deliverable

What we expect from you

Your team will act on the guidance and recommendations of your Consultant, leveraging our Customer Support team for any "how to" questions.

Your team's stakeholders will be available to complete the service within 90 days.

You have sufficient resources to commit to at least 2 hours per week to execute on assigned tasks throughout the project.

Duration:
Up to 10 hours

USD: \$3,000
EUR: €2,800

GBP: £2,500
AUD: \$4,400

SGD: S\$4,200
JPY: ¥360,000

COP: 9,000,000
CAD: \$3,900