

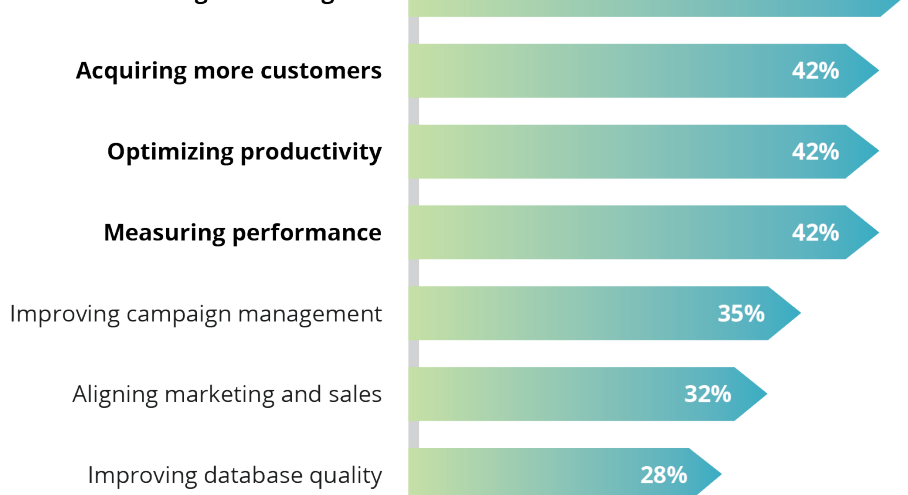
# STATE OF MARKETING AUTOMATION FOR AGENCIES

Marketing agency execs share the strategies and tactics they're using to leverage marketing automation for agency growth.



## Agencies Have Their Eye on ROI

What are the **MOST IMPORTANT OBJECTIVES** of a marketing automation strategy?

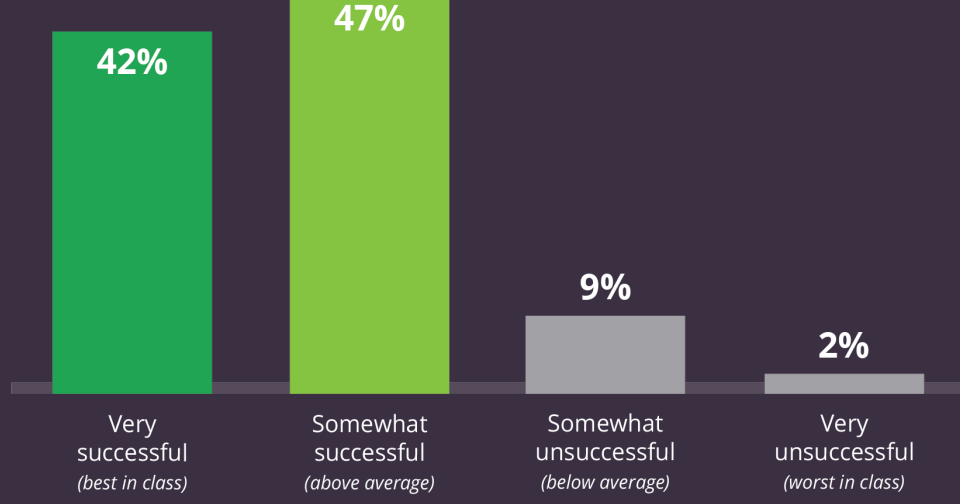


Proving ROI is an ongoing pain point for marketers, so it's no surprise that **45% of agencies rely on marketing automation platforms to show ROI** and **42% use marketing automation to measure performance** for both their own marketing efforts and those of their clients. Another key area is client acquisition, with 42% of respondents noting it as a top objective in their marketing automation strategy.



## Agencies Are Killing It With Marketing Automation

How **SUCCESSFUL** is your marketing automation strategy at achieving important objectives?

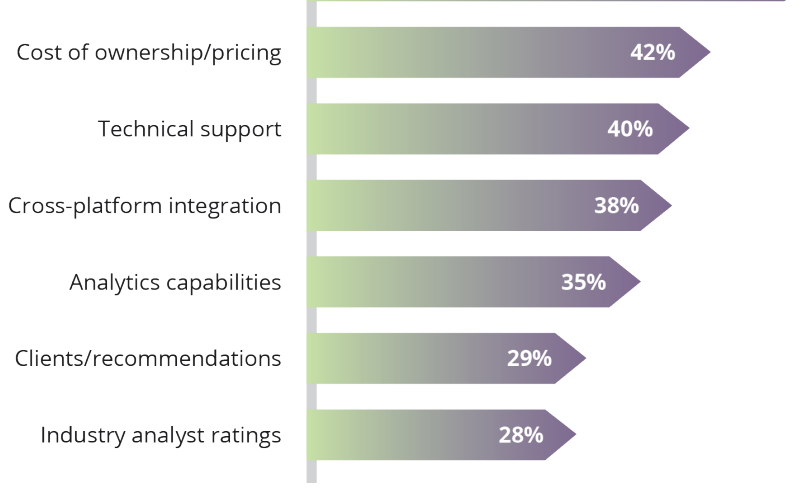


Nearly **90% of agencies say their marketing automation strategy is successful**, while only **2% count themselves as "worst in class."** An agency's strategy should be two-pronged: (1) using marketing automation to attract more clients, and (2) selling marketing automation and related services as part of its offering to clients.



## If It Isn't Easy, Agencies Don't Want It

What are the **MOST IMPORTANT EVALUATION CRITERIA** for selecting a marketing automation system?

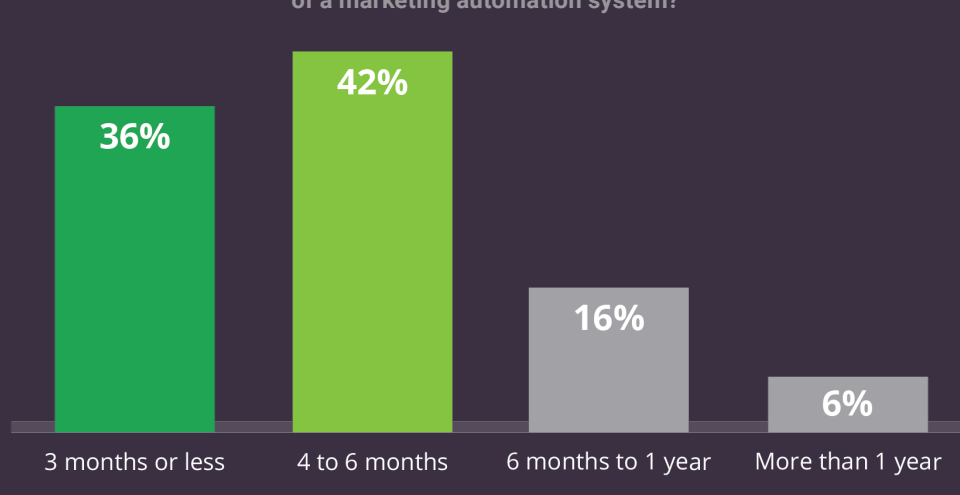


Marketing automation platforms take heed: **Ease of implementation** is ranked as the most important factor in evaluating a platform – even more so than pricing. Agencies don't have time to learn complex new systems, and they need to start generating ROI from a platform right away.



## Get It Done in 4-6 Months

What is a reasonable **TIME FRAME** for completing the implementation of a marketing automation system?

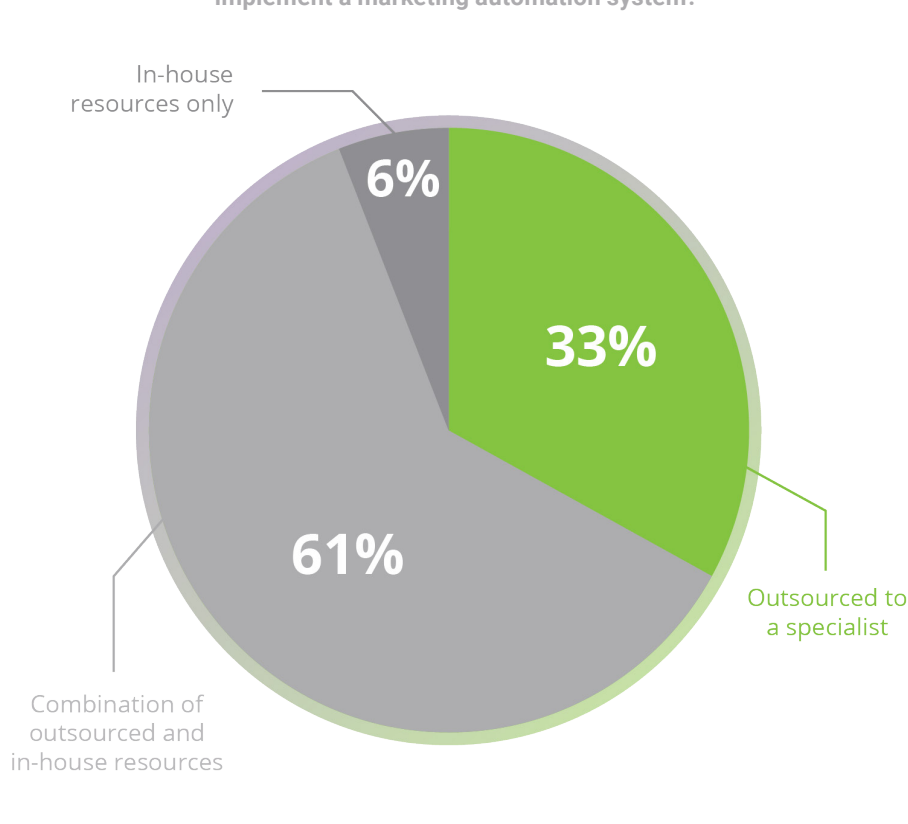


Agency execs are not known for their patience, and they make no exceptions when it comes to marketing automation. Agencies want results quickly – for their clients and for themselves. Most agency execs think a marketing automation platform should be able to be fully implemented in less than six months, with **36% saying it should be possible in three months or less.**



## Resource Crunch Means Revenue Opportunity for Agencies

Which best describes the **RESOURCES** your clients use to implement a marketing automation system?



With a mere **6% of agency clients able to successfully operate a marketing automation platform on their own**, this is a huge opportunity for agencies to provide services. Agencies should actively tout that they can offer the benefits of marketing automation without any impact on clients' human resources.

## Why choose a platform built for agencies?

- As little as 1/10th the cost of competing platforms
- Rebrandable interface, domain, notifications, and more
- Share email templates among clients
- Single sign-on to manage all clients in one spot
- Easily add clients on the fly
- Flexible platform with hundreds of integrations
- Unlimited free support
- Month-to-month billing
- Unlimited users