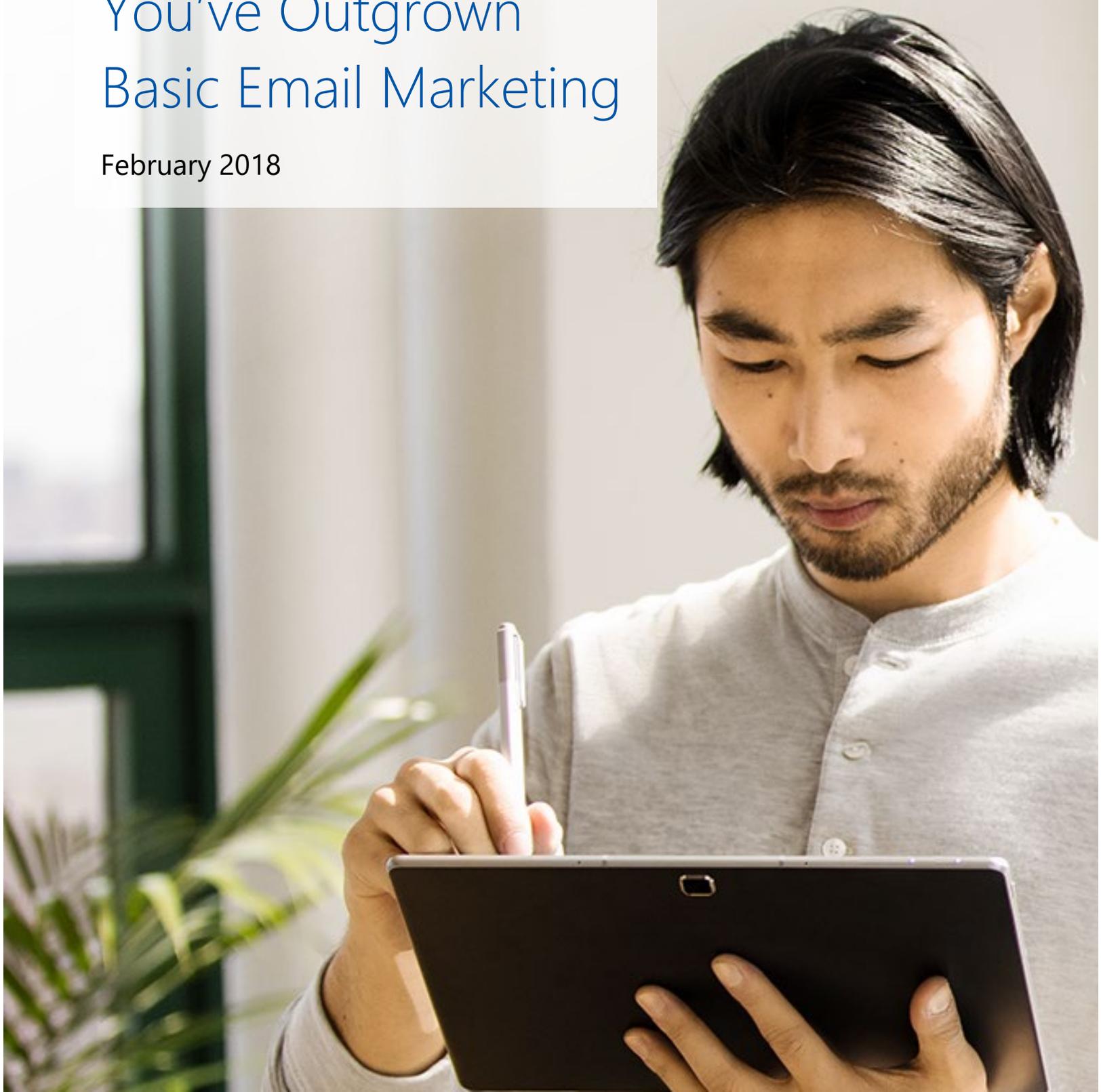Microsoft

Top Signs to Know You've Outgrown Basic Email Marketing

February 2018

Microsoft

Introduction

For business leaders in sales, marketing, or IT who are evaluating the need to move beyond their basic email marketing solution, many options exist. This document identifies the top signs to know you have, in fact, outgrown basic email marketing and provides you with valuable information about the advantages of Dynamics 365 for Marketing.

Microsoft Dynamics 365 for Marketing is a marketing automation solution designed for companies that need more than basic email marketing at the front end of their sales cycle to turn prospects into business relationships. Unlike basic email marketing solutions, Dynamics 365 for Marketing helps marketers source leads across multiple channels and personalize the experiences across the buyer's journey.

Marketers can plan, develop, and execute multi-channel, multi-stage automated campaigns, drive sales and marketing coordinated engagement in real-time, and view contact activity and lead scoring for a 360-degree view of the customer. And just like with basic email solutions, marketers can easily create professional emails with simple drag and drop design tools and configurable templates.

Top Signs to Know You've Outgrown Basic Email Marketing

Overview

Basic email marketing solutions served a valuable function for many years in the era of blast email marketing. These solutions allowed marketers to quickly build emails from templates and blast out those emails at scale. With response-based reporting, marketers could see the tactical effectiveness (bounces, opens, clicks) of their emails. However, email is only one dimension of marketing.

Increasing Marketing Technology Spend

Basic email marketing solutions cannot address the broad scope of today's marketing requirements. As a result, basic email marketing systems must be integrated with 3rd party applications, especially if companies have tried to expand their email marketing strategies and improve performance. Companies may have started with an inexpensive email marketing solution to take care of one job, but inevitably spend more money as the business pursues more sophisticated marketing strategies. Marketing is not just about sending emails; it is about engaging with leads and customers where they are with the right messages. To address these increasing demands, companies have turned to niche add-ons. However, each new application creates additional license cost, implementation cost, and integration cost, but ultimately still may not deliver on the promise of end-to-end customer engagement. If your company is increasing spend and still not increasing demand or improving lead quality, this may be a sign you've outgrown basic email marketing.

Sales and Marketing Collaboration

In today's era of personalized, multi-channel, content-driven marketing, basic email marketing solutions are not effective at aligning sales and marketing, even with add-ons. The needs of marketers include contact segmentation and personalized content delivery, often driven from potentially hundreds of attributes stored in the company's CRM solution. Without seamless marketing automation and CRM integration, sales and marketing can't effectively collaborate in real-time to confidently target the right prospects, score leads, facilitate handoffs, and track conversions. Marketers need nurture capabilities, trigger-based decisioning, and diverse response actions that transcend email. The ability to bridge anonymous web visitors all the way through sales conversion is the new expectation for marketing.

Marketers are responsible for driving more leads, better qualified leads, and ultimately marketing attributed revenue. To accomplish these objectives, marketers require a technology suite that brings together data and information from multiple channels, synchronizes that information with CRM, delivers timely, relevant communications to prospects and customers in the format they prefer, and delivers measurable outcomes.

In turn, sales teams need visibility to lead activities such as web visits, content downloads, email opens and subsequent actions to have a good understanding of where the leads are in their buying journey. With integrated marketing and sales technology, sales can seamlessly engage leads when the time is right and with a 360-degree view of their activity. If your sales and marketing teams are not collaborating seamlessly, this may be a sign you've outgrown basic email marketing.

Web, Events, LinkedIn, and Surveys

Companies must be able to source leads from all channels. Companies cannot rely only on email solutions to engage with customers. If a visitor comes to the company's website, that visit must be tracked. If a prospect attends an event, that contact's information should be captured. LinkedIn can no longer be overlooked as a source of leads. These leads must be brought into your marketing solution. If a customer completes a survey, that information should be appended to the customer record in CRM. These interactions can be stored in a common database with immediate and easy access for both sales and marketing. These are just some of the advantages of integrated marketing automation and CRM. Even with a myriad of 3rd party add-ons, basic email marketing solutions can't deliver this value. If you are not able to manage these channels in a single application, this may be a sign you've outgrown basic email marketing.

Single Version of the Truth

Companies have faced the challenge of cobbling together point solutions from multiple vendors to achieve the broad capabilities now available in Dynamics 365. Microsoft has brought Dynamics 365 for Marketing to its customers to fulfill the vision of a single, fully integrated customer engagement platform for Sales, Customer Service, and Marketing. With a shared database, common reporting, and seamless user interface, your sales and marketing users no longer have to debate the accuracy of their data. If you are struggling to find the truth in your data, this may be a sign you've outgrown basic email marketing.

Dynamics 365 for Marketing: High Value Features

Dynamics 365 for Marketing is a marketing automation solution, designed for the front end of sales cycle, to help growing business turn prospects into business relationships. As a connected system across sales and marketing teams, it is easy-to-use, works seamlessly with Dynamics 365 for Sales and Office 365 tools, and has embedded intelligence. This helps marketers nurture more sales-ready leads, align sales and marketing, make smarter decisions, and grow with an adaptable platform. Dynamics 365 for Marketing goes beyond basic email marketing to offer:

- Multi-channel campaigns via Email Marketing, Landing Pages, Events, connector to LinkedIn, and Microsoft Social Engagement
- Lead Management via Personalized buyer's journey, Dynamic segmentation, Multiple lead scoring, and Business process automation
- Event Management, Event Portal, Attendance Tracking, and ON24 webinar integration
- Marketing insights via dashboards, Interactions insights, and pre-built Power BI Content Packs

Dynamics 365 for Marketing vs. Basic Email Marketing

Dynamics 365 for Marketing is a marketing automation solution that delivers significantly greater functionality and technical scale than the common email marketing solutions. For companies seeking to take their marketing to the next level, Dynamics 365 for Marketing is a strong foundation to build upon.

CAPABILITY	DYNAMICS 365 FOR MARKETING	BASIC EMAIL MARKETING TOOLS
Email Marketing Service	X	X
Email Templates	X	X
Email Inbox Preview	X	
Marketing Pages	X	X
Campaign Automation	X	X
Social Media/Blog Tracking	X	X
Web Tracking	X	X
Surveys	X	
Segment on all contact attributes or behaviors	X	
Lead Scoring	X	
LinkedIn Integration	X	
Events Planning	X	
Events Portal	X	
Built on same platform as Dynamics for 365 Sales (CRM)	X	

For mass email marketing, basic email marketing tools may be adequate. However, as the challenge of reaching and engaging with customers with timely and personalized content grows, marketers need a scalable suite of capabilities at their disposal.

Real-world Scenarios

Dynamics 365 for Marketing allows companies to easily deliver on many of the most common real-world scenarios. Today, businesses are launching new products or entering new markets with increasing speed. The marketing team must be able to orchestrate this launch across every touchpoint with prospects and customers - content on the website, email offers, launch party events, and customer feedback surveys. With Dynamics 365 for Marketing, the marketing team can define launch campaigns triggered through targeted segmentation that is driven off of key customer purchase history stored in Dynamics 365 for Sales.

Dynamics 365 for Marketing offers unmatched capabilities for event planning and execution. No other marketing automation solution delivers a seamless experience for event logistics, speakers, schedule coupled with event invitation, and attendance tracking. Dynamics 365 for Marketing Event Portal creates a unique and personalized experience for event invitees.

Now with Dynamics 365 for Marketing, Marketers can automate nurture campaigns that ensure relevant interaction with customers. Predefined templates for emails and customer journeys enable marketers to quickly define and build repeatable experiences for their customers. Whether it is a monthly newsletter, a product update, or grand opening, Dynamics 365 for Marketing customer journey designer provides an easy-to-use tool for customer engagement.

The ability to support these and many more real-world scenarios is what separates Dynamics 365 for Marketing from other solutions.

Business Benefits Delivered

As described above, Marketers can source leads from many channels, engage in relevant conversations, track activities by leads, and improve marketing ROI by leveraging Dynamics 365 for Marketing as a single, connected system across sales and marketing. To summarize, Dynamics 365 for Marketing delivers strong business value in many key areas:

- Quick to deploy with hassle-free connectors. Dynamics 365 for Marketing shares the same platform as Dynamics 365 for Sales.

- More sales-ready leads through multi-channel campaigns and personalized buyer's journey that makes your company more relevant at each step.

- Better sales and marketing alignment with 360-degree view of customers, common database, and connected business processes.

- Smarter decisions and the ability to respond quickly to customers by tracking and analyzing all customer interactions with dashboards and insights.

- Quick to configure for your business with modern templates and designer tools. Easy to further extend for your unique needs.

With these valuable business benefits and Microsoft's continued investment in the Dynamics 365 platform, Dynamics 365 for Marketing has set a new standard for powerful marketing automation.

Making the Transition

Switching from a Basic Email Solution

Making the transition to Dynamics 365 for Marketing is easy. As a cloud-based application, there is no software to install. With out-of-box templates for emails, marketing pages, and Customer Journeys, marketers can quickly start using the solution. Marketers can expand and execute marketing ideas and improve marketing ROI with an all-in-one platform.

Also, with Microsoft's vast network of certified Dynamics 365 partners, companies can always find qualified resources to help them get the full value from the solution.

Companies looking to upgrade their marketing can now make the move to Dynamics 365 for Marketing. As a full featured marketing automation solution, Dynamics 365 for Marketing serves as the foundational solution companies need to turn their prospects into business relationships.

Try Dynamics 365 for Marketing