



# SMB

## Marketing Automation

### Adoption & Trends

**56% SMBs**  
Marketing Automation is among Top 10 relevant technologies

**36% SMBs**  
are planning to Use Marketing Automation

**44% SMB**  
afraid of using it because they think it is too complex

**US\$2 Billion**  
in US Spend on Email Marketing Marketing Automation

## Top 3 Reasons for using marketing automation



**1 Customer Acquisition**  
69% Identifying new customers  
43% Better managing demand generation

**2 Customer Cross Sell**  
54% Generating more from existing customers  
34% Customer specific marketing message

**3 Marketing Monitoring**  
20% Social Media monitoring  
10% Tracking Marketing ROI

## Top 3 Benefits Realized by using marketing automation

**51%**  
Manage leads better

**48%**  
Improvement in demand generation

**45%**  
Improved Marketing ROI

**TOP Benefits realized by Small Businesses (1-99 Employees)**  
1. More Leads  
2. Shortened Sales Cycles  
3. Better Lead Quality  
4. Lower Sales Costs  
5. Better Personalization

**TOP Benefits realized by Mid-Market Businesses (100-999 Employees)**

1. Increased Sales Productivity
2. Better Understanding of Customer
3. Better Campaign Reporting
4. Better Demand Generation
5. Better Lead Management

**Avg. No. of users:**

Small Business = 2  
Mid-Market Business = 24

**Avg. Monthly Spend**

Small Business US \$180  
Mid-Market Business US \$2700

## Top 3 Selection Criteria for marketing automation solution

**70%** Ease of Use & deployment

**67%** Price of Solution

**59%** Integration ability

## Top 5 Features Currently using & planning to use



**Current**  
Email Marketing  
Campaign Management  
CRM Integration  
Message Personalization  
CEO



**Planned**  
Campaign ROI reporting  
Social Media Monitoring  
Monitoring web visits  
Lead nurturing  
Lead scoring

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