



Marketing Automation architecting and customization

The outsourced management of your marketing automation software by hands-on experts dedicated to outperforming every standard industry benchmark.

Why you should care

We've seen scores of marketing automation set ups and, from the simplest to the most sophisticated, they always have one thing in common: They could do more. Whether it's a green or brown field installation we can squeeze more from your marketing automation system (particularly maximizing your content investments).

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



Architecting in Action

OpenMarket

Set up OpenMarket's Marketo system as a lean, mean content marketing machine. Within 9 months we reported:

- Marketing influence on pipeline unknown to 60%
- Average deal size up 31%
- New MQLs up by 350%
- Marketing attribution at 10% of all revenue and growing

[Learn more](#)



How it works

We have a 360-degree view of your business so implementation means true customisation and never a templated, cookie-cutter approach. The "hands on" implementation work is targeted to your unique objectives. Typical set up processes include:

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| <p>Account set-up Setting user roles and team members, handling email deliverability processes, creating data fields, integrating automation and CRM, defining your lead scoring model...</p> | <p>Marketing campaigns set-up Defining your channels, set up your landing pages, forms and emails, and create your first nurture campaign.</p> | <p>Reporting set-up Mapping out your marketing and sales lifecycle so you can measure your end-to-end funnel performance and attribute marketing success.</p> | <p>Dynamic content and real-time personalisation Targeting your campaigns in an ABM (account-based marketing) fashion. Targeting emails and landing pages based on demographic or behavioural data.</p> |
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Goal Setting

Plot on marketing maturity curve using survey examples



Getting started

If you want to get your marketing automation tool firing on all cylinders, get in touch. Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099