

# The Marketing Automation Landscape

## Data & Content

### **CUSTOMER**

- Accounts
- Contacts

### **CORPORATE**

- ► ERP
- ▶ Call Center
- Web Analytics
- ▶ Data Warehouse
- Messaging
- Collateral
- ► Creative Assets

## **Marketing Automation Platform**

### Marketing Resource Management (MRM)

- ► Strategic Planning
- Financial Management
- Review & Approvals
- Creative Workflow

### Marketing Asset Management (MAM)

- Digital Asset Management
- BrandManagement
- ► Localization
- Content Management
- Contact Management

## Multi-Channel Campaign Management

- ► Segmentation
- ► List Management
- Offer Management
- One-to-One Dialog
- Event Triggered Marketing
- Personalized Microsites

## Lead Management

- ► Lead Qualification
- ► Lead Scoring
- ▶ Lead Distribution
- Nurturing

## Intelligent Customer Communication

### **PRINT**

- Advertising
- Catalog
- ▶ Direct Mail

### ONLINE

- ▶ Search
- ▶ Email
- Social Media
- Web Event

#### TELEPHONE

- ▶ Telesales
- ► Call Center
- Telemarketing

### **VIDEO**

- ▶ Television
- ▶ Viral
- ▶ Web

### IN PERSON

- Sales Force
- ▶ Events

Analytics & Business Intelligence