



Marketing Automation Consulting

Unlock the full potential of your marketing automation technology

Learn how to use your marketing automation technology to its full potential and put in place strategies that will deliver better marketing results.

No matter the platform, Marketing Automation Consulting empowers you to optimise your use of marketing automation technology.

Working closely with you, Marketing Automation Consultants from Qrious will identify areas of opportunity for your business to deliver more effective automated programmes that are powered by data.

Taking an iterative approach, they will take you through strategy roadmap creation, best practice programme design and identify opportunities for the ongoing optimisation of your marketing programmes.



Why Marketing Automation Consulting?



Improve efficiency and relevancy

Learn best practice programme design to streamline internal processes, and automate communications based on the customer lifecycle phase, so you can deliver more effective, relevant and timely messages.



Improve personalisation through data

Establish strategies to improve the collection of useful, actionable data, and learn how to feed this into your marketing programmes for increased personalisation.

What does Marketing Automation Consulting deliver?

Borrowing from agile marketing principles, Qrious Marketing Automation Consulting delivers faster time to value by taking an adaptive, iterative approach driven by validated learnings.



Discovery process

During the discovery process we help identify, quantify and prioritise opportunities. We outline marketing objectives, and identify touchpoints and gaps within the current customer journey. Available customer data is assessed to produce personalised, targeted communications while also considering privacy, governance and integrity.



Roadmap strategy

The output of the discovery process is a roadmap. This outlines the best opportunities for improvement, and provides recommendations on what to action first to deliver the most value. The roadmap can span the entire lifecycle or focus in-depth on a particular phase depending on your needs.



Programme design

The programme design phase focuses on understanding and articulating programme objectives, success metrics, and incorporating a multi-channel, data-driven approach. Covering customer touchpoints and key messaging this phase provides a comprehensive implementation plan to make execution easy.



Review and optimisation

Once the programme is implemented it's essential to track your results and ensure continual improvements. We can help review the performance of your marketing activities, track success metrics in line with your objectives, and provide tangible recommendations for optimisation.

Why Qrious?

Qrious has extensive knowledge and experience creating and delivering marketing automation strategies specific to the New Zealand context. Combined with an in-depth understanding of data and technology capabilities, Qrious is uniquely placed to help you optimise your use of marketing automation.

Ready to take your Marketing Automation to the next level? Talk to us today at info@qrious.co.nz