



Marketing Automation Strategy

Build a plan to create sophisticated data-driven programmes that get results.

From acquisition to onboarding, retention and growth, a Marketing Automation Strategy will help you optimise customer engagement across the entire lifecycle.

Marketing automation enables organisations to deliver exceptional experiences that are relevant, timely and personal. Having a solid understanding of the customer journey and how your marketing communications deliver value, will help you truly reap the rewards.

A Marketing Automation Strategy, created with a Qrious marketing automation specialist, will help you create highly personalised data-driven marketing programmes that delight your customers every step of the way, while improving marketing ROI for your organisation.



Why a Marketing Automation Strategy?



Happier customers

Get the most out of your marketing automation platform to deliver exceptional customer experiences across every touchpoint. Understand your customer needs, and deliver personalised communications that customers love.



Best practice use of data

Ensure you're collecting rich customer data at every touchpoint. Gain insights into how to use this data to optimise customer experience and increase relevance of marketing programmes.



Better marketing ROI

Successfully deliver outcomes in line with marketing and business objectives, with tangible, trackable benefits to prove marketing return on investment.

How does Marketing Automation Strategy work?

A Qrious specialist will run one or more strategy workshops with you and your team. Leveraging our proven methodologies, they'll develop a comprehensive roadmap and make best practice recommendations.



Marketing and business objectives

Identify and prioritise marketing automation opportunities that help deliver to your marketing and business objectives. With a clear understanding of tactics and timelines, you'll understand how to achieve key milestones and deliver valuable business outcomes.



Customer discovery

Identify all customer touchpoints and any gaps in the current customer journey. We can work across the entire customer lifecycle or focus on a particular phase. Locate pain points and opportunities where additional communication can ease the way.



Actionable marketing data

We help assess your current data landscape and identify accessible data that will deliver personalised, targeted communications. Keeping privacy, governance and best-practice in mind, we help discover opportunities to leverage data and automation for continued improvements.



Lifecycle programme recommendations

Gain a comprehensive overview of your current marketing activity and where you can improve. We'll create a roadmap that outlines the best opportunities and recommendations for what to action first to deliver the most value quickly.

Why Qrious?

Qrious is uniquely placed to help create your marketing automation strategy. We have extensive knowledge and experience creating and delivering marketing automation strategies in New Zealand, as well as an in-depth understanding of technology capabilities,

Ready to get started on your marketing automation strategy? Talk to us today at info@qrious.co.nz