

# Workflow for Executing Marketing Automation



## Assess Needs

Identify Silos and evaluate how automation can address them

## Choose the Right Tool

Consider Company Size, budget, integration needs



## Train Teams

Invest in training to ensure effective utilization across departments

## Integrate Systems

Seamlessly connect automation tools with CRM and ERP



## Measure & Refine

Analyze metrics regularly to refine strategies

## Continuous Improvement

Regularly review and adapt to evolving business needs

