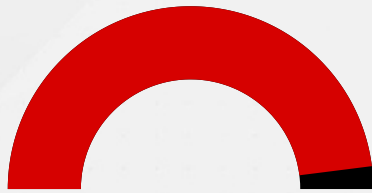


Boost your sales with

# 7 Automation tips



# 1. LEAD NURTURING



**96% percent of visitors  
visiting the website is not  
ready to purchase**

Gathering leads is the first step in marketing. Not every lead will be your customer. Nurturing is the process of establishing communication with the lead, keeping them interested until they become sales-ready! Lead Nurturing strategies are very effective

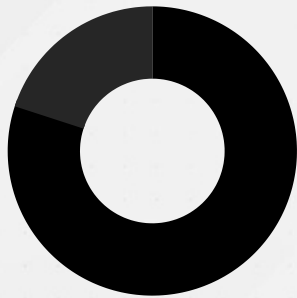
# 2. LEAD SCORING



**70 % percent of leads are  
lost due to ineffective  
follow-up**

Nurturing leads can while will help you in keeping interested until they become sales-ready, Leading score can you help segregate leads in those who will purchase immediately and those who are required to be nurtured. once the leads are identified, it is important to implement an effective lead scoring

### 3. DRIP MARKETING



**Drips email open rates are 80% higher than the single sends**

Drip marketing is an advanced marketing automation strategy where messages are sent to the customers via email automation based on their online behavior.

Drip email

Marketing is highly effective. It helps develop and nurture relationships with Prospective customers, ensuring that one can close sales at requires time

### 4. PERSONLISED CONTENT



**Conversions rates Boost up to 5% more with personalized content**

Content is the backbone of your marketing strategy. With customers' expectations changing, their needs are no longer met by businesses that push generic messages. You need to provide content that connects with your customer and engage their attention like never before. Sending content that is irrelevant can lead to loss. Therefore it is important to identify the customer's characteristics before tailoring the content.

## 5. CRM



**74% of marketers said CRM has improved the access to customer data**

Keeping the customer satisfied and happy is the ultimate thing required in the business. Implement a CRM system into the marketing strategy that can track the data ensuring you can provide improved services and customer lifetime value to the buyers

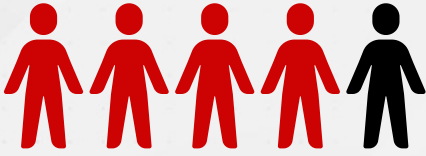
## 6. SEGMENTING THE LIST



**Targeted emails to buyer personas increase email click-through rate by 16%**

If you want to increase your engagement and maximize your ROI it is important to use the list segmentation that is tailored to a different group of customers. Marketing automation can help you subdivide your content. Once this is done, use the tailored content, which is less likely to be ignored

## 7. WEBSITE VISITOR TRACKING



**40% of Marketers  
segment their list based  
on buyer persona**

Website visitor tracking is one of the most important automation strategies that One cannot afford to miss it. Website tracking can help you track and trace the Steps and actions your visitors' website.

It helps you track the customer's Purchases journey will help you provide the relevant information to accelerate your sales An automation strategy when implemented correctly can do wonders for your revenue figures

Get an 30 minute free call with us

[book an appointment](#)

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