

# Marketing Automation: The Secret Sauce

with Deirdre Mahon & Georgia White

**cattledog** X pendula  
DIGITAL



**Georgia White**  
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DIGITAL

**“Marketing can  
be learned in  
hours...  
but takes a  
lifetime to  
master”.**

*Philip Kotler*



INBOUND & OUTBOUND



GLOBAL MARKETING TOUCHES  
VS JOURNEY NURTURES



HOW DO YOU KNOW IT'S  
WORKING?



THE RIGHT CADENCE

# INBOUND & OUTBOUND MARKETING.

Strike the right balance  
Be patient, it takes time!  
Quality over quantity?

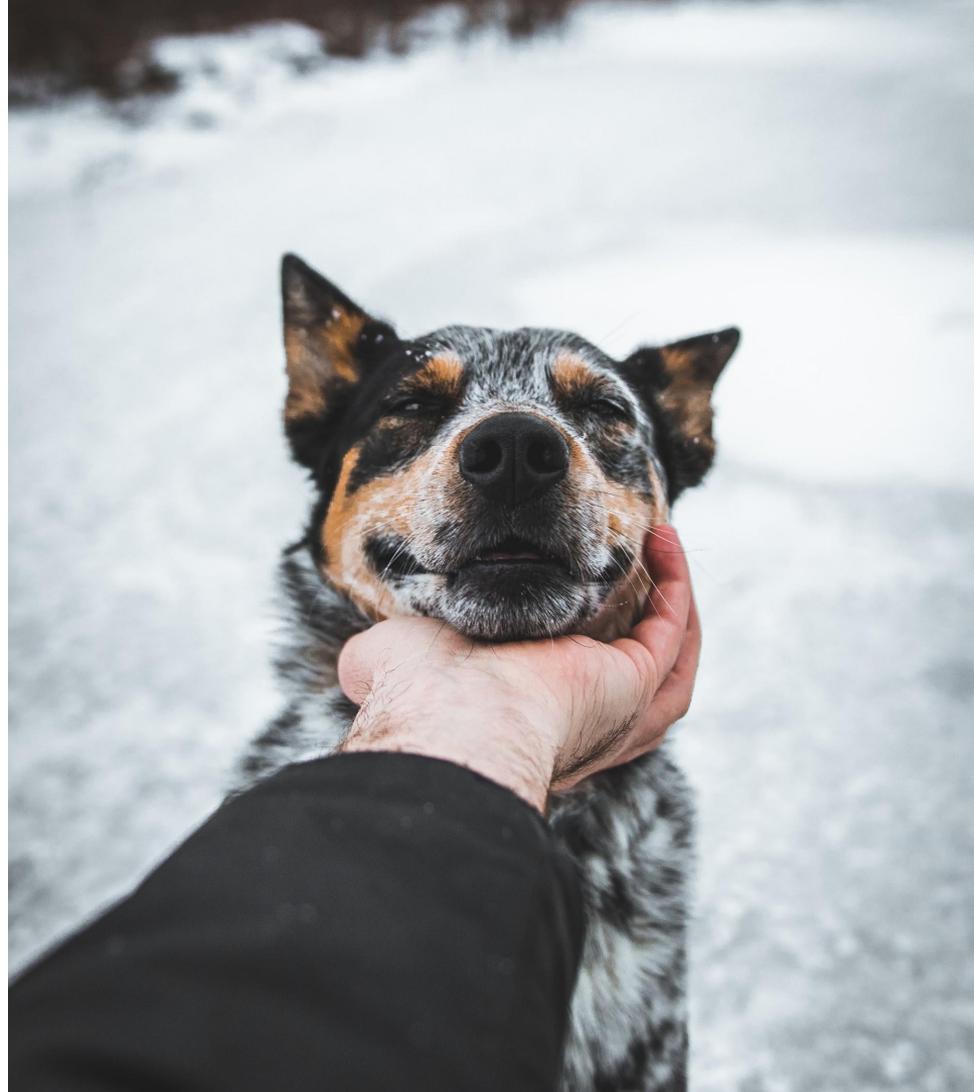
**Inbound** practices produce **54% +** leads than outbound.  
**Inbound marketers** double the average site conversion,  
from **6%** to **12%** total.



# GLOBAL MARKETING TOUCHES VS JOURNEY NURTURES.

Know your customer personas  
What's the buyer journey?  
Outside-in & personalize content.

Improve open rates + engagement rates  
by **25-46%**



# HOW DO YOU KNOW IF IT'S WORKING?

Define goals + outcomes  
Does everyone agree?  
Share insights & dashboards.

Avoid over-metricating. Ultimately **ROI = Revenue**  
MQLs, SQLs useful. Stick to the shared.



# CADENCE + CALENDAR.

Plan ahead. Ideally a quarter-half  
Wait, other groups communicate!  
Pan-out and see big picture.

The largest % of marketers (39%) send 2-3  
emails / month



# **SUMMARY.**

Tailor your automation journeys. **Segmentation** is your friend.

**Data** is king (or queen) and you need to continually keep it updated.

Run **small tests** to understand what's working before a big push.

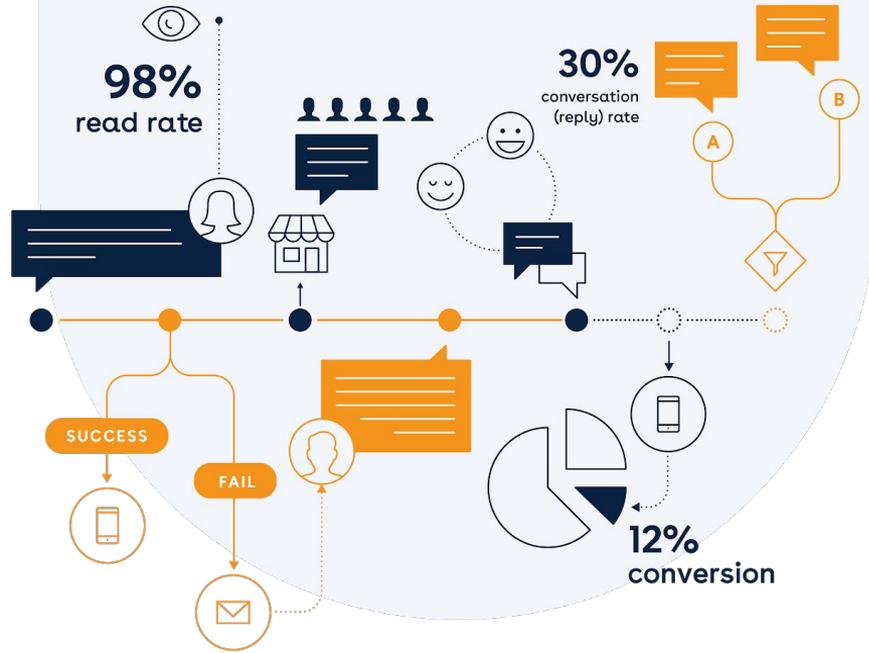
**Define your goals**, communicate to all groups involved.

Plan **holistically**.

# pendula

Pendula is powering the shift from broadcast to conversation by enabling two-way messaging and workflow at scale. **Turn your customers from recipients to participants in your brand experience.**

- Configure powerful, automated conversations and workflows based on outbound or inbound customer interactions
- Connect Pendula to your existing systems of customer record like Salesforce or Zuora
- Send and receive messages across SMS, email, social, post and fax



# Full-stack, Digital Business Transformation



**Simplify**



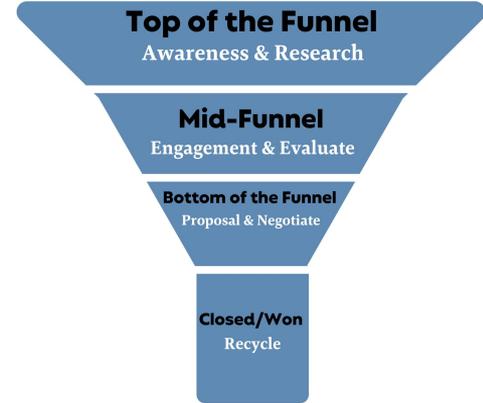
**Transform**



**Activate**



**FINANCIALFORCE**



Providing full-funnel architecture solutions  
for innovative businesses globally.



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# Thank You & Questions?



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