



Educational Webinar Series

Marketing Automation for Manufacturers





What is Marketing Automation?



Challenges & Considerations



Platforms & Costs

Research by VentureBeat indicates that 80% of marketing automation users see an increase in leads, and **77% experience an increase in conversions.**

- Efficient lead generation
- Improved customer relationship management
- Personalized Communication
- Streamlined workflows
- Data-driven decision marketing



**Automate key interactions,
increase value-add, improve
customer service and rocket
sales with superhuman sales
teams**





Email Marketing



Web Tracking



Lead Scoring



Nurture
Marketing



SMS Messaging



Campaign
Tracking



Form Capture



Surveys



Landing Pages



Social Discovery



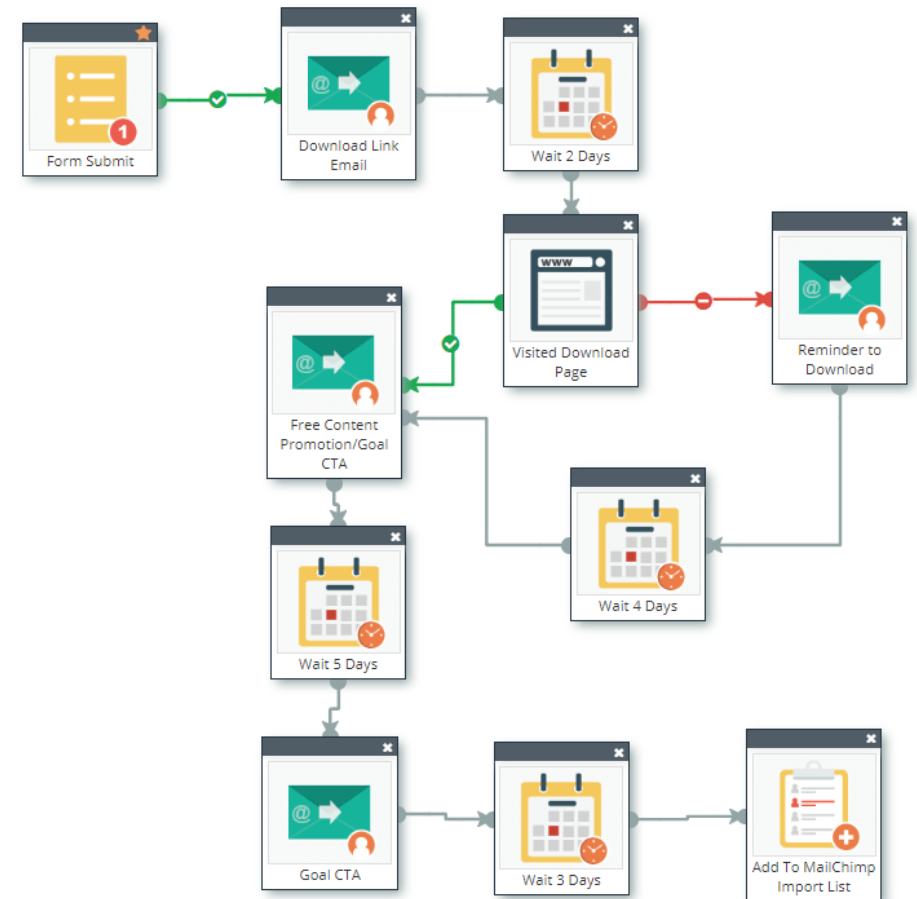
Event
Management

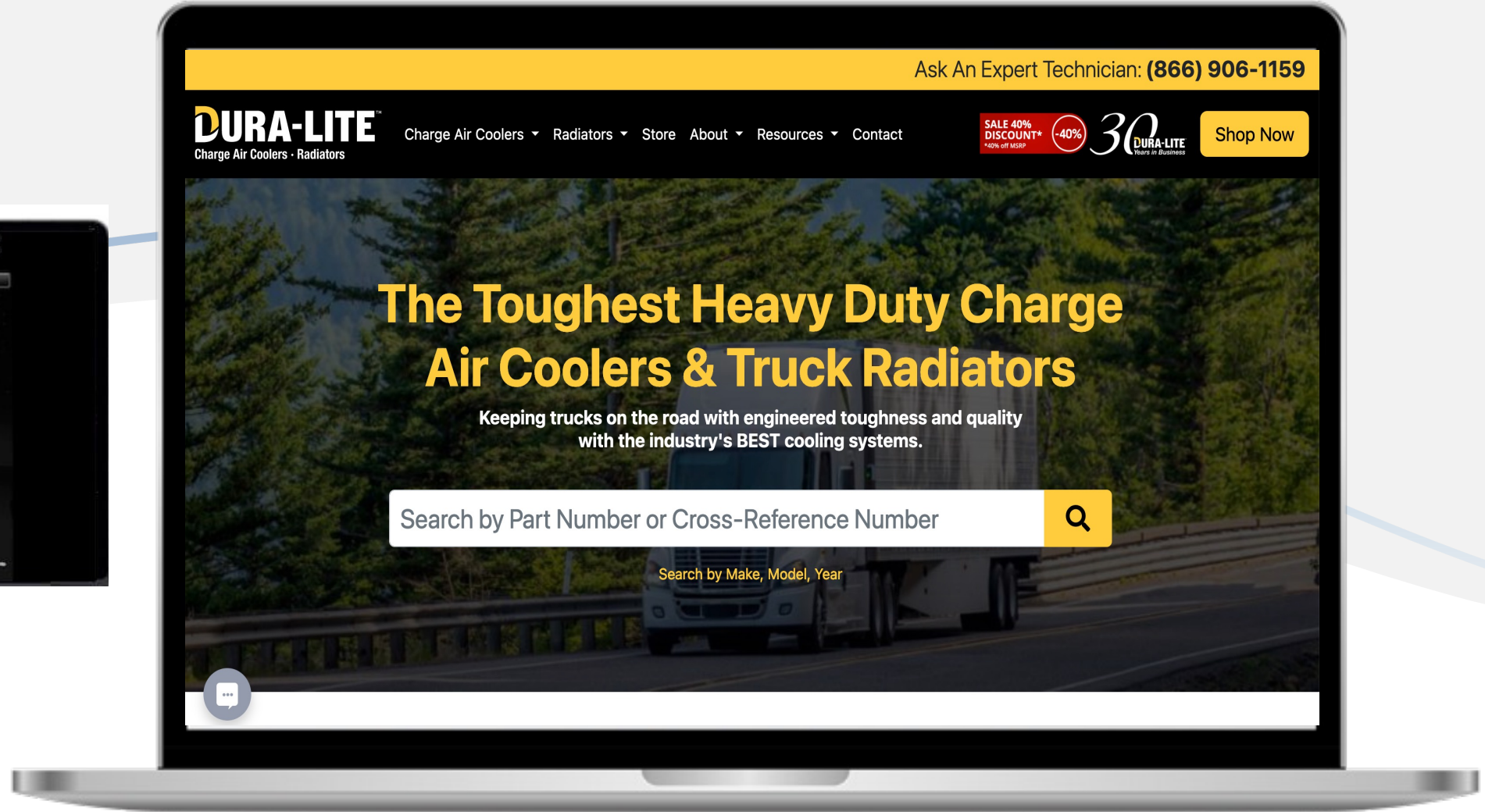


Training &
Support

Triggers, criteria, & data, put automation into action

- User actions: website activity, form submissions, email activity, social media engagement
- Data: segmentation, values, Boolean logic, date fields, user activity
- Sales functions: follow-ups, assign tasks, opportunity management
- Manual actions: onboarding, customer service, support management





Thank you for your recent Dura-Lite Purchase & welcome to the Dura-Lite family!

DURA-LITE
Charge Air Coolers - Radiators

INDUSTRY LEADING CHARGE AIR
COOLERS AND RADIATORS

WELCOME TO THE DURA-LITE FAMILY

Thank you for recent purchase from Dura-Lite. We work hard to help keep our customers on the road with a well cooled engine. More than 29-years of engineering and first-hand trucking experience, combined with quality manufacturing & rigorous testing, goes into each and every one of our charge air coolers and radiators. If you have any questions or concerns about your products, please contact our expert [customer support team](#).

Thanks,
Dura-Lite Customer Support

PS - Below are some useful links for your product, and don't forget to [register your product!](#)

Resources for Charge Air Coolers & Radiators

- [FAQs](#)

Hello {firstName},

I wanted to reach out and thank you for trusting Dura-Lite with your charge air cooler and radiator needs. We strive to deliver high quality, industry leading products that keep trucks on the road.

Your information has been supplied to your dedicated regional sales manager or customer support representative. If at any time you have any questions or if I can be of further assistance, my contact details are below.

Thank you and we look forward to keeping you on the road,

Brad Menyes

Sales & Marketing Manager

We want to know about your Dura-Lite experience.

DURA-LITE
Charge Air Coolers - Radiators

INDUSTRY LEADING CHARGE AIR
COOLERS AND RADIATORS

We're working hard to do better for our customers. Your honest feedback is invaluable. Please click below and tell us how we did with your recent purchase.

WRITE US A REVIEW!

Resources for Charge Air Coolers & Radiators

- [FAQs](#)
- [Warranty Claim Form](#)
- [Downloads & Guides](#)
- [Contact Support](#)
- [Warranty Information](#)

**REGISTER YOUR
PRODUCT**

Don't forget to register your Dura-Lite product!

DURA-LITE
Charge Air Coolers - Radiators

INDUSTRY LEADING CHARGE AIR
COOLERS AND RADIATORS

Please Register Your Dura-Lite Product

Make sure you get all the warranty benefits for the life of your product by registering. You'll also get relevant product updates, useful trucking information and discounts.

REGISTER YOUR PRODUCT

Review us on ★★★★★
Google

Like Your Dura-Lite product? We want to hear about it.

Thanks again for your purchase of a Dura-Lite product, we appreciate it. Tell us about your experience with us, or with our product with a Google Review.

WRITE US A REVIEW

Get 10% off your first purchase. Shop Now!

DURA-LITE™



10% OFF MSRP ON YOUR FIRST ORDER

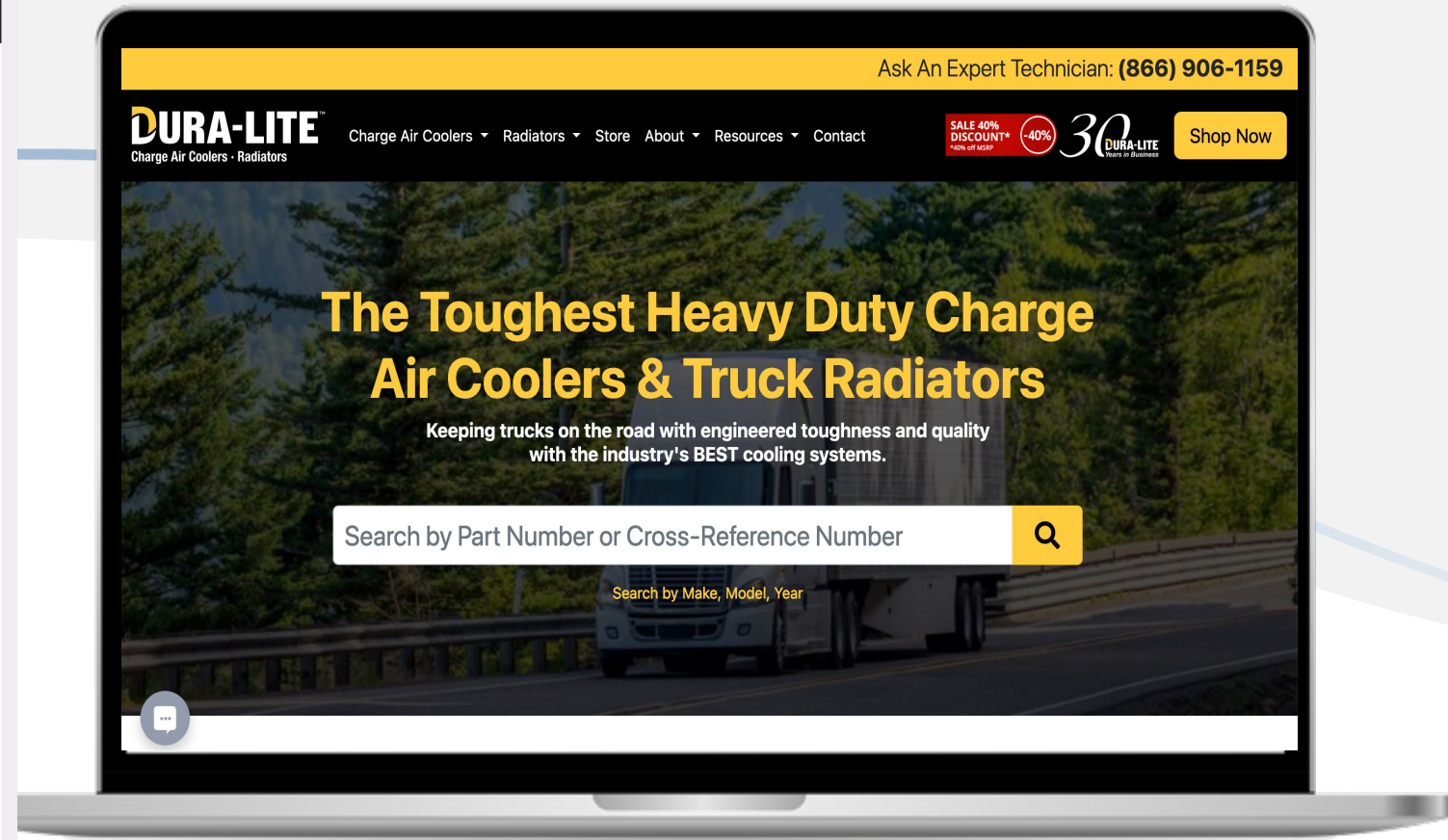
Thank you for registering on duralite.net! As a first-time customer, please take 10% off your initial order using promo code **10OFF** at checkout.

GET 10% OFF NOW

This offer cannot be combined with any other offers or discounts. The discount does not apply to the shipping cost.

Don't want to receive relevant trucking info from us?

We understand that you may no longer be in the trucking industry, or no longer are interested in trucking news, and information on keeping your truck on the road. Simply click below and we'll remove you from our lists.



Challenges For Manufacturers

Good with the
Status Quo



Data management
& integration



Sales/BD Team:
Processes &
Engagement



Complex industries,
products, customer
journeys





Does this fit into your company's overall growth strategy?



Do you have the basic digital marketing functions in place already?



Technical assessment with current systems and levels of integration

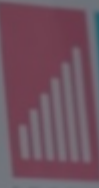
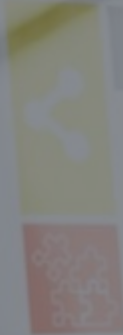
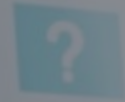


Team buy-in & change management



Resources, time & content to drive success

MARKETING STRATEGY



- Clearly define goals and KPIs
- Weakest spot in sales process
- Identifying new products & lines
- Segmentation & Personalization
- Phased approach to implementation
- Audit & match your customers current buying process
- Test, test, test
- **Content that matters**



THE BUYER'S JOURNEY AND CONTENT



- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity.

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

Prospect has now decided on their solution strategy, method, or approach.

Robby Matherne August 24, 2022 at 9:18 AM
 Bayou Metal Supply, L.L.C. Quote# (197081) Transmission for SLIDELL WEBSITE SALES
 To: Ben wiese

All quoted Items and Prices Subject to Prior Sale.
 Thanks for the opportunity!

BAYOU METAL SUPPLY
 CALL TOLL FREE AT: 1-877-375-4800
 Slidell, LA 70460, 60042 Cabiran Rd
 985-643-3340 (p) 985-643-4485 (f)

Bayou Metal Supply, L.L.C.
 60042 Cabiran Rd
 Slidell, LA 70460
 Phone: (985) 643-3340 Fax: (985)-643-4485
 Website: www.bayoumetalsupply.com

Quote Date: 08/24/22
 Date Due: 08/25/22
 9:18:48AM
 Page 1 of 1

Quotation No. 197081

Bill To	SLIDELL WEBSITE SALES 60042 CABIRAN RD SLIDELL, LA 70460	Ship To	SLIDELL - WEBSITE SALES 60042 CABIRAN RD SLIDELL, LA 70460 Phone: ATTN: Ben - Test
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Customer P.O. #:	F.O.B.: Will Call	Ship Via: WILL CALL
Contract:	Sales 2:	Terms: C.O.D.

Sales 1: Robby Matherne

Pcs	Description	Width	Length	Weight	Price	UM	Extension	Tax
1	1/8 PLATE ALUMINUM 5052-H32	48"	120"	69.840	\$244.4400	E	\$244.44	T
Total Weight				69.840				
							Subtotal taxable	\$244.44
							Tax	\$21.27
							Total	\$265.71

[Unloading Instructions:](#)
[Messages:](#)
FOB Slidell, LA

[Aluminum](#) - [Stainless Steel](#) - [Processing](#) [Resources](#) [About](#) - [Careers](#) [Contact](#)

Aluminum Angle In-stock & Ready to Ship

BMS stock of extruded aluminum angles is offered in a range of flange and leg sizes, in alloys commonly used for both structural (6061) and marine (5086) applications. Aluminum angles are stocked in the 5086 and 6061 alloys.

Get a Quick Quote!

All the products and in-house services you need to complete your next project on time and budget.

Competitive pricing
 Shipping & Delivery Options Included
 All from our exceptional customer service team

You will get detailed pricing within 24 hours. We do not share your

{firstName},

Thank you for your recent quote request. Good news, we have your requested materials in stock and ready to go. Please see the link below for pricing and delivery details. If you have any questions, or need to make any adjustments on your order, simply reply to this email and I will get updated info over to you asap.

[Click here to download your requested stock & pricing.](#)

Thanks Again, and we look forward to serving you,

Harrison Black

Client Success Manager

985-643-3340

<https://bayoumetalsupply.com>

PS- If you have an advanced spam filter, here is a the direct url for your quote:
{quote_pdf__lead_631117b13e6da}

Upload a PDF to start


Opportunity created

4 automated follow-ups

Training on opportunity management for a full closed loop reporting system

Hiring 2 additional outside sales people

Bayou Metals is your source for Aluminum and Stainless Steel products. Learn more about us inside.



Your Source for Aluminum & Stainless Steel

WHY CHOOSE BAYOU?

You have big projects, tight deadlines & even tighter budgets. For nearly 20 years, we've delivered the best prices and fastest delivery with our extensive, in-stock inventory and dedicated customer service team working for you. Save time and overall costs with pre-fabrication & kitting services to keep your project moving.

Thanks for giving us the opportunity to earn your trust and business.

Aluminum and Stainless Products, When You Need Them,
Where You Need Them, And Within Budget

<p>Fast Shipping & Massive Inventory</p> <p>Most items in-stock and ready to ship next day, and can get rare grades & profiles quickly!</p>	<p>Processing & Fabrication Services</p> <p>Full service fabrication shop can pre-fabricate parts and components simplifying on-the-job assembly.</p>	<p>Customer Service & Quality That Goes Beyond</p> <p>Rapid response to customer needs, budgets and timelines. Helping YOU maintain your reputation & quality.</p>
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Sales efficiencies & savings



Current MarCom stack



LTV & upsell opportunities



Upfront costs & actual usage



- Size of database/users
- Features
 - Fully integrated
 - Individual features as add-ons
 - Specialties: email, social, chat/text
- Integrations/technical features
- Complexity
- Management, design & execution

Marketing Automation Platform	Starting Monthly Fee
HubSpot	\$50-\$2000
Marketo	Custom Pricing
Pardot (Salesforce)	\$1,250
ActiveCampaign	\$9 (500 contacts)
Mailchimp	\$9.99 (500 contacts)
Infusionsoft by Keap	\$79
Oracle Eloqua	Custom Pricing
Constant Contact	\$550 (1500 contacts)
Mautic	Free (Open-Source)
GetResponse	\$15

Contact Manager

Whitney Galloway **303**
Lead Score

Forms Completed
Email Clicks
Pages Visited
Campaigns Visited

Total **336**
Score with Decay **303**

Jaime Norton
Constant Contact

Overview | Life of the Lead **300** | Memberships **25**

Memberships

- 3rd Party List
- @MA List
- All Partner Contacts
- Nurture Suppression
- MA Campaign List

Lists **15**



Call Us to Discuss Your Growth

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Presence**

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