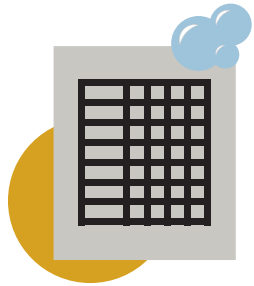


# A FEW TIPS ON HOW TO SUCCEED WITH MARKETING AUTOMATION

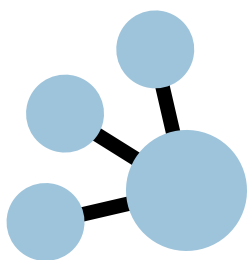


## CLEAN YOUR LISTS

Continually clean and audit your lists and fields. Once a database gets messy it is **hard** and **expensive** to go back to find out what is correct and necessary information.

## DECIDE ON REPORTING EARLY

Know what you want to track and report from the beginning. Have your reports templates ready to go before you send your first email.

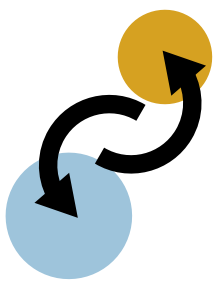


## AUTOMATE. AUTOMATE. AUTOMATE

Use the information coming into your marketing automation platform to send personalized content to your leads. Reach out to those leads with content that interests them.

## INTEGRATE THIRD PARTY APPS

Make sure you are getting all necessary data from your 3rd party apps.



## SEGMENT YOUR LEADS

Make sure each lead is getting content and information they are interested in. Marketing Automation makes it easy to segment and put leads in lists so they receive customized content. Having customized content will boost your lead generation.

Have Questions About Your Marketing Automation?

[Click Here For Help!](#)

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