

Checklist: Key Characteristics of Agile, Customer-First Marketing Automation



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Learn how marketing automation can help you deliver a great customer experience in the midst of business change



The year 2020 brought forth obstacles for businesses that most professionals (or anyone, for that matter) could never have predicted —and those challenges are in addition to an increasingly competitive marketplace that has already posed separate challenges to adapt and adjust to.

But in the wake of COVID-19, the one goal that remains a constant for every business is creating exceptional customer experiences. It's important to note, however, that in addition to creating solutions for customers' general needs, businesses must also consider their customers' latest challenges as well. For marketers, being able to provide the right experiences to meet them where they are comes down to agility and adaptability — and more specifically, marketing automation.

In this checklist, you'll learn the five ways marketing automation can help you deliver the customer experiences your buyers need — all while supporting sales — as business fundamentals evolve in real time.