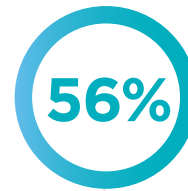# Scale marketing
automation

Proposition
overview

Most B2B organizations and business units are struggling to keep pace with the abundance of new online and offline touchpoints. Complex personalized nurturing journeys throughout the lead lifecycle, numerous stakeholders in an account, and success attribution to drive ROI of their ever-evolving sales and marketing initiatives are a few additional challenges faced by the teams. The B2B marketing and sales teams of these organizations need a scalable strategy to boost lead generation, improve lead quality, score and nurture lead, and convert and cross-sell leads.

A robust B2B marketing framework-based solution is the need of the hour. This helps the sales and marketing teams to improve efficiency, manage programs/events better, set up upcoming campaigns easily, score leads, track online lead behaviour and integrate with external data sources and platforms for audience building and enrichment.

61%

56%

47%

61% of B2B marketers think generating high-quality leads is one of their biggest challenges

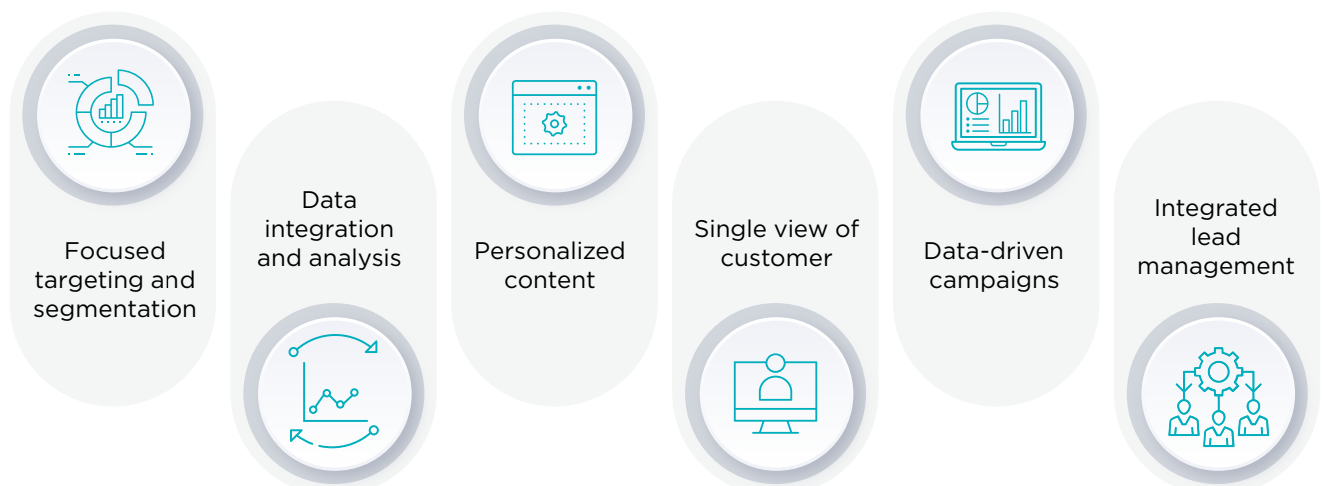Verifying business leads before passing it to the sales team is conducted by only **56% of B2B companies.**
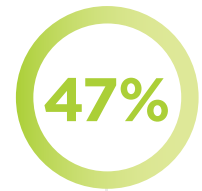
Nurtured leads make **47%** larger purcheses than non-nurtured leads.

Key characteristics of the model

HCL's B2B scale marketing automation solution leverages Adobe's Marketo platform. It provides predefined, reusable programs, and assets comprising different lead scoring models, operational, and database management campaigns, email templates, landing page and reporting templates that can be cloned and replicated for similar program launches. Through this solution, we can enable the following:

a) Centralize programs, processes, assets for organizational scalability.

b) Measure the impact of cross-channel campaigns and the contribution that marketing makes to the pipeline.

c) Connect all touch points of B2B marketing to improve lead generation, scoring, nurturing, conversion, retention, customer loyalty, and lifetime value.

Focused targeting and segmentation

Data integration and analysis

Personalized content

Single view of customer

Data-driven campaigns

Integrated lead management

Superior customer experience with scale marketing automation

The solution enables organizations to scale B2B marketing automation and provides a superior and personalized customer experience across journey touchpoints- lead scoring, nurturing, and retention.

Lead generation

- Identify and capture new leads at both online and offline touchpoints
- Synchronize target audiences with other Adobe solutions
- Integrate with customer data platforms to target high value leads based on look-alike models

Lead scoring

- Enriching customer profile by tracking behavioral actions and importing lead attributes from other digital and offline systems
- Lead scoring models to grade database leads based on demographic and behavioral attributes
- Integration with AI/ML-based lead scoring models

Synchronizing sales and marketing

- Bi-directional synchronization of sales and marketing lead lifecycle objects- lead, opportunity, customer, and campaign
- Communicate with customers at every stage of the sales funnel, and through every step of the customer's journey
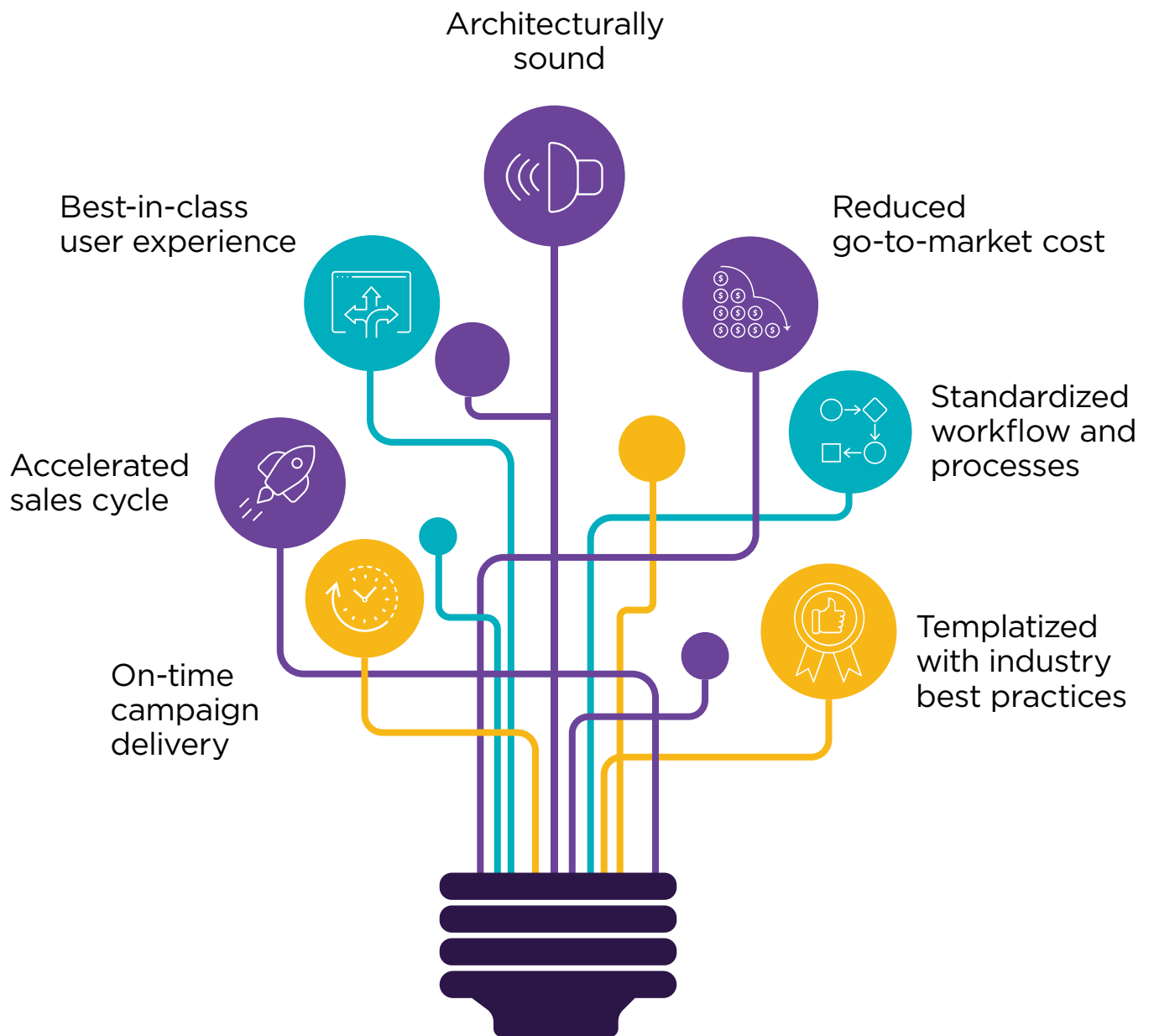
Reporting and attribution

- Advanced revenue and opportunity analytics
- Data aggregation from digital marketing, offline events, calls, etc. to support various rule-based and AI/ML-based attribution models

Lead nurturing and customer engagement

- Engage and nurture leads toward marketing qualified leads
- Personalize communication across journey touchpoints
- Communicate interesting moments to the sales team
- Account-based marketing to target various account stakeholders with relevant personalized messaging to support sales

Business
benefits

Architecturally sound

Best-in-class user experience

Reduced go-to-market cost

Standardized workflow and processes

Accelerated sales cycle

Templatized with industry best practices

On-time campaign delivery

01
Increase B2B marketing efficiency, agility, and scale

02
Improve sales and marketing alignment

03
Transform customer experience to the next level

04
Turn customer insights into action

HCL

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HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on December 31, 2021, HCL has a consolidated revenue of US $ 11.18 billion and its 197,777 ideapreneurs operate out of 52 countries. For more information, visit www.hcltech.com