



THE 3 PILLARS OF MODERN DIGITAL MARKETING DURING & AFTER CORONAVIRUS

Table of Contents

The Challenges Businesses Face Post-Pandemic and How to Combat Them	3
Making a Start	3
Adapting to New Business Models	4
Learning How to Work on a Tight Budget and Limited Resources	5
Widening Your Reach for More Clients	6
Design and Develop Websites That Engage, Build Trust, and Work!	7
Making the Right Choices for Your Website	7
Above-Average Project Management and Customer Service	8
Clean, User-Friendly Website Design	8
Strong Grasp of Computer Codes and Scripts	9
High-Level Skills in Designing Secure Websites and Preventing Data Breaches	10
Fool-Proof Domain Service	11
Search-Engine Friendly Website	12
Build Your Business Website with WebriQ Goes Mad	13
Partner with the Right People	16
Building Online Brands with Engaging Content and Digital Experiences for Local Audiences	17
Content Marketing and The New SEO	17
Issues and Challenges	18
Digital Experiences and CHATBOTS	19
Keeping in Touch with Your Existing Customers	21
The Inside-Out Approach of Content Creation and SEO	22
How Marketing Automation Can Streamline Your Business and Make You a Star to Your Local Audiences	24
What Exactly Is Marketing Automation?	25
Local Marketing Automation Vs. Marketing Automation for Local Audiences	26
What Does an Effective Marketing Automation Look Like?	27
More Business Benefits with Marketing Automation	27
Marketing Automation Challenges We Need to Face	29

The Challenges Businesses Face Post-Pandemic and How to Combat Them

The Covid-19 pandemic wreaked havoc on the global economy. Many businesses were forced to close during the crisis, while others tried their best to stay afloat. The pandemic changed the business landscape drastically.

The world has yet to discover a vaccine but, as cases are starting to decline in several countries, business owners are beginning to offer their products and services to customers once again.

However, for most of them, it is not as easy as switching the lights on, and it's definitely no longer "business as usual". This comes from the fact that there are several challenges that business owners need to face and address not only to survive but also to thrive from this ordeal.



Some businesses had to close permanently due to the pandemic.

Making a Start

With the uncertainties and fears brought about by the pandemic, some business owners are struck with "analysis paralysis". They tend to overanalyze things to the point that their

decision-making is hampered and they don't even know how and where to start. This is completely understandable considering the psychological effect of the crisis on most individuals. However, entrepreneurs need to snap out of the "analysis paralysis" stage and start making their move.

In an [article from Forbes](#), contributor Jeff Boss points out that when a soldier is under mortar attack, it doesn't matter what his move is — as long as he moves. The same principle applies to businesses: you need to make quick decisions in this unprecedented time.

Don't be afraid of the possibility that you might have to change your decisions later on. After all, changes are bound to happen in this unfamiliar time. Of course, your decisions should still be data-driven and within the rules set by the government for the "new normal" phase.

Adapting to New Business Models

Because of the pandemic, social distancing is now the norm. What used to be important to consumers — such as dining in a good ambiance and trying on clothes or footwear — may no longer be that appealing to them now. So, you need to study your business model and redesign it according to the new needs of the market.

While consumers continue to stay at home, they are inclined to use the internet to access their professional or personal needs. This is the right time to **communicate your business to prospective consumers on a digital level**. If you have a strong digital marketing game plan, you will have a good chance of thriving in this challenging time.

You need to have a well-designed website with a user-friendly interface. Your web content should also be optimized so it will appear at the top of search engine results and you'll be highly visible to consumers. And, instead of having an informative website that just showcases your products, you can transform it into an e-commerce platform where customers can directly pay for goods and have them delivered right at their doorsteps.



A good online marketing campaign can help your business thrive after the pandemic.

Learning How to Work on a Tight Budget and Limited Resources

The pandemic has restricted cash flows and eliminated some income streams, so it's definitely understandable if you now have limited resources. The good thing is that the government and the private sectors are offering loans to help businesses bounce back.

Due to limited funds, you need to properly manage your expenses and focus only on important expenses. Spend your funds on areas that are necessary for your business at this time. For example, instead of paying for simple website design, consider working with full-stack digital marketing professionals who can offer you well-rounded services that will give the best value for your money.

Widening Your Reach for More Clients

Regardless of what type of business you have, your main goal is to provide customers with a positive experience. This is because customers who are happy with what a business offers will be motivated to tell other people about it. This was easier prior to the pandemic. Business owners could leverage several factors when customers visit their stores, such as providing excellent face-to-face customer service or creating an attractive ambiance that makes customers feel valued.

With the current situation, however, you need to explore other ways to create a positive customer experience. Consider starting online campaigns to advertise your business and reach out to more clients. You may also schedule webinars where customers can watch live demos of what you offer (if applicable) or create videos that will educate people about your products.

You can likewise solidify your presence on different social media platforms to increase brand awareness. When your target market constantly sees your company logo or slogan, they are often reminded of your business. This can strengthen brand trust and build better customer relationships.

It is also important to note that [retaining your customers is cheaper](#) than acquiring new ones. So, you need to focus on your current pool of clients and make sure they are properly taken care of.

Another step you can take is to create smart chatbots that can answer customer inquiries and help address their concerns faster. Emailing them and talking to them via live stream can also make them feel valued. Adding a FAQ page to your website is another good avenue for after-sales concerns.

The Bottom Line

The Covid-19 pandemic has drastically changed the business landscape and it's up to entrepreneurs to change their approach so they can survive and even thrive. At this time, when everything and everyone is going digital, one of the best things that business owners can do is to hire reputable digital marketing specialists.

This is where WebriQ Goes Mad comes in. We will help you navigate the online marketing world, which is important especially if you are not familiar with it. How can we do this? Please continue reading about the 3 Pillars of Modern Digital Marketing that we abide by.



Pillar 1

Design and Develop Websites That Engage, Build Trust, and Work!



0

Whether you are considering building a brand new website or want to redo your existing one, you are faced with a lot of important decisions.

In the end, a business website is of equal importance to your brick-and-mortar shop. Your website represents your entire business proposition. It is your branding and serves as your digital shop window for your entire current and future customers.

Making the Right Choices for Your Website

Probably the biggest decision to make is if you are going to use in-house resources (Do-it-Yourself), use a technical person, use a professional web developer, a web agency, or web marketing agency to guide you through the entire website building process.

Since a website is really a picture of what and who you are as a business and given the experiences you had in the past, considering real professional help might be the best avenue. Professional help that will be available throughout the existence and growth of your business at rates that are transparent and affordable.



Amateur website design (left) vs. Professional website design (right).

In the search for professional help in building your next or first website, a couple of key competencies need to be in place.

Above-Average Project Management and Customer Service

First, make sure that project management and ongoing support capabilities (customer service) are available to you. Your website is a journey; it changes and evolves as your business is evolving. Solid project management skills and tools used plus ongoing support throughout your journey is key to the success of your web project.

Clean, User-Friendly Website Design



A very close second in your list of considerations when working on your website is that whoever is doing the development must have a great overall sense of design. That person must understand the purpose of clean User Interface designs and must know how to achieve them.

This requires knowledge of the elements of design as well as the basics of design principles, typography best practices, how to use images, and layouts. And, last but not least, it requires expertise in mobile and mobile-first designs since over 50% of your viewers and customers now are consulting your website on a mobile device of some sort. This percentage will grow further still over the next couple of years.

Strong Grasp of Computer Codes and Scripts

Designing a website requires knowledge of computer code and languages - HTML, CSS, and Javascript are just some of the most popular languages used to build websites. A simple message like “Hello World” becomes this when coded:

```
<!DOCTYPE html>
<html>
  <head>
    <title>Code Companion - Hello, world</title>
    <meta charset="utf-8">
```

```
</head>
<body>
  <h1>Hello, world!</h1>
</body>
</html>
```

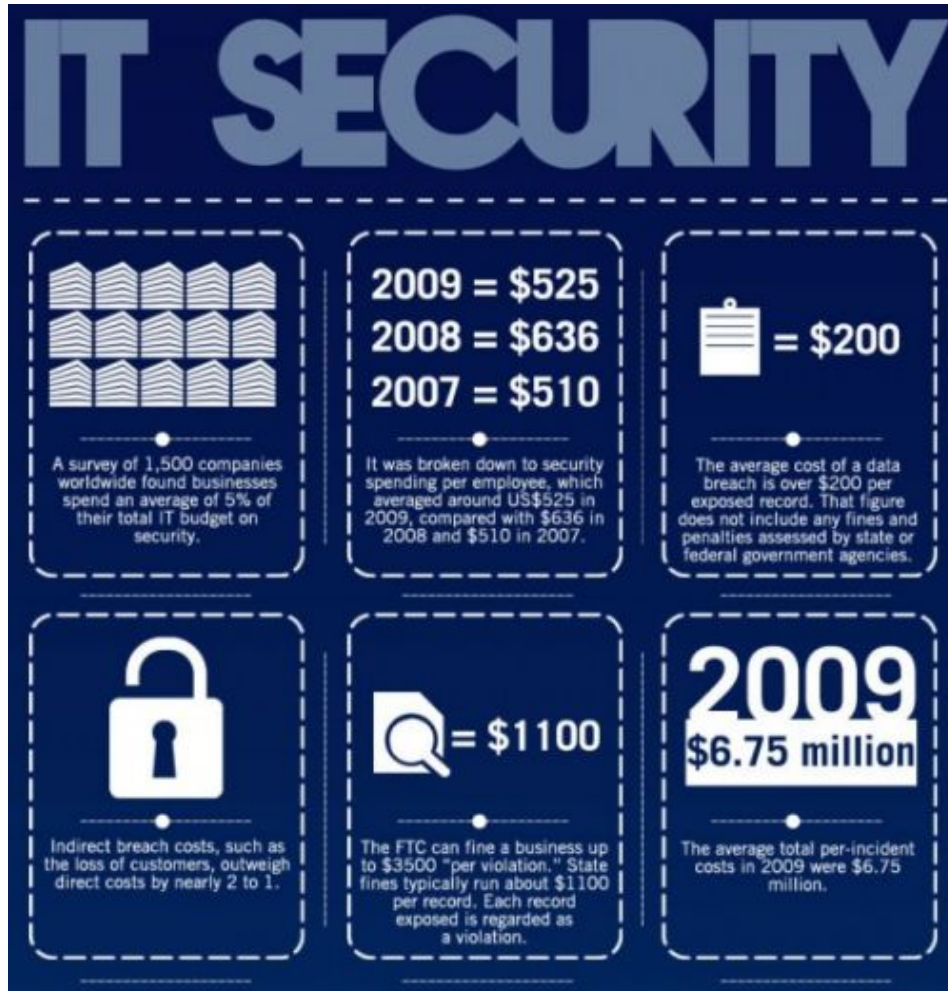
In other words, website design involves a high level of technicality. Not only should your web designer think about how the site looks, but he should also consider if every little feature works. Does that button function or does this page load fast enough?

Whoever is tasked to create your site should have a strong understanding of computer languages to achieve and exceed the results you expect.

High-Level Skills in Designing Secure Websites and Preventing Data Breaches

In creating a website, you do not only think about how it looks. You should also consider the behind-the-scenes, particularly its security. After all, your business website will probably gather data from your customers. It might be storing personal information, such as addresses and credit card details.

If your website is hacked, it can get super expensive. Carefully take a look at the infographic below, which is produced by [SEO.com](#) and [Dell](#). The average cost of a data breach is estimated at around \$200 per compromised record. And this was in 2009. These days, one can expect that getting hacked will cost more.



This infographic about the costs of IT security and data breaches was produced by SEO.com and Dell.

Not only that, but your business' reputation will suffer as well. Your customers can lose their trust in you and this could lead to more profit loss. That is why it is imperative to work with professionals who can design business websites with excellent security in mind. Note that if you are taking care of your website yourself, you may not even know if it is hacked or down.

Fool-Proof Domain Service

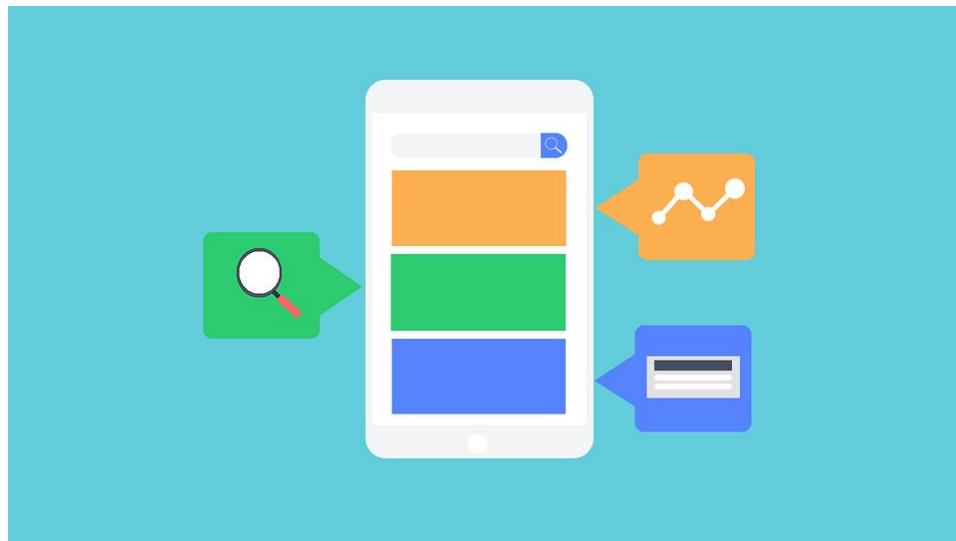
A totally overlooked issue in website building is domain registration, domain name server settings, security, and hosting aspects of the website. Having the right professional help here ensures that:

- your site will never be hacked
- It will be completely secure

- It will never be down
- your domain will be managed properly and professionally

With a reliable domain service, that's one more thing off your mind so you can actually focus on running your business.

Search-Engine Friendly Website



What about Search Engine Optimization (SEO)? Back in the days (and actually not so long ago), SEO was treated as a game. It was focused on quantity, not quality. It was focused on search engines (Google, Yahoo) and not searchers.

It was like a cookie-cutter. No matter who you were or what your business was all about if you mastered the technique of SEO, your rankings on search engines would be good. Those days are over, though.

If you want to improve your rankings, go and better your website. It's all about making small but meaningful modifications to your web pages that will have a noticeable impact on your site's user experience and the performance of your site in search results.



accounting company new york



Top Accounting Firms in New York - 2019 Reviews | Clutch.co

<https://clutch.co/accounting/new-york> ▼

Top Accounting Firms in New York - 2019 Reviews. Crowe Horwath. Building Lasting Value. Wishup. Virtual Employees | Outsource your To-Do List. RotenbergMeril. Certified Public Accountants NY and NJ. NCheng. Empowering nonprofits to fulfill their mission. Marcum LLP. Understanding the business of our clients. Cogneesol. ...

Montrose Accounting Company - Home

www.montroseaccounting.com/ ▼

Welcome to our website. In addition to providing a profile of our firm and the services we provide, this website has been designed to offer helpful tools for our ...

Shine & Company LLP Midtown, New York, NY Accounting Firm ...

www.shinecpa.com/ ▼

Take a look at our Home page. Shine & Company LLP is a full Accounting firm located in New York, NY.

Accounting Firm Jobs, Employment in New York, NY | Indeed.com

<https://www.indeed.com/q-Accounting-Firm-I-New-York,-NY-jobs.html> ▼

2240 Accounting Firm jobs available in New York, NY on Indeed.com. Apply to Staff Accountant, Junior Accountant, Billing Specialist and more!

Grassi & Co. | Accounting Services New York | Tax & Business ...

<https://www.grassicpas.com/> ▼

Grassi & Co. is a leading accounting and business consulting firm. We serve a diverse range of clients in the New York metro area and around the world.

Wouldn't you want to appear at the top of the search results instead of seeing your competitors there?

Your ultimate customers are your users, not the search engines. It is critical to understand what your visitors want and, more specifically, what do they want when they visit your website.

Build Your Business Website with WebriQ Goes Mad

The final question now then is how can I trust that all the above criteria will be met once I start my journey, and can I trust WebriQ Goes Mad that all these competencies are available in-house? Let's go through the list:

- **When it comes to project management we provide our Support Desk.** What is [The Support Desk Platform](#)? It's a collaboration tool that has a chat feature that gives you an overview of what is being worked on and how far they've gotten. Through the HelpDesk, you can communicate with our team regarding

design changes, content creation, and other concerns you may have regarding your website.

- **All our designs are custom made.** They are not based on existing or bought templates. The designs are made with a mobile-first view in mind. Our aim is to design in code instead of in illustrations or photoshop. That enables you to visualize the website designs right on your browser. And we always design around the content. In a template-based design, the content needs to adapt itself to the design. And the most convincing element here is the fact that we have designed over 300 websites since we launched WebriQ and our WSaaS concept.
- **We are at the forefront of modern coding techniques** for website and web applications and we have all intentions to stay there. We use a set of open source development techniques that create custom-made websites and web applications, whether your needs are small or big. Gluing these techniques together to a website or web application results in a fast, easily scalable, secure website that has a far better user experience than any other system out there. Your content is dynamically generated by a CMS, but the website is statically rendered through a Content Delivery Network (CDN) just in the same way as your video streaming from Netflix or Amazon Prime.
- **We remove domain setup-related headaches.** No need to trouble yourself with having to set up domain hosting, Cpanel, domain name server settings, SSL security, and other development operation issues. Just delegate your domain name settings to us, or transfer your domain to us, and we will take care of everything related to hosting and domain settings.
- **We do the basics of SEO better to have a strong foundation for your site.** On search engine optimization - within the scope of our Slightly Mad and Mad Services, we will do the basics of SEO better than others out there. It means that all your pages will be properly setup, so they can be crawled and indexed by the major search engines, i.e. Google, Yahoo. Since we custom code your website, you will be guaranteed the best practices when it comes to on-page Search Engine Optimization. Our Madder and Maddest Services will provide you with the necessary professional help to build quality content around key competencies you need and want to portray to your customers. Quality content that your customers are looking to obtain when they visit your website.
- **Integration of AWR Cloud, Google Analytics, and Google Search Console.** These three tools are among the best search engine optimization tracking tools out there and we integrate them with your website. Through this, we can easily track the performance of your chosen keywords and your website's overall performance. Of course, we provide you with regular reports on the data we have gathered so we can continuously improve your website.

Your customers are looking for web experiences that are engaging and will build trust between your company and them. When viewers and customers are visiting your website, they are looking for a website that works, works fast, and easily provides them the information they are looking for.

Still on the fence about whether WebriQ Goes Mad can meet your needs? Take a look at what their customers are saying:

WebriQ Goes Mad

[Write a review](#)

5.0  24 reviews 

Sort by: Newest 

[All](#) [team 15](#) [results 4](#) [email 3](#) [building 3](#) [product 3](#) [idea 3](#)



Niki Cicak

4 reviews

 2 months ago

I cannot thank Alex and the team enough for helping us get our online store at Day Lily Salon and Spa up so fast!!! We had been wanting to do this for awhile and with the closure we suffered from Covid 19 this helped us get an additional ... [More](#)

 Like

Response from the owner a week ago

It was our pleasure! We are glad to have you a customer.



Edward Macdonald

2 reviews

 2 months ago

Can't say enough good things about Webriq! They take websites as service seriously, and we will be mad fans forever. Give them your site - it will be prettier, faster, and perpetually and promptly updated.



Katie McMahan

8 reviews

★★★★★ 3 months ago

WebriQ exceeded my expectations. I couldn't be happier with the process, results, and value. Most website companies require that you have everything designed and written before they'll develop it, and usually changes are limited in number and due at specific times. This process is incredibly flexible and conducive to small business owners who need to work on it incrementally as time allows and ideas develop gradually. They took my concepts and vague descriptions and executed on every level, from logo changes to layout and navigational tweaks. They held my hand the whole way through. The WebriQ team is friendly, crazy-fast, and knowledgeable. This is your answer for low-budget, high quality websites. Stoked!



Like

Response from the owner 3 months ago

Thanks for choosing to #GoMad! We are so happy to work with you and your business. Excited to see what we accomplish together!



Donna Shugrue

2 reviews

★★★★★ 5 months ago

My experience with WebriQ has been excellent. I appreciate having a local person to connect with and help me through the process of creating my new website.

Alex and his team at WebriQ were very responsive to my requests and met all my expectations.

This is my fourth website in the 29 years I have been in business.

It came together seamlessly and I am very happy with the end results.

I also like having a "help desk" that is always available to assist me with my new website and whatever changes I might want to make.

I highly recommend WebriQ and this ain't my first rodeo.



Like

Response from the owner 5 months ago

Thank-you Donna! We really appreciate having you as a customer. Way to Go Mad! Glad to be providing you with our Websites as a Service program for business.

Partner with the Right People



When choosing and evaluating your next partner for your web project, have the above criteria, and needed key competencies in mind. Anything short will result in non-working, slow, unsafe, non-engaging websites that will build distrust instead of trust with your viewers and customers.



Pillar 2

Building Online Brands with Engaging Content and Digital Experiences for Local Audiences



Business owners and marketers are increasingly realizing the importance of having their brand and their content show up at the moments that matter to their target audience.

Content Marketing and The New SEO

A content strategy that maps the moments your audience is online and is optimized for search will achieve its full potential.

Paid media channels are essentials. But you may lack the budget and the knowledge to fully exploit them. You may even have trouble understanding what the real ROI is.

However, original and organic content can be THE answer for most business owners and entrepreneurs who want to make an impact. As long as they are distributed at the right time through the right digital channel and optimized for search.

Issues and Challenges



Content congestion is a real issue. There are tons out there and much is never found or consumed properly by its target audience. The last thing customers want is a half-baked piece of content that has no purpose other than adding to the noise. Especially now that the pandemic has most people on edge.

Content Marketing and, therefore, content needs to take an inside-out approach in terms of coming up with topics. SEO complements this with an outside-in approach. In other words, write content that comes from inside the company, and then take that content to customers who are looking to absorb content around the topic. More on that later in this article, and future articles.

Capitalize on local audiences and local demand. The vast majority of businesses sell to consumers and other businesses within a 30 miles radius. Not many of us can enjoy an Apple or Amazon business model. Most of us still have to follow the Henry Ford saying,

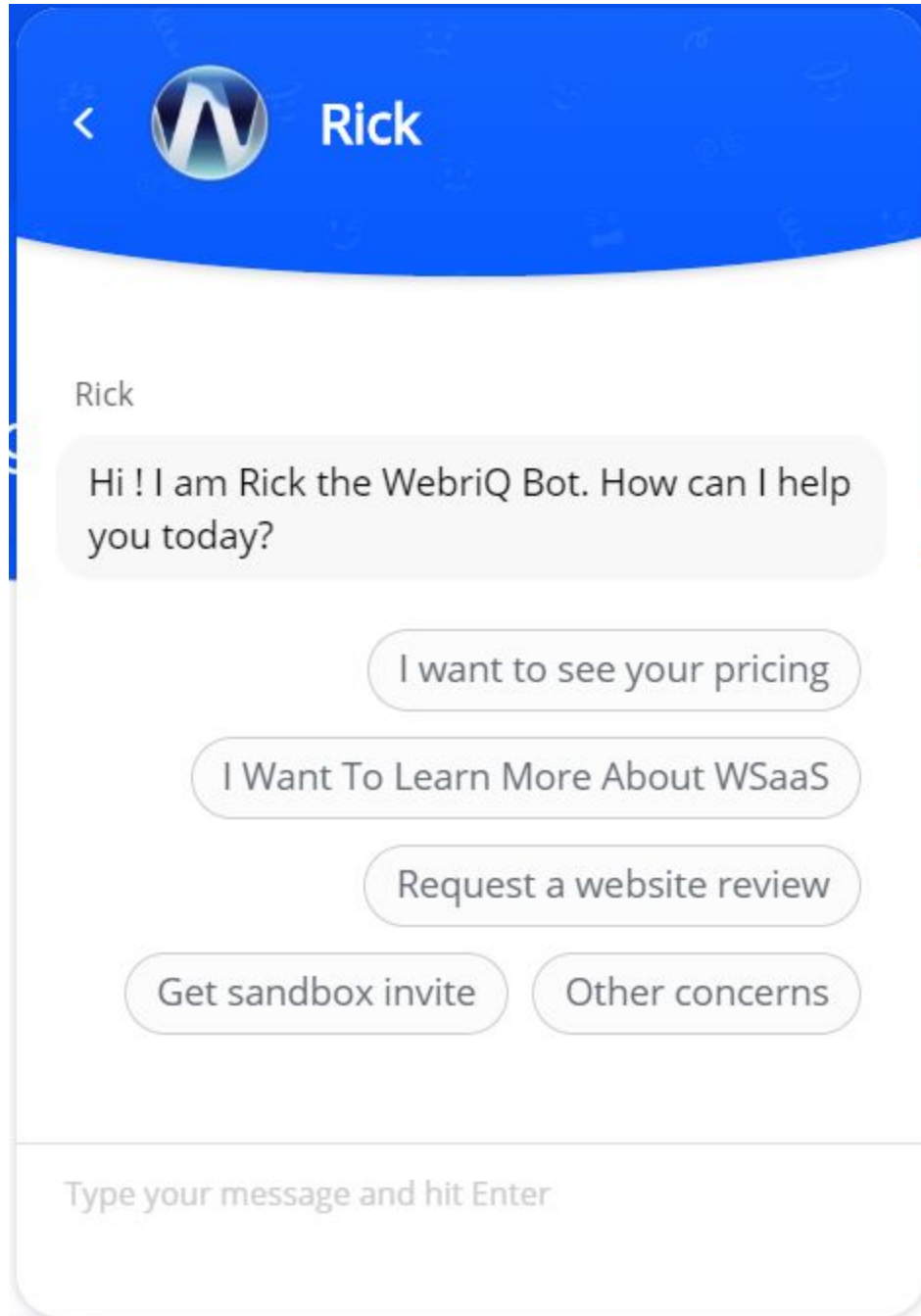
“You can have any color, as long as it is black”. This emphasizes the need to have company messages, articles, and marketing materials that appeal to a local audience.

Digital Experiences and CHATBOTS

You may have a wonderful website, truly engaging, with good content, easy to navigate and read. This is obviously fantastic. What your website does not do or does not know, is who is visiting your website? For what purpose, is this a new viewer or has he/she been on your site before?

So, unless visitors actually leave their details in a Form, or buy from you in your online shop, you know very little of them. Web analytics gives you a very generic high-level view of what is happening on your site, not individual data on each viewer. There are tons of techniques to re-engage viewers with your content or shop, but in the end, you are broadcasting everything to everybody.

For your website visitors, unless you firmly grab their attention somehow, the likelihood of zapping away pretty rapidly is big. And even if they leave their details, by the time you can respond, he or she might have found an easier way to get to the information elsewhere.



An example of a working chatbot. For more information, visit us at [WebriQ Goes Mad](#).

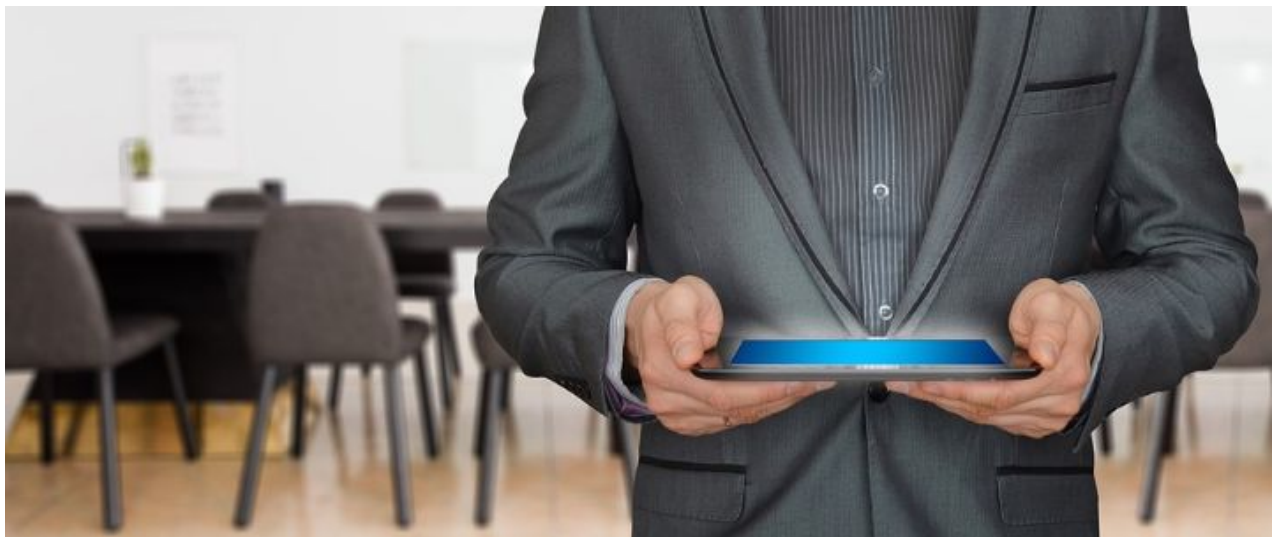
A Chatbot alleviates these issues. Instead of broadcasting all your content and trying to guess which one will impact your viewers, a chatbot speaks to the person directly. The chatbot can ask the person what they are looking for and direct them to where they need to go.

Viewers are zapping through your channels so to speak, as they would zap through TV channels or the Netflix menu. A TV Channel has no clue what you want. Netflix is much more educated as it knows your watch history. It can even rate new content based on that history and entice you to watch new shows. The same principle applies to your website - make it more intelligent.

Chatbots can become highly personalized and give customers the trust to look deeper into your offering. And, in the end, it's like a phone. If anyone interacts with the chatbot, you can pick up and chat with that viewer directly at any time of the day. If not for anything else, a chatbot creates a 24 x7 online presence for you and your viewers and potential customers.

At WebriQ, we make full use of the capabilities of Zohobot powered by IBM Watson. Our team will help you design a smart chatbot to act as frontline customer service representatives for your website. This will help your business communicate with your potential customers in a smoother manner. Zohobot has plenty of nifty features that you will love so do speak with us about it.

Keeping in Touch with Your Existing Customers



No business survives without repeat business and recurring customers unless you have found a business without customers that can run itself profitably. To get into more details, [according to statistics](#), there is a 60-70% probability of selling to an existing customer while there is only a 5-20% probability of selling to someone new.

And even if you have a smashing product or service sold at an amazing website, you need to keep in touch with your existing customers. There is no better way than a plain and simple Newsletter sent out on a monthly basis. If there is nothing else to be announced, organize a monthly Newsletter containing the new blog posts or infographics you created on your website.

This will lead to more engagements with your content and potentially repeat business. Chances are if an existing customer goes to the website, sees the chatbot, they will interact directly with you instead of abandoning the website.

At WebriQ goes Mad, we address the three key areas described above.

The Inside-Out Approach of Content Creation and SEO

A lot of experts will tell you that you need a content strategy and you need to drill down on your vision and mission and what have you. If you have all that, great! Chances are you have not and it would be an uphill battle to come up with all of that.

The inside-out approach that we suggest for you would be to simply come up with three key competencies that your company has and wants to portray for the customers. Does it have it to be three? Not really, you can start with one.

Three is a number that sits better with customers, as it builds their trust. And it can have a couple of hard competencies like, “I have the best quality products” with more soft competencies like, “I have the friendliest staff around”.

Combine that with say the 20 to 50 most frequently asked questions by your customers and you have built out your content strategy for the next couple of years.

**“The only way to win
at content marketing
is for the reader to
say, ‘This was
written specifically
for me.’”**

@AskJamieTurner
60SecondMarketer.com



The key competencies become the pillar, the frequently asked questions become the clusters around the pillar. We write them, glue them together, publish them at the appropriate times, and optimize them for search engine purposes.

Any viewer or existing and new customers can understand not only what you do, they most likely know that already, but how you do it and why you do it the way you do it. Clearly distinguishing you from any other similar company.

From an SEO perspective, we optimize the content for long-tail keywords that appeal to a local audience and local demand. In the next article, I will expand on the outside-in approach of content creation and SEO.



Pillar 3

How Marketing Automation Can Streamline Your Business and Make You a Star to Your Local Audiences



At WebriQ goes Mad, we don't have all the answers when it comes to marketing automation but we have some. And those answers are mainly coming from our own experiences, namely building a global brand with local customers.

One of our main challenges is to effectively communicate with new customers during the first weeks of the project, and exchange critical information. Calls and emails are difficult to automate and track, so with that approach results were random at best.

Marketing automation software gave us the ability to automate the entire data collection process and track all actions taken by customers. We collected much more data, and we collected it in time. Having an automation sequence in our marketing allows us to be available even when we are not available. The customer experience improved quite a bit doing this through a marketing automation process.

In particular, we make full use of Zoho CRM Plus. It is a full-featured platform designed for businesses to constantly engage with their customers and capture important data that will be useful for any enterprise's marketing, product enhancement, and customer service campaigns.

We have built our competency in the Zoho CRM Plus platform through hard work, a lot of trial and error, dedicated human resources, and use of technology where needed. We are in a position to share that competency with you so that together we can build a marketing automation program that works for you and your local audiences.

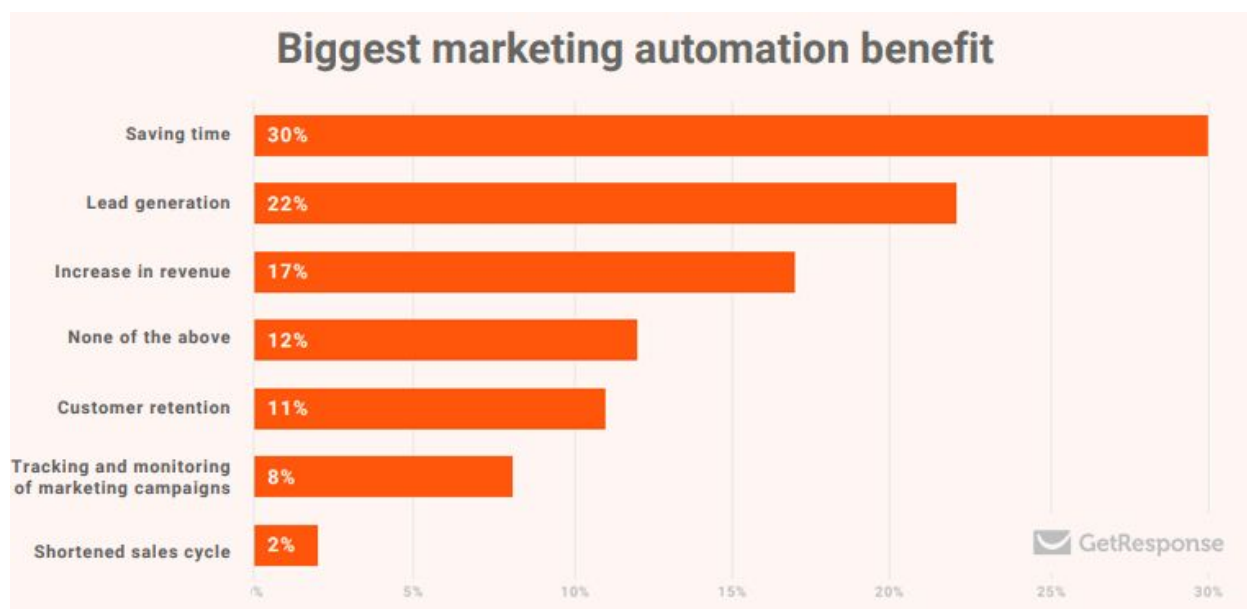
What Exactly Is Marketing Automation?



Marketing Automation refers to streamlining a process within your marketing endeavors. For example, if a prospect downloads a white paper, her name is automatically added to a database to receive emails relating to the subject. And, depending on the prospect's actions after receiving an email (open/click/download), she may receive a phone call and offer for a free product trial.

According to GetResponse when they surveyed business owners about marketing automation, 30% of the respondents said that the biggest benefit for them is the ability

to save time. 22% agree that lead generation is the second main benefit while 17% said it is an increase in revenue.



Complex marketing automation can take into account website visits, social interactions, and other digital behaviors, but it generally represents using technology to replace a repetitive task within a sales and marketing funnel.

Local Marketing Automation Vs. Marketing Automation for Local Audiences

Is Local Marketing Automation different from Marketing Automation for Local Audiences? It is very different.

Local marketing automation (LMA) promotes coordination between corporate communication decision-makers and local affiliates. This allows a company to control brand consistency while providing channel partners with the tools they need to execute more effective localized marketing campaigns and marketing materials across traditional and digital channels.

Marketing automation for local audiences is in no way different than marketing automation for national or regional brands. In the same way, national brands do, you will need resources both human and technical that will give you the ability to distribute

brand-approved, reliable, accurate marketing information across multiple distribution channels and locations. This is key to brand authenticity and trust, and the ultimate growth of your business.

What Does an Effective Marketing Automation Look Like?

An effective marketing automation project starts with an analysis of data you have from your customers. Be it e-mail addresses, telephone numbers, buying history, buyers' personas - basically anything you have as reliable data when it comes to your clients.

And if you don't have reliable data, this is your first action point on the list of TO-DOs. Gather data from customers and potential customers. This can be done in various ways -- website, web form, landing pages with valuable content, website traffic, chatbot, store visits, seminars etc.

The data collected is then put in a sort of funnel that will trigger a set of automated activities (typically e-mails) that are going to build brand authenticity and trust with existing and potentially new customers. And, even more importantly, it will enable your company to engage with customers in a very personal way. This will also give the customer a warm and fuzzy feeling that you, as a company, care about his or her business.

More Business Benefits with Marketing Automation



Aside from enabling your business to gather actionable data and improving your relationship with your audience and potential customers, marketing automation has other key benefits on your business processes.

For one, it will help you be more effective in managing your staff, particularly your sales and marketing team. With the data available, they can set better goals and set up improved processes that will help achieve those targets. They can also potentially figure out new opportunities that will lead to the growth of your company.

Second, the automation will handle repetitive and time-consuming tasks as mentioned. This means then that you need not allocate staff hours for these. Instead, you can divert that manpower to other areas in your business that could use the help. Marketing automation then can assist in streamlining your staffing costs or even save on that department.

Then, there is scalability. Once you have the data about your customers and concrete measurements for success in place, you'll be empowered to make better business decisions to grow and scale your business. Marketing automation can definitely support any short-term or long-term goals that you have.

All in all, not only will you be able to streamline your marketing processes and reach a larger audience by using the automation tools, you'll be able to cut back on costs wherever required. And then scale up your business and further ramp up your marketing efforts.

Marketing Automation Challenges We Need to Face

For a small company that has the ambition to use marketing automation to grow the brand and to build an authentic and trustworthy image, the challenges are quite big:

- Do I hire an internal resource or do I outsource, and if I outsource to whom?
- What technology platform do I use? There are about 1,600 vendors in the marketing automation space.
- What channels do I use - digital only, or printed and digital, and which digital channels do I use?
- What budget should I allocate to this and how will I measure my return?
- Is this an above-the-line expense or is it a direct expense?

A ton of questions, and possibly many more that have no easy answers.

Our approach when it comes to marketing automation is no different than when it comes to building your website or improving the visibility of your company online.

As with the other two pillars, we are building trust for your brand and your company and we engage your existing and potentially new customers on a personal level.

Visit [WebriQ Goes Mad](#) today and see major improvements in your online visibility, customer retention, and ability to automate your marketing processes!