

# The Marketing Automation Guide For Manufacturers

Tips for Engaging Dealers and Consumers Throughout the Customer Journey

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# Purpose

Manufacturers that sell high-consideration goods and services through dealer networks will benefit tremendously from marketing automation. This whitepaper explores the process and benefits associated with marketing automation implementation specifically for these types of manufacturers.

# About ROLLICK

Rollick connects manufacturers, dealers and in-market consumers in the powersports, RV, marine and industrial equipment industries to deliver a seamless customer journey. Rollick's solutions include new customer acquisition, enterprise lead management, customer experience/loyalty and marketing automation. In addition, the company has rapidly built a national outdoor recreational vehicle buying network to include hundreds of dealers, over 80 manufacturers and an affinity partner network with access to over 150 million high-quality customers including policy holders of major insurance providers, employees at more than 2,000 top U.S. companies, members of the military, veterans and first responders. For more information, visit [Rollick](#).

# Introduction

Today, your customers are self-educated. With the Internet, it is easier than ever for them to research your competitors online 24/7.

When someone is browsing products on your website, it can be difficult to identify the person as a prospect if they don't submit a lead. Even if they do submit a lead, how can you be sure your brand will stay in front of them during the long buying cycle? Your online efforts play a big role, but your dealers are an integral part of your success, too.

Dealers have a huge influence over a customer's experience with your brand, so it is important they are representing you in the best way possible. For this reason, it is important to provide them with the necessary marketing tools.

This sounds like a lot to take on, but luckily, there are simple and effective ways to attract prospects to buy your products, make sure they are satisfied with their experience, and encourage them to purchase more products or services in the future.

# What is Marketing Automation?

## Marketing Automation

- **Marketing Automation** helps marketing teams automate communication campaigns, generate, score and nurture leads, and qualify sales-ready contacts.
- Marketing Automation is a one-to-many model.

## CRM

- CRM helps sales teams manage existing accounts, new sales contacts, and service inquiries.
- CRM is a one-to-one model.

## Rollick University Vocab

**Marketing Automation:** technology that helps marketing departments streamline and automate marketing tasks.



The background features a complex digital-themed illustration. On the left, a globe is partially visible, with a road leading towards it. A large blue location pin is placed over the globe, containing a computer monitor displaying a website. To the right, several interlocking gears in shades of blue and orange are shown, some with binary code (0s and 1s) on them. The overall color palette is dominated by blues and greys, with accents of orange and white.

# How To Prepare For Marketing Automation

Before you implement new marketing automation technology, you'll want to evaluate the effectiveness of your current marketing efforts.

Ideally, you'd start with a digital assessment. A good digital assessment will evaluate numerous aspects of your digital marketing efforts.

# What To Evaluate In Your Digital Assessment

- 1. Website and Content:** Is your website working well and functioning correctly? Is your content relevant, segmented, compelling, and up-to-date? Is your website well designed and visually pleasing? These factors will affect how long prospects stay on your site.
- 2. User Experience:** Is your website easy to use? If your site is difficult to navigate, prospects won't organically drift to different pages on your site, and they'll leave.
- 3. Lead Capture Forms:** Are there easy ways for prospects to show they are interested in your products? Lead capture forms help you gather information on your prospects so you can better understand what products or information they are interested in. This way, it is possible for you to target them and sell them more.
- 4. Search Engine Optimization (SEO):** SEO is especially important if a prospect is looking for a certain product, but doesn't know about your brand. By optimizing your website for search, you'll increase your chances of being found organically online.





# Database Enhancement

After you've done your digital assessment and made the necessary improvements, turn your attention to your database. Having a robust contact database can help you reach more prospects and make more sales.



# Evaluate Content

Once you have your database secured, you'll want to evaluate the quality of the content you're sending to your **prospects**. You should assess:

1. **White Papers**
2. Emails
3. Brochures
4. Blog Content

This content should be relevant, up-to-date, and interesting. Without compelling content, it is likely your prospects will never look at your marketing assets.

## **Rollick University Vocab**

**Prospect** – a person who is likely to become a customer

**White Paper** – an in-depth report on a specific industry topic that is informative and persuasive





# Integrate Your Dealer Network

Using marketing automation technology allows you to assign prospect activity and leads to dealers by territory. A good technology will set-up your lead routing so that when a lead is submitted, the dealer for the territory of the specific lead will be automatically notified.

This makes it easier for your dealers to follow-up with each lead they receive. Additionally, it is easier for you to see each lead your dealer receives and if they're following-up on that lead.

## **Rollick Pro Tip:**

Aimbase technology can tell you whether or not your dealers are looking at lead details and prospect activity and how quickly they're doing it.

## **Rollick Pro Tip:**

Aimbase technology has a dealer locator feature that can be easily plugged into your website so your prospects can find the dealer nearest to them quickly and easily.

# Develop A Nurture Strategy

You'll need to develop a nurture strategy to effectively communicate with your prospects all the way to the sale.

A nurture strategy refers to what happens after a **lead capture form** is filled out on your website. When a prospect is browsing your site and completes a lead form, they're telling you that they are interested in what you're selling. We sometimes refer to these prospects as "hand raisers" because they have expressed a specific interest for more information from your brand.

## Rollick University Vocab

**Lead Capture Form** – form on your website to help gather personal data on your prospect



### CONTACT US

Fill out the form below to get in contact with a Traverse representative.

First Name\*

Last Name\*

Email\*

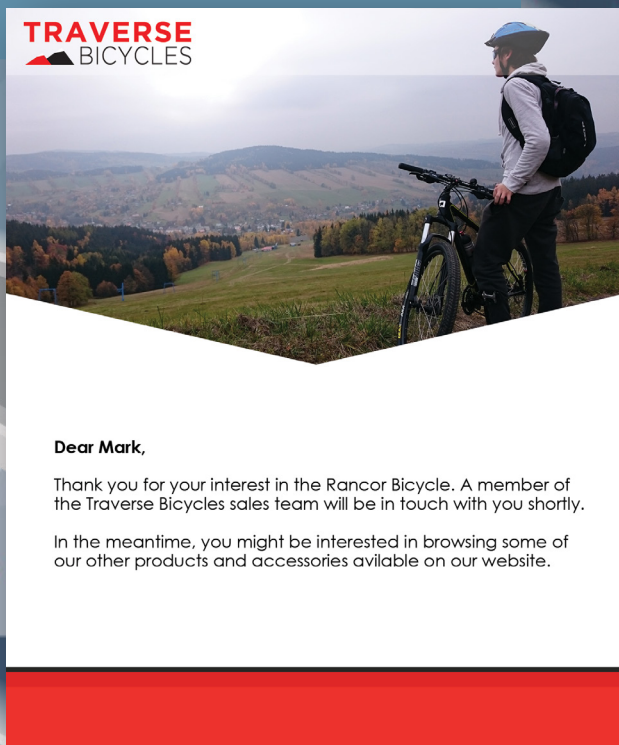
Country\*

Subject\*

Message

## Rollick Pro Tip:

You can customize nurture emails to target a prospect with a certain product, at a certain time.



Once you've identified a hand raiser, you don't want to lose them to a competitor, so it is important to have a defined nurture strategy to keep them interested until they're ready to purchase and to ensure your dealers aren't promoting another brand over yours.

Once a hand raiser submits a lead, your marketing automation technology will automatically send a follow-up email to the prospect.

**Nurture emails** should be customized to the prospect with details such as product of interest, buying timelines, and local dealer information.

Automated nurture programs allow you to send targeted and personalized messaging to your prospects, keeping your brand top-of-mind throughout the entire buying cycle.

## Rollick Academy Vocab

**Nurture Email** – a strategic and specific set of pre-designed emails to target a prospect

# Lead Generation

Once you have your platform and strategy in place, the next hurdle is getting prospects to your website. This can be achieved in a variety of ways.

Though it may seem difficult to cut through the online clutter and draw new prospects to your site, utilizing email campaigns and digital media advertising like **retargeting**, pay-per-click, and social media will help.

Having a strategic partner will help you run the right campaign through strategically targeting prospects by demographics like age, job, or location.

While you run your campaign, your marketing automation technology will track and manage the progress, turning your leads into sales.



## Rollick Pro Tip:

By optimizing your lead capture forms, you can be certain you have the right calls to action on the right landing pages for when you drive prospects to your site.

## Rollick University Vocab

**Retargeting** – targeting prospects based on their previous browsing behavior

# Track The Invisible Buyer

How do you know if prospects visit your site and are interested in your product or service if they don't submit a lead form?

In the past, a prospect walked into your dealership and asked questions about certain products and services, but now, buyers are researching products and services online more than ever, making it difficult to identify who is interested in your brand and what they are interested in. These prospects are referred to as **passive leads**.

Stats show that today, prospects are narrowing their buying decision down to two choices before they contact a dealership.



## Rollick University Vocab

**Passive Lead** – a lead who is researching your products or services online, but isn't submitting a lead

So, how can you make these invisible buyers identify themselves and become “hand-raisers,” even without submitting a lead on your website and let you know they’re interested?

Marketing automation technology gives brands and dealers additional insight into buying signals such as recent online browsing behavior, even when the prospect has yet to submit a lead.

By having a robust prospect email database and by activating this database with the right campaigns, you’ll be able to identify prospects who are ready to buy but aren’t actively reaching out.

**Rollick Pro Tip:**

Use email marketing to entice cold leads to interact with your website or activate them through digital media.



# What Should Happen After The Sale?

Think your job is done when you make a sale? Think again. It is crucial to survey your customers after they have purchased a good or service from your brand to ensure they are satisfied with their sales, service and/or product experience.

Marketing automation technology helps you send, organize, and analyze the responses of your surveys to understand what you are doing well and where you can improve.

Surveying your customers also gives you the opportunity to correct any mistakes that may have been made to ensure your customers are happy with their experience.



Once you've ensured your customers are satisfied, you can turn them into advocates for your brand by collecting and publishing their ratings and reviews on your website and/or social media channels.

Measuring the customer experience is not just about capturing a score, it's about creating additional marketing value for your brand through customer advocacy.

And don't forget that your current customers are likely to purchase from you again, so your marketing automation strategy should include communications to encourage customers to repurchase from you in the future.



### **Rollick Pro Tip:**

Aimbase will automatically ask people who gave you a high score on their survey to fill out a star rating for your brand and collect referrals that can be sent to your dealers as leads.



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## Reporting

When you're a manufacturer selling through a dealer network, it can be difficult to measure which of your marketing initiatives are responsible for making a sale.

Marketing automation technology can help you close the loop between leads on your brand website and closed sales.

Then, you'll know which of your efforts are working, and which you can stop focusing on.

The right platform will measure ROI so you know which marketing efforts to spend your budget on.

# Conclusion

It may seem daunting to manage the many marketing tasks that come with competing in today's digital age. Luckily, Aimbase Marketing Automation and Customer Experience technology was built specifically for manufacturers selling high consideration products through dealer networks.

Aimbase helps take your customers on a journey from Aspiration to Advocacy; it doesn't just help you generate more leads and capture information on your potential customers, it can also help you to sell more products to your existing customers and turn them into advocates for your brand.

If you're interested in getting started with Aimbase, Rollick can help. Our team has over 20 years of experience working with manufacturers selling through dealer networks and works with more than 200 brands to provide digital marketing expertise.

To learn more, visit our website at [Rollick.io](http://Rollick.io).



# **ROL**LLICK

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# **Aim**BASE

Aimbase is the only marketing technology solution in the recreation and industrial equipment industries that combines enterprise lead management, marketing automation, and customer lifecycle management in ONE platform. OEMs utilize Aimbase as their go-to solution to manage and track the entire customer journey from pre-purchase through re-purchase, measure dealer sales and quoting performance and customer satisfaction programs.