

# Five tips for prioritizing human connections in marketing automation

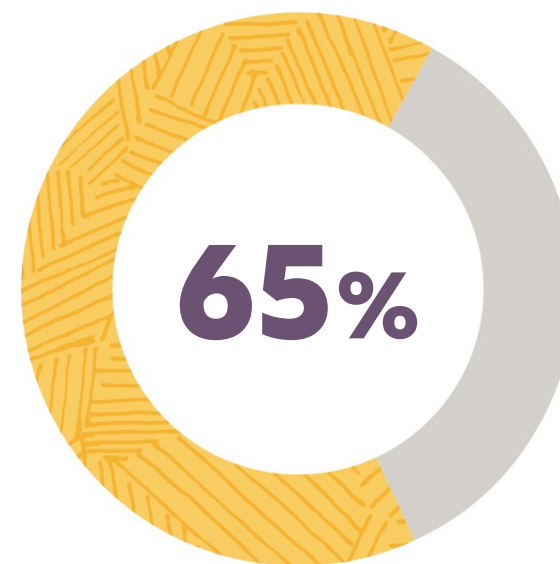
Empathetic marketers put themselves in their customers' place to understand their needs and pain points. They then use those insights within their marketing automation efforts to connect with customers on a human, relatable level.



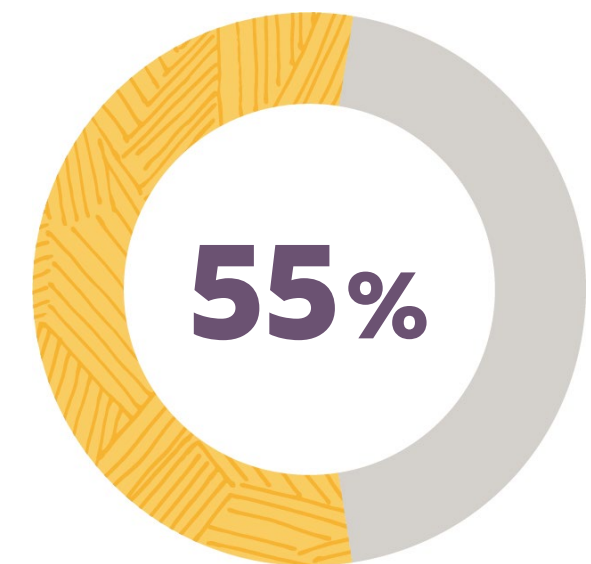
## Prioritize human connections in your marketing automation efforts with these five tips:

### 01 Personalize your messaging and content

Leverage customer data to create helpful content for your personas as they navigate the discovery, consideration, and decision-making stages of the buying journey.



65% of B2B buyers want access to relevant content.



55% want content that speaks directly to customer needs and demonstrates industry knowledge.<sup>1</sup>

### 02 Adopt a cross-channel approach

Launch marketing campaigns deliver personalized experiences across various digital marketing channels (like email, social, mobile, and chat), providing prospects with content and offers to guide them down the sales funnel and nurture them until they become marketing-qualified leads.



50% of B2B companies said mastering the omnichannel experience is a leading priority.<sup>2</sup>



### 03 Build relationships

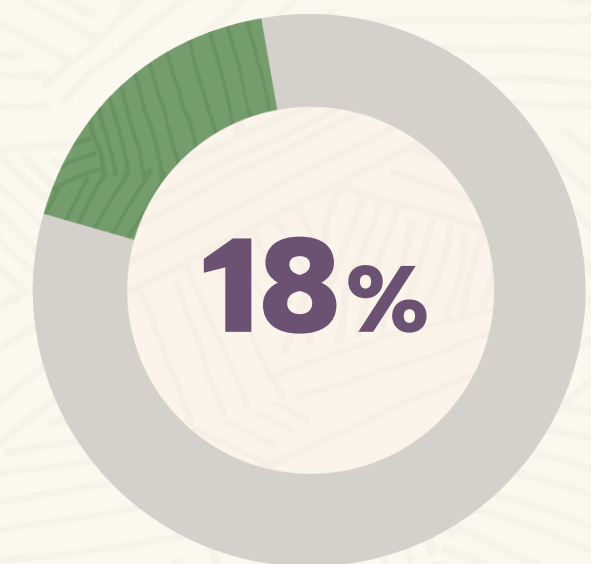
Integrating your marketing automation solution with your CRM provides you access to customer data to build personalized campaigns. Use marketing automation tools to track and evaluate how your messaging resonates with your buyers and make updates as needed.



76% of buyers expect more personalized attention from marketers and sales people because they want to develop an intimate relationship with the people/brand marketing to them.<sup>3</sup>

### 04 Craft a customer-centric marketing strategy

Build marketing personas from your customer data, identify pain points and concerns and provide insights and solutions throughout the sales cycle.



18% of consumers report receiving marketing emails that contain content so unique to their needs that they feel it recognizes them as individuals.<sup>4</sup>



### 05 Keep in touch at the right cadence

Overwhelming customers with too many emails can cause email fatigue and lead to unsubscribes. Determine the right email frequency and make sure content is relevant, interesting, and valuable to your audience.



83% of millennial consumers (most of today's B2B buyers<sup>5</sup>) say brands send them too many emails.<sup>6</sup>



## Find out more

about the benefits of marketing automation with Oracle Eloqua Marketing Automation.

[Learn more](#)

#### Sources

- <https://www.demandgenreport.com/resources/research/2021-b2b-buyers-survey-as-buying-committees-expand-unique-patterns-emerge-among-different-stakeholders/> (Complete form to download)
- <https://onemarketer.com/rs/B87-SLG-901/images/B2B%20Accenture%202019%20Final%20PDF.pdf>
- <https://www.demandgenreport.com/resources/reports/2020-b2b-buyer-behavior-study-purchase-plans-still-progressing-despite-disruption-but-with-increased-expectations-for-relevance-personalization/> (Complete form to download)
- <https://formation.ai/brand-loyalty-2020-the-need-for-hyper-individualization/> (Complete form to download)
- <https://smarterhq.com/millennials-where-they-shop-how-they-shop-why-it-matters> (Complete form to download)
- <https://www.trustradius.com/vendor-blog/b2b-buying-disconnect-2021>

