

Marketing Automation Checklist

By Digital Marketing

- Is your message customized based on what you know about your lead?
- Is your program mobile-ready?
- Are you showing interest for your lead in each conversation?
- Are you using all available channels within your marketing automation?
- What level of quality is your supporting content?
- Are you thinking long-term relationship?
- Is your product a part of your content marketing?
- Are you supporting the sales process?
- Are you providing a non-pressure relationship?
- Are you serving your customer?