

MARKETING AUTOMATION & OPERATIONS

SCALE YOUR MARKETING PROGRAMS

Your new platform was supposed to be a magic bullet for your marketing, but it's not delivering the measurable returns and efficiencies you were promised. Or maybe your results are off the charts and you need more staff.

Either way, we can help. We've got a dream team of automation and operations specialists who understand the ins and outs of each platform and how to bend them without breaking your marketing.

B2B MARKETING
AUTOMATION AND
OPERATIONS IS ABOUT
MORE THAN CAPTURING
LEADS. YOU NEED
OPERATIONAL
END-TO-END
MARKETING STRATEGY.

WHAT IT'S LIKE TO WORK WITH US

You're in business to create products and services that help people solve business problems. We're in business to help *your* business solve marketing problems. To do that, we approach our work with brains, empathy, and an eye on ROI. And we're transparent with you so that what we learn stays with your business.



HOW WE DO IT

Expertise: Our technical experts are also marketers. They can map your content strategy to your lead-nurturing programs.

Scalability: Anything we propose or implement will grow with your business.

Customization: We work with you to build a foundation that grows with your business, and won't leave you high and dry with an outdated solution.

Optimization: We measure the performance of everything we do and adjust course to increase the value of your investment.



HOW WE WORK WITH YOU

We'll always help remove complexity so you can deliver on your brand promise.

Project-based: An extra hand to help with projects and tasks.

Service: An agency partner to handle recurring marketing services.

Integrated marketing: A strategic agency partner to drive revenue.

Staff augmentation: Individuals and teams with the strategic, creative, and technical expertise that goes into great marketing.

WHAT YOU GET



Lead management: We help you (and your sales team) define and document the lead life cycle.



Lead scoring: We architect scoring models that quantify behavior along the buying journey and qualify the best of the best for sales.



Email marketing: Sometimes email gets a bad rap, but you can't really do marketing without it. We do it smartly to serve, not to annoy.



Marketing program management: We advise, consult, and train you on new tools and processes.



Lead and customer nurturing: We untangle the web of lead-nurturing workflows to get the right content to the right person at the right time.

SOME OF OUR RESULTS



Complete migration from Pardot to Marketo, working across teams in APAC and the US to create a migration roadmap. Yesler continues to support marketing program creation and execution.

40+
programs
migrated

COMPLETE
legacy field
mapping



A strategy for three automation systems, architecture for joint workflows, and an intelligent lead-recycling strategy using custom automation in Marketo and Salesforce and custom lead scoring and processing.

SCALABLE
marketing
programs

REDUCED
reporting
time



A multi-touch global ABM program with a series of targeted, personalized experiences in 14 languages, supported by intelligent data processing, direct mail, and marketing automation.

\$224M
in
pipeline

21%
response
rate

THERE'S A LOT MORE WE DO

MARKETING TECHNOLOGY

Our team will help you sync your martech to your business goals and get it to harmonize with the rest of your marketing and sales tools.

MARKETING ANALYTICS

We treat analytics as a strategic, end-to-end practice to help ensure you collect the right data—and that you're set up to act on it.

RESEARCH & STRATEGY

We'll determine where in the buyer's journey you need to reach people—and the best way to connect with them when you do.

GET IN TOUCH AT HELLO@YESLER.COM