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The Complete Guide to **Marketing Automation** in 2023





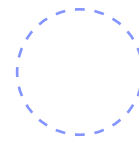
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Introduction



Marketing automation has been a time-saving solution for marketers since the mid-1990s and is undoubtedly still a fast-expanding field, promising professionals less time spent on routine tasks, productivity boost, increased ROI, more leads and customers.

The first SaaS tool showed up in the early 80s. It was created by Unica, which specialized in mostly in email marketing automation. With the rise of cloud-based tools such as Salesforce and ActiveCampaign, the market has opened to small businesses. In response to the massive growth in online and mobile commerce, marketing automation tools became all-in-one platforms for sales and marketing. Lastly, due to the rise in investments made in the marketing automation industry since 2019, [75% of businesses](#) out there started using marketing automation tools.

Our **The Complete Guide to Marketing Automation in 2023** presents insight into how agencies take advantage of marketing automation tools, how these tools make their lives easier, which tools they prefer, and their predictions on the future of marketing automation. We asked eight key questions to six of our members who are leading experts in their fields. Their insights will be infinitely valuable to any industry professional to think through and design their own process to implement marketing automation to level up their business.

Our guide is comprised of two sections. In the first section, we gathered extensive information about marketing automation and data on how participants prefer to use marketing automation tools. The second section is where each of our participants shares their experience with marketing automation tools and their predictions for the future of the field. The participating agencies are listed according to their specific area of expertise.

Participants



Michael John

CEO and Founder
at LOOP



Lu-Lyn Chang

Chief Marketing Officer
at Bray Leino Splash



Dan Rawley

Marketing Manager
at Evoluted



Christopher Harris

CEO
at welcome Agency



Amanda Stephens

VP of Operations
at seoplus+



Ko Leuk Ling Joyce

Digital Content Manager
at Digital Business Lab



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Key Takeaways

There are 5 main points that carry substantial importance regarding the usage of marketing automation tools:

1

Participants spend on average between **10 to 30 hours per month** on repetitive tasks.

2

85% of the participants are regular users of marketing automation tools.

3

When choosing a marketing automation tool, the participants consider the following: **Features, Pricing, User-Friendliness, Integrations and Customer Support.**

4

Participants see the future of marketing automation the most in developments in **AI & machine learning** integrations and **personalization.**



5

The participants say that marketing automation helps them;

- Save substantial time
- Make sense of / interpret their marketing data to get useful insights
- Optimize their plans and strategies for marketing campaigns
- Nurture leads and identify new customers
- Increase content performance
- Facilitate the setup of triggered email campaigns
- Accelerate tasks such as post scheduling and performance analysis for social media

Most Preferred Tools by Lead Agencies

Content Marketing

Wrike
Klaviyo
Semrush

Social Media Marketing

Upfluence
Buffer
AirTable

Digital Marketing

HubSpot
Mailchimp
Campaign Monitor
Trello
Omnisend
SocialBee
ContentCal

Email Marketing

HubSpot



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What is Marketing Automation?

Marketing automation refers to a process that includes streamlining, automating, and measuring marketing activities in order to leverage operational efficiency and boost sales performance. It also takes an active role in growing customer engagement.

It uses software to perform countless repetitive tasks otherwise done by humans. Even when used occasionally, marketing automation helps businesses of all sizes to make significant progress towards their marketing objectives and increase their productivity.

Marketing automation does not mean just a system of a number of integrated workflows. It is a powerful structure that helps businesses market directly to prospects and customers based on their interests. It focuses on solving customers' pain points by providing a decent customer support experience. So, it is ensured that customers and prospects find answers to their unique requests and needs without struggling between other platforms and teams. Marketing automation takes place right at the gathering of the right data, setting up effective communication channels and prioritizing tasks.



Types of Marketing Automation

Since the customer management company ACT! introduced the first data-oriented marketing automation tool to the world in 80s, marketing automation has started to be developed by many SaaS companies.



CRM (Customer Relationship Management)

One of the main objectives of businesses is to provide the best customer experience, which generated the need for increasingly comprehensive CRM tools. These SaaS help companies store and automatically collect detailed information such as personal info, email addresses, company names, job titles, order history, and payment details, which help businesses personalize every interaction for each customer.



Email Marketing

For marketers, scalability is one of the obstacles in email marketing. When several SaaS tools introduced an automated large-scale email distribution, they claimed to solve this problem, and they solved it. Email marketing automation tools prevent the reduction in the quality of emails with customizable features and provide reporting and analysis of each campaign's performance to generate insights for the following steps to curate the emails even further.



Digital Marketing

Driving traffic, setting up marketing campaigns, creating content and building landing pages are just some of the features that all-in-one marketing automation tools provide. While all-in-one SaaS tools like HubSpot mostly focus on inbound marketing, Marketo specializes in marketing intelligence and automation.





Content Marketing

Even though content marketing is not as a tedious task as email marketing, it contains a series of repetitive actions that reduces the time that content marketers rather spend on creating content. Automation in content marketing overtakes tasks such as content scheduling, formatting, and editing and gives editors and writers more time to actually create something that matters.



Social Media Marketing

Businesses use social media marketing automation to enhance their engagement and construct a consistent brand identity across platforms, so it is not only automating some promotional messages to respond to queries coming from the followers. Being one of the most time-saving tools out there, social media automation helps businesses schedule posts, find the optimum times and days to post and measure engagement and interaction.



How Can Your Agency Benefit from Marketing Automation?

The main goal of marketing automation is to **execute, manage and automate repetitive tasks** such as email marketing, social media posting & scheduling, content publishing, ad campaign management and more. Not only it does provide solid efficiency but it also focuses on strengthening customer loyalty with personalized interactions.

Another highlight is to increase responsiveness to both customers and prospects, as it helps build trust over time. Marketing automation allows agencies to increase customer satisfaction with personalized solutions, faster revenue growth, and streamline processes by saving time on tasks that require no creative input so that more time can be allocated to strategizing and creating things that matter.

In a nutshell, agencies that use marketing automation can:



What Aspects of Marketing Can You Automate?



A huge amount of marketing and sales-related operations can be automated. Marketing automation tools handle sales processes, manage customers and store product and usage data and track success and generate reports. If you do not know where to start, the following infographic describes what aspects of marketing automation can be utilized to increase productivity and decrease costs and human errors.



Digital Marketing



Email Marketing



Customer Relationship Mgmt.



Social Media Marketing



Content Marketing

Email marketing

Segmentation

Sales pipeline management

Automated post scheduling

Engaging content creation

Landing pages & forms

Personalization

Email sending & scheduling & tracking

Post publishing

Content scheduling

Campaign management

Automated email workflows

Workflow management

Social media content planning

Content publishing

Lead nurturing

A/B testing

Automated workflows

Social media content repurposing

Content optimization

Lead lifecycle management

Conversion tracking

Database management

Social media monitoring & listening

Content management

CRM integration

Buying behaviour tracking

Lead scoring

Ad management

Automated content workflows

Social media marketing

Email campaign analytics & reports

Reporting & analytics

Social media analytics & reports

Content tracking

Marketing analytics & reports

Social sharing

Content analytics & reports



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What Does Marketing Automation Mean to Marketing Agencies?

Marketing automation creates workflows for agencies to automate their marketing and sales-oriented repetitive tasks to generate more leads, convert those leads to sales and optimize ROI. However, how much they would benefit from automating their tasks may vary according to the area of expertise of each agency. To generate insight we asked our member agencies how and why they use marketing automation tools.

According to the common needs of our participants, the contribution of marketing automation to their agencies is as follows:

Marketing Automation Benefits

- ✓ Make sense of and organize their clients' marketing data
 - ✓ Optimize their marketing plans & strategies for successful marketing campaigns
 - ✓ Nurture leads
 - ✓ Identify new customers
 - ✓ Boost sales revenue
 - ✓ Increase content performance
 - ✓ Set up triggered email campaigns
 - ✓ Time and schedule social media posts
 - ✓ Analyze and report their clients' social media performance
- 



All of our participating **digital marketing agencies** use marketing automation for;

Helping to build personalized workflows to prioritize tasks

Streamlining processes to keep customers at the centre

Helping teams in order to work better

Saving time

Understanding evolving needs of customers and responds to their needs at the right time

All of our participating **email marketing agencies** use marketing automation for;

Better sales and marketing alignment

Creating a better customer experience

Increasing brand awareness

Better targeting and segmentation

Creating streamlined and repeatable processes and assets

Providing insights into a better email marketing strategy

Reducing the room for errors

Boosting revenue

Reducing costs



All of our participating **content marketing agencies** use marketing automation for;

Helping their team produce new content consistently and at scale

Maintaining the content standards across multiple channels

Reducing human error

Increasing their productivity

Creating successful content marketing campaigns that drive conversions

All of our participating **social media marketing agencies** use marketing automation for;

Driving consistent engagement on social media

Saving time by making scheduling easy

Providing insights about the performance of the content as well as the platform statistics





How Much Time Do Agencies Spend on Their Routine Tasks?

The average time spent on routine tasks varies according to how demanding the task is and how much data or information needs to be parsed. The participants say that the time required to complete weekly tasks ranges between 5 minutes to 15 hours, which when piled up can hamper the productivity of a workplace and result in lost time and money. However, the only thing business lose is not time, they also sacrifice creativity and employee attachment.

Type of Agency : **Digital marketing agencies**
Average Time : Min. 5, max. 40 hours per week
Task : Identifying potential customers and automating the process of nurturing those leads, creating user-generated content, sending triggered email sequences, sending emails in bulk, analyzing data, scheduling posts, automating responses, etc.

Type of Agency : **Email marketing agencies**
Average Time : Very little
Task : Analyzing data, creating comms, sending comms, etc.

Type of Agency : **Content marketing agencies**
Average Time : 1-2 hours
Task : Content research, creating editorial calendars, getting approvals from clients, posting blogs, etc.

Type of Agency : **Social media marketing agencies**
Average Time : 15 hours per week
Task : Streamlining the time spent on best influencers profile research, tracking and organizing content performance in order to show the most relevant information for campaign optimization.

How to Choose the Right Marketing Automation Tools for Your Agency?

It is vital to consider what a marketing automation tool provides and how it fits into core marketing strategies before investing in any solutions for businesses of all sizes. Determining which features are must-have and which are nice-to-have will make your decision-making process much easier.

We have listed some key elements that you should consider before jumping in with both feet into the vast field of marketing automation and starting to automate every little task your agency has.



Features: There are countless marketing automation tools on the market. Determining which features your business needs is the first step you should take before clicking the subscribe button of any SaaS tool. Features can be deceiving and more features do not mean this could be the best solution for your agency. It would be better to give free trials a try to test the tool's features first.



Pricing: Almost all tools have different membership options and price categories. Prices of different plans can vary according to the amount of data you need to use, the number of users who will access the tool, the number of emails/contacts/accounts it handles and the length of your usage period. If you don't have any prior experience with these tools and don't know how big of an operation you need, it might be a good idea to start small and increase gradually.



User-friendliness: Having a simple and accessible user interface, not having a steep learning curve and no previous knowledge required to understand the tool will allow users to immediately adapt to the SaaS and start using it from day one.



Plug-ins and add-ons: Most marketing automation tools facilitate marketing operations by providing handy integrations. They can have browser extensions or integrations with other automation or productivity tools that can make marketing tasks even easier. When adding a new tool to your repertoire, make sure they offer seamless integrations with your existing workflow.



Customer support: Last but not least, the SaaS you chose should have excellent customer support, listen to its customers, prioritize customer success, have a short response time, and have clear help and contact us pages. At the end of the day, no one wants to talk to chatbots!





Expert Opinions

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Digital Marketing

Michael John
CEO and Founder
at LOOP

Lu-Lyn Chang
Chief Marketing
Officer at Bray
Leino Splash

Dan Rawley
Marketing
Manager at
Evoluted



Email Marketing

**Christopher
Harris**
CEO at welcome



Content Marketing

**Amanda
Stephens**
VP of Operations
at seoplus+



Social Media Marketing

**Ko Leuk Ling
Joyce**
Digital Content
Manager at
Digital Business
Lab

×





Michael John

CEO and Founder at LOOP



Salzburg, AT

About LOOP

LOOP is a 380 team members strong digital agency, working for brands like Porsche, Breitling, PUMA, Amazon Prime Video and many others. We are serving clients at the intersection between technology and creative digital marketing from our offices in Salzburg, NYC, Sydney, Berlin, Copenhagen and Vienna.

Agency Expertise

Strategy, Digital Brand Management, Performance, Social Media, Web Technology, Video and Content Production.

How much time do you actually spend on routine tasks such as email marketing, behavioural targeting, lead prioritization, personalized advertising etc.?

I'd say that comes down close to zero. We have a zero-PR and outbound marketing strategy for the agency, only positioning ourselves through our work and the @followloop social media channels. For our own social channels, we are spending about 10-20 hours of time per month.

Do you get help from marketing automation tools to enhance your workflows? If yes, how exactly does marketing automation save you time?

We are using marketing automation for our clients, mainly working with tools like **HubSpot**, **Campaign Monitor** or **Mailchimp** — and of course, strong usage of Facebook's **Business Manager** as well as **TikTok** and **Google Advertising** tools including automated workflows.



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Which of the following statements resonate with you most regarding digital marketing automation?

- Streamlines processes to keep your customers at the centre
- Helps teams in order to work better
- Understands evolving needs of your customers and responds to their needs at the right time
- Saves time

What to look for in a marketing automation tool:

✓ Features ✓ User-friendliness ✓ Integrations

Most Used SaaS Tools:

★ HubSpot ★ Mailchimp ★ Campaign Monitor



Lu-Lyn Chang

Chief Marketing Officer at Bray Leino Splash



📍 Singapore, SG

About Bray Leino Splash

Bray Leino Splash is a Creative and Technology Agency with over 100 dedicated professionals who help clients with customer acquisition, engagement and loyalty strategies and solutions. As the CMO, I lead the agency's marketing, brand and outreach programmes to establish ourselves as a key player in the field of digital marketing.

Agency Expertise

Enterprise Website Design Builds, UX Research and Design, Data-Driven Marketing Campaigns.

How much time do you actually spend on routine tasks such as email marketing, behavioural targeting, lead prioritization, personalized advertising, etc.?

About 1-3 hours a day.

Do you get help from marketing automation tools to enhance your workflows? If yes, how exactly does marketing automation save you time?

Yes. It helps us identify potential customers and automate the process of nurturing those leads. It also helps us understand the kinds of content that resonates with our audience and keeps the team and key stakeholders on the same page.



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Which of the following statements resonate with you most regarding digital marketing automation?

- Helps build personalized workflows to prioritize tasks
- Streamlines processes to keep your customers at the centre
- Helps teams in order to work better
- Saves time

What to look for in a marketing automation tool:

- ✓ Features
- ✓ User-friendliness
- ✓ Integrations
- ✓ Customer support

Most Used SaaS Tools:

★ **Trello** - Which we extended from a project management tool to use for leads tracking and management.

★ **Omnisend** - For email targeting and marketing.

★ **SocialBee** - For social media campaign management.

★ **LinkedIn Sales Navigator** - For sales targeting, not marketing automation.



Dan Rawley

Marketing Manager at Evoluted



📍 Sheffield, UK

About Evoluted

Evoluted is a full-service digital agency founded in 2006. We leverage our expertise across web development, design and marketing to support our roster of national clients with all the services they need under one roof – our cross-team collaboration delivers brilliant results and streamlines operations for clients.

As Marketing Manager, I oversee all of our marketing channels, raising awareness of our industry-leading work and putting us in front of businesses who would benefit from our support.

Agency Expertise

Web Development, Web Design and Digital Marketing.

How much time do you actually spend on routine tasks such as email marketing, behavioural targeting, lead prioritization, personalized advertising, etc.?

I probably spend around five hours a month on email marketing on average, through writing, designing and sending our monthly newsletter, sending feedback surveys to clients and promoting Sheffield DM, the bi-monthly marketing conference we organise.

Behavioural targeting and lead prioritisation varies month-to-month and steps up when we are running a campaign or researching businesses' pain points that a piece of content we're putting out could solve.

Do you get help from marketing automation tools to enhance your workflows? If yes, how exactly does marketing automation save you time?

The ability to automate our email marketing by sending emails in bulk, quickly adapting and sending tweaked versions to segmented audiences,



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and sending triggered email sequences is a huge timesaver, as is having the data analysis immediately available in-platform.

For organic social, being able to schedule posts frees up time later on and helps ensure a steady flow of posts. Automated replies to social enquiries are also great for acknowledging messages until we can respond fully.

Which of the following statements resonate with you most regarding digital marketing automation?

- Helps teams in order to work better
- Saves time

What to look for in a marketing automation tool:

- ✓ Features
- ✓ Pricing
- ✓ User-friendliness

Most Used SaaS Tools:

★ We use **ContentCal** to automate our organic social marketing. It is great for previewing how posts will look on each channel and for easily scheduling variations of the same post across each of our profiles. Their customer support is also good.

★ **Campaign Monitor** is easy-to-use as an email automation platform and provides everything we need for segmenting audiences, building email designs, creating triggered sequences, testing and analysing campaign performance.

★ For PPC, **Google Ads Editor** is handy for making bulk changes across all our ads, for example when URLs change or we want to tweak how we describe one of our services.



Christopher Harris

CEO at welcome



 Sydney, AU

About welcome

welcome is a creative, brand and digital agency. Awarded WMA 2022 Agency of the Year. At welcome, we are reinventing digital and marketing on an ever-broader canvas, bringing together unrivalled talent, resources and skills to provide an integrated offer of communications, experience, commerce and technology for clients. We are a team of strategic thinkers, outstanding creatives, super clever techies, data fanatics and marketers.

Agency Expertise

Brand, Creative, Design, Technology & Marketing.

How much time do you actually spend on routine tasks such as email marketing, behavioural targeting, lead prioritization, personalized advertising, etc.?

Very little. We do not get complaints. Requests are all into Hubspot & Teamwork with very little manual intervention. Triggered emails are managed by Hubspot.

Do you get help from marketing automation tools to enhance your workflows? If yes, how exactly does marketing automation save you time?

Yes. Workflows and their automation are absolutely key in gaining back time, efficiencies and saving costs – all with the upside of a better company and happier clients. Automation saves me time analysing data, creating comms, sending comms, etc – it does all the heavy lifting for me.



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Which of the following statements resonate with you most regarding email marketing automation?

- Better sales and marketing alignment
- Creates a better customer experience
- Increases brand awareness, better targeting and segmentation
- Creates streamlined and repeatable processes and assets
- Provides insights into a better email marketing strategy
- Reduces the potential for errors
- Boosts revenue
- Reduces costs

What to look for in a marketing automation tool:

✓ Features ✓ Pricing ✓ User-friendliness ✓ Integrations

Most Used SaaS Tools:

★ HubSpot



Amanda Stephens

VP of Operations at seoplus+

seoplus+

📍 Ottawa, CA

About seoplus+

We are a full-service digital agency located in Ottawa, Canada. We have a team of 50 people and help businesses across a range of industries grow visibility and drive more leads.

In my role as VP of Operations, I am responsible for our systems and processes, as well as company culture.

Agency Expertise

SEO, Paid Ads, Content, Digital PR, Web Design & Development, Social Media.

How much time do you actually spend on routine tasks such as content planning, creation, distribution, etc.?

Per client, we average 1-2 hours for non-writing tasks: research, creating editorial calendars, getting approvals from clients, posting blogs, etc.

Do you get help from marketing automation tools to enhance your workflows? If yes, how exactly does marketing automation save you time?

Definitely! Our project management software **Wrike** allows us to use blueprints (basically templates) to assign new projects with a click. We also use a range of SEO tools (**Semrush**, **Surfer SEO**) to save time on keyword/topic research. We use tools to help improve our content quality, such as **Grammarly**. We are exploring new tools to save time on our client communications (the content team is currently doing a beta test of **Basecamp**). We are also testing email automation via **Klaviyo**.



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Which of the following statements resonate with you most regarding content marketing automation?

- Helps your team produce new content consistently and at scale
- Maintains the content standards across multiple channels
- Reduces human error
- Increases productivity
- Ensures successful content marketing campaigns that drive conversions

What to look for in a marketing automation tool:

- ✓ Features
- ✓ Pricing
- ✓ User-friendliness
- ✓ Integrations
- ✓ Customer support

Most Used SaaS Tools:

★ **Wrike** – Project management software to streamline project assignments and communications.

★ **Klaviyo** – Email marketing platform for the internal newsletter and drip campaigns (such as a drip campaign for new hires to introduce them to time-saving and quality-assurance tools like Grammarly).

★ **Semrush** – Automate keyword research, topic research, etc. to ensure our content hits the intended target audience and solves their query.



Ko Leuk Ling Joyce

Digital Content Manager at Digital Business Lab



Salzburg, AT

About Digital Business Lab

Digital Business Lab is a Social Media & Web 3.0 marketing agency based in Hong Kong and Singapore, specializing in social media strategy, video production, influencer marketing, paid media and Web 3.0 projects, including Metaverses & NFTs.

Agency Expertise

Social Media Marketing, Influencer Marketing, Video Production, Creative Storytelling, Data Listening, Web3.0 & Crypto Marketing.

How much time do you actually spend on routine tasks such as scheduling posts, monitoring social media performance, etc.?

Our team spend on routine tasks for roughly a third of the work time, on average 15 hours per week. For instance, it would take a significant amount of time to gather, arrange, and analyze marketing data from various sources. Our largest time-saving trick is focusing on the most important metrics that are most value-adding to our clients.

Do you get help from marketing automation tools to enhance your workflows? If yes, how exactly does marketing automation save you time?

Marketing automation optimizes our focus on social media plan & strategy. For instance streamlining the time spent on best influencers profile research, tracking and organizing content performance in order to show the most relevant information for campaign optimization.



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Which of the following statements resonate with you most regarding social media marketing automation?

- Enables consistent engagement on social media
- Saves time by making scheduling easy
- Provide insights about the performance of the content as well as the platform statistics

What to look for in a marketing automation tool:

- ✓ Features
- ✓ User-friendliness
- ✓ Integrations

Most Used SaaS Tools:

★ **Upfluence** - A cloud-based influencer research and management tool that combines influencer marketing, affiliation management, and performance tracking. The decision to switch to Upfluence has been transformative for my team. A comprehensive overview of all the most key creator metrics, an intuitive project management system, user-friendly campaign monitoring tools, advanced capabilities that enable you to fine-tune your searches, and other features combine to provide a one-stop solution for all our project demands.

★ **Buffer** - For driving significant engagement and outcomes on social media, we rely on the user-friendly, efficient Buffer social media management tool. It is powerful, engaging, and offers nearly all of the capabilities needed to run campaigns in this fast-paced and dynamic world. We are able to keep track of and research client feedback across many social media networks in one location.

★ **AirTable** - A platform for creating collaborative applications that is incredibly simple, intuitive, and straightforward to use. It improved our workflow efficiently by organizing our tasks, contacts, and projects (on a professional and personal level).



Conclusion: The Future Of Marketing Automation For Agencies

Marketing automation is an ever-expanding field with a lot of room for improvement. [Research shows](#) that more AI and machine learning implementation is on its way, the cookieless future is now a thing (though it is delayed to 2023 for now) and super intelligent chatbots and even more personalized marketing is also what has been discussed in marketing circles.

It is easy to be carried away with lofty promises that developers make, however only a small portion of these promises actually deliver. Therefore, to learn more about future of marketing automation, we asked our participant agencies what they expect the tools they use will or should do in the future to deliver results.

“AI and machine learning will create a superpower in marketing automation”

Most of the participants see the future of marketing automation in AI and machine learning. They agree that we are “only scratching the surface” of what marketing automation can do to make life easier for agencies and drive more value for clients. We are all anticipating to see more of it in the following years. Participants agree that even today, AI tools are at a point of quality that really has an impact on the work. With getting even more strategically involved with existing data, AI integrations are bound to reduce processing time and interpret data to deliver meaningful and actionable insights.

Amanda Stephens from **seoplus+**, a content marketing agency, says that saving time on routine tasks using marketing automation will allow agencies to invest it in the human element, meaning creative thinking and problem-solving.

“More personalization, more revenue growth”

Another common ground of the participants is that personalization will maintain its importance. But it is likely going to have to be redefined as we head into a cookieless future. This is a key point that should always be a priority as customers could feel a loss of commitment and trust if they feel the communication is automated, even leading to a potential loss at the end of sales. However, alternative solutions exist, and we think the upcoming years will be spent testing all these opportunities.

Ko Leuk Ling Joyce from **Digital Business Lab**, a social media marketing agency, said she thinks cookieless data integration into social media targeting is definitely in store. She underlines that there will be a change in how they target and segment audiences for digital advertising and that they will need to reach out to or re-engage with customers in more innovative & creative ways.

Evoluted’s, a full-service digital agency, **Dan Rawley** stated that the challenge for marketers will be to retain personalization and, interestingly, resist the temptation to over-automate. He suspects a large risk in the audience realizing all your communications are automated and says this can make it harder to build connections with leads.

“Build a strong bond with better prediction”

If the tools agencies are using provide a more personalized service, this is going to pave the way for better prediction of the customer’s wants and needs, and in the same way, the demand. Every customer’s needs are different and forming a solid prediction is hard. A one-size-fits-all approach is likely to fail in at least one aspect. But if agencies can get a glimpse into what their unique needs are and cater to that, they have a much better chance of having a strong bond with the customer. Meaning we all look forward to promising developments on the predictive insight deduction front.

Lu-Lyn Chang of **Bray Leino Splash**, a creative and technology agency, especially hopes to see some form of machine learning or AI-assisted engine to help with predictive personalization that can automate their social media content creation and curation efforts.

