

# Is marketing automation limiting your brand's visibility?

 By [Ryan Kh](#)

6 Jan 2017

Marketing automation is one of the big revolutions in the world of marketing. The problem is that nobody considers the potential downsides of it. The fact is that marketing automation has the potential to limit a brand's visibility. Not a lot of people consider this.

This is how marketing automation is contributing towards a lack of brand visibility, and what can be done about it.

## Why brands automate marketing efforts

Brands are increasingly [building a great distributed team](#) by automating many of their marketing efforts and sending their teams to complete other assignments. This can lead to more productivity and more togetherness. Marketing automation isn't difficult to set up and it [can make small businesses bigger](#) and more sophisticated.



© ammentorp via [123RF](#)

Most brands find that they can save money, do more, and free up employees to work on other campaigns. There's no reason a company shouldn't have some level of marketing automation within their system.

## So how does it limit brand visibility?

The problem with marketing automation is that it takes away from the human aspect of marketing. Every marketing task is decided upon and carried out by automation software. Machine learning hasn't gotten to a point where it's infallible. Computers are not, overall, more intelligent than humans in 2017. Who says that what automation software is doing is really the best option right now?

Brand visibility is limited because there are no guarantees that automation is really [taking your startup to the next level](#).

## Giving up that insight

Another way that marketing automation is helping to contribute to a lack of visibility is that businesses are not making the most of new insights. Automation software does the same thing every single day. When [presenting your business plan](#) for automation you need to make it clear that humans are still going to be there to develop new insights.

Marketing automation is a tool to increase your productivity. It's not going to do everything for you. You need to [take your business to the next level](#) and the only way you're going to do that is via close management of automation software, so you can gain that insight.

That's how you increase the accuracy of your predictive behaviour models.

## **Marketing automation is based on supporting data**

Companies like to look at marketing automation as a silver bullet that's going to solve everything, but automation software is only as good as the data supporting it from behind. Without accurate data, your automation programme is going to be doing the wrong thing every time.

Your [business can't afford to make compromises](#) on its data gathering project. You can't automate everything. With the freed-up personnel you now have, these personnel should be directed towards the data management department. The conclusions you come to will increase the performance of your automation software.

## **What's the best way to bring automation into your marketing department?**

Integration is the big challenge and it's one of the reasons why businesses find automation software so difficult to work with. The best way to bring automation into your marketing department is to only integrate the parts you need. Try to avoid choosing an all-encompassing solution for your company. Teaching your whole staff a new system will slow your business down, and it's rarely worth it.

But what you should be thinking about the most is how you're going to integrate your marketing automation software with your data gathering and utilisation efforts. This will determine whether automation is a successful strategy for you.

Remember that this isn't something you can install, configure, and leave to its own devices. Such a strategy could lead to disaster.

## **Last word – does marketing automation limit brand visibility?**

Taking away the human touch from marketing automation limits brand visibility, because you're not making the best possible decisions. Keep in mind that marketing automation software is only as good as the data supporting it. You're responsible for gathering and implementing that data.

So, does it limit brand visibility? Yes, but it doesn't have to. Integrate marketing automation software in the best possible way and it can contribute towards enhancing your brand's visibility.

How are you going to use automation software within your company?

## ABOUT RYAN KH

I'm Ryan Kh, a business graduate, aims to contribute thrilling stories on startups, small businesses & big on shining platforms.

- Geo-targeting tips digital marketers must follow - 2 May 2017
- Why your social media marketing strategy isn't taking off - 3 Apr 2017
- What the rise of paid social media advertising means for you - 24 Jan 2017
- Is marketing automation limiting your brand's visibility? - 6 Jan 2017

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>