How AI is Upgrading Marketing Automation for Software Leaders.

Who are we talking to?

We're talking to Eric Rogers, the CEO of a B2B/B2C SaaS company offering subscription access to a CRM solution. His company, Roger Ltd. also offers a comprehensive suite of web and mobile-based app development. Eric is a 6-figure CEO, he's 35 years old and is from Chicago, Illinois.

Eric understands that digital marketing can be another revenue avenue for his company, but because his background is that of a software developer, he never really picked up digital marketing as a skill.

Where is my viewer now?

Eric is currently trying to scale his client acquisition efforts to generate more revenue. His bosses, the board of directors, are hounding him to bring forth results.

The board is insisting that he scales profit margins by at least 5% within the next quarter, or else his job is on the line. The only way his company makes money is through the CRM subscription, or customers requesting a custom software solution.

Customers who want a custom solution first get a quote. If they accept the terms, the project moves forward. Once the project is complete, Eric offers an upsell for maintenance and updates yearly.
Since he's under pressure from the board, he needs to act fast and decisively. So, he turns to everyone's number one search engine, Google, to find solutions to acquiring more lifetime clients within the next 3 months. He's aiming for 5 new lifetime clients that need custom software solutions.

He educates himself on PPC advertising as a means of lead generation, however, he does not know how to start advertising, what platform to use, and how to create content/ads.

After an hour passes stressing over what to do, he gives up and opens up LinkedIn.

This is where he sees Hexwave Digital's posts about digital marketing for B2B/B2C SaaS companies.

Where do I want them to go?

Eric first sees the attention-grabbing visual/graphic. He stops scrolling to read more.

The first sentence of any post should clearly articulate the key points of this post.

Once he's hooked and intrigued, he keeps reading to the CTA. None of Hexwave's posts are hard sells, so there is no direct CTA to schedule a call.

However, because Hexwave's mission is to first provide value, he clicks on its profile to follow the page.

After following, he can keep browsing the page, or visit the website to get more information about Hexwave's services.

What actions do they need to take?
1. See the attention-grabbing image/video and get hooked.
2. Reads the intro of the caption and is intrigued even more because it acknowledges a current problem he's facing, or a dream outcome he's chasing.
3. Eric then reads the full caption to receive all the value provided in the post.
4. Once he's done reading, he begins to perceive Hexwave as a trusted figure in digital marketing for B2B/B2C SaaS companies.
5. Eager to learn more, he visits the company page and follows us.
6. The page will be set up in a way to direct him to the website, where he can learn more about Hexwave.
7. Lastly, once he visits the website, skims it, believes, and feels that Hexwave can solve his immediate problem, he fills out the form to schedule a consultation.

Who will be reading your content?
Eric Rogers, 35, 6-figure CEO of a B2B/B2C SaaS company.

Other avatars include decision-makers in the B2B/B2C software and technology industry.

What problem will you be solving for your audience(s)?
- Weak and mistargeted lead generation efforts.
- Unestablished or unmaintained social profiles and brand awareness.
- Weak customer retention because of no upsells or retainer-based deals.
- Weak customer engagement across social profiles.

<u>Feedback from Gs:</u>

- Crank down the "ultra-professional" tone.
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The Evolution of AI-Driven Marketing for B2B/B2C Software

AI is a critical ally in the data-dense landscape of B2B/B2C software.

It's not just about automation or streamlining tasks; it's about *crafting tailored marketing experiences that resonate with your customers*, predicting needs, and engaging them at the pivotal moment of making a purchasing decision.

Imagine **marketing so on-point** that all your campaigns align with your audience's desires as flawlessly as a key fits its lock.

This article covers the **five strategies for using AI marketing automation** for B2B and B2C software companies to *enhance customer engagement, increase retention rates, and drive sales growth*.

Unlocking the Hidden Codes of Hyper-Personalized Marketing with Predictive AI

B2B/B2C buyers want the same level of personalization as streaming platforms tailor show suggestions.

A study by Accenture states that 73% of buyers desire a tailored online experience, but only 22% say their most recent experience was entirely meant for them.

This is where AI-powered predictive personalization helps B2B/B2C software companies design tailored marketing campaigns for each customer's needs, desires, and preferences.

Predictive AI bridges this gap by processing mass customer data at lightning speeds and recommends offers based on a buyer's past purchases, online history, and digital personas.

This leads to higher engagement rates and the ability to predict future buying behaviors to craft your marketing messages accordingly.

The key method to crafting hyper-personalized AI-powered marketing campaigns is to use predictive analysis to segment your audience.

You then create dynamic content that adapts to these predictions, ensuring every communication with your brand is specifically written to each customer.

Several tools allow you to run predictive analysis, but our main choice is Salesforce's CRM platform, which gives you access to their advanced Einstein AI for predictive personalization.

Forecast customer behaviors with precise accuracy such that each experience is aligned with their journey, boosting their satisfaction and your sales simultaneously.

Creating Content That Clicks With AI-Driven Insights

Optimizing content with AI-driven insights isn't just an advantage; it's **a necessity for B2B and B2C software businesses.**

As we embrace an AI-enhanced world, software content marketing will continue to evolve under this strict, clear mandate:

Prioritizing quality over quantity, and personalizing experiences at scale.

72% of marketers claim AI-powered strategies breathe life into their content, boosting customer traffic, engagement, and conversions — this includes a notable **76% increase** in lead generation, according to Demand Sage.

AI's influence is expanding to the point that **82% of software companies** using these insights are widening their reach and improving their sales rates.

Yet, crafting content that resonates is often a towering hurdle, with **nearly 57% of software marketers** grappling to align brand messaging and shifting customer preferences.

This is where AI-driven insights emerge as a beacon of hope.

By sifting through endless data, spotting patterns, and forecasting customer trends, *AI reshapes our approach to content* – how we create it, share it, and refine it.

Take MarketMuse, for instance, which is redefining content marketing with AI insights. It compares both your content and that of your competitors to reveal weaknesses and areas ripe for improvement.

Plus, their platform allows you to develop content that's not only engaging but also climbs the Google search ranking, directly improving your online visibility and conversion rates.

24/7 Customer Conversations with Intelligent Chatbot Assistants

As the digital world speeds ahead, consumers demand immediate responses.

Tidio reports that **53% of consumers** find waiting too long for replies the most frustrating part of interacting with businesses.

This expectation for quick feedback sets the stage for intelligent chatbots to enhance customer service and boost sales.

Remarkably, **90% of consumers** believe businesses need to implement chatbots, indicating the widespread acceptance of this technology.

B2B and B2C software companies at the forefront of this trend report **sales increases of up to 67%**, highlighting the real revenue impact of AI chatbots.

Consider the breakthroughs made by OpenAI's GPT technology. Websites leveraging GPT-3 powered chatbots deliver round-the-clock support, responding to customer inquiries the moment they happen.

Plus, Tidio finds that such chatbots handle **90% of customer queries** in 10 messages or less, showcasing a significant leap in customer service efficiency.

By providing personalized, timely interactions, intelligent chatbots are invaluable in enhancing customer satisfaction and driving sales.

They're not just tools but essential partners to your company's digital marketing strategy.

Going Beyond Email Marketing With AI Enhancements

Imagine if each email you send feels like a personal chat between friends, tailored to your customer's likes, dislikes, and preferences.

Great email marketers come close to this ideal, but typically, that "perfect" email reaches thousands of customers, so in a sense, it's not personalized.

With AI, true one-on-one personalization for each customer becomes a reality, making your emails stand out in crowded inboxes.

AI tailors every email element, from subject lines to the call-to-action (CTAs), crafting messages that resonate on a deep, personal level.

Campaign Monitor reports a **26% increase** in open rates with tailored subject lines, marking the beginning of meaningful interaction.

The real magic unfolds as your customer reads on, discovering content crafted just for them, and in return, enhancing click-through rates.

You can even predict the perfect message to write using Persado, an AI tool that sifts through customer language to identify the most resonating phrases.

This transitions emails from generic broadcasts to messages that feel personally penned, ensuring every email hits the mark.

Weaving AI into the fabric of your email marketing guarantees every message is felt, deepening connections and nurturing loyalty.

Harnessing AI to Stay Ahead of Market Trends

Given the rapidly evolving nature of the software landscape, staying ahead isn't just about keeping pace; it's about predicting the next wave before it rushes ashore.

AI analytics shine as a beacon on market trends, granting deep insights that guide strategic decisions.

With AI, you're not just tracking the market; you're predicting industry shifts, positioning yourself as a pioneer.

These tools delve into data, uncovering patterns and sentiments that forecast the software sector's trajectory, transforming you from an observer to a trendsetter.

A Deloitte study reveals that software companies leveraging AI for data analysis are twice as likely to lead in financial performance, highlighting AI's role in achieving market dominance.

Plus, AI offers a competitive edge, giving you a bird's-eye view of the whole industry. It analyzes and compares competitor strategies and benchmarks, showing you areas for innovation and how to stand out.

This foresight is key to outpacing rivals and securing your industry leader status.

The Future of AI Marketing Automation for B2B/B2C Software

We've covered *predictive personalization, intelligent chatbots, content optimization, enhanced email tactics, and sharp market insights* that can revolutionize engagement, lead generation, and client retention.

Once your company exploits AI's full capabilities — forecasting trends, tailoring experiences, and breaking new ground in B2B/B2C domains becomes lightwork.

We'll keep up to date on the latest in AI for tech to set your business up for exponential growth and exceptional customer experiences.

Now that you know what to do, what not to do, what to expect, and all the potential opportunities, you're decisions will be educated.

Before we wrap up, we want to ask you a quick question:

Are you ready to take full advantage of AI to elevate your marketing strategies?

Hexwave Digital can help you design profitable performance-based marketing strategies to lead in this AI-driven landscape.

You can schedule your free 20-minute strategy consultation here!

One more thing, the article next month is about software email automation.

We'll remind you!