

# Automation in B2C Marketing- A Systematic Review and Process Enhancement

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**ABSTRACT-** This present work report represents the increasing necessity of marketing technology that has stimulated automation in customer-oriented business. High internet penetration, technological enhancement, and the digital world have changed consumer behavior in multiple ways. Automation in B2C business includes digital marketing of products or services to automated customer relationship management. For a smooth operation, from marketing analytics to customer satisfaction and retargeting process is now under automation. Human and digital attachment consistently finding an automated solution for the shopping experience. Furthermore, the concept of data-driven marketing and digital marketing increase accuracy for business and, transparency for consumers. The holistic decision model of marketing serves consumer-oriented recommendations through automated marketing analytics. It follows human touch with artificial intelligence for overall marketing performance in the age of industry 5.0.

**Keywords-** B2C automation, Data-driven marketing, Industry 5.0, marketing analytics, Recommendation algorithms, 5 Pillars of B2C automation,

## I. INTRODUCTION-

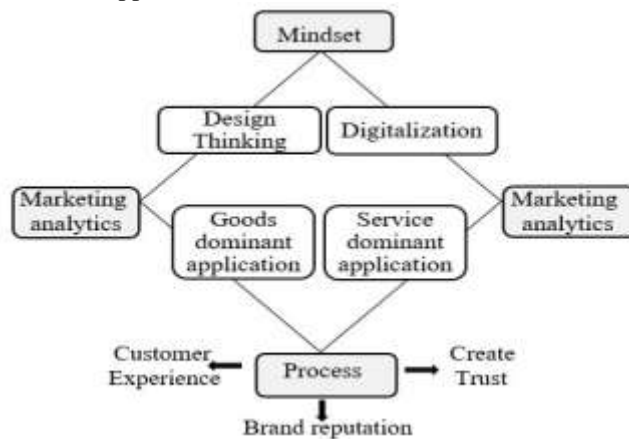
“This is what we want, won’t you please sell it” is always more effective than “This is what we have, won’t you please buy it”. Let’s start from the very base of marketing- the aim of marketing is selling unnecessary to discover those things are not essential, find the solution that people would buy. Today’s smart world needs very specific and smart ways to reach up to its customer, because of the advantage of the internet and automated world. In the age of automation, everyone is getting smarter and educated, so human-centric marketing would be a great fit for this scenario. Human-centric marketing is making a proper balance between customer mindset and corporate mindset. So

putting humans and corporate in the middle of mindsets, needs to consider some determining factors from an individual in digitalization to influence factors of the customer in the age of automation. The holistic approach of human behavior in marketing automation can recognize the influence factors of customers. Here individual in digitalization is all about individual customer nature, behavior, preferences, and level of income, which leads to the influence factors of the customer such as their profession, family, society, and living standard. To balancing these determining factors, 90% of the companies to use automation in their marketing strategies by the end of 2021 as per the market researcher survey. Getting human-centric in this age of automation, marketing analytics plays a primary role in collecting and analyzing accurate data to capture suitable target audience and their buying behavior towards the product or service. As per Google’s survey market structure of marketing, analytics was valued at \$2.13 billion in 2020 and expected to grow \$4.68 billion by 2026 at 14% CAGR of the estimated period (2021-2026). The Asia Pacific is the fastest growing market and North America is the largest market of marketing analytics in this estimated period. Companies are trying to keep connected with their customer through multiple channels to reach on time and marketing analytics solution tools allows them to keep track on the impact of their action taken. As a result adaptation of Cloud technology and big data in marketing is also increasing. Need to have a separate budget for market research and analytics for an effective ROI, by boosting the market size continuously. Technology giants like Google, Adobe, Oracle, Salesforce, SAAS continuously adding data sets to increase the growing capabilities of business organizations. This trend of marketing automation is expected to continue as the business of all sizes across their organizations. The process of marketing analytics helps to keep track of all the channels of marketing. A lot of

market Intelligence Company is also across the globe, who provides a better market analytics services to other business. In today's competitive world the quickest way to succeed is to collaborate and end up the competition. So companies must collaborate with various marketing channel providers to get a better marketing automation process. Marketing automation applied for both B2B and B2C marketing. B2C marketing can be enriched with a lot of benefits of marketing automation by investing in automation tools and channels. Application of marketing automation in B2C marketing works several processes of overall sales and marketing performance of the company such as- generating leads, cooperation between marketing and sales team, ensures consistency of marketing efforts, customer relationship improvement by being connected, assists company to maximizing its resources, savings of a huge time and cost, automated report generating to get instant solution continuously. In this age of automation, Artificial Intelligence plays a secondary role in the B2C marketing process. The application of

artificial intelligence in marketing automation is not only for better efficiency, it provides customers personalize buying experience. The technology of marketing automation makes it easily accessible so of marketing stages at low cost for the B2C marketing process. The company can feel their marketing automation journey like mountain climbing where a lot of life-changing moments and rewards will affect the business.

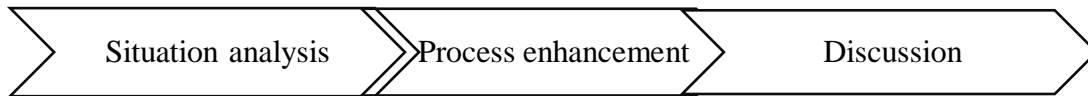
I have figure out a B2C marketing automation model for all sizes of businesses, consistently work out on each stage of this model will boost the overall marketing performance and marketing cost. This marketing automation model includes all the stages from data-driven input and its process, where marketing analytics is a major priority for each stage. Physical product-oriented companies can utilize marketing analytics in their process and digitalization to have smooth growth on customer engagement and brand reputation, whether service-oriented companies will have better customer experience and trust.



The global marketing automation market is driven by the rising of internet penetration, digitalization, and automated technology. The utility of artificial intelligence (AI), data-driven analytics solutions, Search Engine Optimization will drive the market significantly in the next decades. However such factors as high initial investment and cyber threats affect the growth, but the implementation of data privacy, AI and ML (machine learning), and effective cost management can protest those factors.

**II. OBJECTIVE TO THIS STUDY-**

This research discussed the phenomena of B2C marketing automation and its process enhancement. The research highly suggests that artificial intelligence and human-centric automation effects customer experience with personalized interaction for each customer and retarget them again through accurate recommendation algorithms. This paper is structured for a deep understanding of the impacts of marketing automation from marketing analytics to customer satisfaction.



**V. DATA ANALYSIS & INTERPRETATION**

Here we have collected an estimated secondary data of the Global market size of marketing automation growth of 2017-2023, which shows an average of \$2.25 Billion growth every

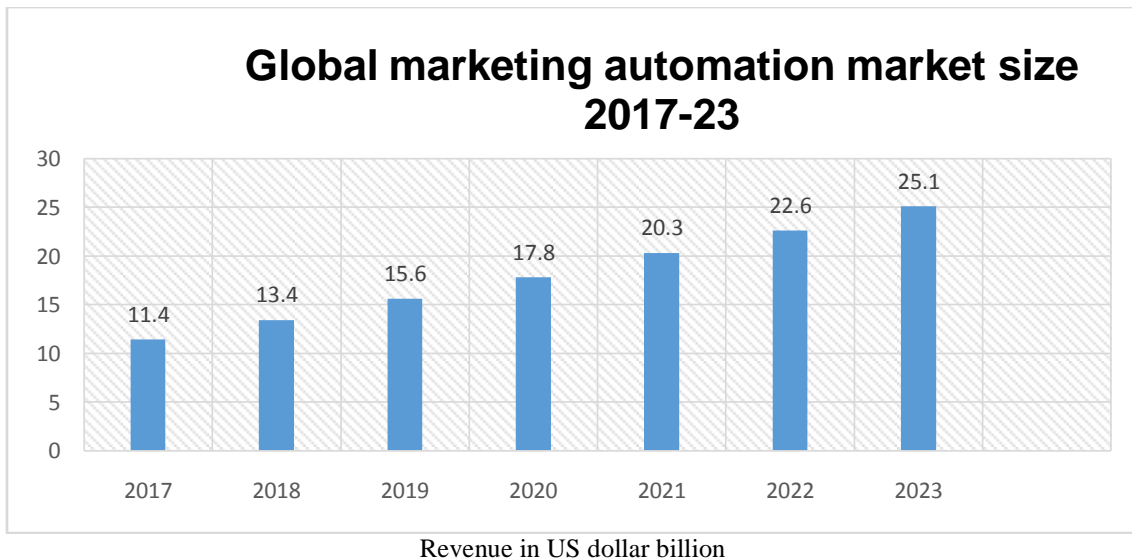
**III. LITERATURE REVIEW-**

- Marketing Automation aus der Marketing Cloud-Springer
- Customer Satisfaction of Recommender System-MDPI
- Lead Generation and Lead Qualification Through Data-Driven Marketing in B2B- Aioma
- The Effect of Marketing Automation on the Buying Decisions- Linnaeus University, Sweden
- Digital Marketing: A Review- International Journal of Trend in Scientific Research and Development (IJTSRD)
- Investigation of CRM in e-business From a B2C Fashion Companies’ Perspectives- Jonkoping International Business School

**IV. RESEARCH METHODOLOGY-**

This research has been conducted through quantitative and qualitative analysis of secondary data from various sources. The research focused on the current situation of B2C marketing automation, analysis and process enhancement.

year. Some major facts are considered in this growth such as geographic location and its infrastructure of the region or country, Industry types available, Deployment application of automation, and especially end-user.



### **Analysis of global marketing automation market segment for B2C marketing**

It is an analysis of global marketing automation, to understand the penetration of marketing automation and the segmentation basis. The marketing automation market is segmented based on Industry, Geographic location, Deployment application, and end-user.

**Industry-** Global marketing automation market covers some key players that are providing hardcore market intelligence services Adobe, IBM, Oracle, S&P Global market intelligence, Salesforce, SAP, etc. Accurate data collection and analysis of companies' target audience and their buying behavior and how to tackle can be vastly presented through market intelligence.

**Geographic location-** based on geographic location marketing automation market is classified into Asia Pacific, North America, Europe, and the Rest of the Globe. Where North America is the largest market and the Asia Pacific is the highest growing market. North America is the leading region in terms of marketing automation utilization.

**Deployment application-** Based on deployment application this market is classified into On-premises and cloud technology. The scalability and flexibility of cloud technology, security aspects are some of the major factors to boost the maximum utility of cloud technology in marketing automation. And some of the major applications are campaign management, Inbound marketing, Lead sourcing, Mobile apps, Social media marketing, Content marketing, Podcast marketing, Reporting, and analysis. The growth of the segment depends on several factors again such as, collecting potential aspects, browsing the company's website, monitoring prospect behavior, and personalize the customer experience with an effective management lifecycle process.

**End-user-** The end-user is classified on large businesses to medium and small businesses. Small and medium businesses are estimated to grow with the highest CAGR. Globally digitalization of industries and the internet penetration necessity of consumers are major effects for end-users of the marketing automation process.

### **Market research and automation in B2C marketing**

Using automation in market research for Better, Faster, and Cheaper. Market research in traditional marketing and the age of automation works differently, but the base of research for both is the human-centric approach. In the age of automation, market research is all about reducing manual work and focus more on the market

intelligence process by eliminating unnecessary human efforts. For the last decade's people are talking about digital marketing, automation because it has significant growth in very little time where marketing automation is all about human to human marketing approach through technological enhancement. Through automation, some of the market research elements can directly work without human beings, such as data analysis, survey routes, participant reminders, data visualization, etc. So marketing analytics plays a major role in marketing automation research. Marketing research for the B2C market in the age of automation is rising, it's already getting beneficial for artificial intelligence (AI), machine learning (ML) in the various path of customers handling. This needs depth research of customer initiatives, behavior, buying frequency as their buying road mapping. Especially for e-commerce businesses, AI is the finest way of the door to door product delivery. AI and ML are the game changer for market research in automation. Personalize customer satisfaction is a major part of B2C marketing and repeated customer. Utilization of automation in market research can highlight those error factors removable to have repeat business.

The rising of DIY tools (do it yourself) holds accuracy, cost, and time savings on market research such as the search for respondents, customer views on specific products, quick execution of product inventory, so overall automation gain momentum in market research.

Mobile technology using penetration boosts the process more effectively. Market researchers focus on the optimization of their offerings through mobile engagement. Market survey through SMS, notifications to increase user engagement.

Social media analysis is another process of B2C market research because today people are well engaged in social media, consistently posting and website visiting frequency from social media is getting high.

Marketing automation has started more than before a decade, automation in marketing then and now consistently being a supportive element for B2C because of instant solutions of the various sales funnel, it helps to work on multiple target audiences at the same time. Automated market research provides huge information accurately about the sales opportunity in various places and processes through automated customer relationship management.

### **Automation applications in B2C marketing**

B2C marketing automation process involves digital marketing and automation campaigns from product/service marketing to the sales process. It covers market research, attracting customers, and retaining them once the target message spread across the target audience through various marketing and sales channel. A new emerging technological platform has been fixed for B2C marketing automation through which companies design to capture their target audience and post-sale activity.

**Segmentation-** Flexibility criteria of automation bits of help find group-based contacts as you need. Find out the actual target audience at right time.

**Behavior tracking-** Once fix the target audience keeps an eye continuously on their buying behavior to find out all the solutions behind they are willing to purchase your product or service. The decisions allowing the company to start its automated journey with the customers.

**E-commerce integration-** Building sales through e-commerce is one of the major parts of B2C marketing automation. This is the future of B2C marketing. Automation platforms to allow collecting and analyzing customer data, portfolio management from website visiting, lead generation to feedback analysis.

**Multichannel tools-** It's a way to interacting with customers automatically 24\*7 as per their needs from purchase decision making to the post-purchase behavior process. For example influencing messages, helping to find the perfect match for customers' needs, etc.

**Split testing (A/B testing in digital marketing) -** It's a process to find out the difference between various marketing channels such as email marketing, search engine optimization, podcast marketing, direct message, etc. Which finds the

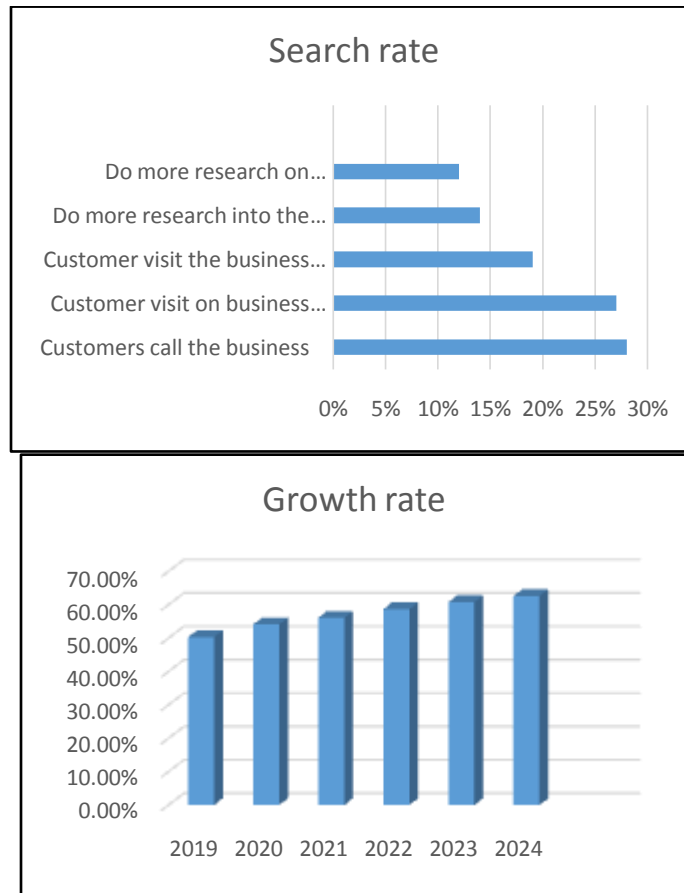
solutions and marketing campaign as per the product needs and target audience behavior.

**Automated campaign management-** Some effective automation processes in the B2C marketing campaign are- Welcome campaign and repeat purchase campaign (especially recommended for e-commerce), Onboard campaign (recommended for service related engagement), Multi-channel campaign (recommended for travel, lifestyle), Behavioural campaign (recommended for entertainment), Update campaign (recommended for travel, SAAS, fitness), Upselling campaign (recommended for service related engagement), Limited period campaign (recommended for food delivery, e-commerce).

**CRM capabilities-Customer Relationship Management,** to improve customer experience and provide service 24\*7 automatically such as lead behavior to personalize emails, types of content customer can attract, best outreach scale, lead sourcing. Lead sourcing is another important aspect of automation to understand which medium is getting hit for a lead generation how to improve that. Onboarding support is again an automated customer support system to guide all the visitors on company websites and get them from visitor to loyal customer. A Chatbot is a real-time onboarding support example.

**Email marketing-** Mail chimp is the industry leader in an email marketing system. Maximum 2 emails in a month to each targeted customer about promotion and all transactional details including purchase activity email automatically the customers. Automation cloud system is very effective for personalizing email engagement with customers.

**Social media-** Social media traffic is a famous way to promoting free of cost and getting market awareness and lead generations.



Digital ad. Estimated growth worldwide 2019-2024 Search rate for local business 2020-2021 worldwide

**Multi-channel effective strategies in digital marketing**

Automated marketing strategies implement and applied to increase customer engagement and lead conversion with low cost, low human efforts with accuracy.

KYC to fix target audience- Know your customer is very essential for fixating the target audience and understanding their buying behavior. Creating a personal portfolio for each visitor to the company website or channel covers a good number of customers from the visitor, and from their detail in the portfolio marketer can easily understand their buying tendency, preference, choice occupation, and level of income. Still, now a lot of brands use to promote their product to get the target audience but in the age of automation get the target audience through digitally KYC more effective.

Conversion with the contest- People love contests and competition, so whatever people would like to have for fun and enjoyment go through those all as a marketing channel is worth it. Making contest engagement and have the leads automatically.

A visitor to customer- Increase search engine traffic, how many people visit your website or other marketing channels, the company will get that much business by just engaging people to visit the digitally. High ranking content can attract high visitors, and get customers. The company can utilize viral marketing strategies also to increase search engine traffic.

Bonus or coupon with purchase- Include affiliate marketing with other companies to promote sales more by providing some bonus or coupon on purchase. Especially in Asian countries, it works very well.

Increase social media traffic- Involve some engagement on social media sites also to familiar with the product or services more with people. Social media promotion can increase 71% buying tendency through family, friends as per a market research survey.

Digital loyalty program- The loyalty program for a loyal customer to have repeat business. Through automated tools company can create a digital loyalty program, giving some rewards for a certain

number or amount of purchases. It works as a self-influencer for B2C marketing.

**Retargeting-** Retarget through previous customers' data analysis, "Once the customer always a customer". Knowing your customer will generate this repeating strategy. Analyze the customer data and retarget them as per demand.

## VI. DISCUSSION-

Marketing automation involves using technology and software tools to complete the marketing cycle automatically with less human labor, cost, and timing. However, the initial cost of marketing automation is high especially for small businesses. The marketing automation process includes activities from marketing analytics to repeat business automatically. I have given a

marketing cycle for B2C marketing automation. Where digital marketing is promoting products/services digitally. As the digital market has significant growth, the company can also implement automation in the digital marketing process.

Stage 1- Marketing analytics and market research through automation.

Stage 2- Suitable target audience and segment analysis through automation.

Stage 3- Promotion and market awareness through digital marketing.

Stage 4- Sales and lead conversion from all marketing channels.

Stage 5- Re analyze and retarget the market as per feedback analysis.



This cycle represents the automated process of B2C marketing from top to bottom. It includes data driven marketing, digital marketing and automated customer relationship management.

### “5” Pillars of marketing automation

This will provide better visualization of B2C automation impacts to business owners and generate solving ideas as per preferences. I have enumerated this as essential to implement B2C marketing automation.

**Know your data-** Marketing automation is the data-driven process where your collected data is significantly important to understand and find the actual target audience by following GDPR (General Data Protection Regulation). Customer profiling is essential for personalization services which have to be ethical.

**Know your channel-** Automated marketing channel is a SAAS process. Today's businesses are following multiple automated channels for

promotion. The company has to ensure that its marketing channel is known to its audience. Solving indirect digital distribution required a deep understanding of areas such as Channel operations, Channel marketing, and Channel sales enablement because each of the areas increases buyer's and partner's expectations in their shopping journey.

**Know your chances of lead conversion-** Through various automated channel how much the chances for lead conversion needs to be forecasted before implementing data-driven marketing. As an example, a research survey has presented the chances of click-through email is 2.5% of any email marketing. So the company has to consider such things in their automated marketing to forecast the chances of lead conversion.

**Know your consumer-oriented market trends-** KYC automation, human hard work slightly replace by technology. The new automated oversight business environment will require a lot of scalable compliance processes, dynamic trends, current and

comprehensive, these are all characteristics that automation can provide more accurately but manual systems will be increasingly unable to match.

Know your digital pace- Consumer product-based companies with their rapid-fire pace such as product launching, relaunching, and brand extension consistently. In the age of automation where everyone is doing digital marketing for their business but the company has to act differently from this rest. Do your marketing digitally but make sure the company is at its digital pace.

### **Effectiveness of B2C marketing automation**

Generations are getting more educated, so transparency is the biggest example of marketing automation. Firstly marketing automation translates to increased marketing timelines usefulness which is reachable via greater control of cost and replication of marketing functions. Automation allows employees to focus more on an important task for revenue generation by minimizing marketing efforts. The utilization of multi-channel of marketing automation provides accurate data of customers to find out suitable audiences and lead generation. A combination of marketing and sales team through automation would be able to align the company's goals and efforts. Making a transition of marketing leads to a sales pitch increases the chances of the company's revenue. Manually collecting and updating data is a boring, time-consuming, and repetitive task, automation channels of data management systems can reduce this activity pressure and increase productivity with more accuracy. Automation tools provide data safety of customers with certainty. It gives businesses to access restricted valuable information and in this age of digitally dependent data being safe and secure is essential. Marketing automation in B2C business works consistently on marketing analytics for important functions of business and customers, market trends, competition tracking, and much more important activity. Through marketing automation, a process job can be done in a single platform at the same time such as customer relationship and feedback management. Social media awareness to keep a continued eye on customers' thoughts and demands. Automation in B2C business always provides a personalized touch with each customer, extremely beneficial for

customer relations management. Through automation, CRM systems Companies can reach the right people at their own convenient time. It increases the chances of a customer being loyal to hustle free shopping experience. Automated CRM can manage special treatment to each customer such as personal discounts, rewards, solutions for each's problem, etc. Through marketing automation company can provide FAQ for 24\*7 customer guidance. B2C marketing always needs to prepare huge data report of each customer, automation increase this productivity with accuracy by being less time and cost consuming. Automation multichannel can create a timely marketing campaign for timely market awareness and promotion. Future performance-based campaign project through experience data serves better campaign timely by the application of machine learning and artificial intelligence. In this age of automation company can increase revenue by automated channels, but the human touch is forever essential for marketing because the market is all about people, human beings. Whether B2C business depends a lot on customer experience so human touch with automation is a perfect match to increase productivity, revenue and decrease time cost and human labor. Marketing automation can never give 100% guarantee sales but including human beings with multi-channel automation technology will enhance this percentage surely.

The human touch in automation in B2C marketing automation- Human beings are the major players when it's all about innovation and personalization as per industry 4.0. It defines the organizational and technological changes that involve products and services in the new business model, in the age of automation. Primarily industry 4.0 focuses on customization through automated tools in the business, where industry 5.0 focuses on the interaction between humans and machines. Especially Asia pacific region has a big market with the most emotional customers. Artificial intelligence refers to automated technology that stimulates human intelligence. It helps in the whole process of data to the target audience and up to customer engagement.

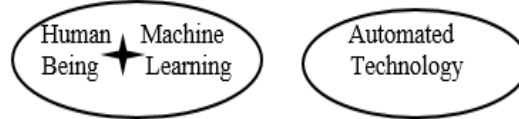
\*Prioritizing customer over the competition.

\*Create memorable customer experience.

\*Personalize social communication with customer.



Artificial Intelligence + Automation ➔ Industry 5.0



Marketing automation in B2C business has a full pack of advantages but still, some disadvantages chained with the system, not negligible. Marketing automation has its different barriers across the business environment, which impact the business from separated areas. For small or medium sizes businesses automation is somewhere not economical if the businesses are not financially stable. Implementing automation in their marketing process is highly cost affected in the initial stage but with time company will be beneficial with the technology. Automation in businesses will also create unemployment which is very uneconomical. Customer engagement will effect somewhere if a lack of technology management because of human efforts replacement. A good adaptation of technological handling can reduce this tendency. Frequent customer relationships (email, messages, overload of digital advertisement) can affect customer engagement in this age of automation. Because everyone is using automation, everyone is smart, so the quality of content in email or any kind of message without consistent analysis is going to affect the customer experience. To improve customer experience need to show that the company does care for each customer's personalized. This is one kind of challenge to make it happen through automated CRM (customer relationship management)

#### Consumer preferences in automation

Automation can never completely replace human efforts but the application of automation in B2C marketing can build a smooth customer experience. Focus On specific, personalize, and highly relevant messages to individual target customers generate brand awareness top of the mind, personalized customer experience. Remove the gap between the human error of marketing and customer satisfaction. Researchers from different backgrounds investigated from the very past the need for automation in consumer preferences such as transparency, self-determination. Data-driven marketing process usually focuses on consumer behavior, at the expense of multiple-order psychological processes such as customer preferences, emotions, and moral judgments, an

automated application that analyzes revealed consumer preferences from Google searches, social media preferences or their browsing history or e-commerce platforms, it may ignore mental processes that lead to individual customer behavior through personalizing analytics. This data-driven information is essential to find instant automated solutions to customer preferences which ultimately impact customer satisfaction and brand image. Automation in other fields is about man vs machine but in marketing, it's about a man with a machine. Recommendation algorithms are an analytics system to personalize analysis of each customer behavior from their shopping experience and shopping demand. Human factors are included with customer lifestyle, choices, and what they want. From last decades researcher of recommendation algorithm system has suggested that customer satisfaction will be maximum when the recommendation algorithm system is accurate with a huge diversity of items. Impacts of accuracy with diversity are most important for a better customer experience.

#### VII. CONCLUSION-

Recent developments in Machine learning (ML) and Artificial Intelligence (AI) has introduced automation system in marketing analytics that reflects on automated data-driven marketing. Contribution to consumer wellbeing by making their shopping experience smooth and hustle-free, while offering a wide variety of choices, more practical, and transparent is one of the greatest impacts of B2C marketing automation. Automated marketing intelligence track and analyze customer behaviour and automated digital marketing process promote on various platforms. Automated advanced workflow process handles internal marketing activity of the business such as reporting, lead sourcing, and lead transaction management. Review and analysis of the current state of B2C automation have shown impacts and automated process enhancement in this paper.

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