

EPISODE 194

# LEVERAGING MARKETING AUTOMATION FOR BUSINESS GROWTH AND CUSTOMER RELATIONSHIPS

*SYSB PODCAST WITH*  
**LAURA KERBYSON**



## LEVERAGING MARKETING AUTOMATION FOR BUSINESS GROWTH AND CUSTOMER RELATIONSHIPS WITH LAURA KERBYSON

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In this exciting episode of the "Scale Your Small Business" podcast, host Jillian Flodstrom sits down with the incredible entrepreneur, speaker, author, and mentor, Laura Kerbyson. With her extensive experience in real estate, hospitality, and technology, Laura brings a wealth of knowledge to the discussion on marketing automation and its profound impact on business success.

Jillian kicks off the conversation with her infectious enthusiasm for technology and marketing automation, highlighting its immense power and efficiency in making businesses more productive. She stresses the importance of using marketing automation responsibly and respecting clients, inviting listeners interested in implementing automation to tune in and gain valuable insights.

Introducing Laura Kerbyson, Jillian describes her as a true powerhouse in the world of entrepreneurship, with a remarkable three decades of experience in launching businesses and helping others achieve their goals. What sets Laura apart is her unwavering commitment to mentoring and coaching, firmly believing that anyone, regardless of their background or circumstances, can achieve success.

Delving into the ways marketing automation has benefited Laura's businesses and contributed to her overall success, Jillian and Laura uncover a treasure trove of information. Laura shares her firsthand experience working with a company that utilized various automation platforms for email marketing, social media marketing with chatbots, SMS automation, call centers, and dialers. Implementing automation across all marketing channels resulted in significant improvements to business operations.

The conversation then takes a turn towards common mistakes businesses make when implementing marketing automation and how to avoid them. Laura points out that many businesses fail to utilize automation effectively, relying on one-off SMS messages instead of persuasive email drip campaigns or LinkedIn automation marketing. She emphasizes the importance of gradually building relationships and avoiding the temptation of going for a hard sell right from the start.

Moving forward, Jillian and Laura explore how technology and automation can enhance customer service interactions, sales, and lead generation.

Laura underscores the significance of well-crafted email and LinkedIn messaging drips that address pain points and build trust. She introduces an innovative approach involving chatbots attached to Facebook advertising buttons, enabling the pre-qualification of potential customers and seamless connection to appropriate channels for further engagement.

The duo emphasizes the delicate balance between the benefits of automation tools and the importance of personalized customer attention. They highlight the role of human intervention when automation reaches its limits, allowing employees to focus on qualified leads and meaningful interactions. By investing in automation, businesses can scale operations and drive sales efficiently.

As the episode draws to a close, Laura shares her current use of a platform for LinkedIn marketing, targeting decision-makers and connecting with prospects outside the LinkedIn platform. She stresses the importance of designing message flows and automating processes until human intervention becomes necessary.

Overall, this captivating interview offers valuable insights into the power of marketing automation, its potential pitfalls, and effective strategies for implementing automation tools to enhance business growth and customer relationships. Jillian and Laura's vibrant discussion leaves listeners inspired and armed with the knowledge to navigate the exciting world of marketing automation with confidence and success.

#### **LEARN MORE ABOUT LAURA KERBYSON:**

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# KEY TAKEAWAYS



- ✓ The dynamic topic of **marketing automation** and its profound impact on business success is explored.
- ✓ The power and efficiency of automation and how it can aid in making **businesses more productive.**
- ✓ Accomplished entrepreneur and mentor, Laura Kerbyson, shares her extensive experience in real estate, hospitality, and technology, making her a **true powerhouse in the world of entrepreneurship.**
- ✓ The benefits of **implementing marketing automation** across all marketing channels, **improving business operations and driving growth.**
- ✓ The conversation explores common mistakes businesses make when implementing marketing automation and provides valuable insights on how to avoid them.
- ✓ The importance of **personalized customer attention** alongside automation tools, highlighting the **significance of human intervention when automation reaches its limits.**
- ✓ **Technology and automation can enhance customer service interactions,** sales, and lead generation, with a focus on well-crafted email and LinkedIn messaging drips.
- ✓ Laura shares an innovative approach **involving chatbots** attached to Facebook advertising buttons, pre-qualifying potential customers and seamlessly connecting them to appropriate channels for further engagement.