

Marketing Automation

From demand, generation, and nurture, through sales engagement and retention campaigns, marketing automation is more than sending emails. Marketing automation encompasses your entire customer's journey and beyond. Adage provides guidance into these complex systems so you can see a return on your investment.



Capture & Engage

Whether social, Google Ads, online engagements, or live events, marketing automation allows you to record and analyze your actual lead source and top-of-funnel activity. Adage can help you define a comprehensive flow that will work for your organization.

Segment & Nurture

You worked hard to create customer personas; let's use them. Not just by basic demographics, marketing automation allows you to segment your audience with many characteristics that will impact how they are nurtured. Let us show you how.

Score & Grade

Every engagement counts. With marketing automation, you can score every touch-point, large and small, in your customer's journey. Let Adage help you define a scoring methodology and identify the type of people who are a fit for your organization.

Trigger & Guide

As you become a trusted resource and your customers move from browsing to single ticket buying to subscribing, and on through the funnel, it's time to pass these patrons to the patron services specialists, development team, or call center for individual engagements. Marketing automation will provide your teams with transparency when heading into a new engagement, making cold-calling a thing of the past.

Analyze & Report

Better decision-making can be realized with a successful end-to-end marketing automation initiative. Learn which channels, content, people, and places are responsible for conversion. Utilize the rich reporting marketing automation provides to analyze activity and spend your resources wisely.

Partner

Real Magnet, a Higher Logic Company

Real Magnet integrates directly with Tessitura, featuring Activity Sync, a bi-directional connector. Activity Sync tracks community activity and engagement at every level, which allows you to gain valuable insight. Take advantage of Adage's in house marketing automation expertise. We can help you select a tool that meets your organization's needs and fully utilizes its capabilities.

