



# **Leitfaden Marketing Automation: Digital neue Kunden gewinnen: Vom Lead Management über Big Data zum Lifecycle Marketing (German Edition)**

*Torsten Schwarz*

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Vergleichbar mit der industriellen Revolution verändert sich jetzt die Arbeit auch im Dienstleistungssektor. Neue Technologien führen zu einer bisher nicht gekannten Steigerung der Effizienz. Die digitale Vernetzung im "Internet der Dinge" führt zur Industrie 4.0. Maschinen, Produkte und Prozesse können sich bald selbst konfigurieren, optimieren und diagnostizieren.

Insbesondere im Marketing gibt es noch viele Prozesse, die effizienter gehandhabt werden könnten. Datengetriebenes Marketing ist für viele Unternehmen noch Neuland. Die Verknüpfung von Online-Kontakten mit Offline-Daten liegt oft im Argen. Unternehmen tun sich schwer, mit Kunden auf allen Kanälen abgestimmt zu interagieren. Omnichannel Customer Engagement, Echtzeit-Personalisierung und Predictive Analytics sind mehr als nur Schlagworte. Sie sind heute Pflicht, um Kundenkontakte lebendig zu gestalten.

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