

# HOW TO PERSONALIZE THE B2B CUSTOMER JOURNEY WITH AUTOMATION

## DETAILED JOURNEY MAPPING

For each segment, outline a journey with specific touchpoints like initial contact, product demo requests, and follow-ups.

## SEGMENT-SPECIFIC EMAIL AUTOMATION

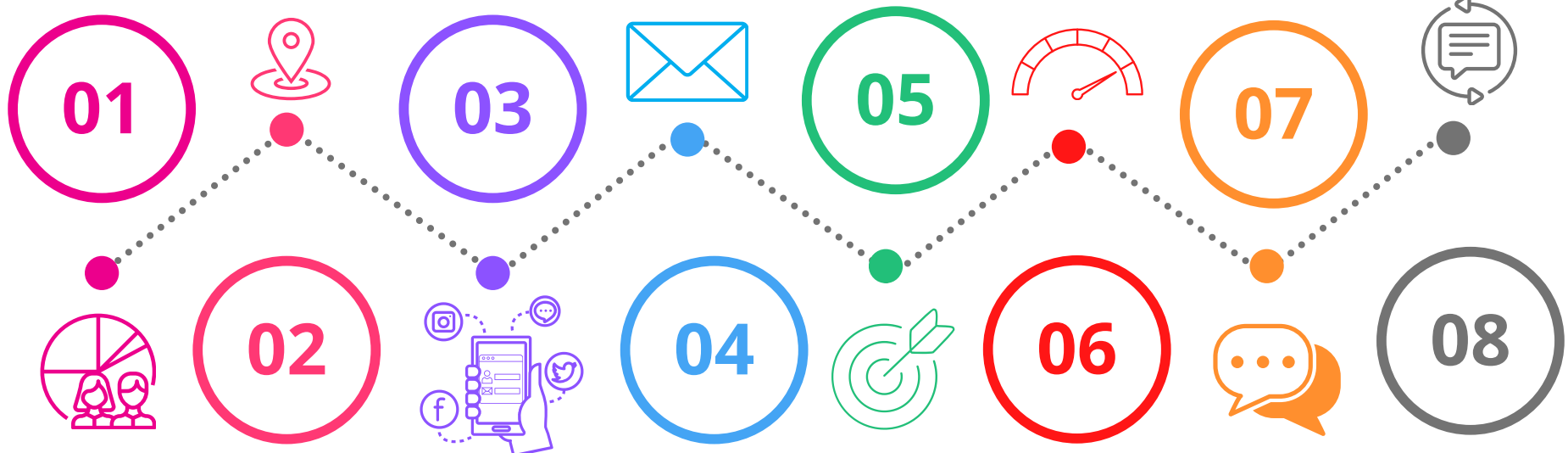
Craft automated email sequences with content customized to each segment's known interests and industry trends.

## ENHANCED LEAD SCORING

Implement an automated scoring system that updates lead scores based on engagement, content interaction, and website behavior.

## CONTINUOUS FEEDBACK LOOP

Utilize automated surveys post-interaction; analyze feedback to continuously refine the customer journey.



## SEGMENT WITH PRECISION

Use CRM data to segment audiences by industry, company size, and engagement level.

## SMART LEAD CAPTURE

Deploy automated web forms and social media listening tools to capture leads and gather initial interaction data.

## TARGETED CONTENT AUTOMATION

Automate delivery of targeted blogs, whitepapers, and videos based on user interactions and segment profiles.

## AUTOMATED, PERSONALIZED OUTREACH

Set up automated, personalized outreach messages that address specific needs or offer tailored solutions