

# Marketing

## Tech Insights

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## Top 10 Marketing Automation Solution Providers

Marketing has reached a level that it is not just about funnels and conversions, but all about tools and its usage. It has moved from the traditional framework to data analytics and cloud-based operations. With the changing mindset of the consumers, this makeover is forcing marketers to reassess their strategies and their tools.

The success of today's marketing strategy is linked to the adoption of digital technologies capable of giving an upper hand in the competition. Implementing automated marketing strategies and tools can help create a responsive system. In addition, this will help the executives to channel their time to other productive work. With the ever-increasing pace of changes today, businesses cannot survive without some degree of marketing automation.

Given the turbulent environment, it has become

vital for CIOs and CMOs to pick the ideal technologies and opt for the best vendors that are at the frontline of optimality tackling the real explosion in the marketing automation scale.

In order to assist CIOs in identifying the right marketing automation solutions, a distinguished panel comprising of CEOs, CMOs, CIOs, VCs, and analysts including Marketing Tech Insights editorial board have selected the leading firms that offers best-of-breed technology solutions and services in the Marketing Automation landscape.

The selection panel looked at the vendor's capability to fulfill the need of buyers with effective solutions that curb challenges and promote business growth. In this edition of Marketing Tech Insights, we bring to you "Top 10 Marketing Automation Solution Providers".



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### Company:

Mambo Media

### Description:

Full-service marketing agency that helps modernize clients' marketing strategies

### Key Person:

Siouxie Jennett,  
President & CEO

### Website:

[www.mambomedia.com](http://www.mambomedia.com)

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# Mambo Media

## Facilitating Business Growth with Modern Marketing Practices

As more and more organizations move to implement digital best practices, a common challenge many CIOs face is selecting the right marketing platform for their business. As marketing technologies proliferate, making the right decisions within the technology landscape is critical. According to a new report from Forrester, most marketers admit they don't completely understand today's marketing environment. And finding experienced employees within the organization who can manage modern digital platforms is often an even bigger challenge. Addressing these challenges is Mambo Media, a full-service marketing agency, which offers marketing automation services, inbound lead generation, website development, social media and search strategies. The company integrates best practices in marketing strategies and develops programs that help their clients realize revenue from their lead

generation campaigns. "Because we've been driving digital for almost twenty years, Mambo Media has developed a "strategy first" approach to marketing," said Siouxsie Jennett, President and CEO, Mambo Media. "Our approach, in combination with our deep understanding of Millennials and the iGeneration, has helped our clients implement highly effective marketing programs using technology."

The first step of Mambo Media's marketing automation "readiness" program is a strategic goals alignment process, with input from executives and leaders in our client's organization. "Only then do we know how exactly to approach our clients' true needs," says Jennett. Mambo's entire team shares decades of experience in driving digital marketing efforts, and Mambo's subject matter experts are certified in Google Analytics, Inbound Marketing, Marketo, HubSpot, Pragmatic Marketing and others.

"Subject Matter Experts (SMEs) at Mambo Media cross-train on projects so that customers receive added benefits of a team that possesses marketing experience as well as deep technology expertise," remarks Jennett.

Mambo has developed a tightly-controlled marketing automation methodology, and believes in testing campaigns by building pilot programs and managing them closely before rolling out at large scale. Ultimately, Mambo Media delivers a full spectrum of services—from strategic planning, advising on marketing technology platforms, and setting up, launching, managing, and measuring campaigns.

Believing in hiring the best and always going the extra mile, Mambo

Media is extremely supportive of women who want to re-enter the workforce after having children through their "Moms Back to Work" program. The company also offers active internship programs and facilitates an engaging and stimulated work environment.

In the case of Clinicient, a leading EMR software provider, the company wanted greater lead generation and customer acquisition. With changes in Medicare and Affordable Care Act (ACA) the client wanted to generate a broader awareness of the brand and capture a larger share of the potential market. Mambo Media crafted a thought leadership strategy and developed valuable content and shareable assets for Clinicient's prospects. In addition, Mambo Media created a lead nurture program in Marketo to serve the right content to the right person at the right time and to track the progress of each lead.

More than 85 percent of B2B marketers using a marketing automation platform feel that they're not using it to its full potential. Mambo Media will continue to help CIOs and CMOs apply strategic marketing principles to marketing automation, and to establish a data-driven approach to decision making. Given the complex challenges of implementing and using marketing automation systems, the company is targeting enterprise clients. Jennett ends by saying that, "Recently we have hired a highly experienced VP of Marketing Transformation Services from Marketo to help us with our expansion plans into the rest of the country." [MT](#)



Siouxsie Jennett