



# Content Done Right

Monthly Newsletter

## February 2021 Issue: Why Marketing Automation?

As we move into 2021, I'm seeing a massive uptick in budget-cutting and increased executive pressure. Line items in every budget are being questioned, and every tech that can't be justified is getting cut. A hot topic right now is Marketing Automation. Marketing Automation tools are being closely examined, and many marketers are being forced to justify these investments. In this month's issue of Content Done Right, I've put together a few resources to help you justify adding or keeping your marketing automation platform.

[Contact Us](#)

Cheers,

Philip Bosley,  
President and CEO  
Tactical Marketing

### Gmail Hates You



Their algorithm has gotten very aggressive and you can't combat this without marketing automation

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### MA Value Prop: Bullet Point Edition



Sometimes, you just need 5 Bullet points to explain what marketing automation does for you

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### Automating Lead Nurture



Marketing Automation is required to personalize buyers' journeys.

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## HOW CAN WE HELP YOU SUCCEED?

Schedule a [FREE CONSULTATION](#) today. Together, we'll explore goals, make a plan, and when you're ready, execute together.

[Start Here](#)

