

Climate Tech Marketing Automation

Making sense of marketing
automation for green energy
solutions

Resin8

By removing all the rah-rah and yah-yah of sales and marketing, it's a lot easier to see what interactions matter to your clients

It's much easier to think about your client as a fellow human, trying to solve their sustainability challenges.

Start by enhancing the most important interactions you have with your clients along their journey with your business.

Everything should emanate from there.

How do you approach automation for your sales and marketing?

One of the most common issues in tech startups (apart from management team storming) is when you as the founder, get heaped with all the sales and promotional work.

It makes sense right, you are driving the business forwards and a core part of your role is to help potential clients get excited about your tech.

In its simplicity, there is no issue.

The challenge

The challenge for technical founders in particular, is that in the process of trying to make such prospects keen to move forwards, you can get pushed off course by their varied and sometimes ridiculous expectations.

They might sound excited but unless they can connect that to real ROI, they or their Finance team are not going to move forward.

The solution

Identifying the common questions you and your team are answering regularly, getting these conversation points into automated email sequences is the quickest and then most easily adjusted method of communication.

Shorten the sales cycle with automation

If you have not already, start developing your email sequences and go from there.

Outline the core points you wish your prospects were aware of before speaking to you, that you currently need to step-in and educate them on, or may come up as secondary questions in the follow-up conversations you have.

This is the easiest way to shorten the sales cycle, because they will be ready to have a more informed discussion upfront.

What conversations are you naturally having with prospective clients?

The more minor questions that come up in their mind.

**Light Touch
Interaction #1**

**Light Touch
Interaction #2**

**Light Touch
Interaction #3**

What would they need to set up a face-to-face with you for?

The stuff that is too hard, too easily confused, or too visual, to cover on the phone.

**In-Depth
Interaction #1**

**In-Depth
Interaction #2**

**In-Depth
Interaction #3**

The email sequence

Split these educational pieces into a sequence of emails, rather than trying to tell them everything at once.

None of us has that much excess brain energy, on a daily basis, to learn everything about a complex technical solution.

Struggling to get started?

Start with the obvious Q&As. The repetitive questions you and your team get... that you just don't want to repeat over and over anymore.

Easy wins.

Need some thought starters? Think about the value your solution will provide

- **Economic Value:** Cost savings, revenue growth, ROI.
- **Performance Improvement:** Enhances efficiency, productivity, or performance.
- **Risk Mitigation:** Reduces or solves risks.
- **Support and Service:** Is your product support a value add, or how do you ensure reliability.
- **Product Evolution:** If you have a defined product roadmap, you can display the value they will get moving forwards. This can help them justify the investment and get them across-the-line.

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