

Do as Medtryck: Work automated and be less dependent of manually support with Marketing Automation

We sat down with Henrik Spåre, CEO of Medtryck and talked about how their work together with Data Talks Marketing Automation has brought them forward. Medtryck was founded in 2010 and is a global profile and gift advertising company. They currently have 20 employees and are based in the capital of Sweden, Stockholm.

What were your toughest issues before implementing Data Talks Marketing Automation?

Initially, we did some semi-automation but we needed to find a new path, where we became less dependent on manually support. We wanted to start using a system where we could add more scenarios automatically.

What made you decide to become a client to Data Talks?

We had no experience with Marketing Automation systems, so we invited a number of suppliers representing different systems within Marketing Automation. Data Talks appeared to be a knowledgeable company with the ability to tap into both our customer's needs as well as our future. Data Talks showed real skills rather than a glossy exterior.

How was the transition into the Marketing Automation?

The hardest thing has been to give the transition the time it needed. Data Talks helped us define some feasible plans; that we use and base our work approach on.

What makes your communication personally adapted today?

With Marketing Automation we can implement customer's logotype in mail or send mail based on industry affiliation. We can recall customers who would like to follow their own orders.

What are your tips on how to become successful in marketing automation?

The word 'marketing automation' insinuates that it is automatic. However, to us it's about creating many different scenarios - measure - and then hopefully become pleasantly surprised. If you have limited amount of data, like most small companies do, it will take a while before you can draw any actual conclusions. With that in mind, it's very important to give Marketing Automation the right time and adequate resources. For me, it's about creating a snowball effect, where we create something that brings an echo of satisfied customers and increased sales.

Where are you in 3 years?

We are the obvious leader in our category. And this is not only in market shares, but also in knowledge and added value for our customers. In terms of Marketing Automation we will be more relevant in our communication, so we can offer our customers more relevant offers, which will simplify the purchasing process even more.



About.

Name: Henrik Spåre, 32 years

Background: Born in Mariannelund, but grew up in Jönköping. Studied economics in Stockholm and worked in sales and banking. Did his first website in middle school.

Family: Married, 2 children and lives in Stockholm

Interests: Spend time with his family and friends. Surfing on the Internet to learn and read about technology, trends, behavior and the general social debate.