

# Fireside Chat | **[Marketing Automation]** How to Apply Marketing Automation to Marketing Strategies for Lead Generation, Nurturing, and Conversion?

The Hilti logo, consisting of the word "HILTI" in white capital letters on a red rectangular background.

**LALIT MOHAN VELPULA**

Head of Customer  
Experience  
Hilti Asia

The logo for The Live Green Co., featuring the words "the LIVE GREEN CO." in a stylized, green, hand-drawn font.

**ADRIAN M ODGERS**

Chief Commercial Officer  
(CCO)  
The Live Green Co



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## Poll Question

Is marketing automation a strategic priority for 2024?

- Yes
- No

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## Question 1

- **How can marketing automation platforms empower businesses to streamline lead generation processes, identify qualified leads, and optimise lead scoring mechanisms for enhanced sales readiness?**



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## Question 2

- **What are the key components of an effective lead nurturing strategy through marketing automation, and how does your company contribute to enabling businesses to deliver targeted content at each stage of the buyer's journey?**



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## Question 3

- **Beyond lead nurturing, how can marketing automation support the conversion process and assist sales teams in closing deals? What are some success stories of companies that have realised significant growth through these strategies?**



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## Question 4

- **How is your company able to keep up with developments to ensure that your AI-assisted marketing deployments are done so ethically and in compliance with general global and local policies?**

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**Key Takeaways**