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# Marketing Automation

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- Establish a buyer's profile and create a lead scoring model
- Integrate marketing automation with CRM and other processes
- Choose the right tool for your business
- Reach buyers via e-mail, social media, and more

**Mathew Sweeney**  
Marketing Automation Evangelist  
for Salesforce

## Marketing Automation For Dummies: 10 Key Takeaways

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