

Marketing automation from the front edge of tech

Drive growth, simplify your marketing, and modernize processes with advanced martech and automation.

Tech-driven innovation creates an unfair advantage. Because tech keeps evolving, innovation has to be constant. Strategic marketing automation can amplify marketing ROI, accelerate lead generation, reduce manual work, and shorten the time it takes to launch a campaign.

Marketing automations

Integrations and connectors

Tools that fit your martech stack

AI assistants and agents

Marketing automation that fits the tools you already use

01

Workflows

Automated workflows in n8n, Make, Zapier, HubSpot, or your platform's native tools, with defined inputs, outputs, and failure handling.

02

Automated agent pipelines

Multi-agent workflows that research, compose, and hand work to one another, with human review at defined points.

03

Email automation

Sequences, segmentation, deliverability setup, and testing, with the segmentation logic documented.

04

Lead generation and management

Lifecycle stages, lead scoring, routing, consent, and reporting connected across your stack and your sales process.

05

AI assistant implementation

A website or support assistant with retrieval, guardrails, and human review, answering from your approved sources.

06

Martech stack audit and modernization

Full stack inventory, overlap map, target architecture, and a phased roadmap to modernize what you run.

From the tools you have to custom software

🔵 Your platforms

The tools you already pay for, configured to do more.

HubSpot

Marketo

Salesforce

Email platforms

🔵 Integrations

Connections that keep data moving between systems.

APIs

Webhooks

n8n

Make

Zapier

🔵 Custom tools

Internal apps and dashboards built around your workflow.

Retool

Dashboards

AI assistants

🔵 Custom software

New capability your stack cannot provide on its own.

Python

Django

Multi-agent systems

Four ways I can help

Bring me in for the piece you need, from a single integration to ongoing management of your automation.

Implementation

I set up the automations, integrations, and tools you need, or train your team to run them.

Audit

I review your existing stack, workflows, and data to find gaps, overlap, and quick wins.

Strategy and roadmap

A prioritized plan for automation and martech, sequenced by impact and effort.

Deployment and management

Deployment, monitoring, optimization, and ongoing management so your automations keep performing.

Simpler workflows. Tangible results.

Amplify marketing ROI

More output from the platforms and budget you already have.

Accelerate your pipeline

Leads captured, scored, and routed the moment they arrive.

Reduce manual work

Repetitive tasks run on their own, so your team focuses on the work that needs people.

About Nathan T Warne

Nathan T Warne is a marketing creative and automation consultant with 15+ years in B2B tech, working with industry pioneers, agencies large and small, entrepreneurs, and everything in between. Creative and technical skills go to the same problem, with a pragmatic approach measured on actual outcomes.

**Ready to automate more of
your marketing?**

[Book a strategy session](#)

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