

Five Things To Know About Marketing Automation

01

GOOD MARKETING
AUTOMATION
SOFTWARE IS TRULY
COMPREHENSIVE AND
AUTOMATED



FINALLY, AN INTEGRATED SYSTEM

Not only the functionality of current marketing tools all in one place, but the ability to automate program functions between them as well. Lead nurturing or "drip" campaigns, social publishing, engagement and prospecting, and your sales CRM are finally working together.

02

EMAIL MARKETING IS A
NATIVE FEATURE TO
MARKETING AUTOMATION



STREAMLINE YOUR MARKETING

The engine to develop campaigns, segment lists, measure and optimize performance is built right in to the marketing automation program. Digital marketing campaigns are more powerful than ever.

03

LEAD MANAGEMENT
AND SALES CRM
INTEGRATION WILL
INCREASE YOUR CLOSE
RATIOS



SCORE MORE CLOSED LEADS

Increase close ratios with lead scoring rules. Then automatically pass the better leads onto your sales team with an integrated CRM plugin, like Salesforce. Your sales team — and your bottom line — will thank you.

04

WEBSITE VISITOR
TRACKING AND SEO
AUDITING



KNOW MORE ABOUT PROSPECTS

Know when prospects visit your website and the content they view. Measure and optimize your webpages, landing pages and forms using built-in SEO audit data. Track, work, and close both inbound and outbound leads.

05

SOCIAL MEDIA
MARKETING CAN
DELIVER AND TRACK
LEADS



SOCIAL JOINS THE SALES TEAM

Promote content and track engagement through the marketing automation platform to generate leads and benchmark your company against competitors, right from the most popular social networks.

STEADFAST

Sinuate
MEDIA