

What's The Difference?

Marketing Automation vs. Customers Relationship Manager

A comparison of marketing automation's easy-to-learn functions with customer relationship management (CRM) software such as SalesForce or Zoho.

Generating More Leads

CRM MA

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|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Import a CSV of Leads |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | VisitorID for identifying anonymous web traffic |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Dynamic form fields for building complete leads profiles |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Third-party and native-form integration |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Tracking email communication with leads |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Automatically connect on social media |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Qualify leads based on position in sales cycle |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Schedule an email to a lead for future delivery |

Driving Sales

CRM MA

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|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Score the leads based on engagement and sales-readiness |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Valuable sales insights pertaining to a leads interests |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Receive notifications when leads are sales ready |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Automatically segment your leads based on their behavior |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Targeted messages for near one-on-one communication |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | An illustrated time line of a leads activity with your website |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Increased engagement with segmented messages |

Proving ROI

CRM MA

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|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Record deals won and deals lost |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Detailed email analytics |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Eliminate wasteful marketing spends |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Online and offline monitoring of leads activity |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Automatic return on investment calculations |

Go to <http://www.cantaloupedigital.com/magic-trick/> to experience the benefit of marketing automation in action with a quick magic card trick. For more information call us on + 27 11 463 5291 Cantaloupe Digital is a SharpSpring Silver-Level Certified partner

