What's The Difference?

Marketing Automation vs. Email Service Providers (like MailChimp)

A comparison of marketing automation's easy-to-learn functions with Email service providers (ESP) such as MailChimp, ConstantContact and Vertical Response

Generating More Leads

CRM	MA	
X	X	Importing lists of contacts
	X	VisitorID for identifying anonymous web traffic
	X	Dynamic form fields for building complete contact profiles
	X	Third-party and native-form integration
	X	Simple CSS adoption to make your forms blend in
	X	Automatically connect on social media
	X	Qualify leads based on position in sales cycle
	X	Schedule an email to a single contact for future delivery

Driving Sales

CRM	MA	
X	X	CRM integrations
X	X	Easy-to-use email designer
	X	Notification sent to sales team of a leads online activity
	X	Automatically segment your leads based on their behavior
	X	Targeted messages for near one-on-one communication
	X	An illustrated timeline of all emails each contact received
	X	Increased engagement with segmented messages

Proving ROI

CRM	MA	
X	X	Open rate and click through rate tracking
	X	Website behavior reports
	X	Identification of contact's position in sales process
	X	Online and offline monitoring of leads activity
	X	Automatic return on investment calculations

For more information about marketing automation, call Sharpdots.com at (877) 742-7789