

There is no doubt that email marketing is a critical component of marketing efforts, but it's only one element. So, at what point do you move beyond a straightforward email marketing tool and onto a full-fledged marketing automation platform?

Marketing automation is designed to help marketers do more, in less time, with better results. It manages all leads and campaigns in one place with automated processes. It will even prioritize leads and create tasks in the CRM for sales follow up. And to ensure you make the best decisions, it measures everything so you can easily see what is working and how marketing is contributing to the bottom line.

But, we recognize that success isn't dependent on technology alone so we offer a no-fail approach. Salesfusion partners with our customers to handle the tactical campaign execution and reporting while the client focuses on programs and content creation. This ensures our customers take full advantage of what marketing automation has to offer and deliver real value.

### The difference in Email Tools and Salesfusion

	Email Tools	Salesfusion
Native and advanced CRM integration		x
List Management	x	x
Advanced Lead Nurturing		x
Lead Scoring		x
Live Event Management		x
Tracking website visitor behavior		x
Webinar Management and Execution		x
Multi-Channel Campaigns		x
Capturing visitor info through forms	x	x
Reporting and Analytics	x	x
Holistic view of all campaigns and ROI performance		x
Account-Based Marketing		x
Marketing strategy to ensure success with the tool		x
Marketing Operations support to augment your staff		x