

Marketing Automation Evaluation

POWERING YOUR MARKETING WITH AUTOMATION.

In order to move forward you have to know where you have been, have a plan for the future, and in order to get there, the right technology. An automation system is vital to the success of any marketing strategy, giving marketers the opportunity to truly get to the right person, at the right time, with the right message.

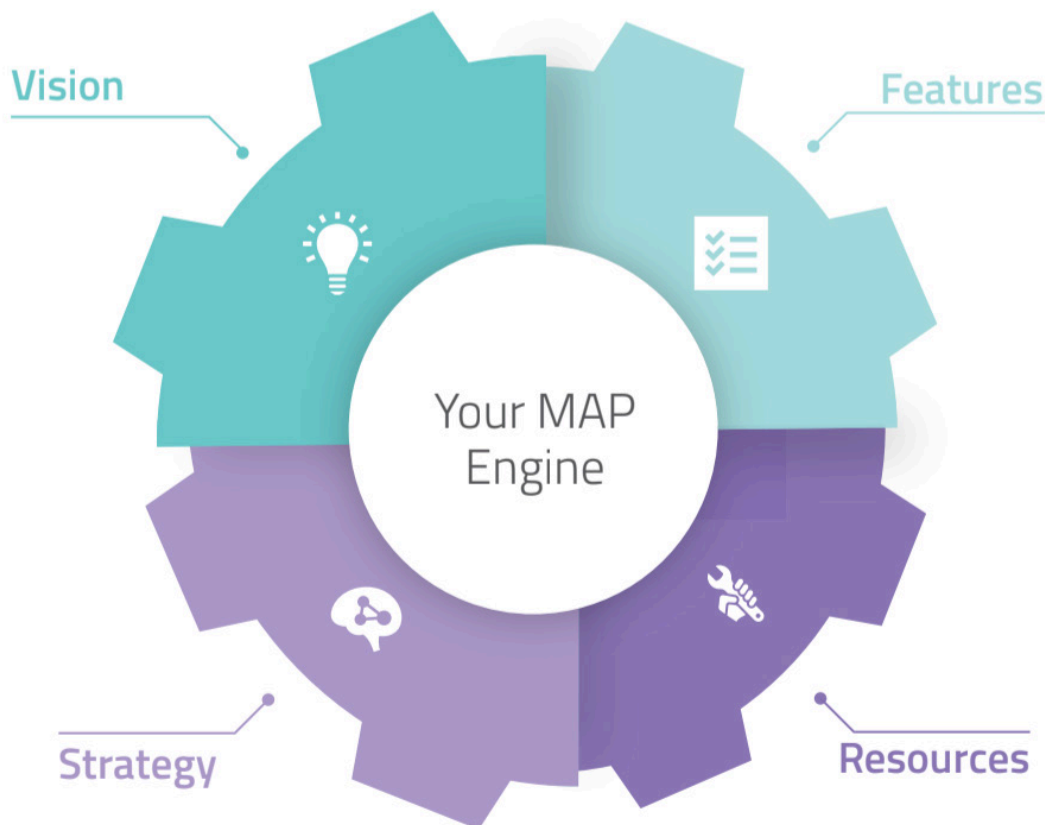
However, with so many digital marketing platforms available it is difficult to know which one to choose.

Leadous excels in helping organizations evaluate marketing automation platforms based on a company's strategy, vision, features and resources.

Called the Evaluation Motor™ because the decision you make is what will power your efforts moving forward.

EVALUATION MOTOR™

WHAT'S UNDER THE HOOD?



With this service, we'll review feature requirements, available resources, the supporting marketing strategy and the vision of the company's future.

After considering all four categories, Leadous helps determine which platform is best to drive your company forward.

Overview

Leadous' evaluations are an in-depth process involving interviews and discussions with key stakeholders, evaluation of content, historical results analysis, audience and more. The details are then laid out before you with the best options for your short and long-term marketing initiatives.

When deciding which automation platform is best for you, consider:

- ✓ What are your goals?
- ✓ What is your market size?
- ✓ How large is your database? Do you have a CRM?
- ✓ How many pieces of content are available and how much is each piece being leveraged?
- ✓ What campaigns and emails do you plan to execute?
- ✓ What features enable these strategies?
- ✓ What current benchmarks do you have for campaign and email performance?
- ✓ And so much more....

The Process

Leadous has laid out a step-by-step process to help make the decision on which automation platform to choose. This evaluation process allows for key areas of improvement to be identified and paired with a platform that will help you leverage automation to execute against your marketing strategy. By thoroughly evaluating what each platform has to offer through its features and capabilities, Leadous reveals the best option for your company.

ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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