Busy Marketer's Comparison Guide To
The Best Marketing Automation Tools

More and more successful marketers are adopting marketing technology to streamline marketing operations and make them more efficient. But, with the plethora of choices available and considerable investment involved in terms of efforts, time and money how do you evaluate which Marketing Automation software is ideal for your business type?

Take a look at the below comparison chart for the top 5 Marketing Automation platforms :

FEATURES		HubSpot	Salesforce pardot	eloqua	Marketo	Infusionsoft
Business Size		•Small and Midsize Business •Enterprise	• Mid-Sized Companies • Enterprise	• Enterprise	• Small and Midsize Business • Enterprise	•Small Business
Pricing		Starts at $50	Starts at $1000	Starts at $2000	Starts at $1195	Starts at $70
	Advanced Mobile Marketing	✔	✔	Yes- but no platform access	✔	✔
	Account Based Marketing	✔	✔	✔	✔	✔
	Dynamic Content Creation	✔	✔	✔	✔	Yes- but site personalization not available
	Lead Management	✔	✔	✔	✔	✔
Pros		Great integration with Analytics, Adwords and CRM software. ROI analysis for improved marketing strategy. Easy to use SEO, CMS & social media tools. Workflow management and auto responders for email marketing. Offers 16 pre built template designs for blogs and email design interface. Provides tools for attractive offers for top of the funnel campaigns and strategy for middle of the funnel campaigns.	Great integration of Google Analytics & Adwords. Integrates easily with Salesforce and other major CRM's. Lead searches and traffic conditions can be synced and actual ROI can be calculated for monitoring campaign performance. Offers many tools for consideration stage of buyer's journey. Offers a customizable email design interface and 36 pre-built template designs.	Powerful email platform with customizable templates. Easy to use pre-designed landing pages. It also has a Hypersite feature,that enables the marketers to display personalized greetings based on the prospect. Native CRM integration with Salesforce, Microsoft Dynamics & more. Integrated and customizable reporting and analysis tools. Allows social media content migration with landing pages and other data apps, enabling social media monitoring and measurement.	Easy to use and customizable email and landing page templates with profiling & A/B testing features. Native CRM integration with Salesforce and Microsoft Dynamics, allowing seamless data capture points from sales and marketing team both. Offers effective lead scoring capabilities with various criteria standards. Integrated and customizable reporting and analysis tools.	Provides e-commerce capabilities like the shopping cart and order forms. Excellent integration with Analytics, Adwords and CRM software. Social media posting and management made easy for marketers. Utilize the campaign builder for creating and modifying customized landing pages, emails. Provides detailed analysis and reporting of campaign performance
Cons		Offers limited customization options for advanced users. Pricing structure needs improvement	Offers basic lead nurturing and scoring capabilitie. No SEO functionality. Doesn't support event management automation. Requires technical expertise and training.	Expensive for small businesses. Requires expert technical resources	Expensive and offers limited flexibility. Complicated integrations	Complicated integrations. Requires expert technical resources. Does Not offer a fully integrated content management system
Final Thoughts		It's an all in one inbound marketing automation platform with easy integration features.	It's a preferred choice for large organizations with big budgets.	It's an efficient marketing automation tool but requires technical expertise and training for seamless integrations and functioning.	It is suitable for large enterprises with big budgets who can handle complex integrations and automation functions.	Ideal for small businesses who want to build their marketing strategy and scale their business faster.

All the above mentioned marketing automation tools are excellent in their own way, offering unique features and price bundles to their target audiences. It is essential for marketers to understand their business objectives and requirements before selecting a marketing automation tool.

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