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## Email marketing platform top 10

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Read moreNimble Nimble offers browser widget and mobile-based sales force automation and social CRM solution for small and medium-sized businesses. The solution automatically fills customer profiles and interaction histories of contact lists, email... Read more ActiveCampaign's category-fining Customer Experience Automation (CXA) Platform helps more than 100,000 companies in 170 countries interact meaningfully with their customers. The platform gives companies of all sizes access to hundreds of... Read moreIn the current world of marketing, the old adverb be where your customers are is taking on a whole new meaning. Consumers are constantly flooded with ads or content about products all day through social media, television, email, and many more Cutting through the sound to deliver your message requires a powerful set of tools. For many companies, a standalone marketing system for a single channel is all they need or can afford, but all-in-one marketing platforms are growing in popularity to even small affordable, valuable software to manage any marketing channel. This guide provides details on these comprehensive marketing suites. We'll cover: What is an all-in-one marketing platform? An all-in-one marketing platform is a suite of software tools designed to manage every aspect of an organization's marketing efforts. They help manage and automate customer data, marketing materials, workflows, and analytics for multiple methods to connect with existing and potential customers, from email newsletters to strategic social media campaigns. When all these features are included in a single system, it is much easier to collect and analyze data for useful trends. Marketing professionals can quickly generate reports on key metrics, such as open email rates, online engagement, or conversions, and then rank customer data in demographic segments for a more personalized approach. The dashboard in HubSpot Marketing Hub provides an overview of each campaign Common features of an all-in-one marketing platform The functionality included in an all-in-one marketing platform combines the value of multiple features that users often find in standalone products. With an extensive suite, you'll find many of the following features: Marketing Automation Automate much of the marketing process, from campaign creation to tracking their success and analyzing results for continuous improvement. CRM Tracks and manages customer demographics, preferences, and behaviors. Social media marketing Create workflows and materials for a marketing campaign on social media platforms such as Twitter, Facebook, Instagram or other online locations. SEO Manage the SEO aspects of marketing materials to find the most effective keywords and formats to easily search. Content management system (CMS) Store and manage marketing materials and other important documents for use in campaign planning and launching. Email marketing Attach customer emails and create drip or mass email campaigns, and then follow open and conversion rates. SMS marketing Craft marketing copy and offers, then deliver to customers via texts on their mobile devices. Mobile Marketing Manage the experience for customers who use your content on a mobile device. E-commerce Include a shopping cart and point-of-sale functionality in a website for customers who reach the site after they launch a marketing campaign. Analytics and Business Intelligence Analyze marketing data and generate reports to share a campaign's success. What kind of buyer are you? The holistic capabilities of an all-in-one marketing platform are attractive to many types of organizations, but may be more suitable for a particular Company. Solo entrepreneurs managing their own marketing: For those who are just getting a business off the ground, an all-in-one marketing system can provide great functionality for today and well into the future. The cost of adopting an extensive suite all bells and whistles is probably much more than necessary. Small businesses with limited resources: Many small businesses need basic help with marketing initiatives, but may also want to support their growth with more advanced marketing techniques. These buyers should carefully evaluate the all-in-one marketing platforms available to understand which one offers the most functionality with a reasonable subscription fee. If none of the suite options match their budget, the better option is to determine which marketing methods are now critical and use a standal requiring system for each marketing channel. Large companies with a team of marketers: Larger, more advanced marketing teams can also use an integrated marketing suite, but it's more common for them to use specialized best-of-breed tools and create custom integrations. This approach is costly and time-consuming, but provides businesses with the best individual marketing tools integrated as an all-in-one system. Benefits and potential issues Keep in mind that integrated marketing suites offer a wealth of functionality benefits, but return on investment (ROI) can vary depending on what methods a company plans to use and how large and complex the campaigns will be. Below you'll find out more about the benefits and potential problems: Seamless data sharing between tools: The main advantage of an all-in-one marketing system is the ability to easily share data from one feature to another, expanding the user's point of view to see how each action can affect the entire campaign. For example, companies can share sales data with marketers to inform the audience for a social media campaign. Integrated suites can be more affordable: launching multi-format small-scale marketing campaigns, an integrated suite can be an affordable option. The power and capabilities of each feature in a suite indicate the cost, so smaller companies that don't need advanced functionality need to carefully compare features with the total cost of ownership. Market trends to understand personalization are driving modern B2C campaigns: consumers are increasingly dividing their time across different productivity and entertainment experiences throughout the day, rather than simply turning on television- as a result, U.S. companies spent more than \$20 billion more on digital marketing than TV ads in 2019, according to Gartner research. Marketers use more personalized content to attract attention online, which requires marketing software that can both capture user data and target segmented groups of valuable customers. Account-based marketing B2B changes in 2020: Business-to-business (B2B) marketers reaching a wide audience are starting to see less impact and a more targeted account-based marketing style will feed more than 70% of campaigns for mid-to-sized businesses by the end of 2020. An all-in-one system provides the data you need craft highly customized materials used for this marketing method. Method.

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