

Marketing Automation Tools

At its best, marketing automation is a software and series of tactics that allow companies to buy and sell like Amazon -- that is, to nurture prospects with highly personalized, useful content that helps convert prospects to customers and turn customers into delighted customers.

This type of marketing automation typically generates significant new revenue for companies, and provides an excellent return on the investment required. Though it's not the easiest marketing initiative to execute on, marketing automation is certainly not impossible.

However, the term "marketing automation" has become a buzz-word, where marketers seek out marketing automation software under the impression that all of the digital marketing tools necessary for growth, including those needed to generate new leads, roll up under the hood of marketing automation. This misconception leaves many marketers with sophisticated tools to automate the middle of their funnel, but no solution to generating new leads to nurture in the first place.

The consequence is that marketers begin buying lists of email addresses to nurture instead of generating inbound leads. While it seems like a quick fix, it's not a long-term solution, nor does it create the fertile ground for a healthier, longer relationship with your future customers.

Before investing in a marketing automation tool, make sure you have a solid sales and marketing plan.

Marketing Automation Tools

Act-On - \$750+

<https://www.act-on.com>

MailChimp Pro Marketer - \$200+

<http://mailchimp.com>

Eloqua Oracle - \$2,000+

<https://www.oracle.com/marketingcloud>

Marketing 360 - \$350+

<https://www.marketing360.com>

Emma +Plus - \$369+

<http://myemma.com>

Marketo - \$895+

<https://www.marketo.com>

HubSpot - \$800

<http://www.hubspot.com>

Nurture - \$100+

<http://clickdimensions.com>

Infusionsoft - \$299+

<https://www.infusionsoft.com>

Pardot / Sales Force - \$1,000+

<https://www.pardot.com>

Insightly - \$49+

<https://www.insightly.com>

Zoho - \$20+

<https://www.zoho.com>