

## Cost

					
<b>Getting Started Package First year cost</b>	<b>Small Business Marketer:</b> \$1,788 (5,000 contacts)	<b>Pro:</b> \$12,600* paid upfront (2,000 contacts)	<b>Basic:</b> \$9500* (1,500 contacts)	<b>Pro:</b> \$2,068* (500 contacts)	<b>Professional:</b> \$15,800* (2,500 contacts)
<b>Enterprise Package First year cost</b>	<b>Corporate Marketer:</b> \$6,588 (5,000 contacts)	<b>Enterprise:</b> \$44,400* paid upfront (10,000 contacts)	<b>Standard:</b> \$13,450* (10,000 contacts)	<b>Max:</b> \$2,194* (500 contacts)	<b>Enterprise:</b> \$29,000* (2,500 contacts)
<b>Onboarding Cost</b>	<b>Not required</b> , but available	Required: \$3,000 or \$6,000	Required: \$2,399	Required: \$499	Required: \$5,000
<b>Contract Terms</b>	<b>Monthly or Yearly</b>	Yearly only	<b>Monthly or Yearly</b>	<b>Monthly or Yearly</b>	Yearly only
<b>Established</b>	2012	2006	2011	2001	2008

Established brands charge premium pricing and may require yearly contracts, while up and comers are more competitively priced. This comparison was made with publicly available information online. Pricing, features, and capabilities may vary over time.

\* Including onboarding fees



## Features & Integration

					
<b>Fully White Label the Platform</b>	Yes	No	Yes	Yes	No
<b>Integration with Other CRMs</b>	Many CRMs supported	Many CRMs supported	Few native integrations	Very few native integrations	Few native integrations
<b>Reviews</b>	G2 Crowd: 4.5 GetApp: 4.38 Capterra: 4.5	G2 Crowd: 4.3 GetApp: 4.48 Capterra: 4.5	G2 Crowd: 4.2 / 5 GetApp: 4.3 / 5 Capterra: 4 / 5	G2 Crowd: 4.1/5 GetApp: 4.12/5	G2 Crowd: 4.1/5 GetApp: 4.24/5 Capterra: 4/5

## Feature Overload?

Marketing Automation is a very competitive industry and all platforms now have more features than typical customers need. The platforms differentiate more on CRM integration, ease of use, and cost.



## Example Reviews

					
<b>Example Review 1</b>	<p>"We needed a flexible solution for marketing automation that didn't break the bank. ActiveDEMAND was perfect. It was especially suited to integrate with our sales CRM (Pipedrive). ActiveDEMAND is an incredibly flexible solution that can be used in a variety of applications. Their support is top-notch and they will help you with anything."</p>	<p>"I would recommend HubSpot for anyone looking to automate inbound marketing processes, lead generation, email marketing, landing page development without a need to involve a website developer."</p>	<p>"Looking to get the best out of my email marketing, SharpSpring gives me the chance to reach out to my whole list with a modicum of effort. The best part is the automation--triggers and the ability to build out a complex program make a big difference in efficacy and efficiency."</p>	<p>"Infusionsoft is a great tool for small businesses that need to kick it up a notch with their marketing automation. It offers an easy-to-use visual workflow builder and although the learning curve is a bit steep, once users get the principles, the customization is a great trade-off."</p>	<p>"Excellent and easy to build journeys and automation complete with great support and training. We love the analytics and the ability to download our data into richer and more specific reporting to our needs."</p>
<b>Example Review 2</b>	<p>"The features that Active Demand have has grown exponentially and their support is second to none. They really value their clients and work 24 hours to make sure they're happy. I highly recommend trying out the software and seeing how it can help grow your agency."</p>	<p>"Hubspot is amazing, with great tools for list building, segmentation, and email marketing. The process for building emails is easy and enjoyable and the workflow automation is a breeze."</p>	<p>"Has all of the features our clients want or need, without a bunch of stuff we have to pay for that they don't need."</p>	<p>"The Campaign Builder has an easy-to-use interface with limitless possibilities that can be constructed to suit your unique business needs. With a great email builder as well to create those beautiful calls to action that will surely ignite your leads' desire to buy whatever you are selling."</p>	<p>"Act-On is a comprehensive marketing platform that allows you to increase sales effectiveness and retain more customers through an ingenious system that allows you to manage email campaigns, track website visitors, manage social networks and customers to take advantage of all available resources to work solidly."</p>
<b>Example Review 3</b>	<p>"Since we had experience with other marketing platforms like this before, we found ActiveDEMAND quite simple to use. It was easy to contact support and find tutorials on how to build it out. With Pipedrive, WordPress, and ActiveDEMAND all hooked up, I can see which marketing is driving leads and sales."</p>	<p>"It's very easy for anyone to make a beautiful-looking e-blast to send to a mailing list. Managing lists is also very easy and flexible. The default email templates are beautiful and easy to customize, and the drag and drop interface for e-mails is very easy to use and highly customizable."</p>	<p>"We like the platform as we can track online and email interactions with prospects, customers, and partners. This helps us with qualifying lead generation and tracking the stickiness of campaigns."</p>	<p>"The app's functionality allows me to streamline my services by automating the process. It does the work of a full-time project manager and does it better and faster since it's automated."</p>	<p>"The user experience makes learning new things within the tool pretty easy, and also makes daily tasks and processes easy to work with. Also, the email composer is solid - it's pretty easy for me to build an email based on the vision I have in my head."</p>



# Choosing the right marketing automation platform

Choosing the right platform will depend on your requirements. For marketing agencies, franchises, and other groups that market for multiple clients, multi-client solutions like Hubspot, ActiveDEMAND, and SharpSpring will fit the best. For agencies that serve a broad number of clients and therefore need to integrate with client CRMs, Hubspot and ActiveDEMAND have native connectivity to the most CRMs. For those organizations or vertically focused agencies who serve many multiple clients and need to white label their platform, ActiveDEMAND and SharpSpring fit the bill.

Build a scorecard to help decide which marketing automation platform to use. Beyond features meeting requirements, there's also price, support, and usability. In your selection process, you should narrow down your search to 2-3 of the top platforms, set up a demo with each (with your requirements well laid out in advance), demo them, then set up a free trial to continue the selection. Using a scorecard will help you make a more logical decision that weighs the pros and cons better and takes the emotion out of the decision.

## Example Marketing Automation Scorecard

Requirements	Platform 1	Platform 2
<b>Cost + Contacts needed:</b> 5000 contacts	\$6700/yr	\$5633/yr
<b>Potential cost if we expand:</b> 15000 contacts, need white labeling	\$8900/yr, no white labeling possible	\$7600/yr, White labeling available
<b>Connects with our CRM?</b>	No native connection, would have to use Zapier	Native, bi-directional connection available
<b>What we needed to see in the demo:</b> Emails, dynamic content, call tracking, content moderation	Email looked easy, crappy dynamic content, no built-in call tracking, good content moderation	Email was a bit janky, dynamic content looks great, built-in call tracking, no content moderation available
<b>Is the demo complete?</b>	Yes	Yes
<b>Trial Started?</b> Do a 2-week trial, see if it does what we need	Started, really hard to use	Started, seems easy enough
<b>In-house support?</b> Availability	Outsourced support, hours not compatible with our own	In-house, seemed friendly and responsive, good timezone, live chat for support
<b>Certification and training?</b>	Videos, Learning Management System (LMS), monthly Webinars	Weekly webinars, they said to "just call support and make a ticket"
<b>Option to have work done for us</b>	No	Yes, for a fee (\$100 hourly, minimum 4-hour blocks)

