

CHOOSING THE ULTIMATE MARKETING SOFTWARE

B2B marketing encapsulates an enormous number of channels, tactics and strategies, all made easier with an innovative marketing software. But with so many to choose from, purchasing decisions are difficult. When selecting a new marketing software, work through these essential steps to select the ultimate solution.

Assess the cost alongside your budget and understand the return required to cover software expenses. If the software runs on a contract service, how long will you wait to achieve ROI?



Then look to software availability, understanding how your team access the software, what devices they need and when they can use it. This is especially important for those who regularly work remotely or may need out of hours access.

Be sure to understand product limits, and how these will affect your activity. If an ESP has a limited number of sends, or contacts to manage, what extra charges may you incur? How do these change budget and ROI forecasting?

Understand any essential integrations your chosen software must offer, particularly for your CRM where personal data movement will occur. What integrations are paramount to your team's daily processes?

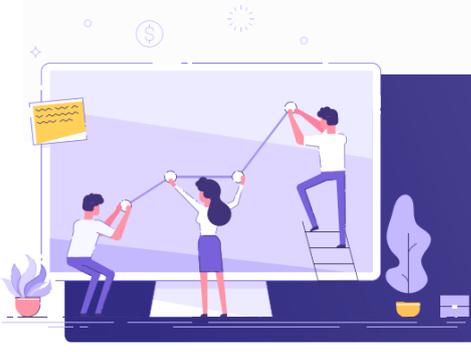


Ask what support you can expect from the provider, and how quickly help is offered when systems go wrong. This software will be paramount to your department success, you need to ensure essential support is easily accessed.



Discover additional features that may accompany a software's core functionality, but don't be dazzled by these extras. Ensure the software you choose offers a superior individual function rather than a selection of mediocre ones.

Find a software that can grow with your business and is capable to cope with the activity needed to match your departments targets. Before signing up for a 24-month contract, ask first where your business might be in two years.



Maximize on any free demonstrations or trial periods offered, so you can be 100% sure the marketing software you choose is perfect for your team, your strategy and your results.

FOR THE ULTIMATE B2B MARKETING STRATEGY, DISCOVER LEAD FORENSICS.



Lead Forensics can provide you with names, email addresses and phone numbers of key decision makers visiting your website.

REVOLUTIONIZE YOUR MARKETING WITH OUR INCREDIBLE SOFTWARE!

Book your free demonstration & no obligation trial today!

GET STARTED