

DID I LEARN EVERYTHING I NEEDED DURING MY MARKETING AUTOMATION DEMO?

Every marketing automation demo will be a little different. Regardless of the path the salesperson takes, make sure the system you select makes you feel confident about these **eight critical areas of marketing automation**:

	YES	NO
1. I feel like I can easily and quickly create marketing campaigns with this system.	<input type="checkbox"/>	<input type="checkbox"/>
2. I have all the functionality I need to get started now, but still have plenty of room for growth.	<input type="checkbox"/>	<input type="checkbox"/>
3. This system will allow me to centralize my marketing activities and channels and measure success.	<input type="checkbox"/>	<input type="checkbox"/>
4. I saw how to create marketing programs from scratch (as opposed to seeing something that's already built) and feel confident I can do this on my own.	<input type="checkbox"/>	<input type="checkbox"/>
5. This system provides me with full branding and design control (Examples: emails, LPs, unsubscribe URLs, domain keys, SPF, etc.).	<input type="checkbox"/>	<input type="checkbox"/>
6. If I have a direct sales or account management team, they will be able to spend their time with the right customers because of the information I will provide them inside the CRM system.	<input type="checkbox"/>	<input type="checkbox"/>
7. This system provides me with a solution or an integrated partner for all of the channels I need to support my consumer marketing strategy (eg: mobile, social, direct mail, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
8. This system can handle the specific volume, deliverability, and/or security requirements my business has.	<input type="checkbox"/>	<input type="checkbox"/>

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