

Marketing Automation vs. Sales Engagement Platforms

Why are Sales Engagement Platforms important?

Sales Engagement Platforms empower sales teams to drive predictable and measurable revenue growth, increase efficiency and effectiveness across teams, and improve visibility into sales activities and team performance.



How are Sales Engagement Platforms different from Marketing Automation Platforms?

Think about it this way: Sales Engagement Platforms pick up where Marketing Automation leaves off.



These two technologies work hand in hand to drive sales and marketing alignment.

Marketing Automation Strengths

- One-to-many communications
 - Program or event invites
 - Newsletters
- Sending emails via third party email server
- Branded emails with HTML
- Creating landing pages and web-to-lead forms
- Analytics at an aggregate level (open rate, conversion rate, AB testing)
- Lead scoring and prioritization
- Marketing-led communications

Sales Engagement Platform Strengths

- One-to-one communication at scale
 - Two-way email conversations
 - A multi-channel outreach strategy (the most successful teams use email, phone, and social media)
- Sending emails from your own email account **(which drastically improves deliverability)**
- Direct communication once a contact has converted from a marketing qualified lead
- Individualized engagement insights (open and click tracking, reply detection) and analytics at an aggregate level (open rate, conversion rate, AB testing)
- Sales-led communication

Marketing Automation is not a substitute for a Sales Engagement Platform

Marketing automation:

- 1 is ideal for generating leads, but not for working them.
- 2 is too technical and feature-heavy to onboard new sales reps quickly.
- 3 lacks the flexibility needed for truly personal conversations.
- 4 doesn't enable reps to make calls and interact on social media.
- 5 sends emails via a third party server, not a rep's inbox, which increases the chance of getting caught in spam filters.

Marketing Automation + Sales Engagement: Better Together

Marketing Automation generates inbound leads through mass marketing, but Sales Engagement Platforms empower sales to do what they do best — convert those leads into customers.



— BEFORE —

Sales Engagement Platforms

Marketing spends a lot of time and money generating and nurturing leads. They hand leads over to sales, and nobody does anything with them, or they act too slowly. Or worse yet, there is no way of knowing whether or not reps have advanced inbound leads.



— AFTER —

Sales Engagement Platforms

100% of the leads marketing hands over to sales are handled effectively, consistently, and within minutes. And Sales Engagement Platforms let teams test and improve the quality of inbound leads by providing a repeatable and measurable playbook.