

*You may be thinking:*  
**"I don't need Marketing  
Automation - I use  
Salesforce"**

(or Zoho or any other CRM)



**SIGHTLY MAD**

## Glad you asked! It's not a question of either - or, YOU MAY NEED BOTH!

**Customer Relationship Managers** (also called CRMs) like **SalesForce** or **Zoho** mainly serve as organizational tools for tracking sales communications and housing data on prospects, leads, and customers. But even though some **CRMs** do offer some marketing functions, a **CRM** does not generate leads or help convert them to sales. Marketing automation, on the other hand, provides a suite of tools for generating and qualifying leads and converting those leads to sales.

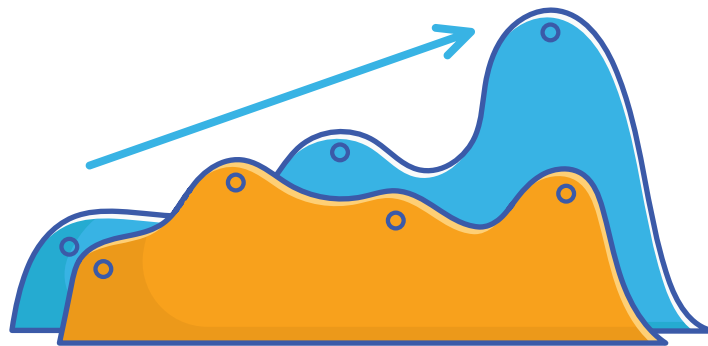


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*Enhance* **one of the world's most trusted CRMs with SLIGHTLY MAD!**



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## CRM Integration

Marketing automation and CRMs work very well together, as they each offer specific functionalities. **SLIGHTLY MAD MARKETING AUTOMATION** comes with a CRM built into the platform, and we also integrate very easily with third-party CRMs like Salesforce™. And **SLIGHTLY MAD'S MARKETING AUTOMATION** goes one step further - combining powerful marketing automation software with high impact creative development to turbo charge your efforts even further.

With marketing and sales efforts becoming increasingly interconnected, clear communication and visibility between departments is more critical than ever. Unlike CRMs and other traditional management tools, our marketing automation offers a larger range of capabilities that help improve communication between teams and maximize productivity - so you can get the most out of your efforts, in one easy dashboard. Using behavior tracking, triggered responses, lead scoring, notifications, analytics we feed leads into the sales funnel, and then optimize the sales cycle by tracking leads closely throughout the journey. And by combining this with our **MADSKILLS** workshops and training programs, you can bridge the divide between your marketing with sales teams - creating an environment of collaboration and reducing friction between departments.



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# What's The Difference?

## Marketing Automation vs. Customer Relationship Managers (like Salesforce)

*A comparison of marketing automation's easy-to-learn functions with Customer Relationship Managers (CRMs) such as Salesforce, SugarCRM, ZOHO CRM, and more.*



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## Generate More Leads

CRM MA

- Import a CSV of leads
- Identify anonymous web traffic with VisitorID
- Build complete lead profiles using dynamic form fields
- Create powerful blogs and landing pages
- Qualify leads based on position in sales cycle
- Integrate with native or third-party forms
- Schedule email campaigns in advance

## Drive Sales

CRM MA

- Score leads based on engagement and sales-readiness
- Gain valuable insights on leads' interests/attributes
- Receive automatic notifications when leads are sales-ready
- Automatically segment leads based on their behaviors
- Send targeted messages for one-on-one communication
- See a graphical timeline of a lead's interaction with your brand
- Personalize your email and web content automatically

## Prove ROI

CRM MA

- Record deals won and deals lost
- Gain visibility through detailed performance analytics
- Eliminate wasteful spending practices
- Monitor lead activity both online and off-line
- Get automatic results on ROI calculations

Good News! Even though **SLIGHTLY MAD MARKETING AUTOMATION** comes with a CRM built into the platform - it also integrates easily with third-party CRMs.

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# Why Slightly Mad and not the other guys?

Sure, Salesforce offers their proprietary marketing automation platform (Pardot) and it's good! But to date we have not seen it able to fully integrate social media management with marketing automation (like we can).

By integrating social media seamlessly, we are able to increase brand awareness, generate leads, and boost customer engagement and identify hot prospects by by scoring based on social engagement; trigger sales notifications, emails and other automations based on social activity; and measure the end-to-end ROI of their social marketing strategies ON ONE PLATFORM and in ways stand-alone social tools cannot.

And, if we're talking about the software alone - our solution is significantly less expensive with lower monthly costs and a very low initial commitment (vs the \$27,000 upfront commitment required by Pardot).

But, by far the most important reason is that at the end of the day, it is just a software platform, it doesn't come with the highly skilled HUMAN features that Slightly Mad builds in like strategy, storytelling and execution.



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## About Slightly Mad

Slightly Mad is a Long Island Advertising Agency specializing in Brand Identity, Strategic Marketing and Planning.

Today, it's harder and harder to be a successful marketer. Effectively reaching a target audience has become increasingly difficult given the explosion of ad messaging, fragmentation of media outlets, and the ever-expanding universe of emerging media. To make matters worse, customers are more skeptical than ever about being marketed to, and today's economy certainly doesn't help. We believe today's marketing realities call for a dramatically different approach and agency model - one that embraces and leverages your company and brand's natural strengths to help it reach its full potential. We believe it's time to get back to the basics of business and brand building - and it's time to really use technology instead of chasing it.

In our groundbreaking new agency model, gone are the days of the standard agency markup, traditional media commission structure, and the one-size-fits-all strategic and creative approach. Gone are the cubicles, the bureaucracy of limiting job descriptions, and reluctance to "pitch in," and gone (for good) are the A, B, and C agency teams. At Slightly Mad, we are all part of a sharply-focused strategic and creative solution.




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