

Software Advice BuyerView: Marketing Automation Software Report

Insight into today's SMB software buyer

Abstract

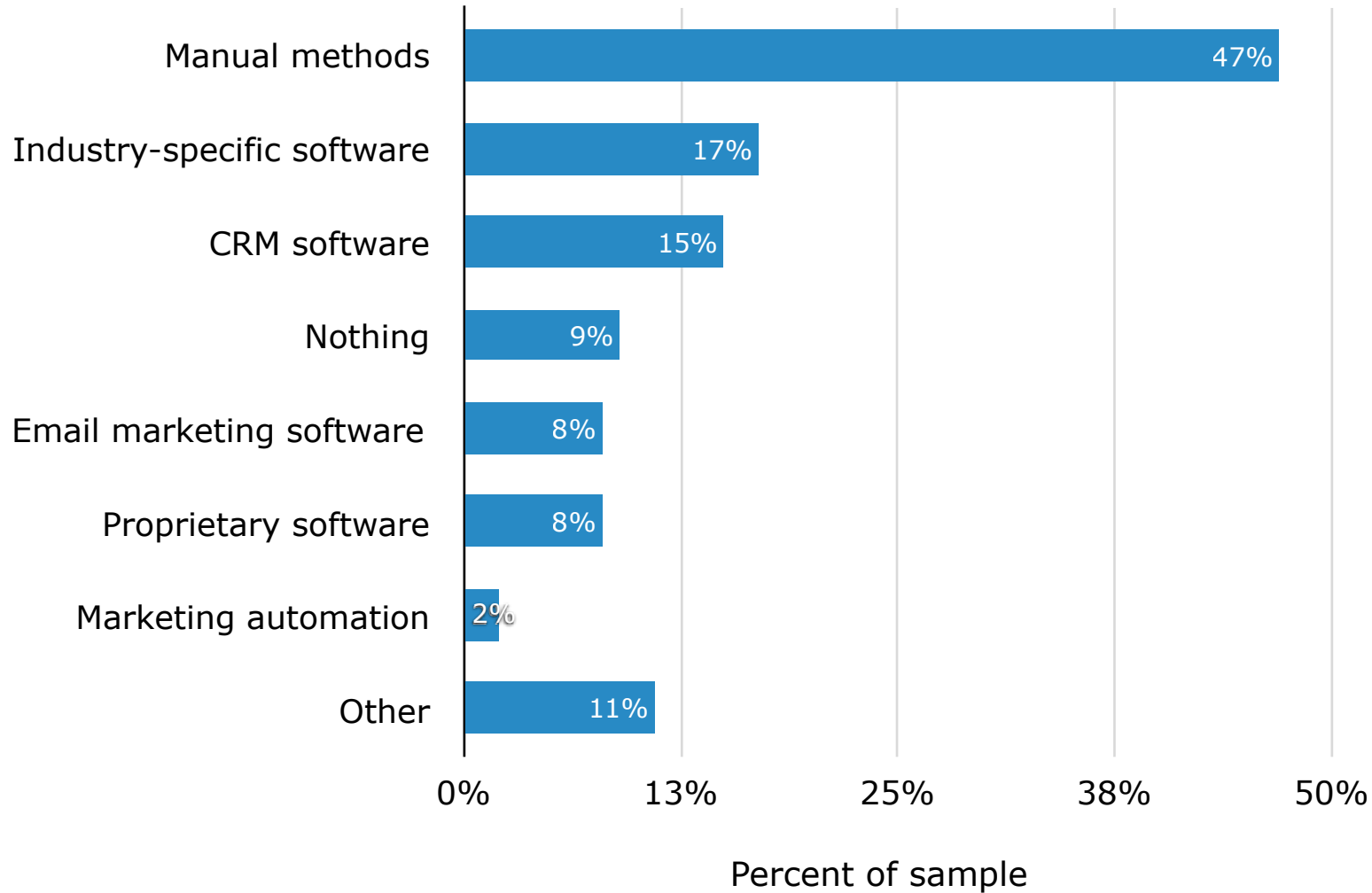
Marketing automation software can help align marketing and sales teams and streamline their interactions. This can be particularly advantageous for small businesses, for which driving revenue and profitability is often one of the biggest challenges.

To learn more about what functionality is most important to prospective marketing automation software buyers and highlight the primary pain points individuals have with their current methods, Software Advice analyzed a random sample of buyer interactions.

Key findings:

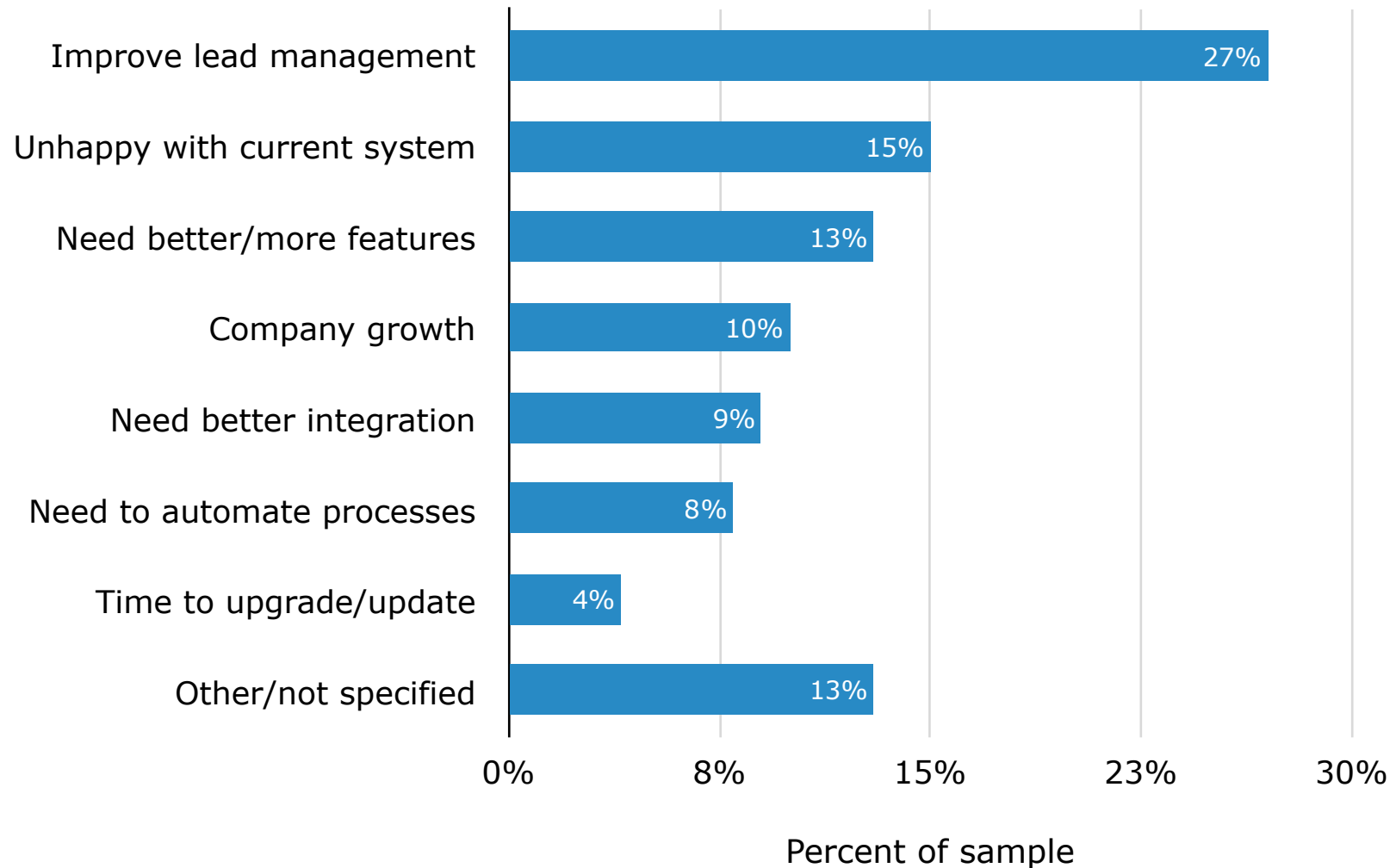
- Nearly all buyers (98 percent) are looking for dedicated marketing automation software for the first time, and nearly half (47 percent) are still using manual methods.
- A combined 73 percent of buyers want either email marketing or drip campaign functionality, while only 4 percent request social media marketing.
- Real estate is the most represented industry segment (37 percent of buyers). The highest percentage of these buyers (31 percent) use industry-specific software.

Many Still Use Manual Methods



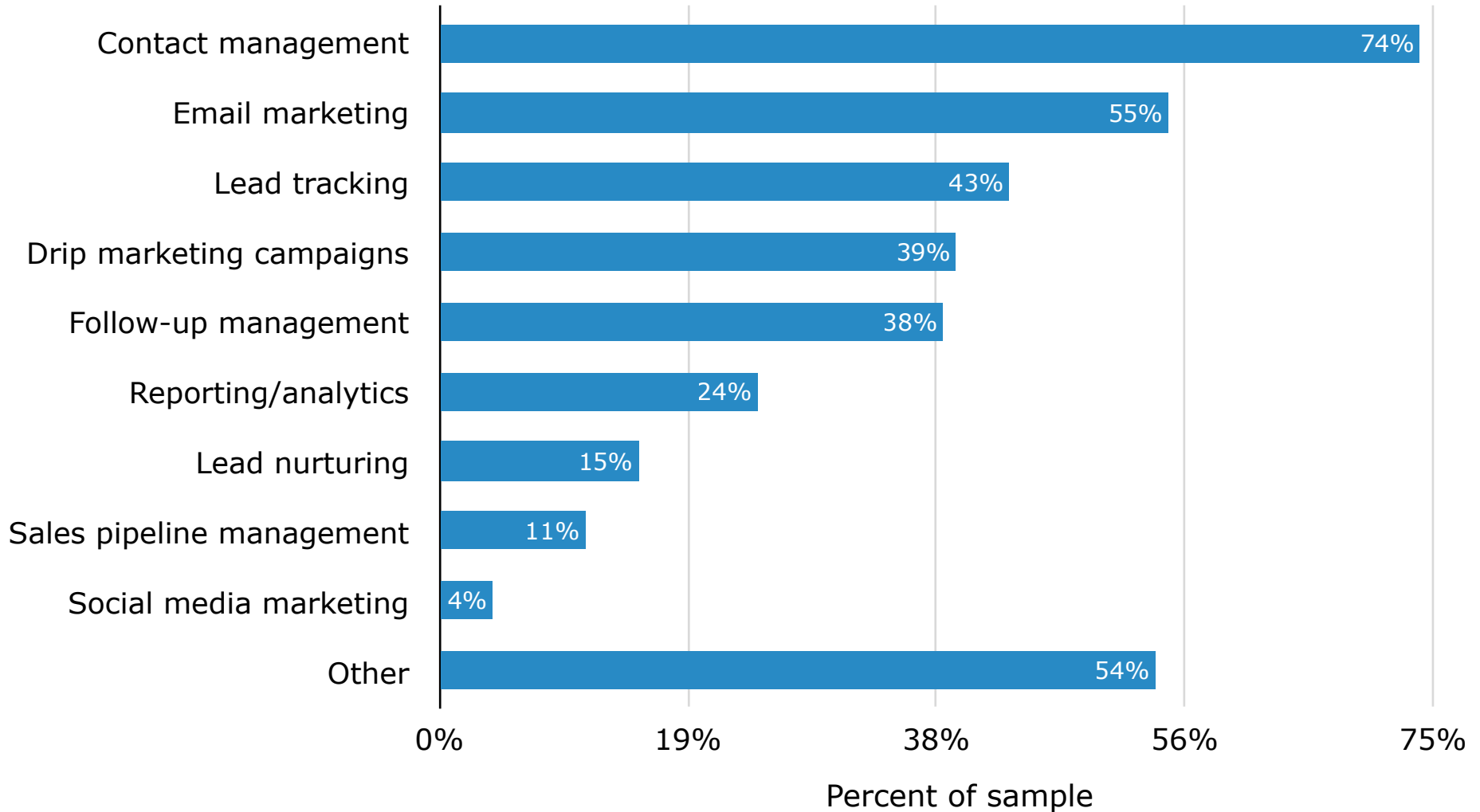
Nearly half of buyers still rely on manual marketing methods, such as pen and paper, spreadsheets and one-off emails.

Many Want to Improve Lead Management



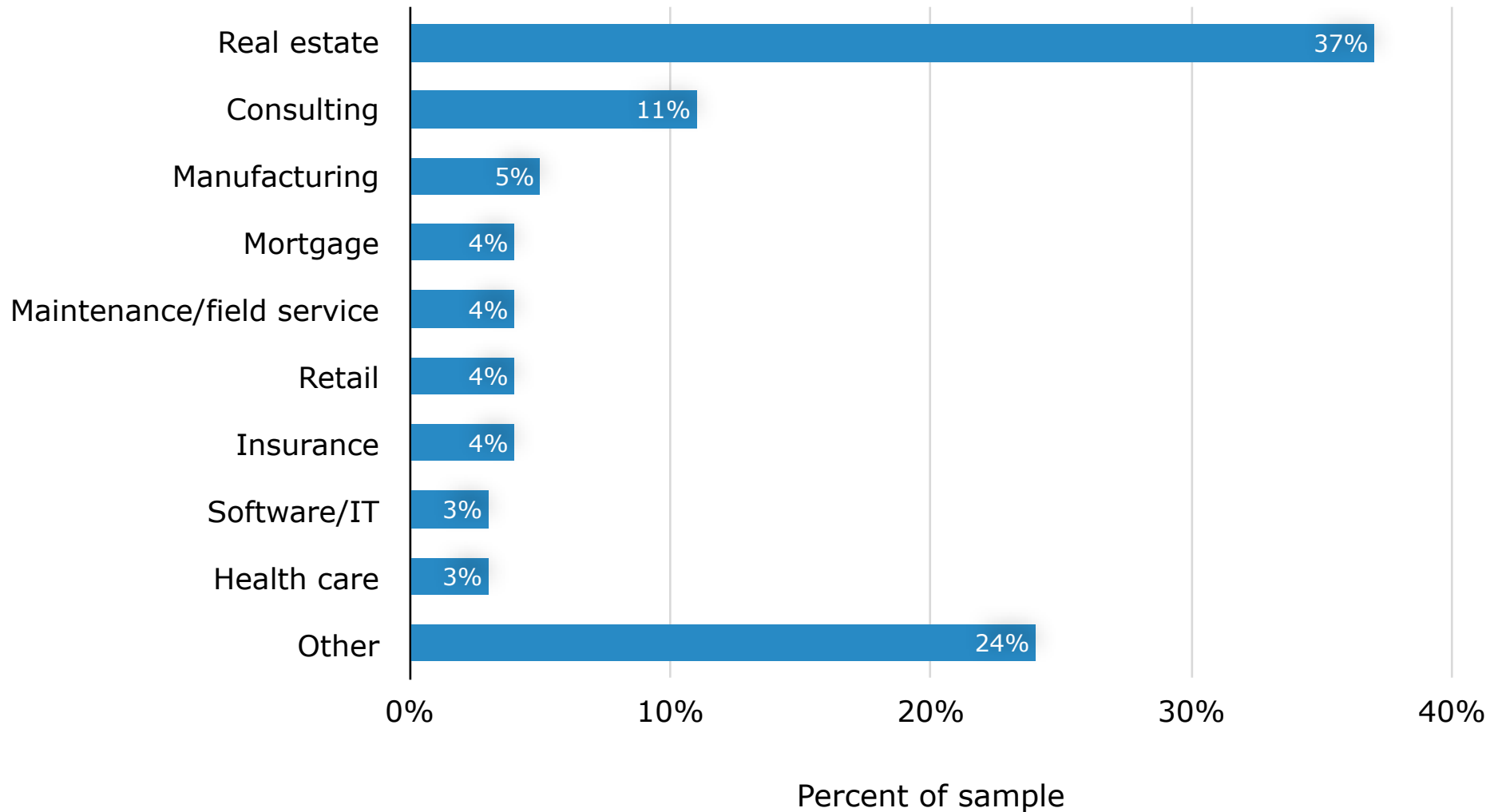
Many buyers say they are overwhelmed with managing clients, contacts and leads, and are primarily seeking software to improve lead management (27 percent).

Traditional Marketing Trumps Social Media



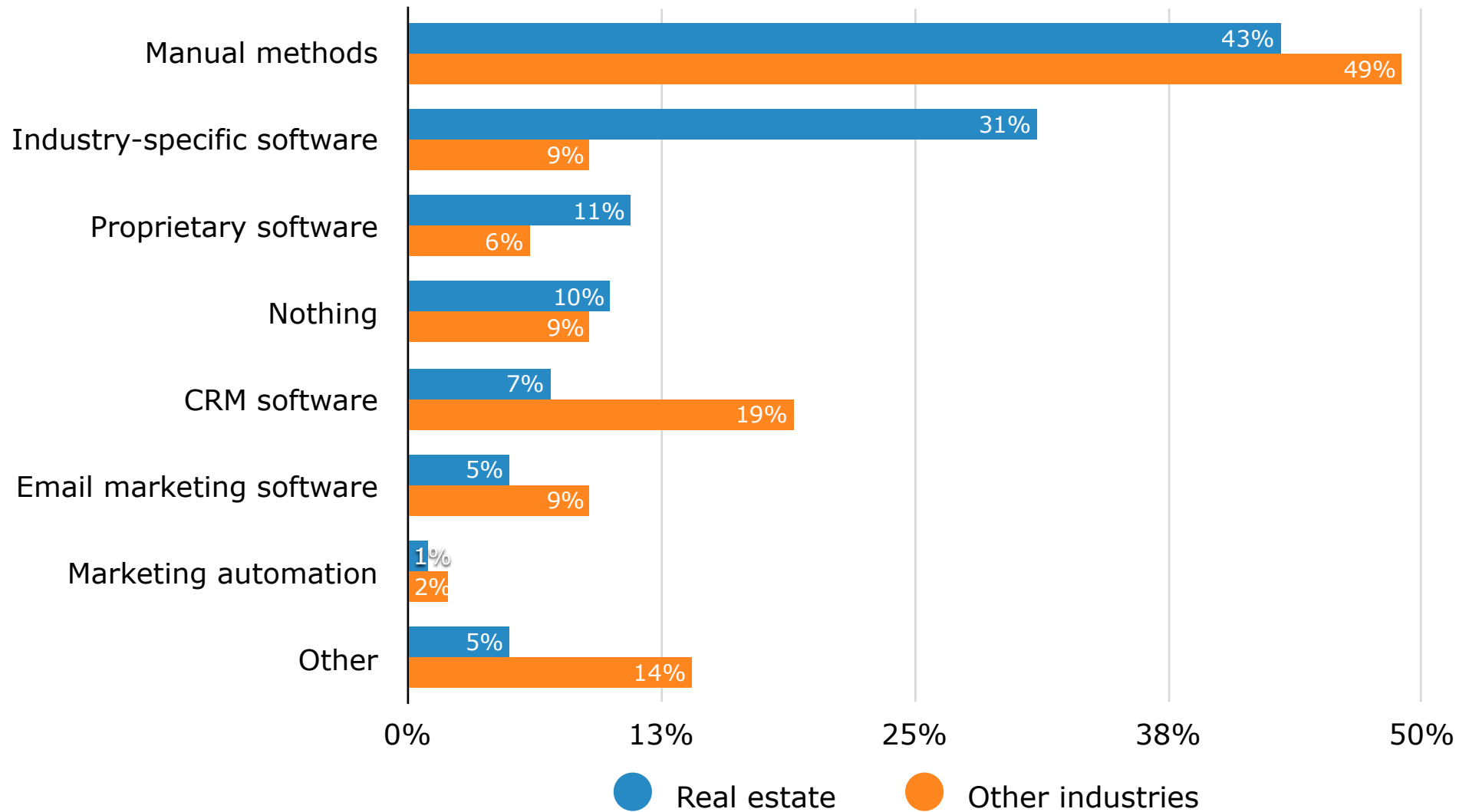
While nearly three-quarters of buyers request email marketing and/or drip campaign functionality in a new system, only 4 percent request social media.

Many Buyers in Real Estate



The highest percentage of buyers in our sample (37 percent) work in the real estate industry.

More Real Estate Buyers Using Industry-Specific Software



When compared to other industries, more real estate buyers are using industry-specific software.

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