Software Checklist

- ☐ Multi-channel marketing and lead tracking

- ☐ Campaign calendar, scheduling, and benchmarks

- ☐ Custom workflows for each aspect of the campaign

- ☐ Content creation tools and software

- ☐ Centralized content

- ☐ Email automation

- ☐ Aligned email content with customers' actions

- ☐ A/B and multivariate versions of campaign elements

- ☐ Segment and target customers

- ☐ Targeted customer acquisition and retention strategies

- ☐ WYSIWYG editing

- ☐ Social media marketing tools

- ☐ Dashboard of advanced analytics and link tracking

- ☐ Funnel reports

- ☐ Budget tracking

- ☐ Receive real-time alerts, including sales alerts

- ☐ Software training and support