



# Marketing Automation Tool Assessment

A marketing automation tool assessment determines the right automation tool for your business requirements.

## Why you should care

A marketing automation platform is a five year commitment. That dictates what you can do (or not do) for the foreseeable future. Whether you're completely new to automation or an old-hand (or anywhere in between), it's imperative you make an educated decision when choosing a marketing automation tool.

*The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.*



## Assessment in Action

### OpenMarket

We assessed migrating to Marketo from Pardot based on three core criteria:

- Current user requirements
- Projection of marketing needs for next 5 years
- Campaign and reporting requirements

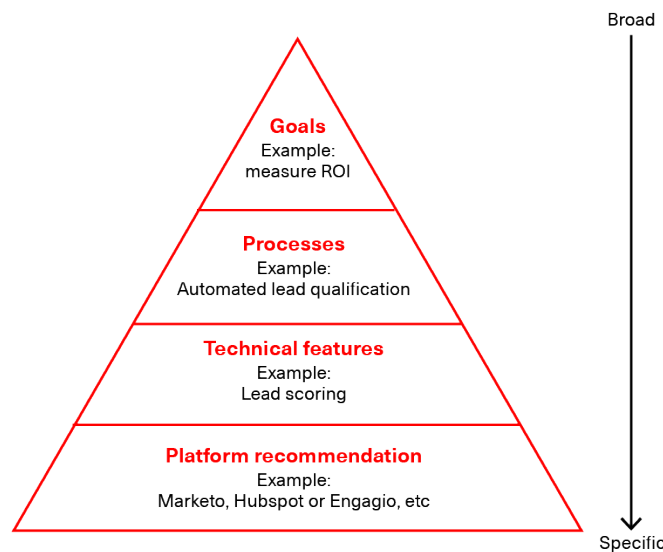
[Learn more](#)



## How it works

It's very easy to get seduced by the siren-song of the big three (Marketo, Hubspot, Pardot) when trying to decide upon a Marketing Automation Tool. To save you from dashing yourself against the rocks of a rash decision, our assesment combines strategic advice as well as tactical expertise to ensure you get a robust, long-standing foundation for your marketing campaigns. It does this in four simple stages:

Goals	Processes	Technical Features	Platform Recommendations
Gather input from different stakeholders at your company so we can define your marketing automation requirements.	Determine the combination of processes you need to drive success based on defined goals and objectives.	Identify which technical features will be required in order to deliver those processes, and which platforms offer those features.	Recommend a choice of two (or in exceptional circumstances three) platforms for demo and review.



## Getting started

Want the best marketing automation tool for your business? Talk to us today. Email [info@velocitypartners.com](mailto:info@velocitypartners.com) or pick up the phone +44 (0)208 940 4099