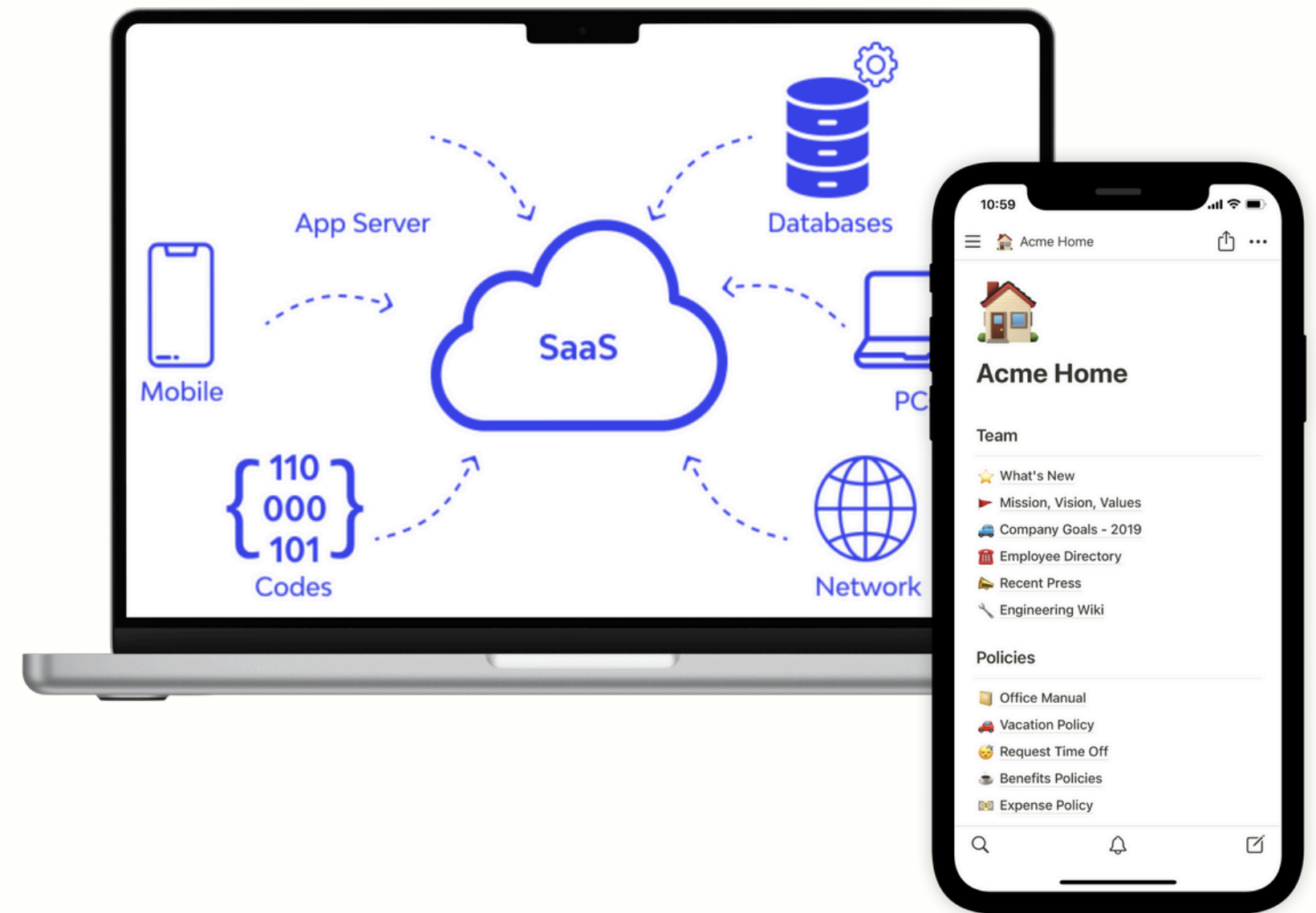


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Marketing Automation Toolkit

Most Practical Marketing Automation tools for streamlining your marketing channels & personalized targeting.





20+ marketing automation tools to help you run your lead generation on autopilot.



stripe

webflow

Airtable

buffer

miro

gusto

zoom

Notion

monday.com

Dropbox

shopify

Square

workday

twilio

slack

Google
Workspace

HubSpot

FreshBooks

zapier

Just tap on any tool that interests **you**.

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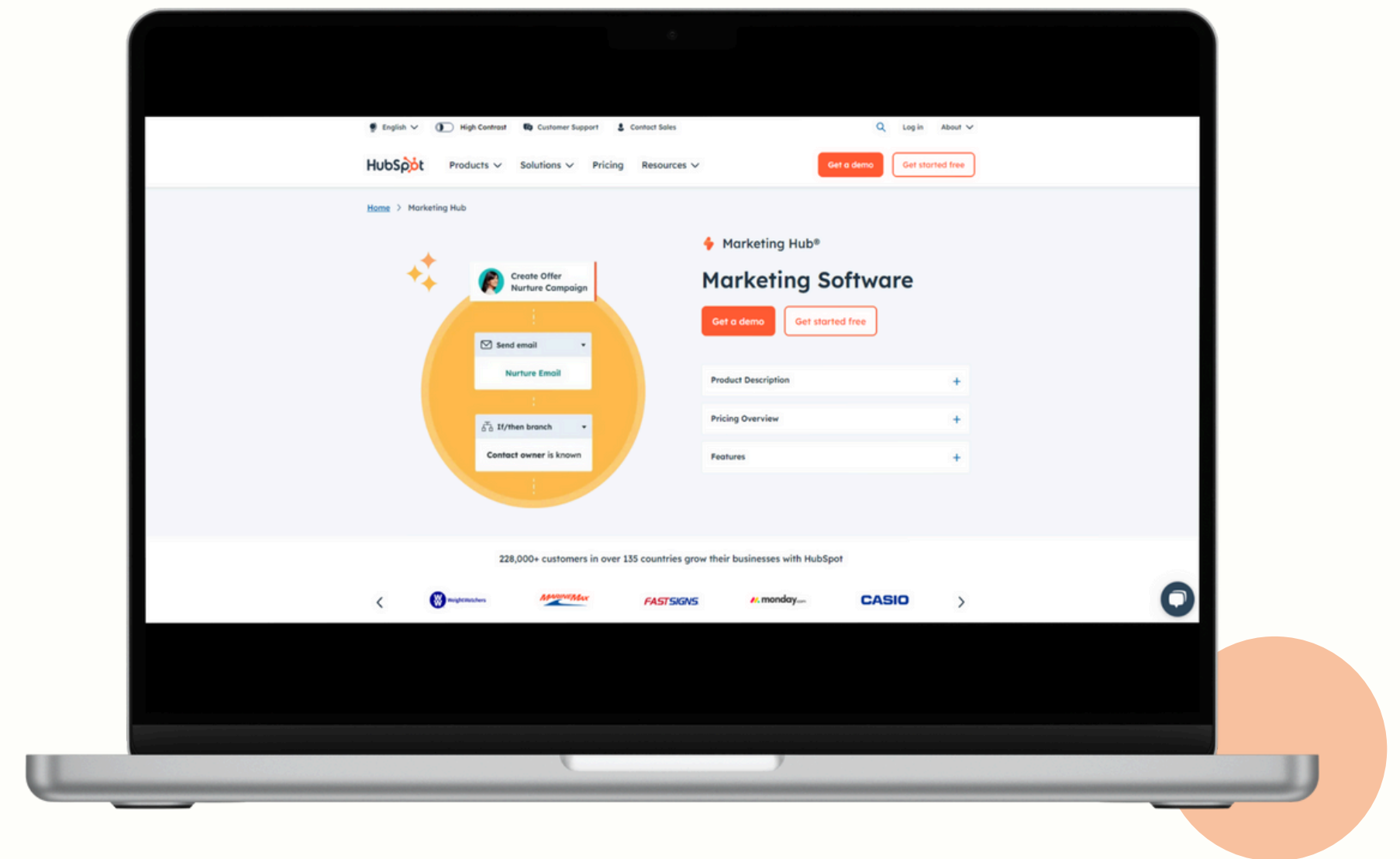
23

Mailjet

HubSpot Marketing Hub

[HubSpot Marketing Hub](#) is a comprehensive marketing automation platform designed to help businesses attract, engage, and delight customers.

It offers tools for email marketing, social media management, content creation, and analytics, making it suitable for businesses of all sizes.



Key Features

- CRM automation
- Email marketing
- Analytics dashboard
- Lead management
- A/B testing tools
- Social media scheduling
- Email marketing automation



Pricing

HubSpot offers a free plan with limited features. Paid plans start at \$15/month for Starter, \$800/month for Professional, and \$3,600/month for Enterprise.

A 14-day free trial is available for users to explore the tool.

[Read More](#)

Best for

HubSpot is ideal for businesses looking for an all-in-one marketing, sales, and service tool.

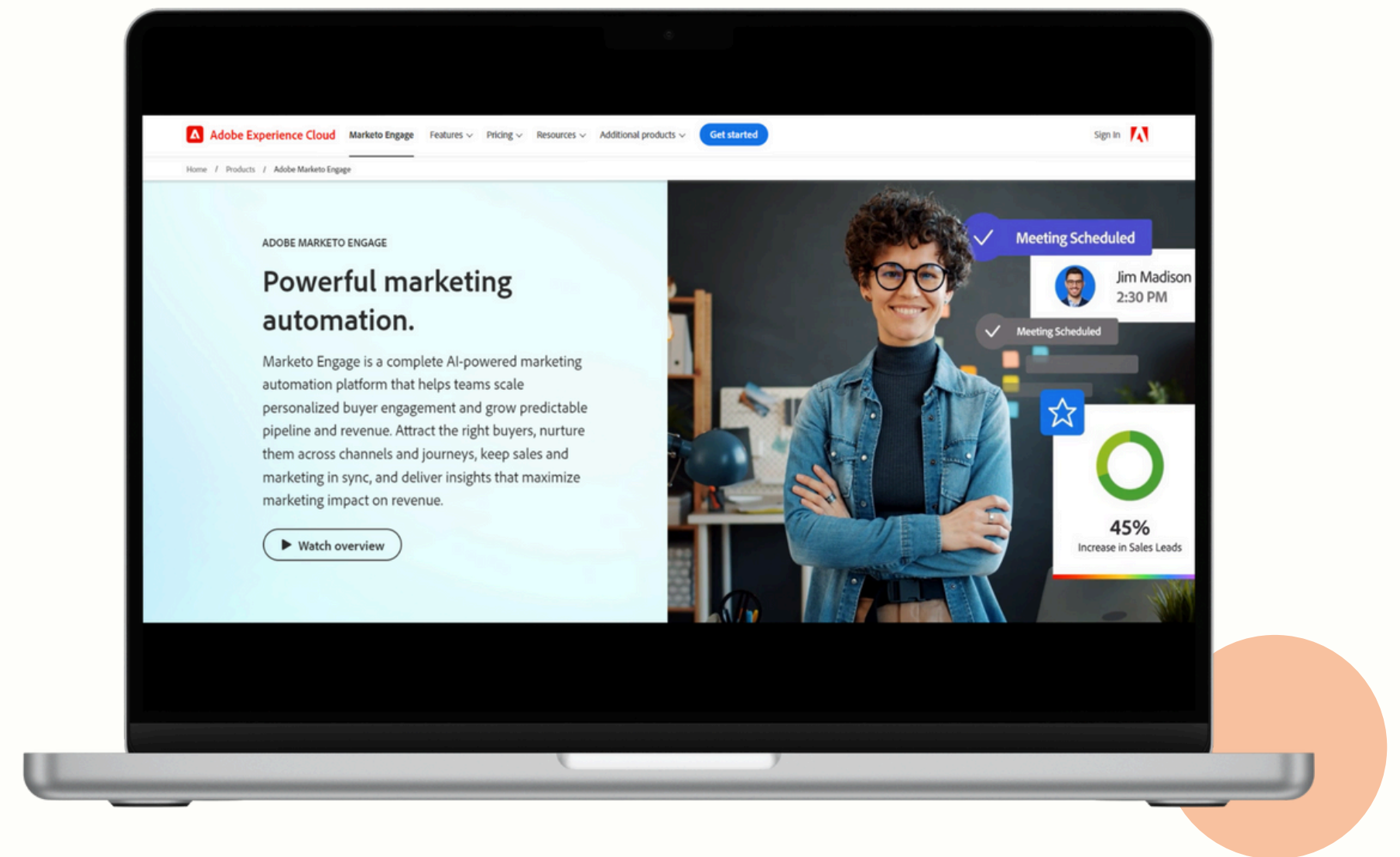
It helps to manage customer relationships and inbound marketing.

One of the best tools for enterprises.

Marketo Engage

[Marketo Engage](#) is a powerful marketing automation tool focusing on lead, email, and campaign management.

It is particularly strong in B2B marketing, allowing businesses to nurture leads through personalized experiences. Its robust analytics help marketers track ROI effectively.



Key Features

- Lead scoring and nurturing
- Email marketing campaigns
- Advanced analytics
- Integration with CRM systems
- Landing page creation

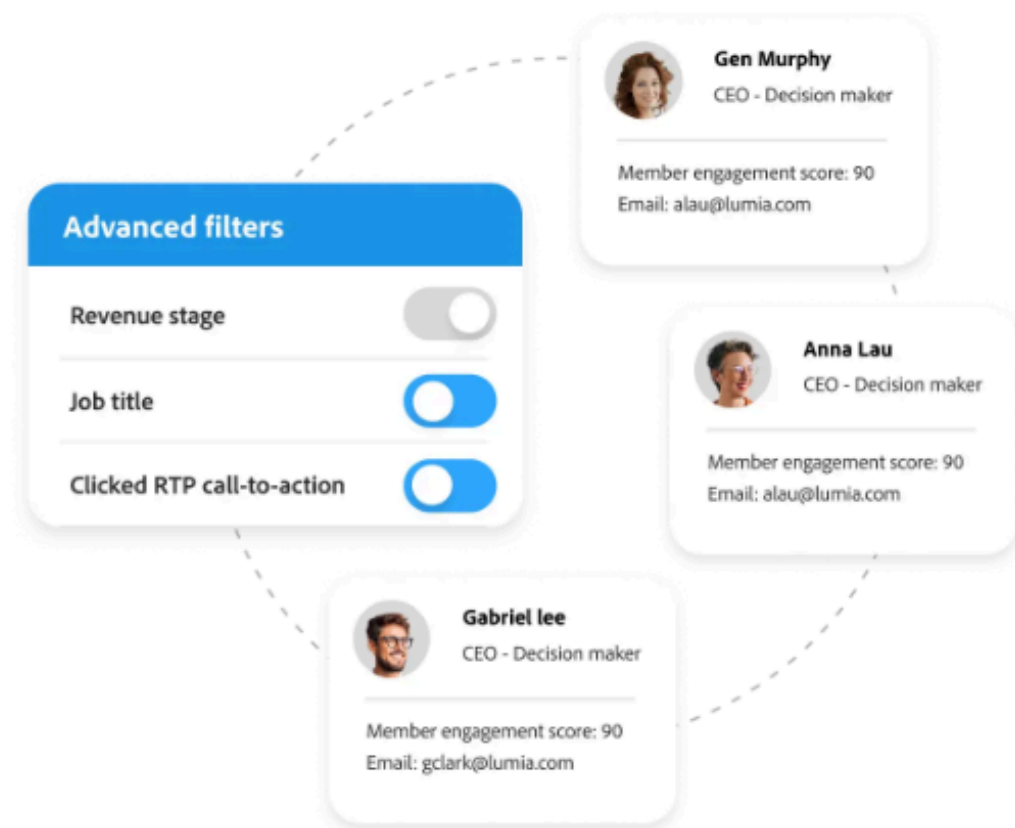
Pricing

Marketo offers a 7-day free trial. Pricing is not fixed and varies by needs, features, and database size, starting around \$1,000/month for basic packages and increasing with customization.

[Read More](#)

Best for

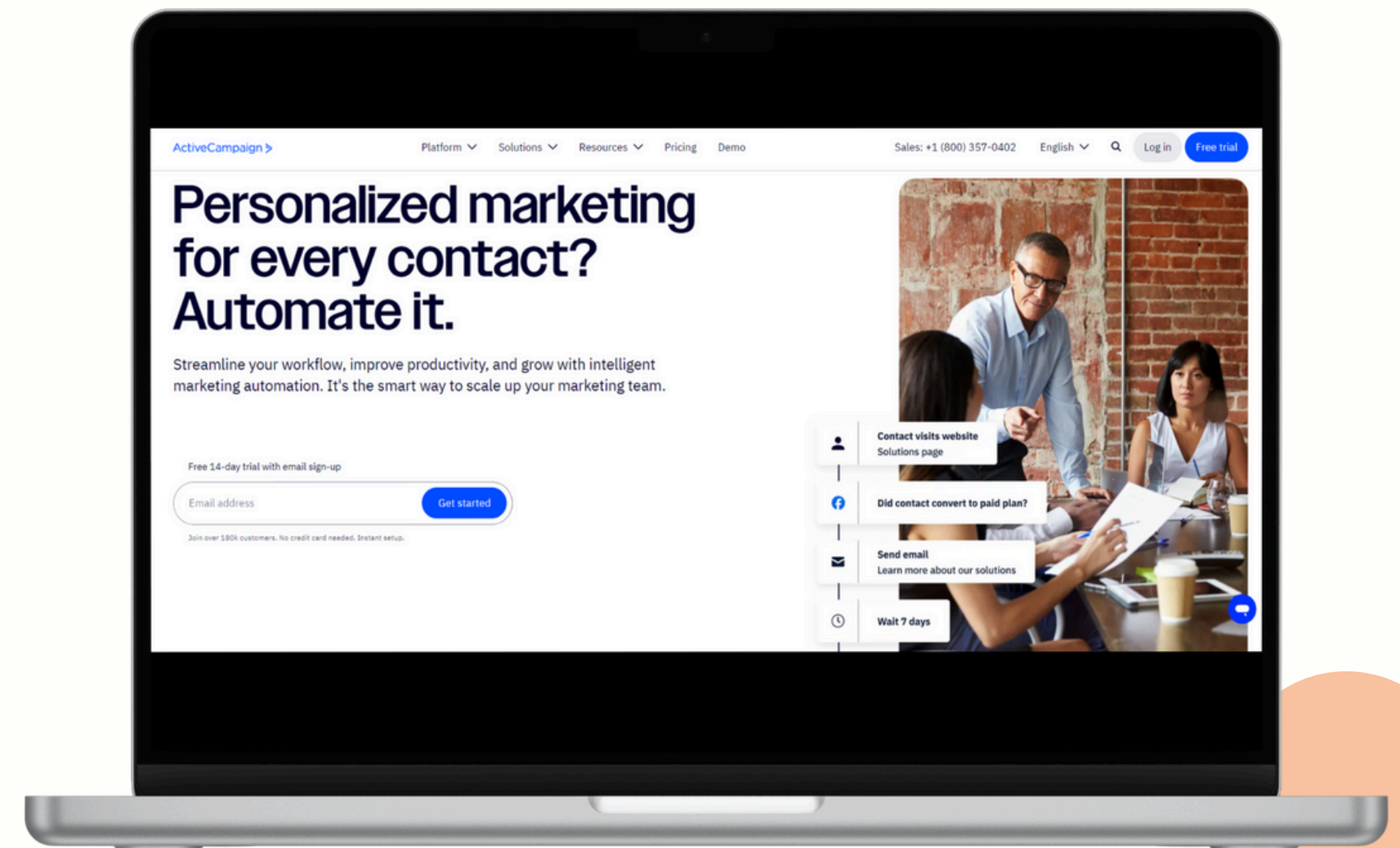
Marketo is best for larger organizations needing advanced lead management and analytics features.



ActiveCam paign

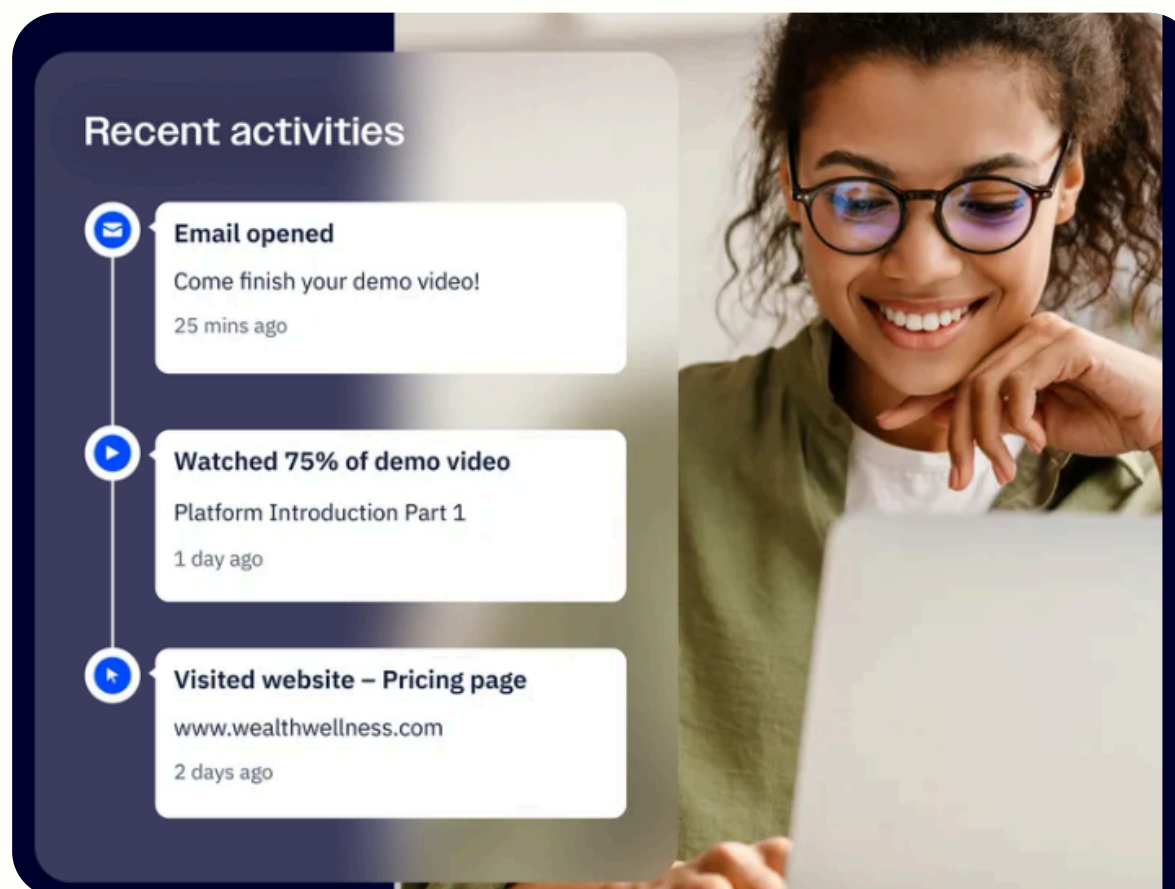
[ActiveCampaign](#) combines email marketing, automation, sales automation, and CRM functionalities in one platform.

It emphasizes customer experience automation by allowing businesses to create personalized customer journeys through targeted messaging.



Key Features

- Email Segmentation
- Automation workflows
- CRM integration
- Lead scoring
- Reporting and analytics
- A/B Testing
- Dynamic Content
- Landing Page Builder



Pricing

ActiveCampaign has four plans: Lite at \$15/month, Plus at \$49/month, Professional at \$79/month, and a customizable Enterprise plan starting at \$145/month.

A 14-day free trial is available to test the features.

[Read More](#)

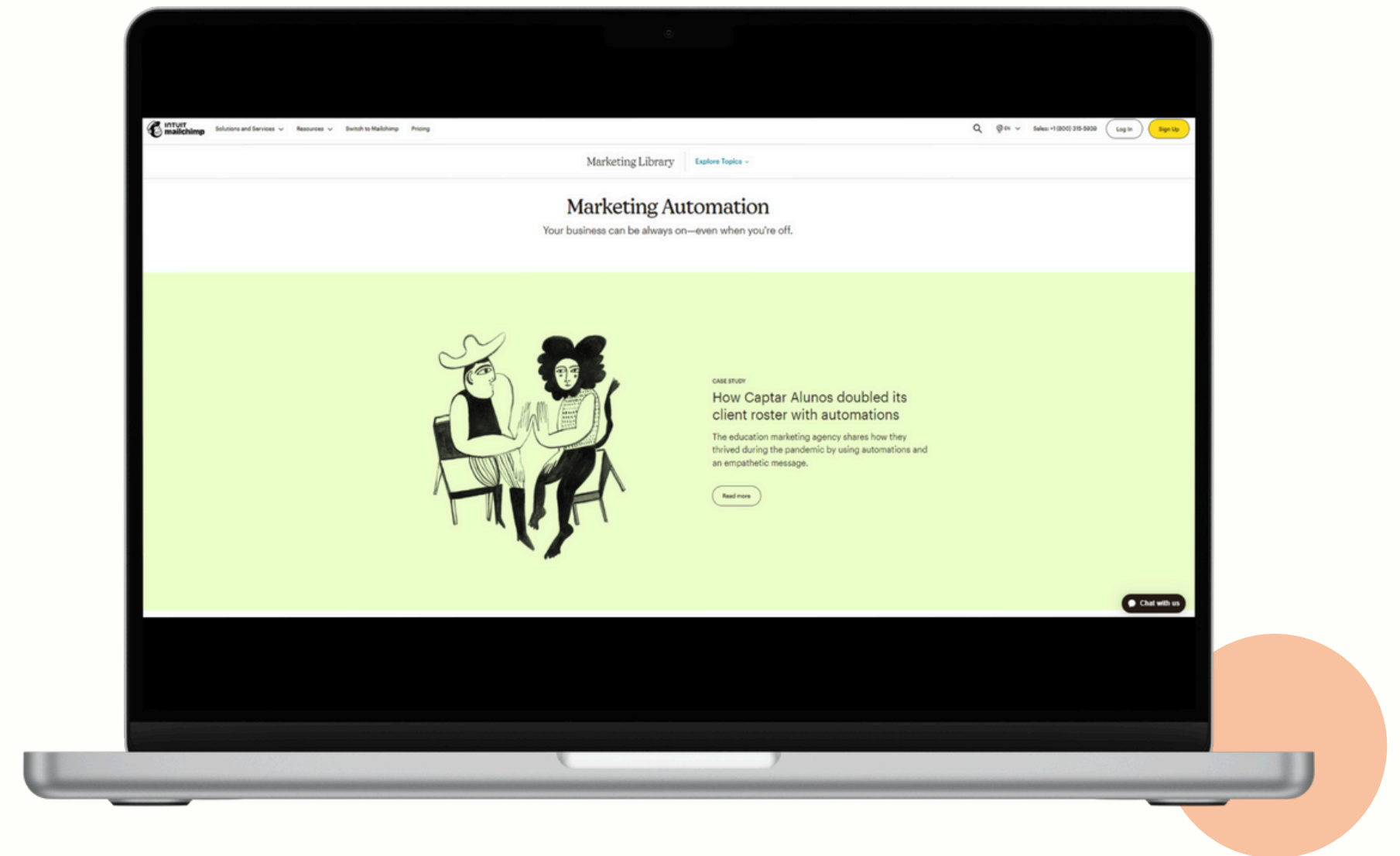
Best for

ActiveCampaign is ideal for small to medium-sized businesses looking for an affordable yet powerful automation tool.

Mailchimp

[Mailchimp](#) is a widely recognized email marketing service offering basic marketing automation features.

It provides users with easy-to-use templates and tools to create effective email campaigns without extensive technical knowledge.



Key Features

- Email templates and design tools
- Audience segmentation
- Basic automation workflows
- Performance tracking
- Integrations with e-commerce platforms

Pricing

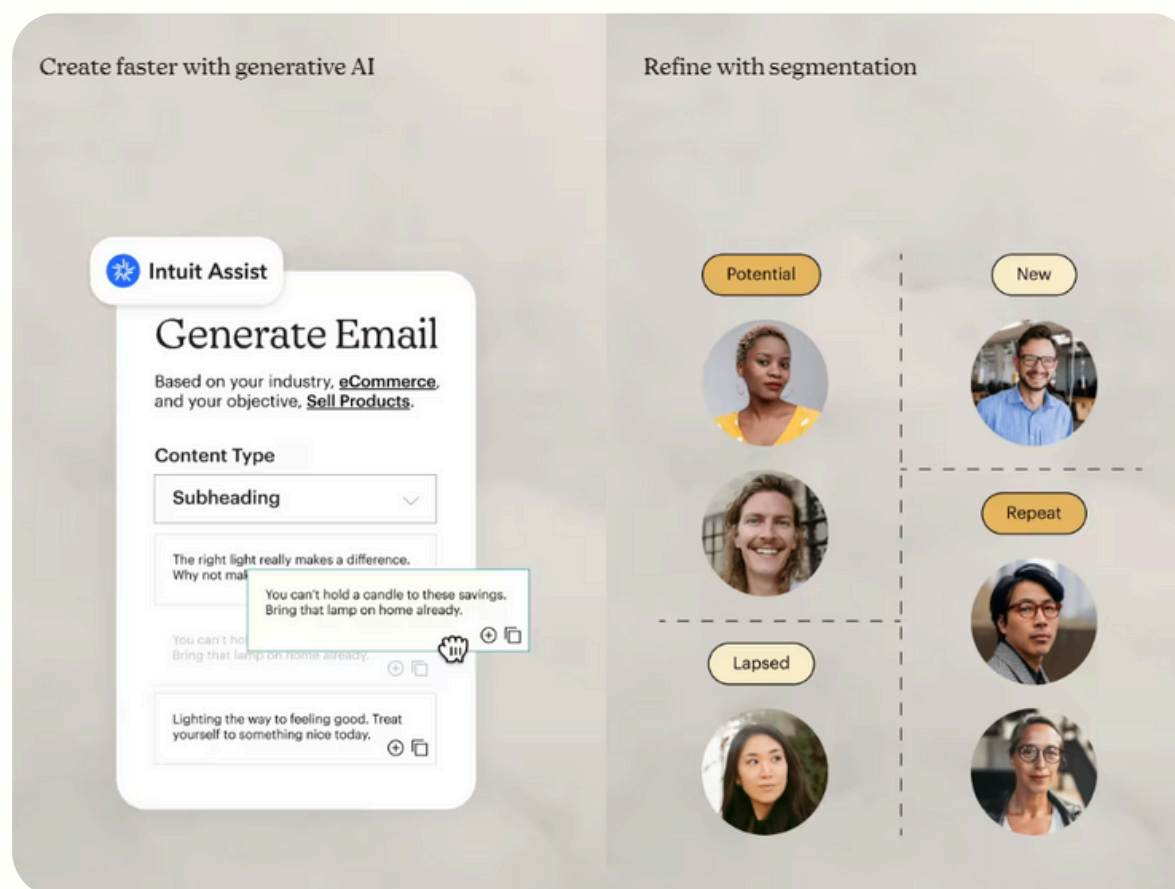
Mailchimp offers a free plan for up to 500 contacts. Paid plans start at \$13/month and include automated customer journeys and email scheduling.

The platform also offers a 30-day free trial on paid plans.

[Read More](#)

Best for

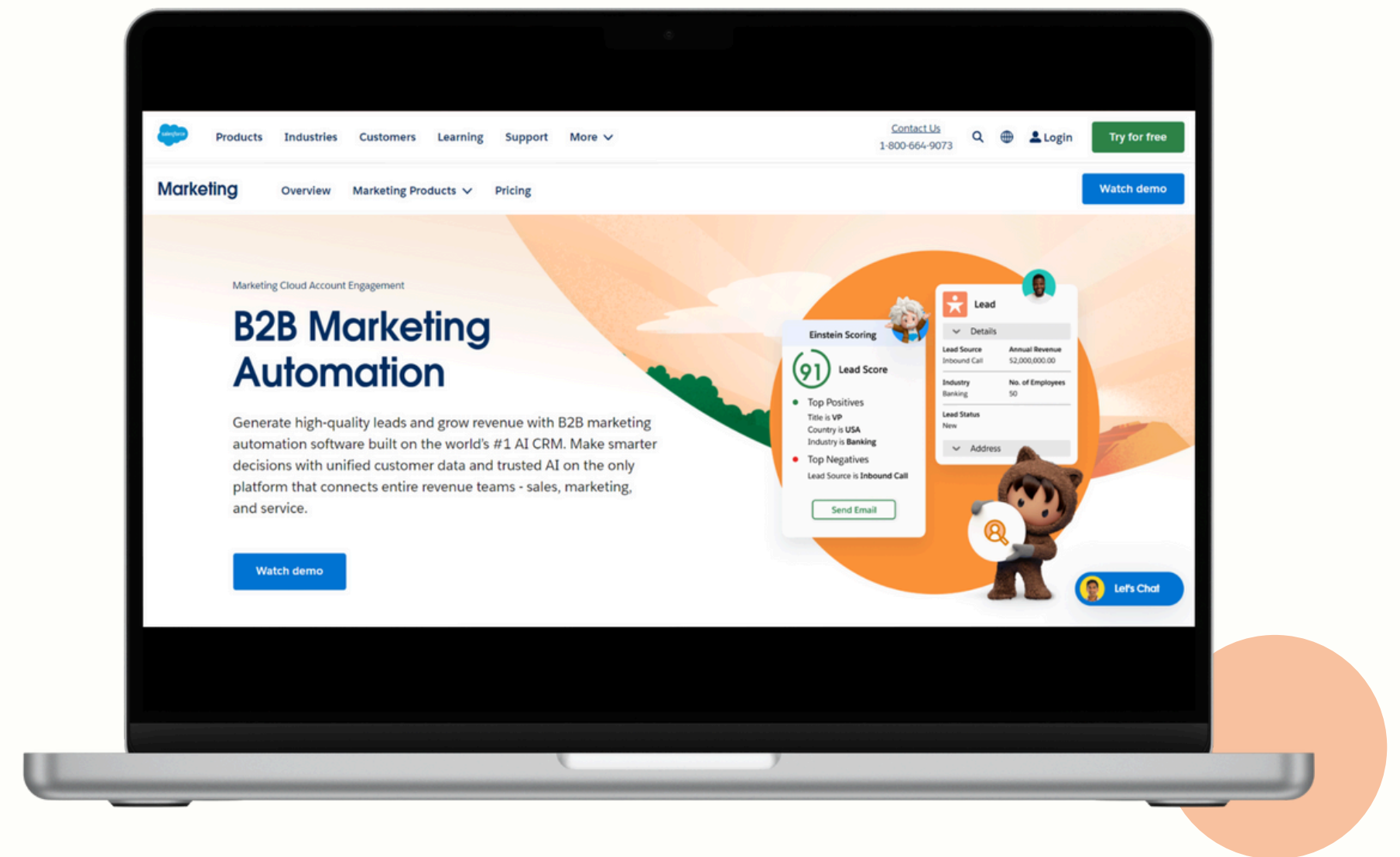
Mailchimp suits small businesses or startups looking for an entry-level email marketing solution.



Pardot (Salesforce)

[Pardot](#) is Salesforce's B2B marketing automation solution to help businesses manage their leads and automate marketing campaigns.

It integrates seamlessly with Salesforce CRM, enabling a unified approach to sales and marketing.



Key Features

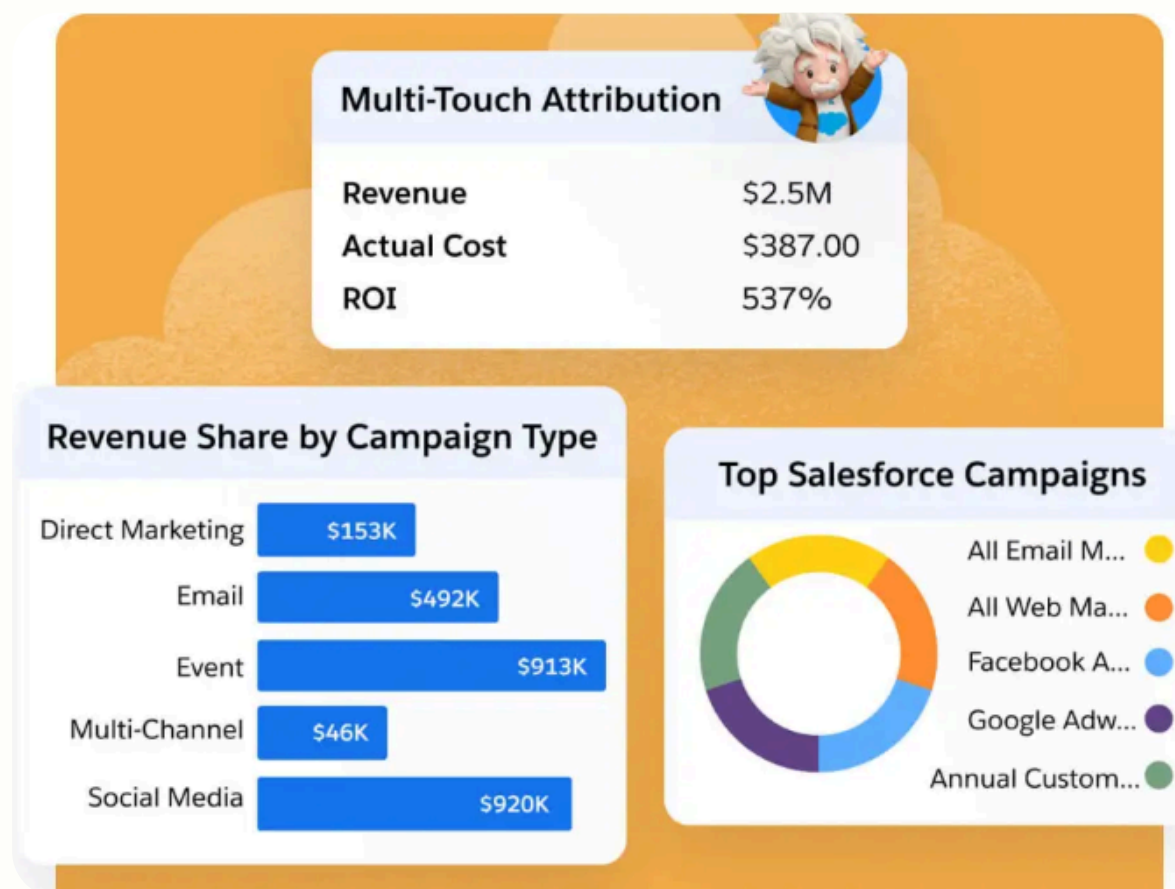
- Lead generation tools
- Email marketing automation
- ROI reporting
- CRM integration
- Customizable landing pages

Pricing

Pardot's growth plan starts at \$1,250/month, with Plus at \$2,500 and Advanced at \$4,000/month. There's no free trial listed, but you can contact them for customized pricing.

Best for

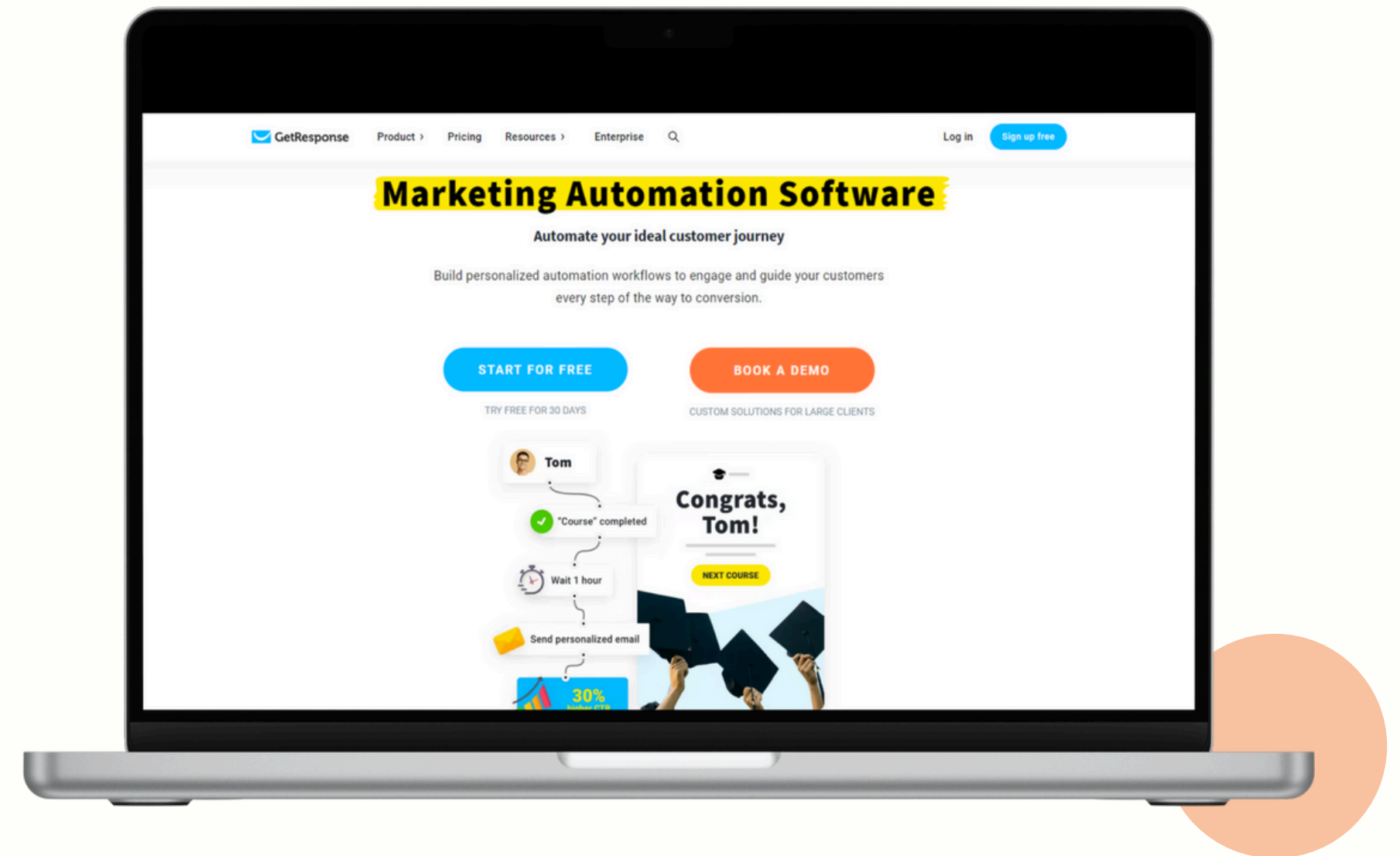
Pardot is best for companies already using Salesforce looking for integrated marketing solutions.



[Read More](#)

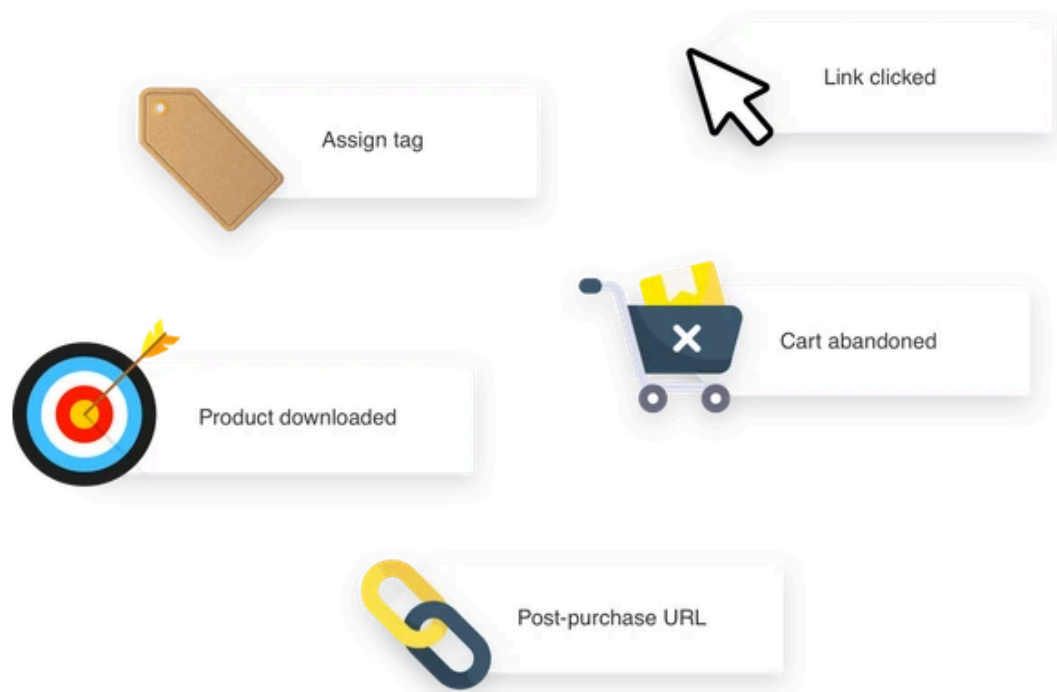
GetResponse

[GetResponse](#) offers online marketing tools, including email marketing, landing pages, webinars, and CRM functionalities. It aims to provide an all-in-one platform for marketers looking to streamline their online presence.



Key Features

- Email marketing campaigns
- Landing page builder
- Webinar hosting capabilities
- Automation workflows
- A/B testing



Pricing

Pricing begins with the Basic plan at \$19/month, followed by the Plus plan at \$59/month, the Professional plan at \$119/month, and the Max plan custom-priced.

They offer a 30-day free trial across all plans.

[Read More](#)

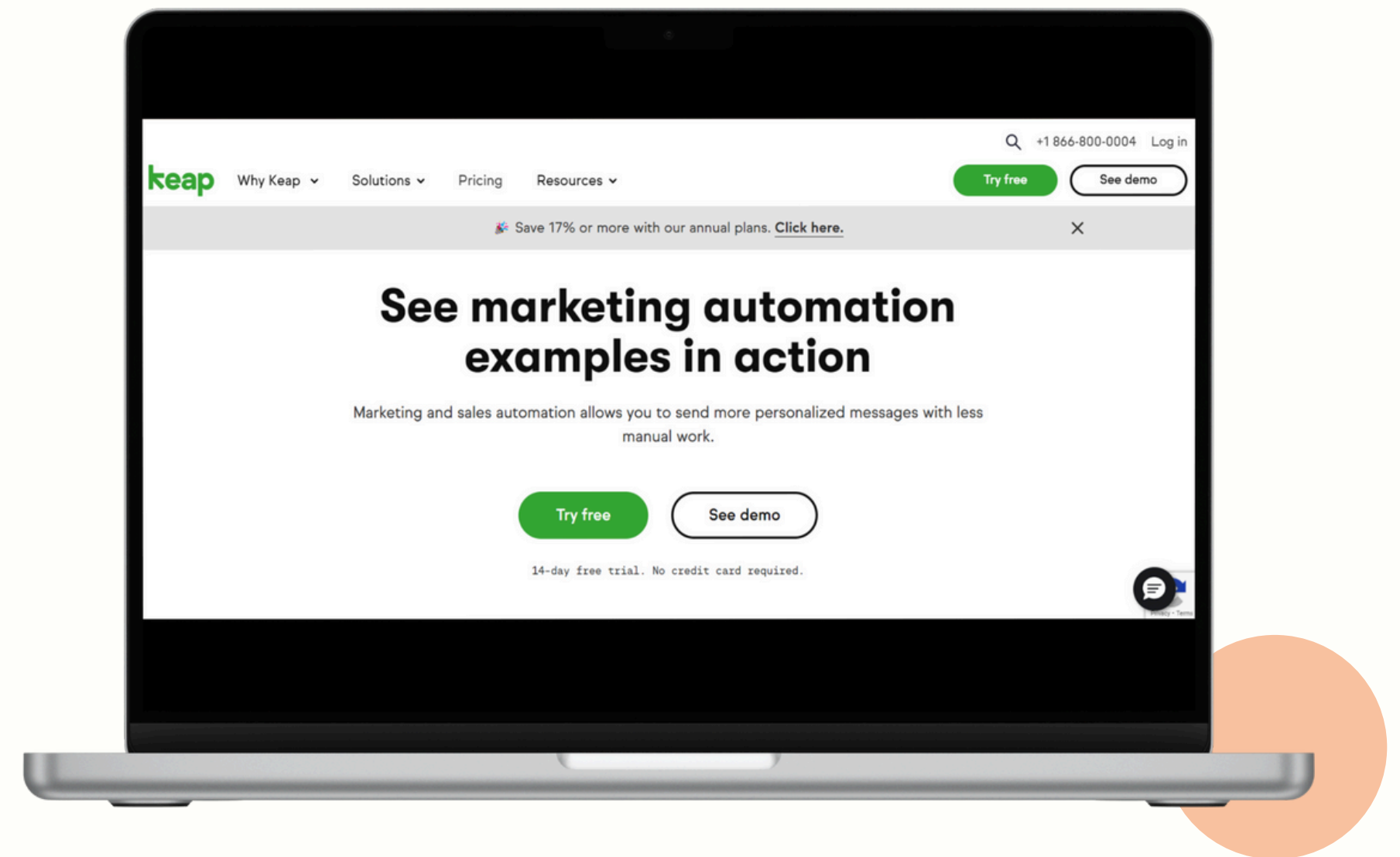
Best for

GetResponse is ideal for small to medium-sized businesses wanting a comprehensive digital marketing solution.

Infusionsoft (Keap)

[Infusionsoft](#) by Keap provides small businesses with powerful CRM and marketing automation tools to streamline operations.

It focuses on helping users automate repetitive tasks while effectively managing customer relationships.



Key Features

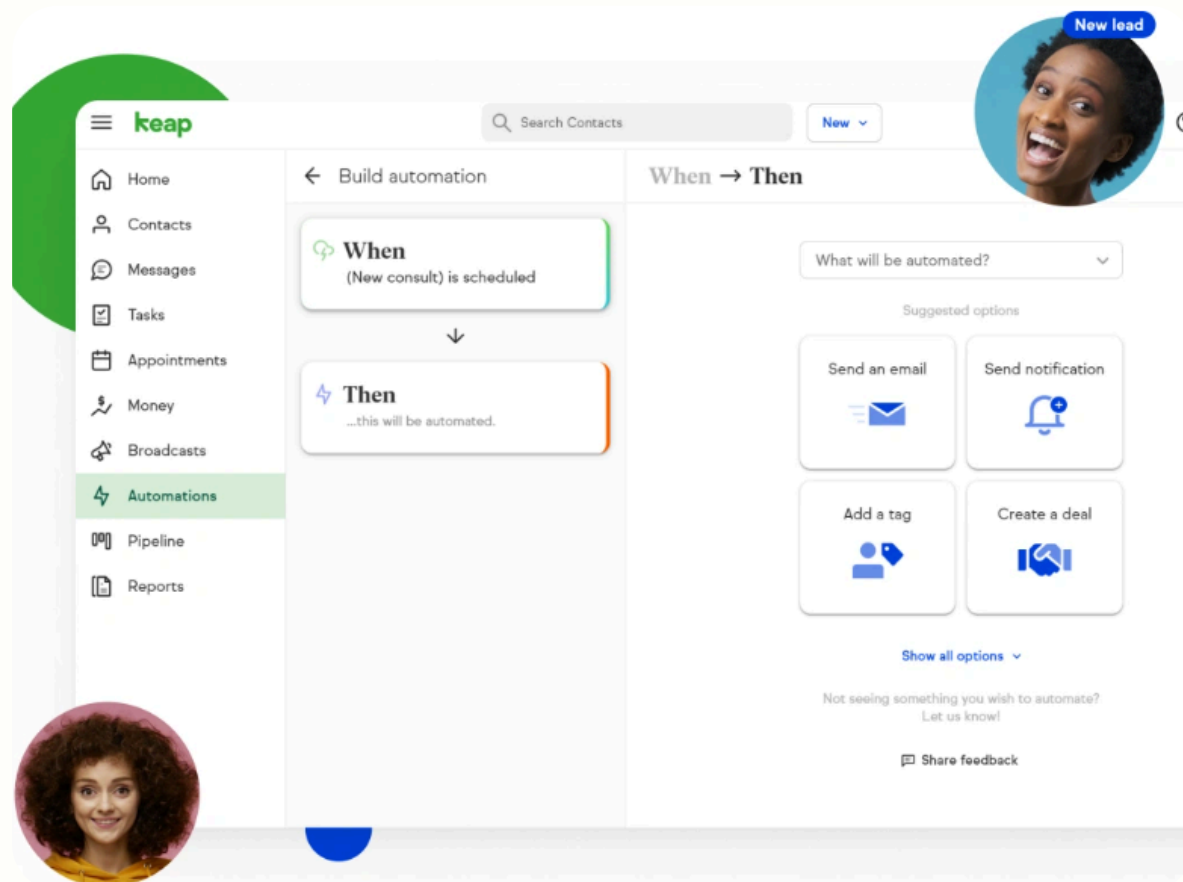
- CRM functionalities
- Sales pipeline management
- Email marketing automation
- E-commerce capabilities
- Reporting tools

Pricing

Keap offers the Max plan at \$299/month. It also offers a 14-day free trial to test its marketing and CRM features

Best for

Infusionsoft is best suited for small businesses that require a robust CRM integrated with their marketing efforts.

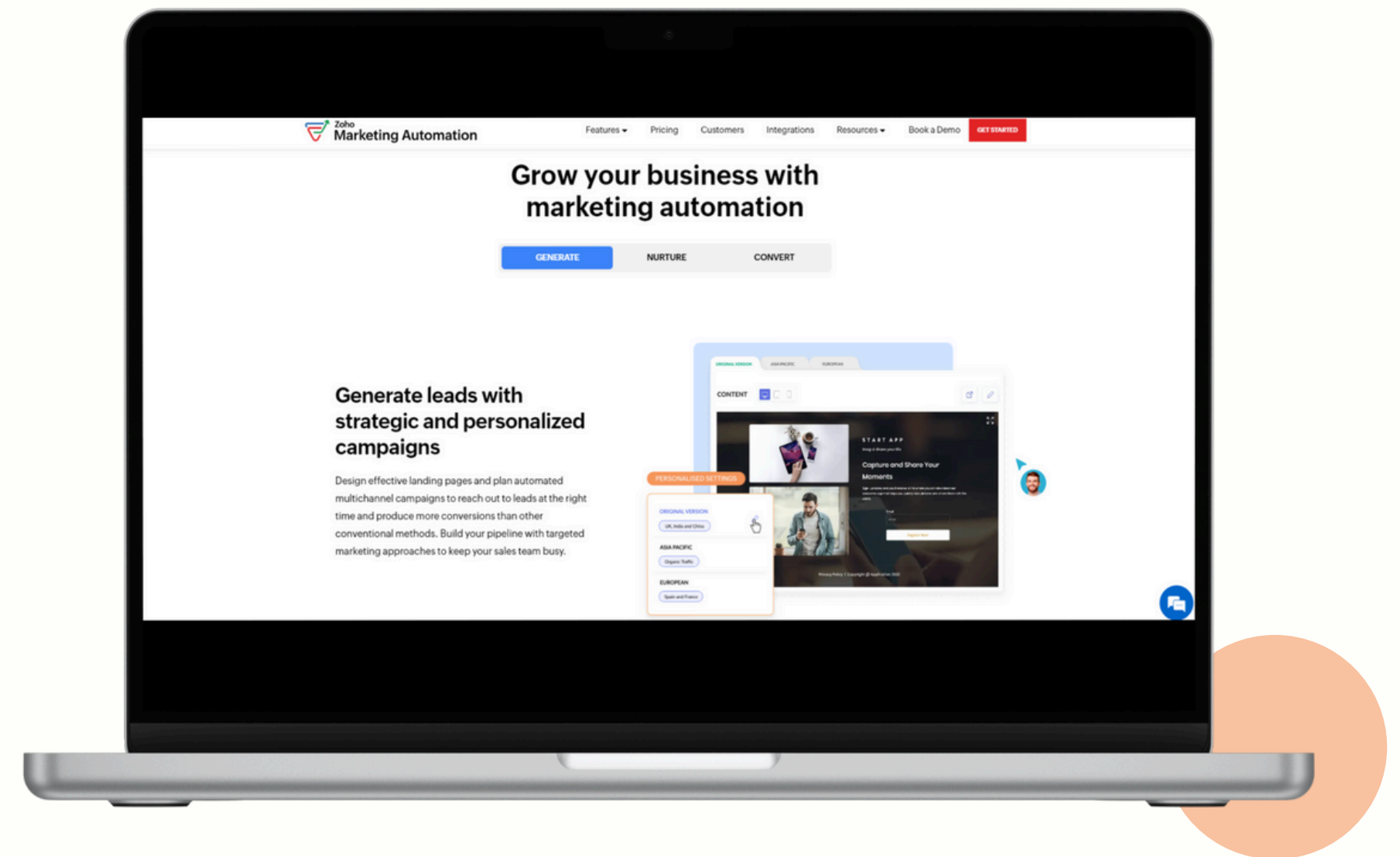


[Read More](#)

Zoho Campaigns

[Zoho Campaigns](#) is part of the Zoho suite of applications that helps businesses manage their email campaigns efficiently.

It provides various tools to create targeted campaigns based on audience behavior and preferences.



Key Features

- Email campaign creation tools
- List segmentation options
- A/B testing capabilities
- Analytics dashboard
- Integration with Zoho CRM

Pricing

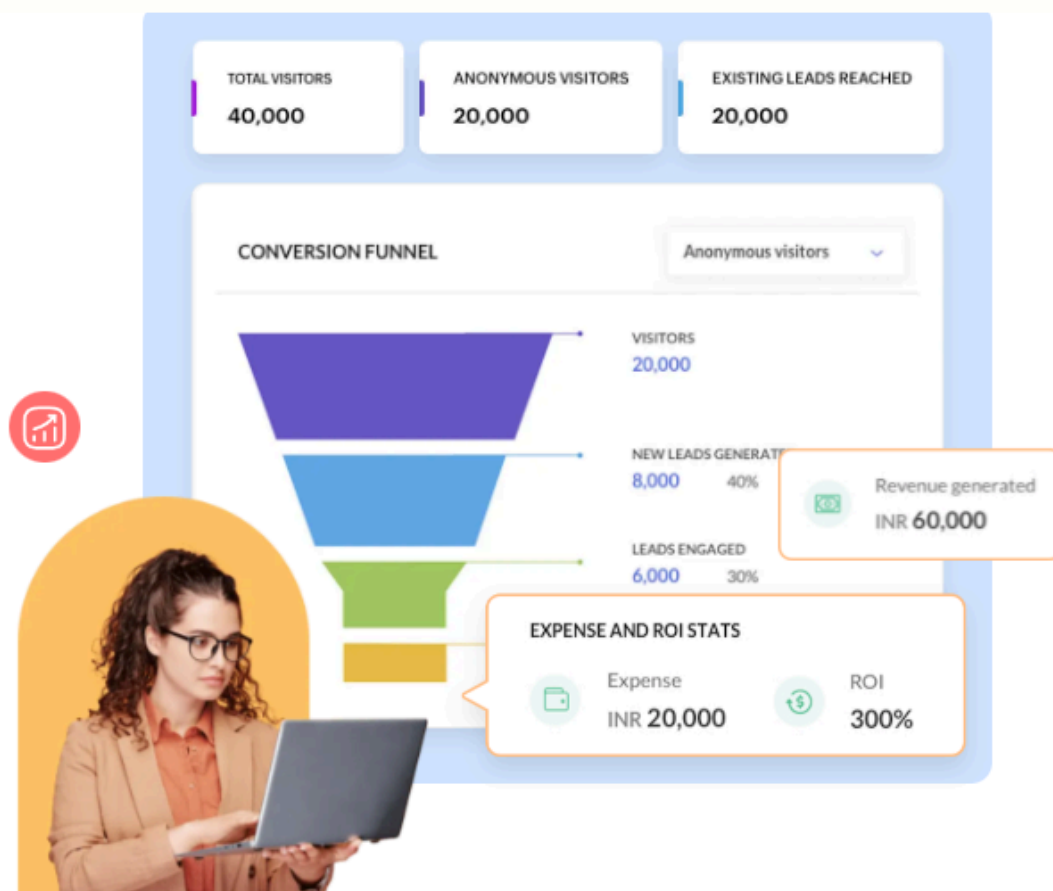
Zoho offers an affordable pricing structure, starting at \$2.14//month for the Standard plan and scaling to \$3/month for the Professional plan.

There's also a free plan available, and Zoho Campaigns offers a 14-day free trial.

[Read More](#)

Best for

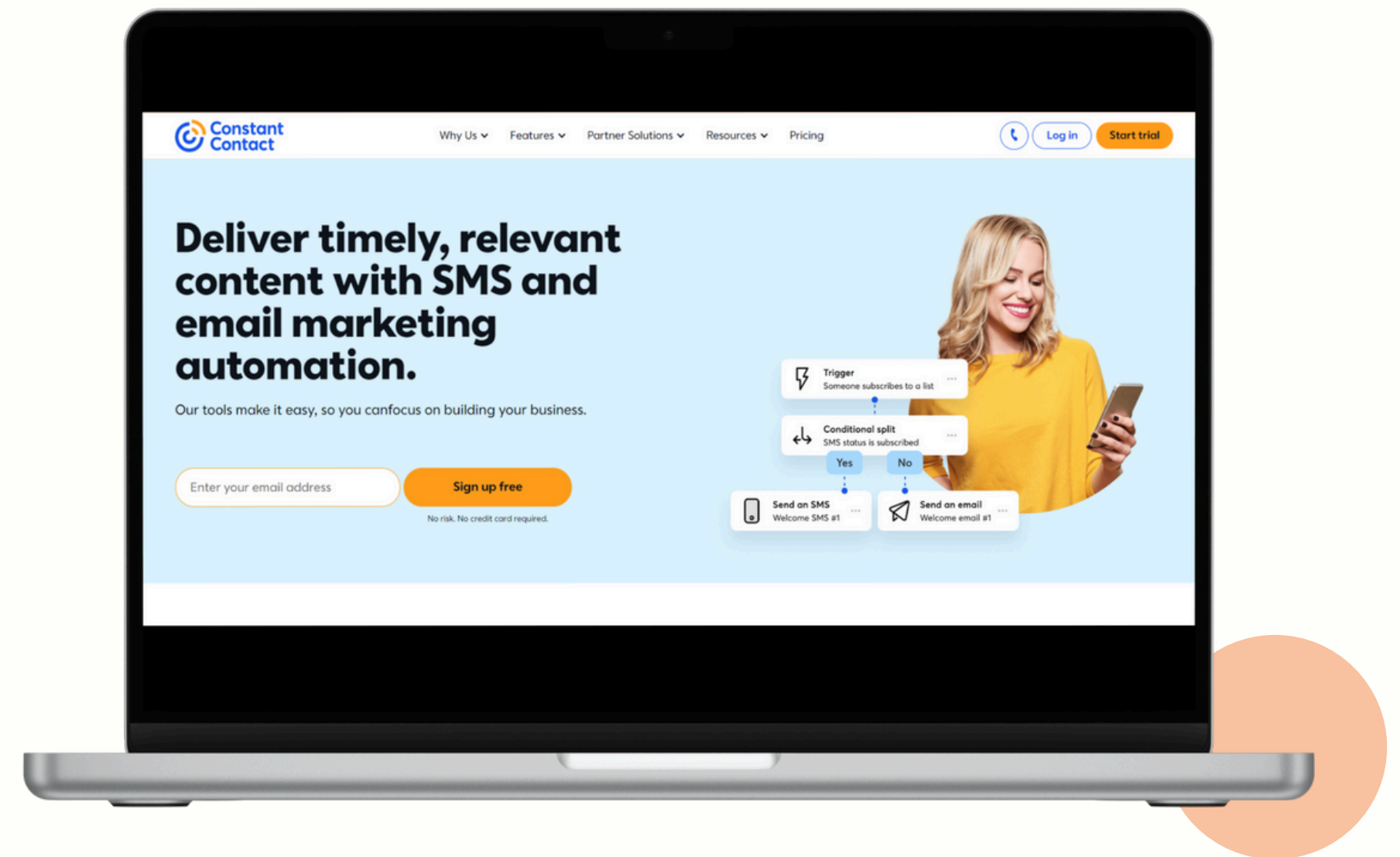
Zoho Campaigns is ideal for existing Zoho users or small businesses looking for cost-effective email solutions.



Constant Contact

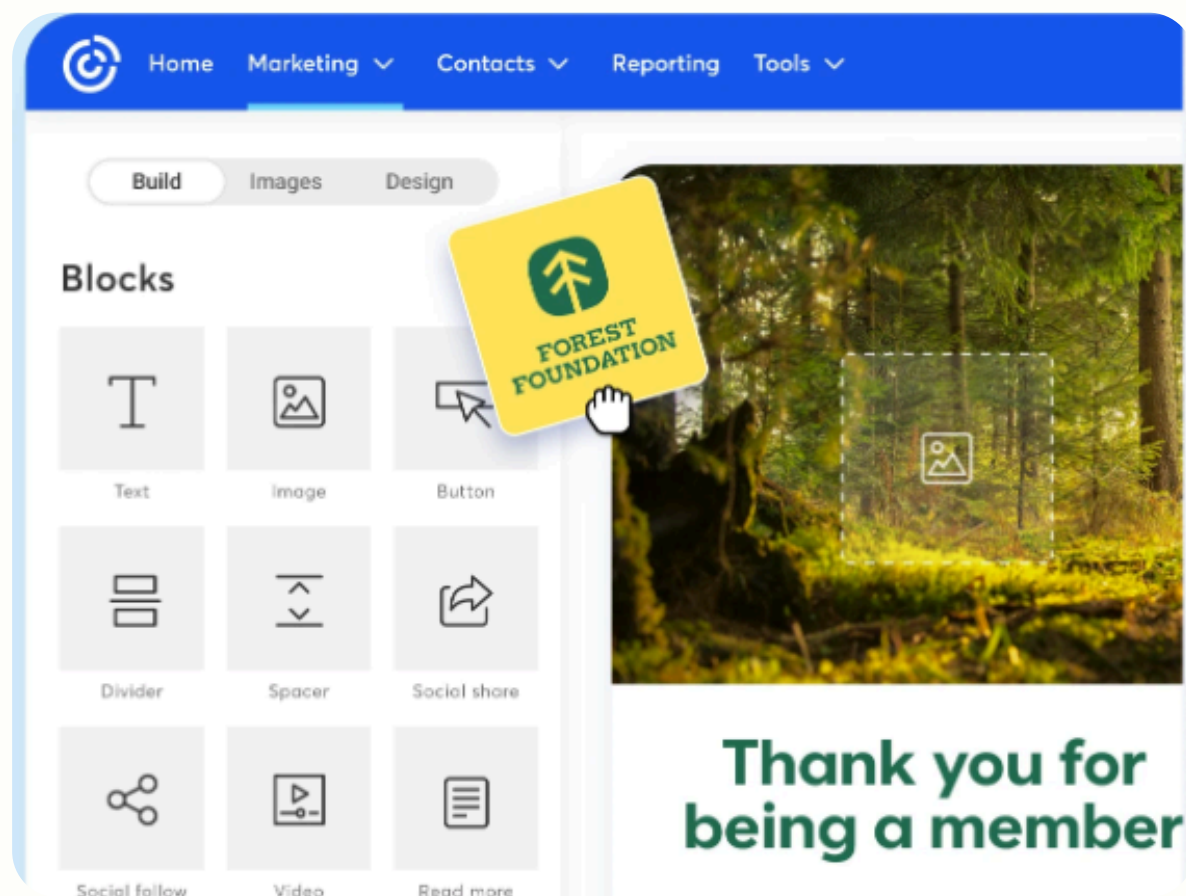
[Constant Contact](#) is an email marketing service that allows users to quickly create professional-looking emails.

It offers various templates and easy-to-use design tools suitable for beginners.



Key Features

- Drag-and-drop editor
- List segmentation
- Social media integration
- Event management tools
- Reporting analytics
- Email Automation
- Customizable Templates



Pricing

The Lite plan starts at \$12/month and scales to \$35/month for the Standard plan.

A free trial is available for 60 days, one of the longest trial periods among these tools.

[Read More](#)

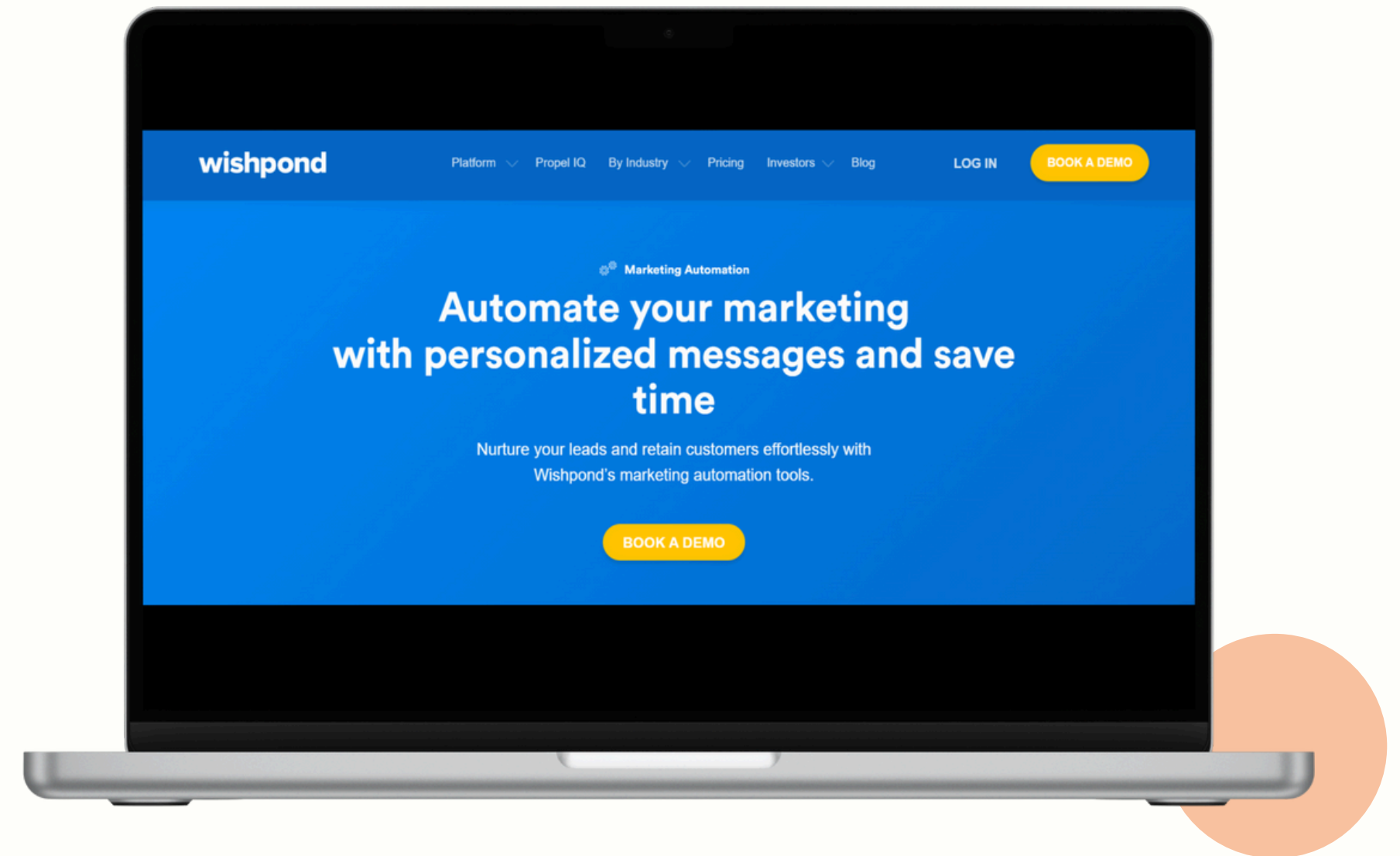
Best for

Constant Contact suits small businesses or nonprofits looking for straightforward email solutions without technical barriers.

Wishpond

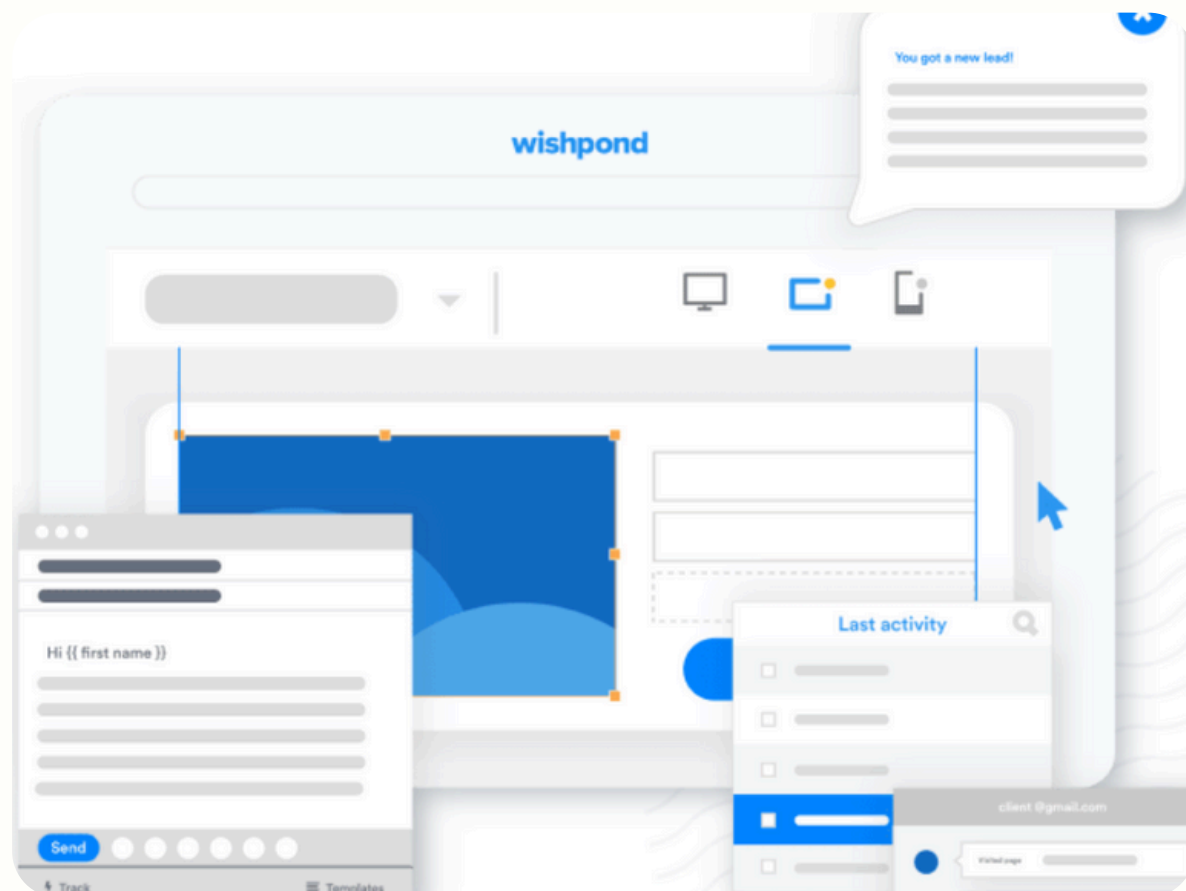
Wishpond focuses on lead generation through landing pages, contests, and promotions.

It provides various tools to capture leads effectively while enhancing engagement strategies.



Key Features

- Landing page builder
- Marketing automation
- Contest creation
- Analytics dashboard
- Integrations with other platforms
- Social Media Promotions
- Ad Management



Pricing

Wishpond's Starting plan costs \$49/month.

Everything you need costs \$99/month, and the Rapid Growth plan offers custom pricing.

A 14-day free trial is available.

[Read More](#)

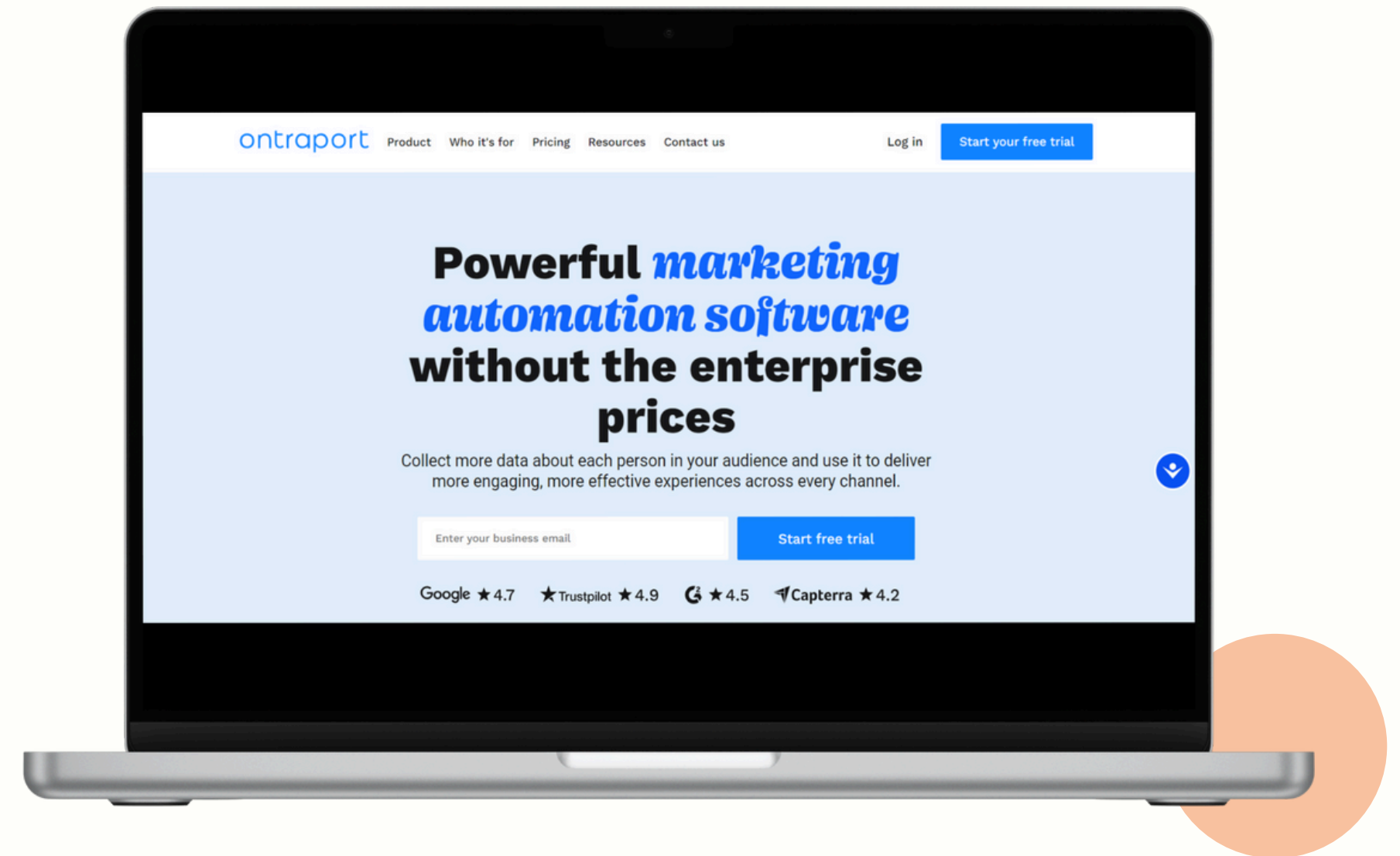
Best for

Wishpond is ideal for marketers focused on lead generation through creative campaigns.

Ontraport

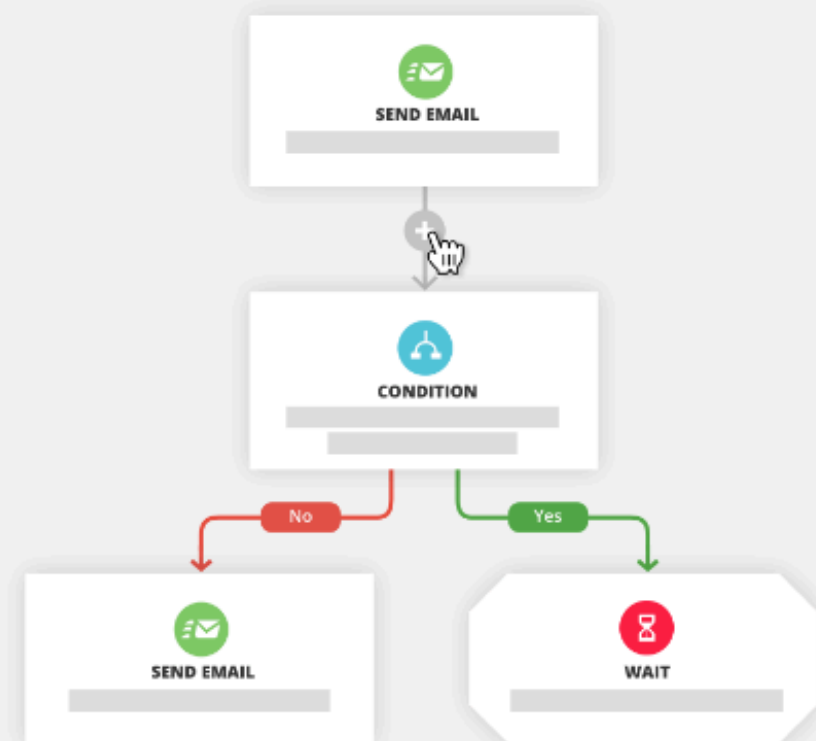
Ontraport offers a comprehensive suite of business automation tools, including CRM functionalities tailored specifically for small businesses.

It emphasizes managing customer relationships alongside effective marketing strategies.



Key Features

- CRM system
- Marketing automation workflows
- Email campaign management
- E-commerce integrations
- Reporting analytics



Pricing

Ontraport offers various pricing plans starting from \$24 per month and a 14-day free trial for new users to test the platform.

[Read More](#)

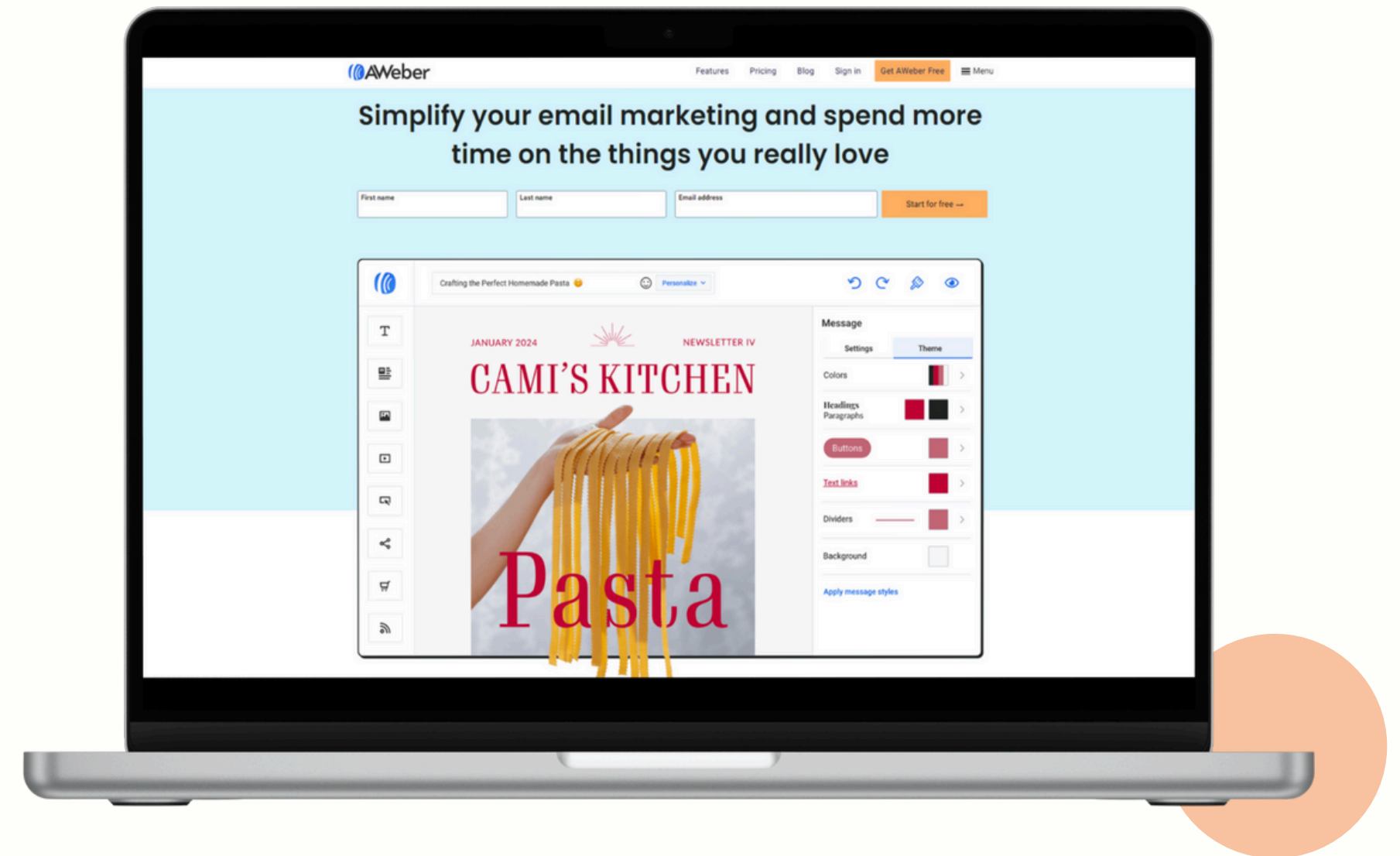
Best for

Ontraport best suits small businesses seeking an integrated sales and marketing management approach.

AWeber

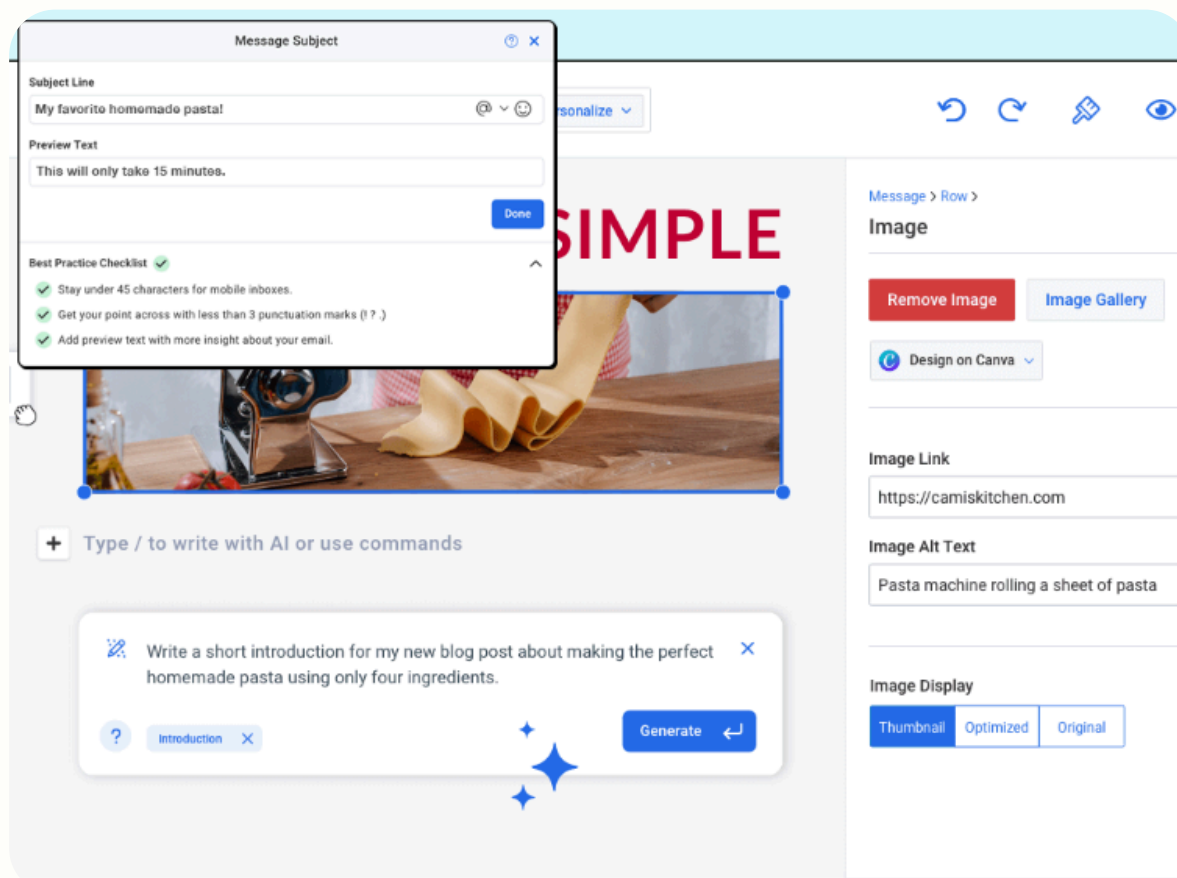
AWeber specializes in email marketing services aimed primarily at small businesses.

It offers templates and tools to help users easily create effective email campaigns.



Key Features

- Email templates
- List segmentation
- Automation workflows
- Performance tracking
- Integrations with e-commerce platforms
- Tagging and Categorization



Pricing

AWeber's Plus plan starts at \$20/month, with a free plan for up to 500 subscribers.

Pricing scales with subscriber count and a 30-day free trial for the Pro plan is available.

[Read More](#)

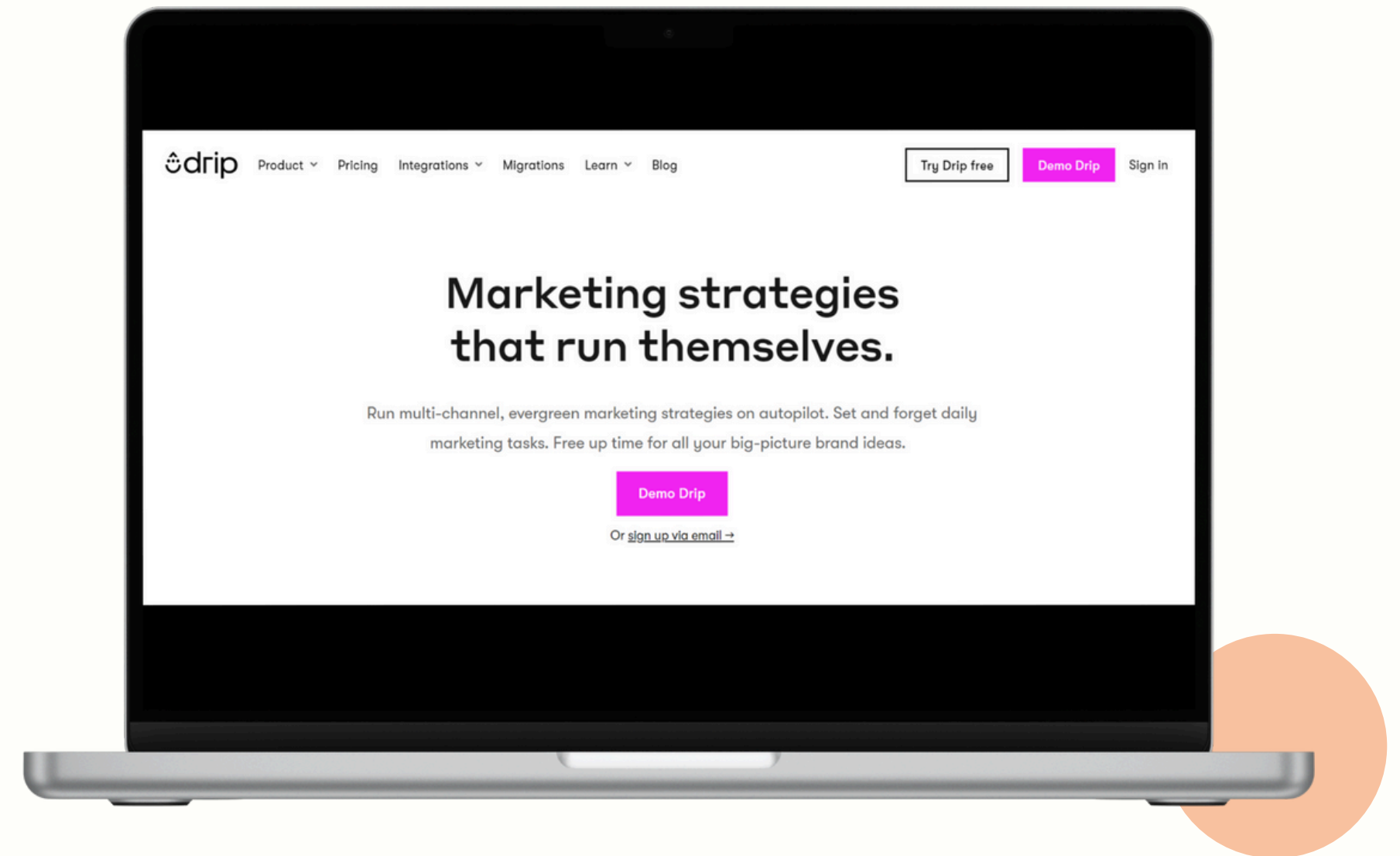
Best for

AWeber is best suited for small business owners looking for user-friendly email solutions without the extensive technical skills required.

Drip

[Drip](#) focuses on e-commerce customer relationship management through personalized email campaigns.

It allows online retailers to effectively automate their communication based on customer behavior.



Key Features

- E-commerce integrations
- Customer segmentation
- Automated workflows
- Campaign performance analytics
- SMS marketing capabilities

Pricing

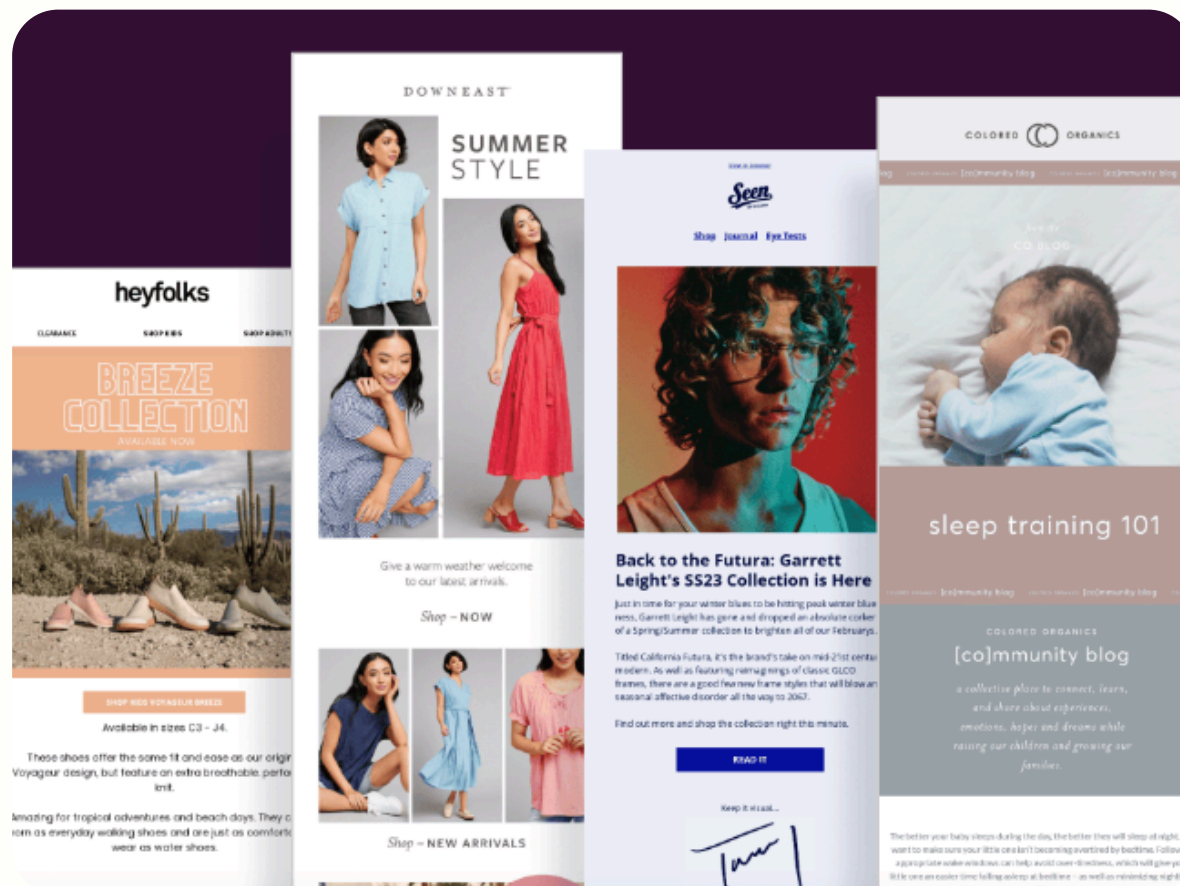
Drip starts at \$39/month for up to 2,500 subscribers, with pricing scaling by subscriber count. Advanced features are in higher tiers.

A 14-day free trial is available to test email automation and integrations.

[Read More](#)

Best for

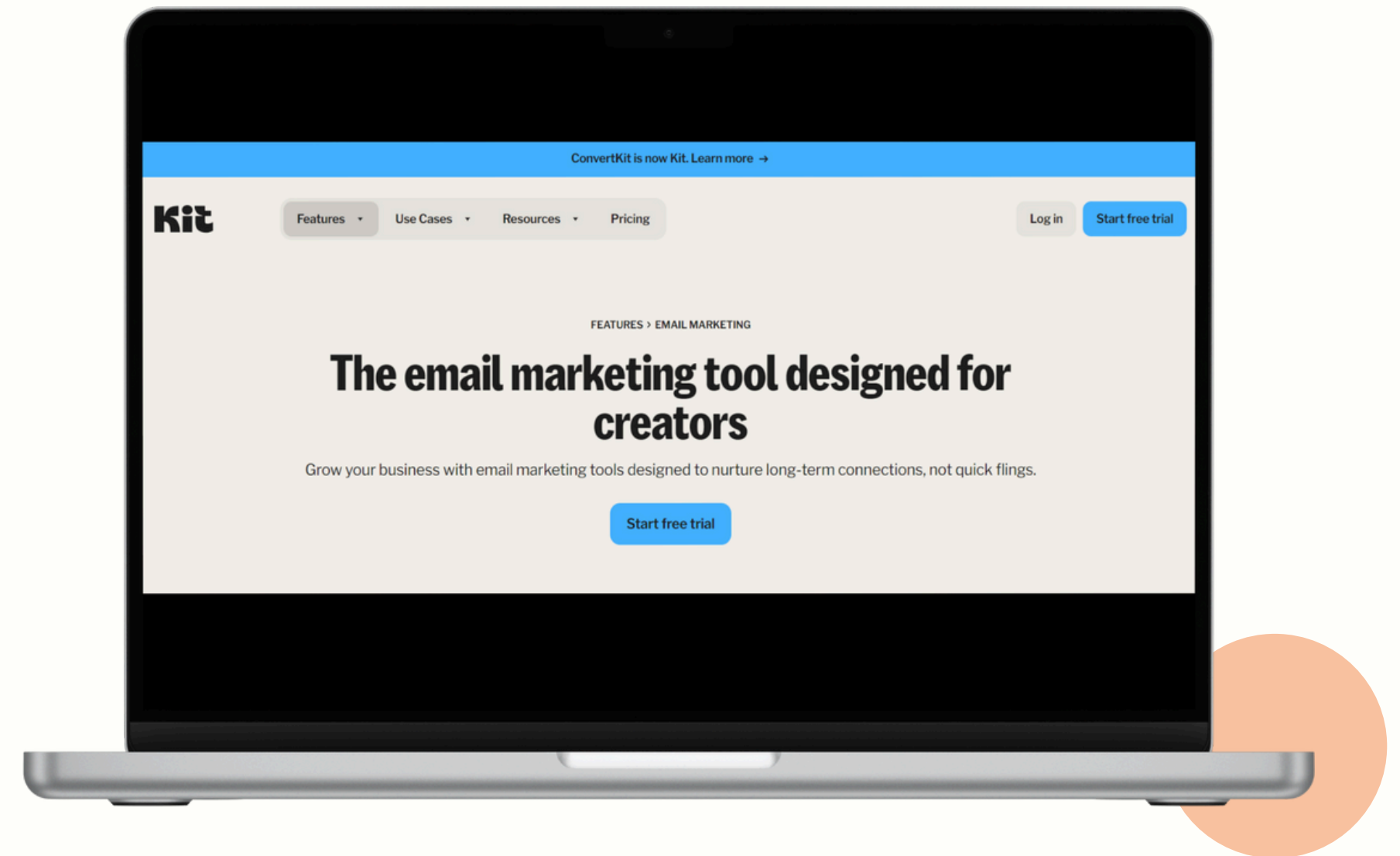
Drip is ideal for e-commerce brands seeking advanced personalization in their customer communications strategy.



ConvertKit

[ConvertKit](#) caters primarily to creators such as bloggers or artists who need simple yet effective email marketing solutions.

Its focus on simplicity allows users to grow their audience effortlessly through automated sequences.



Key Features

- Easy-to-use editor
- Landing page creation
- Subscriber tagging
- Automation rules
- Performance tracking
- Email Sequences
- Visual Automation Builder

Pricing

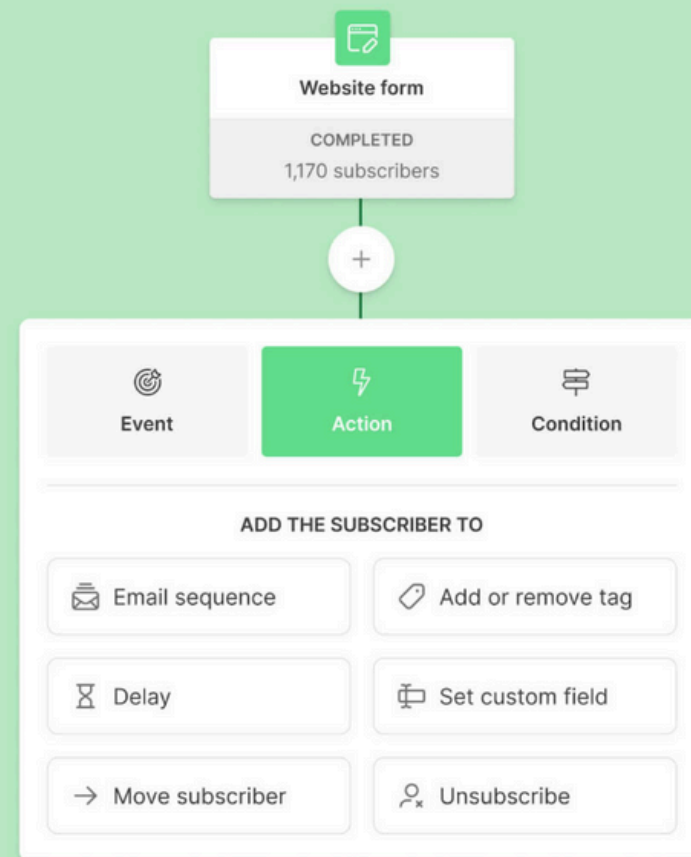
ConvertKit's Creator plan starts at \$9/month, with the Creator Pro plan at \$25/month for advanced features.

A free plan is available for up to 1,000 subscribers, and new users get a 14-day free trial of the Creator Pro plan.

[Read More](#)

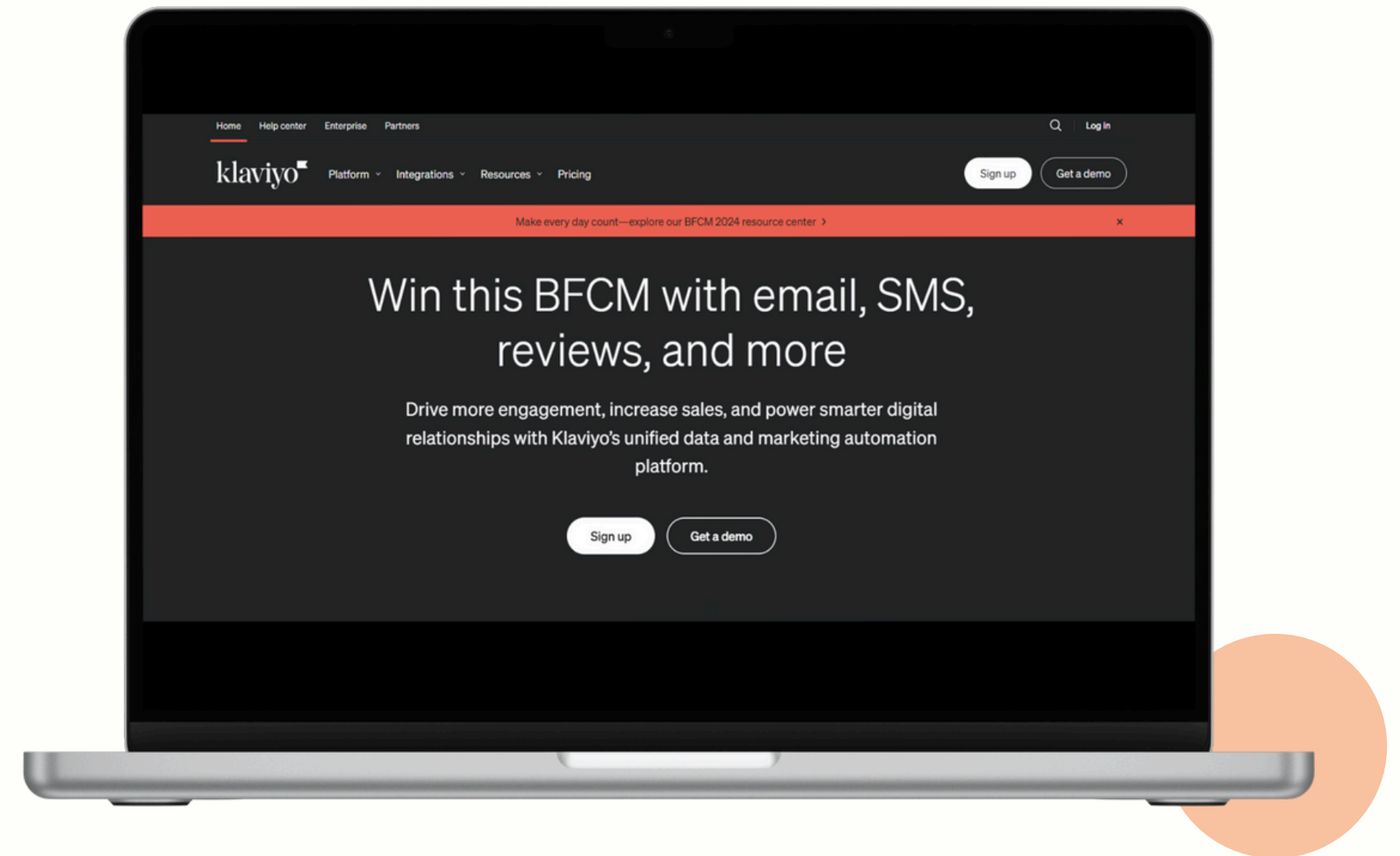
Best for

ConvertKit is best suited for content creators wanting straightforward email solutions without unnecessary complexity.



Klaviyo

[Klaviyo](#) specializes in data-driven email marketing tailored primarily towards e-commerce brands. Its robust analytics capabilities enable users to create highly targeted campaigns based on customer behaviour data



Key Features

- Advanced segmentation
- Personalized product recommendations
- Automated workflows
- Real-time analytics
- Integrations with e-commerce platforms

Pricing

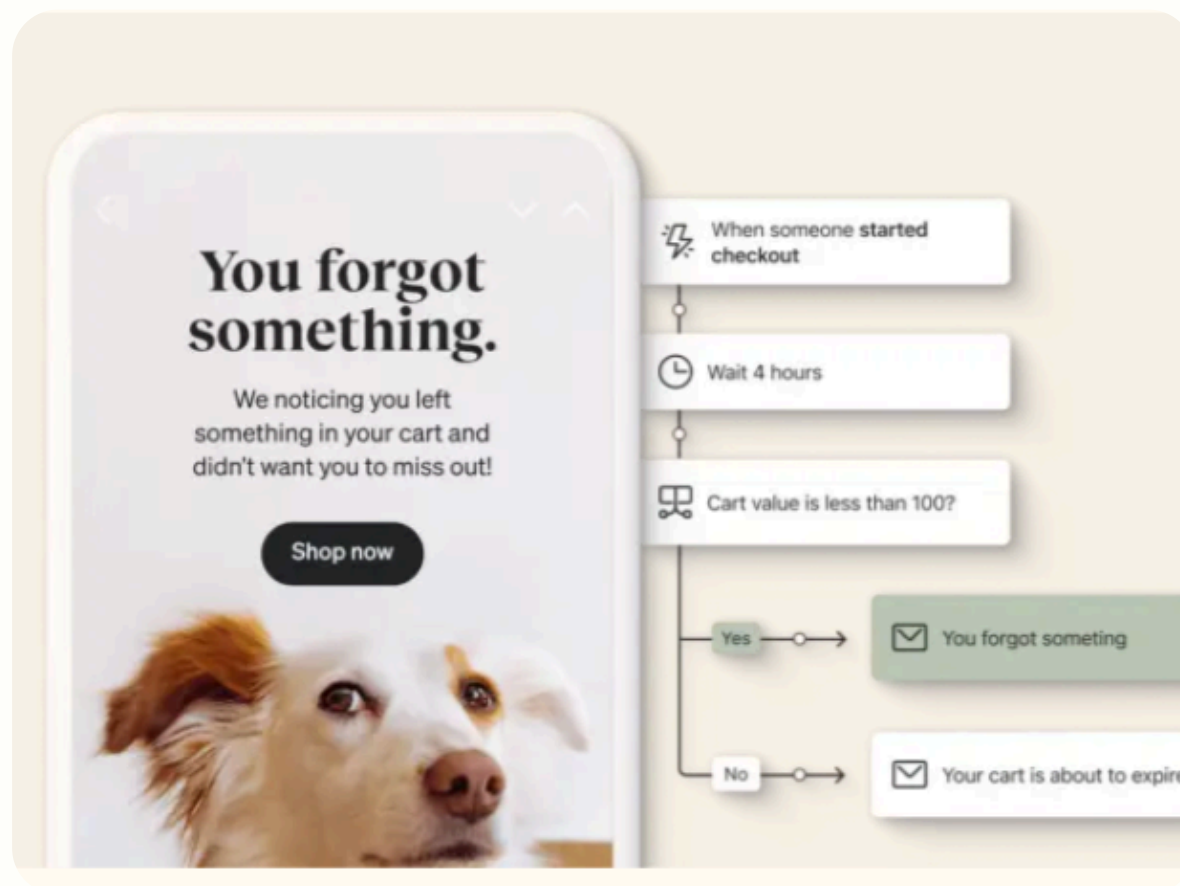
Klaviyo offers a free tier for up to 250 contacts and 500 email sends. Paid plans start at \$35/month and scale with the number of contacts.

There's no traditional free trial, but users can start with the free tier.

[Read More](#)

Best for

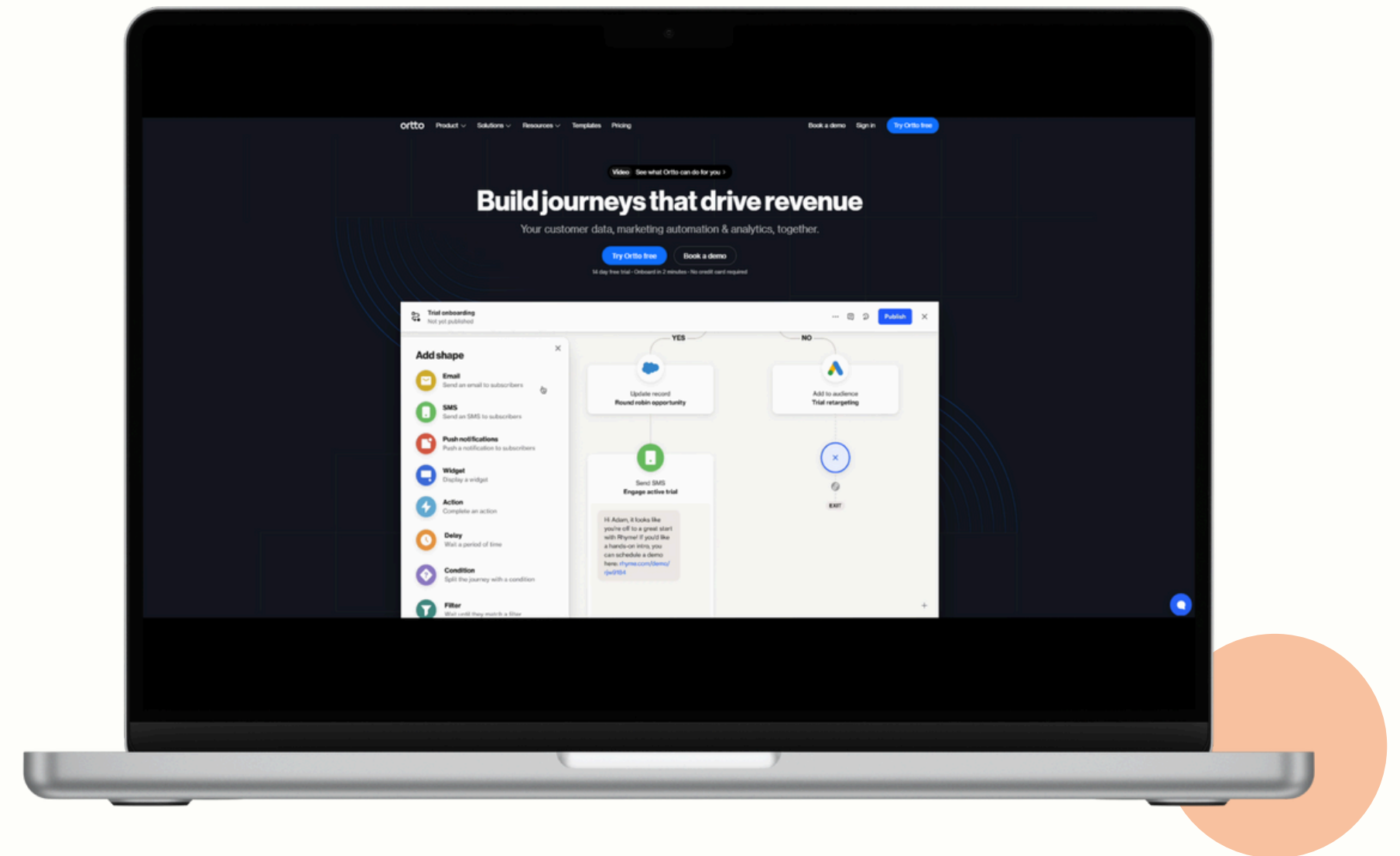
Klaviyo is ideal for e-commerce companies that are leveraging data insights into actionable strategies effectively.



Autopilot

[Autopilot](#) provides visual journey mapping capabilities, allowing marketers to easily visualize their customer journeys across multiple channels.

It seamlessly integrates various touchpoints into one cohesive strategy, automating processes along the way, ensuring no opportunity slips through the cracks.



Key Features

- Visual journey builder
- Multi-channel messaging
- Automated workflows
- Lead scoring
- Integrations with other platforms

Pricing

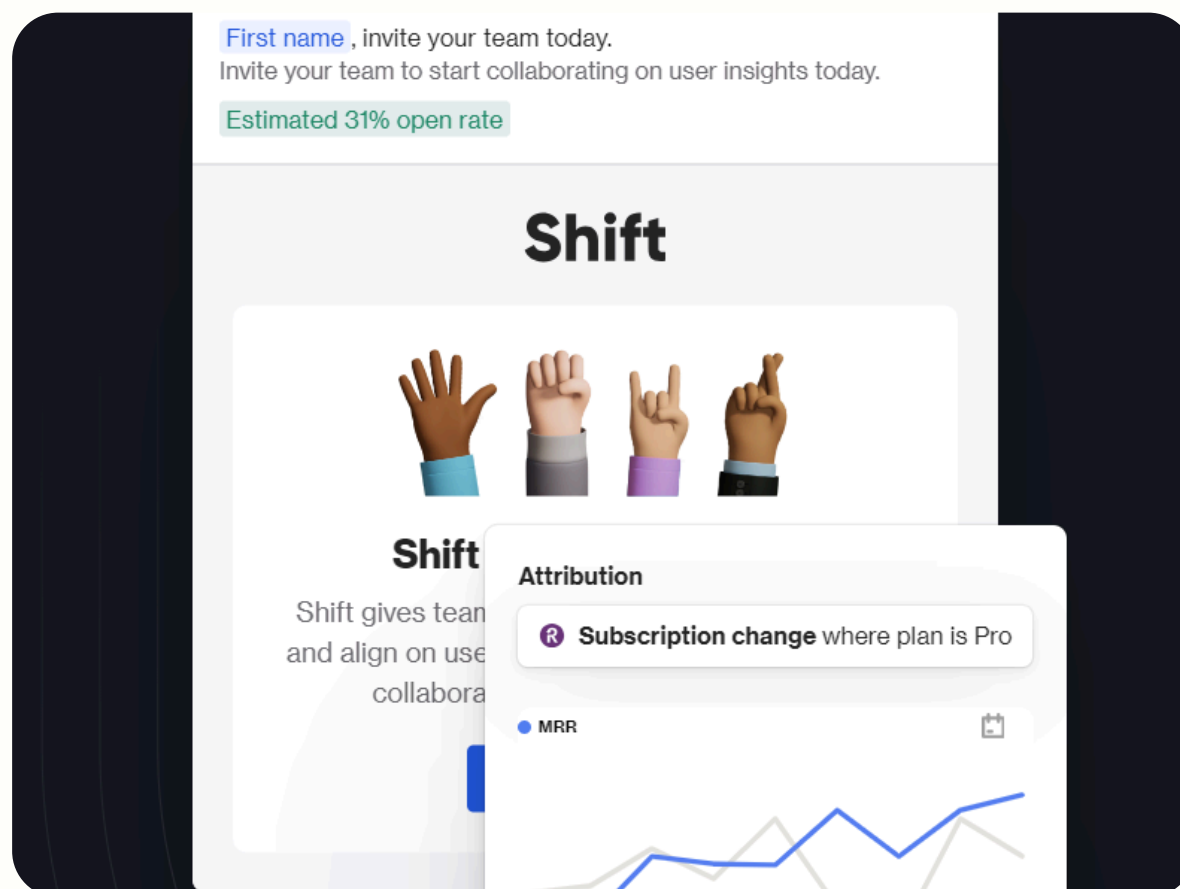
Autopilot's Professional plan costs \$599/month, Business Plan costs \$999/ month.

Autopilot offers a 30-day free trial for users to explore its marketing automation features.

[Read More](#)

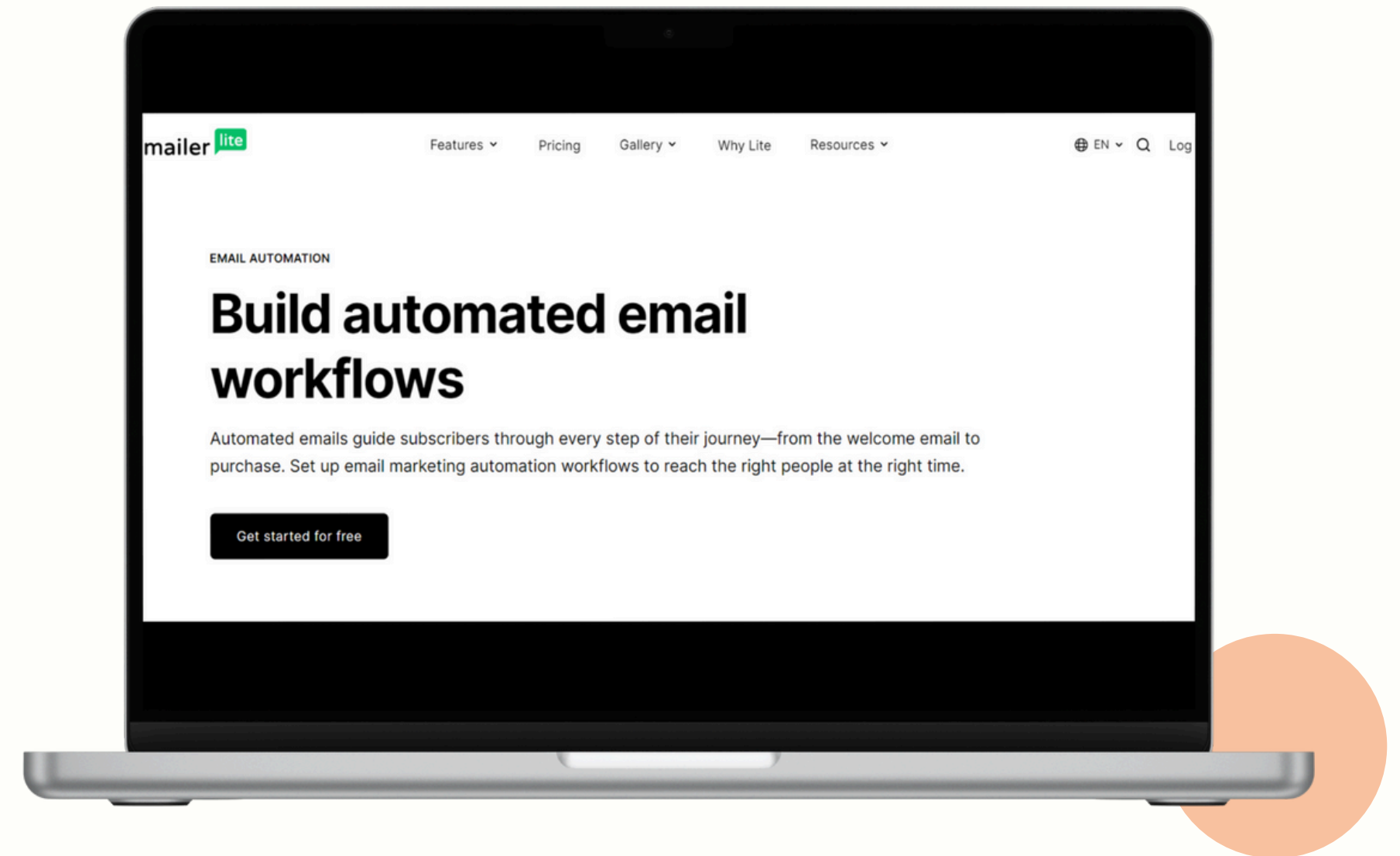
Best for

Autopilot suits marketers who prioritize visual flow charts over traditional text-based interfaces when designing complex multi-channel campaigns!



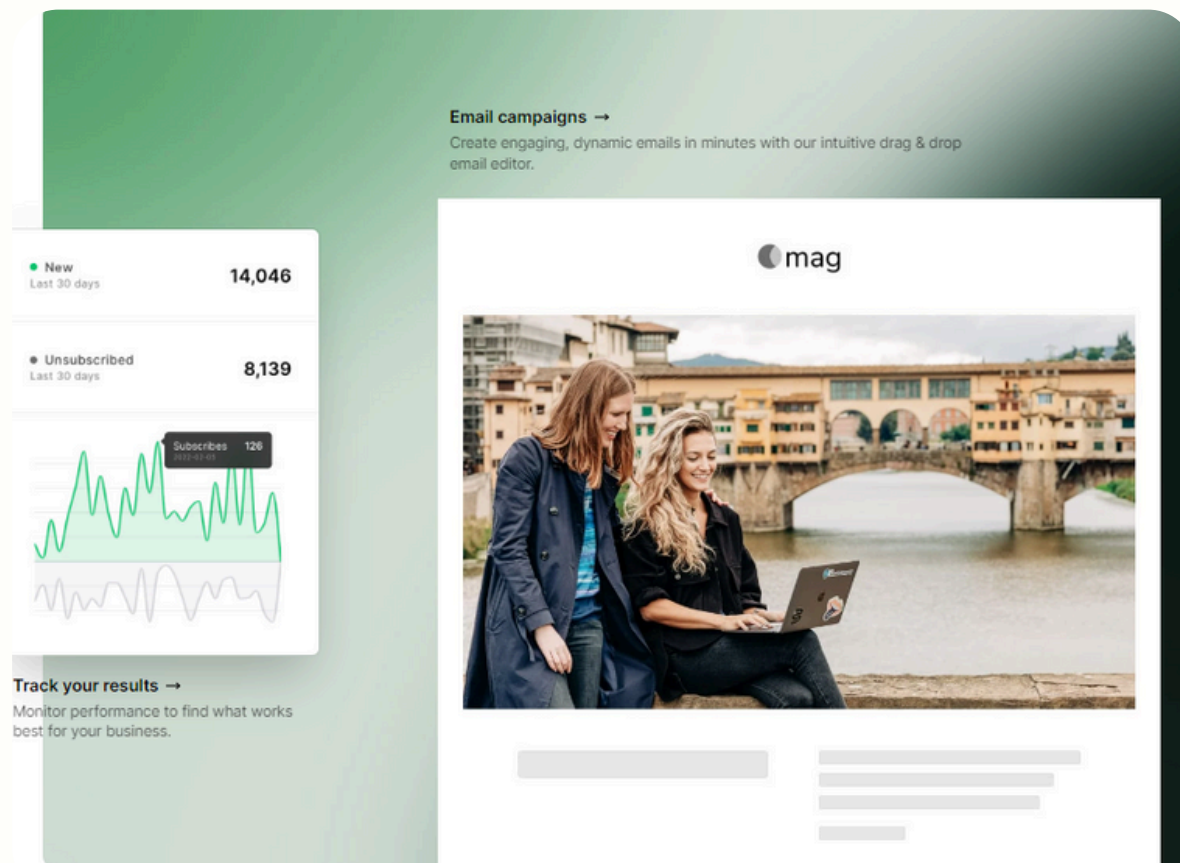
MailerLite

[MailerLite](#) stands out as an affordable yet robust option that focuses heavily on ease of use combined with powerful features geared towards growing audiences efficiently across diverse industries!



Key Features

- Drag-and-drop editor
- Landing page builder
- Automation workflows
- Subscriber segmentation
- Reporting analytics



Pricing

MailerLite provides a free plan for up to 1,000 subscribers and 12,000 monthly emails.

Paid plans start at \$10/month for the paid plan, with prices increasing based on the number of subscribers.

They also offer a 14-day free trial for the premium features.

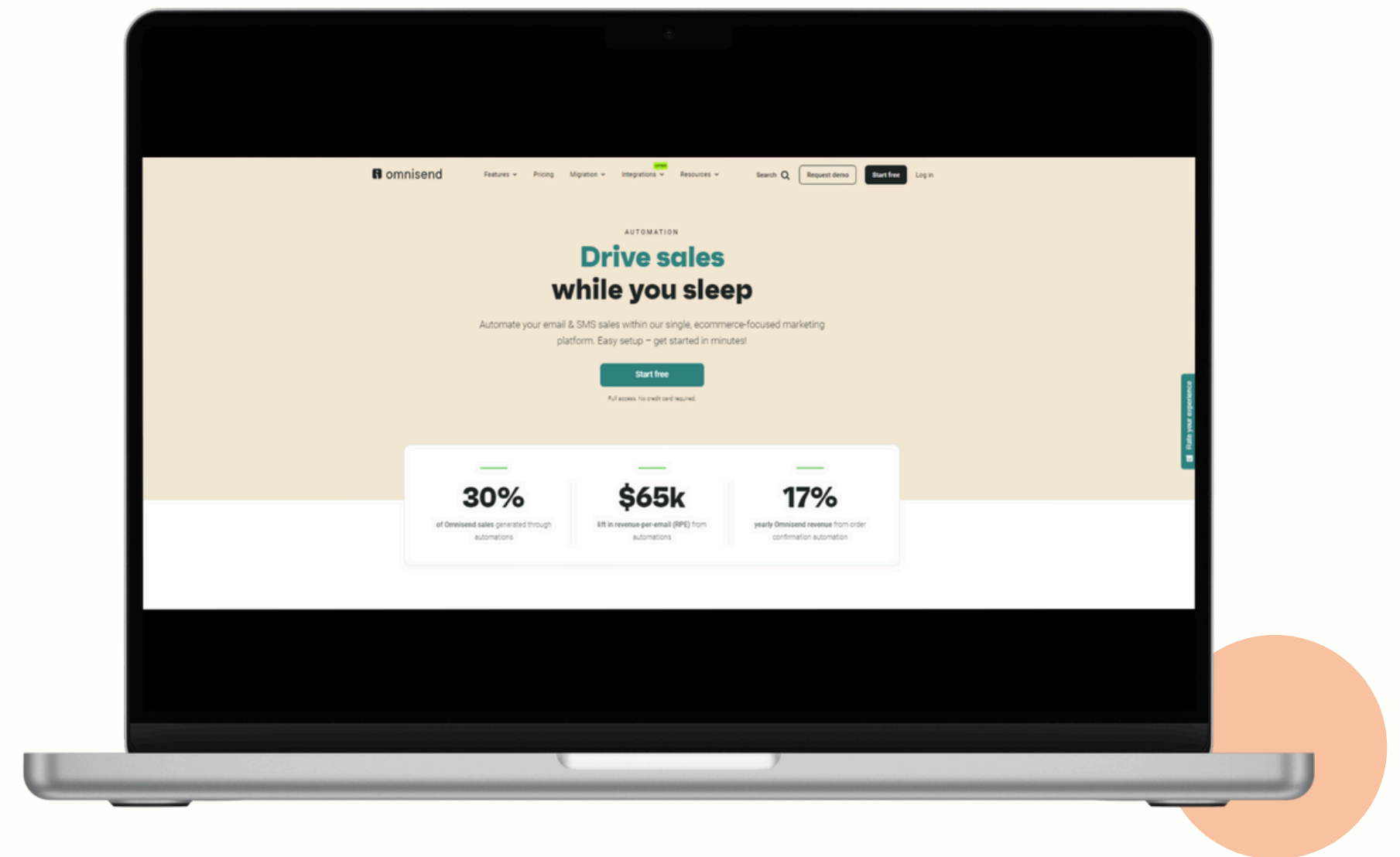
[Read More](#)

Best for

MailerLite serves those seeking budget-friendly alternatives well without sacrificing quality or functionality while still delivering high-quality results!

Omnisend

Omnisend specializes primarily in eCommerce markets, providing tailored solutions designed to enhance engagement levels throughout buyer journeys utilizing various channels, including SMS and push notifications, among others!



Key Features

- Multi-channel messaging
- Automated workflows
- Product recommendations
- Segmentation options
- Analytics dashboard

Pricing

Omnisend starts with a free plan for up to 500 subscribers and 500 emails per month.

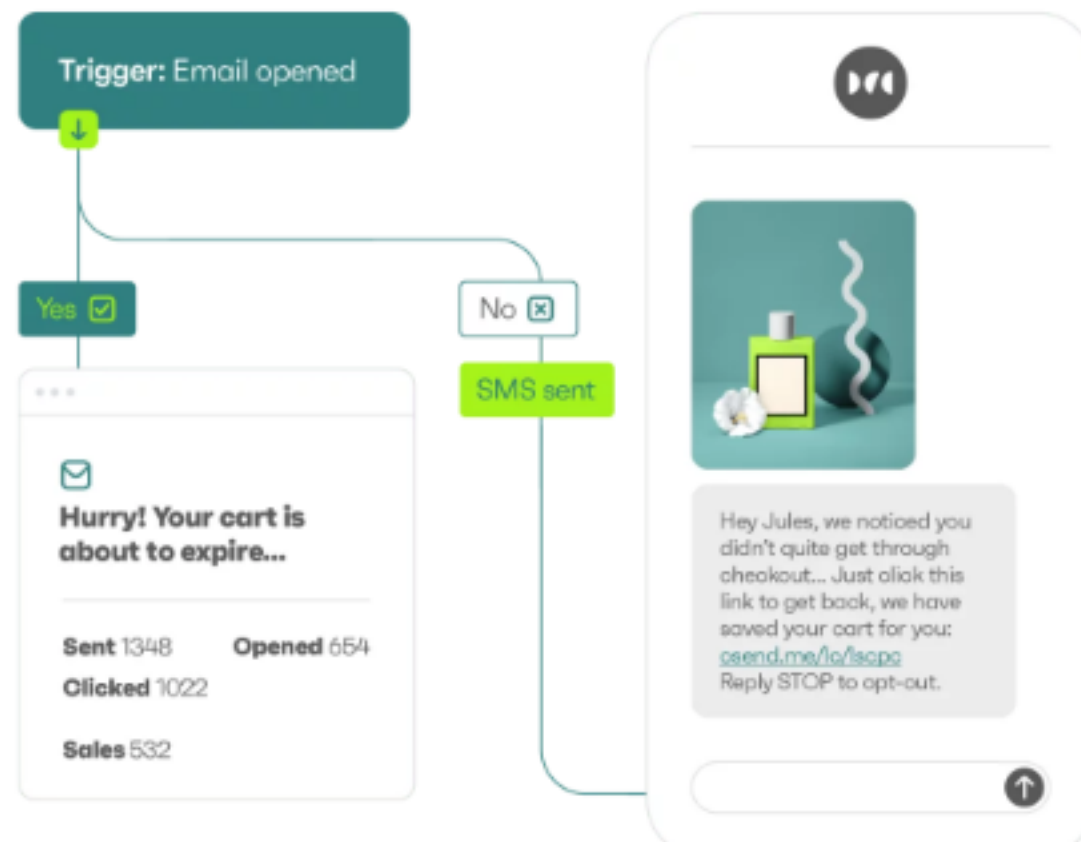
The Standard plan costs \$16/month, while the Pro plan is \$59/month.

Omnisend offers a 14-day free trial for users to experience the advanced features of their platform.

[Read More](#)

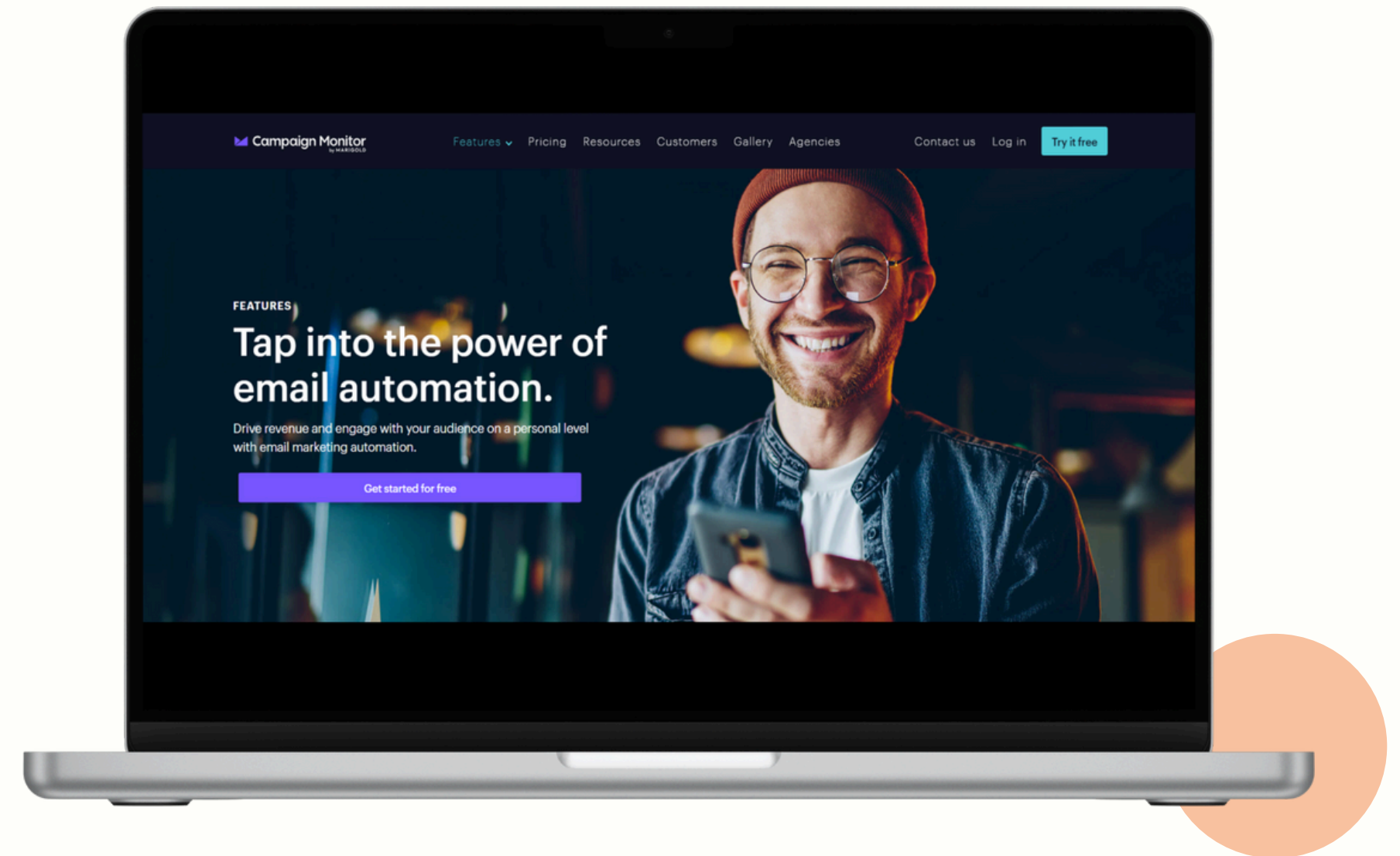
Best for

Omnisend excels, particularly among retailers aiming towards optimizing conversions via personalized omnichannel experiences, ensuring maximum impact across all touchpoints!



Campaign Monitor

[Campaign Monitor](#) emphasizes simplicity while delivering powerful capabilities, allowing users to craft stunning emails quickly without requiring extensive technical expertise, making it accessible even to beginners!



Key Features

- Drag-and-drop editor
- List segmentation
- Performance tracking
- Customizable templates
- Integrations with popular platforms

Pricing

Campaign Monitor starts at \$12/month for the Basic plan, which includes essential email marketing features.

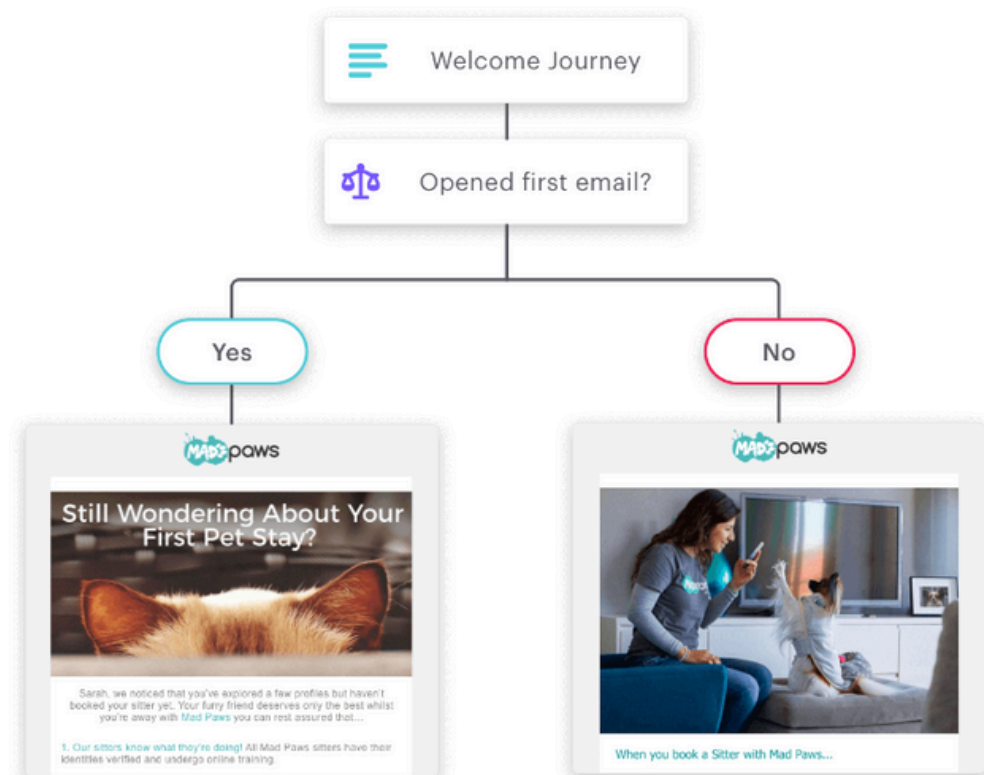
The Essentials plan is available for advanced features at \$29/month.

They offer a 14-day free trial for new users to explore the platform's capabilities.

[Read More](#)

Best for

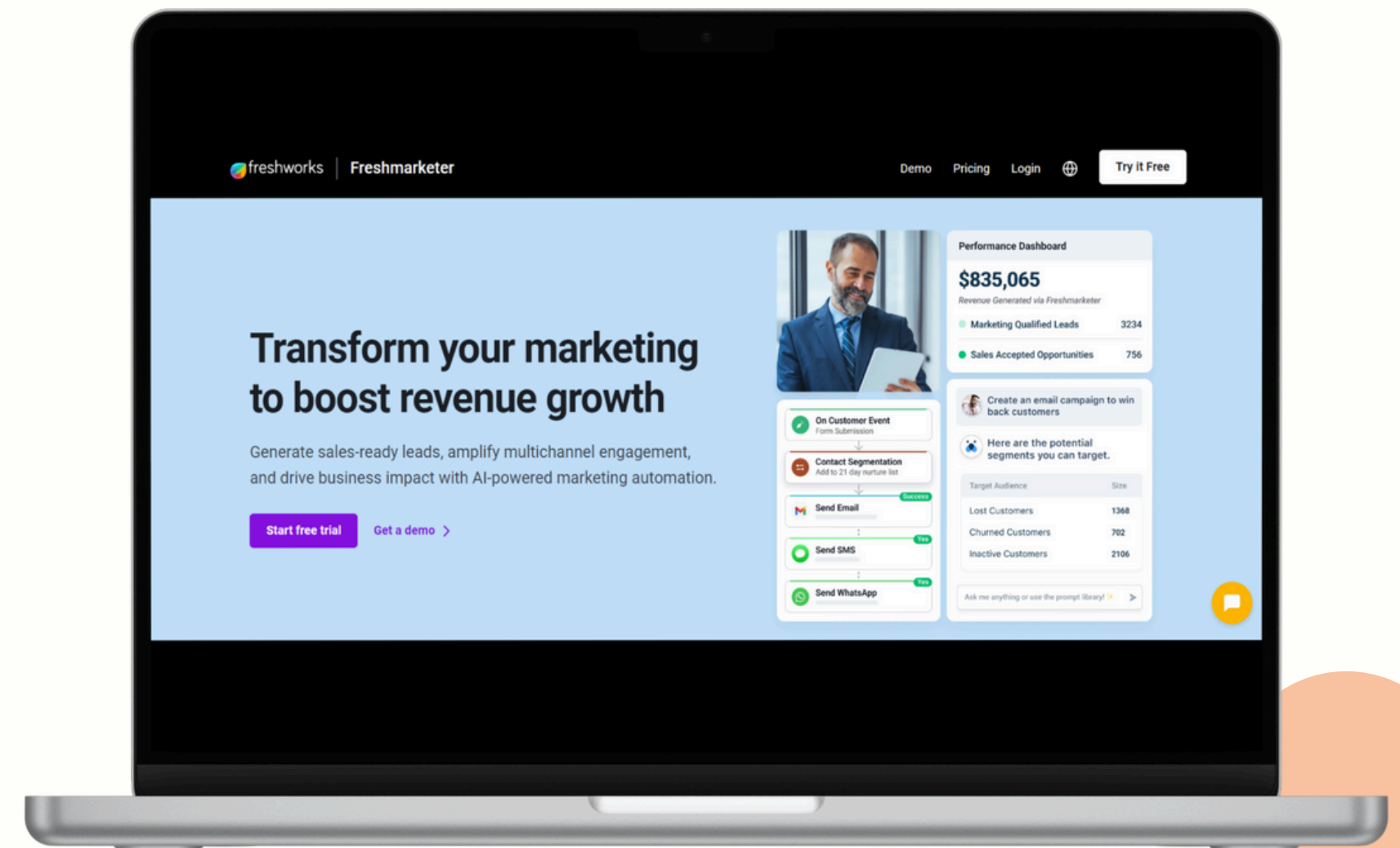
Campaign Monitor suits those valuing aesthetics alongside functionality, ensuring visually appealing designs and seamlessly executing effective strategies to optimize engagement rates!



Freshworks

[Freshworks](#) provides marketers access to a comprehensive suite encompassing everything necessary to manage end-to-end customer journeys efficiently.

By leveraging data insights throughout every stage, Freshworks ensures maximum effectiveness achieved consistently over time!



Key Features

- Visual workflow builder
- Multi-channel messaging
- Lead scoring
- Automation rules
- Analytics dashboard



Pricing

Freshworks offers a free plan for up to 500 contacts and limited features.

Paid plans start at \$15/month for the Growth plan and go up to \$51.22/month for the Pro plan.

They provide a 30-day free trial for users to explore all features.

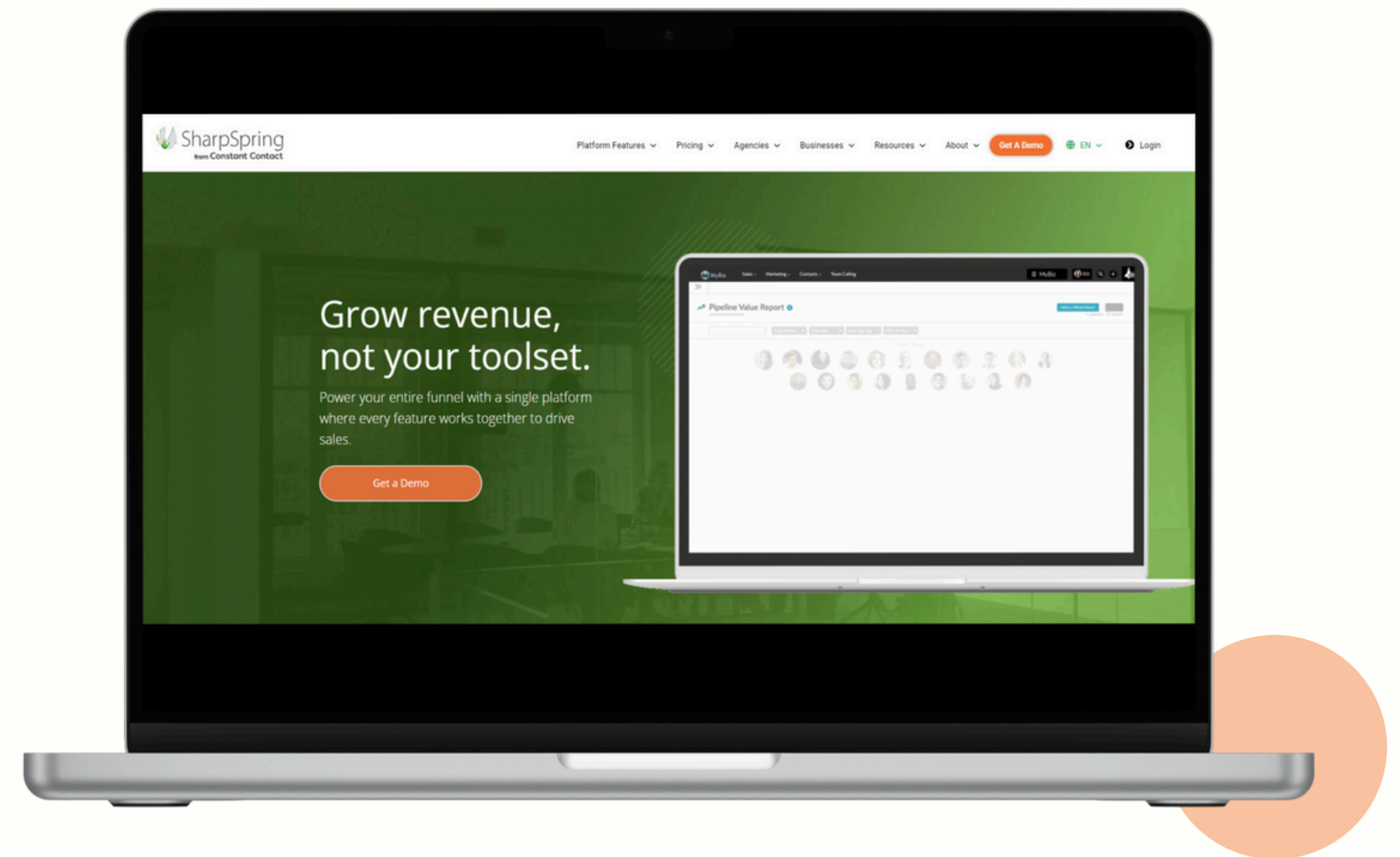
[Read More](#)

Best for

Freshworks caters particularly well to larger organizations that require flexibility paired with scalability. It ensures that all needs are met comprehensively under one roof!

SharpSpring

[SharpSpring](#) delivers robust functionalities tailored specifically towards agencies. It enables them to manage client accounts efficiently, maximizing productivity while delivering high-quality results consistently across diverse projects simultaneously, ensuring nothing is overlooked during execution phases!



Key Features

- Visual workflow builder
- Client management tools
- Multi-channel messaging
- Lead scoring
- Analytics dashboard

Pricing

SharpSpring does not disclose pricing publicly, but a basic plan based on contact volume typically starts at around \$12/month.

They offer a 14-day free trial for users interested in trying out the platform's marketing automation tools.

[Read More](#)

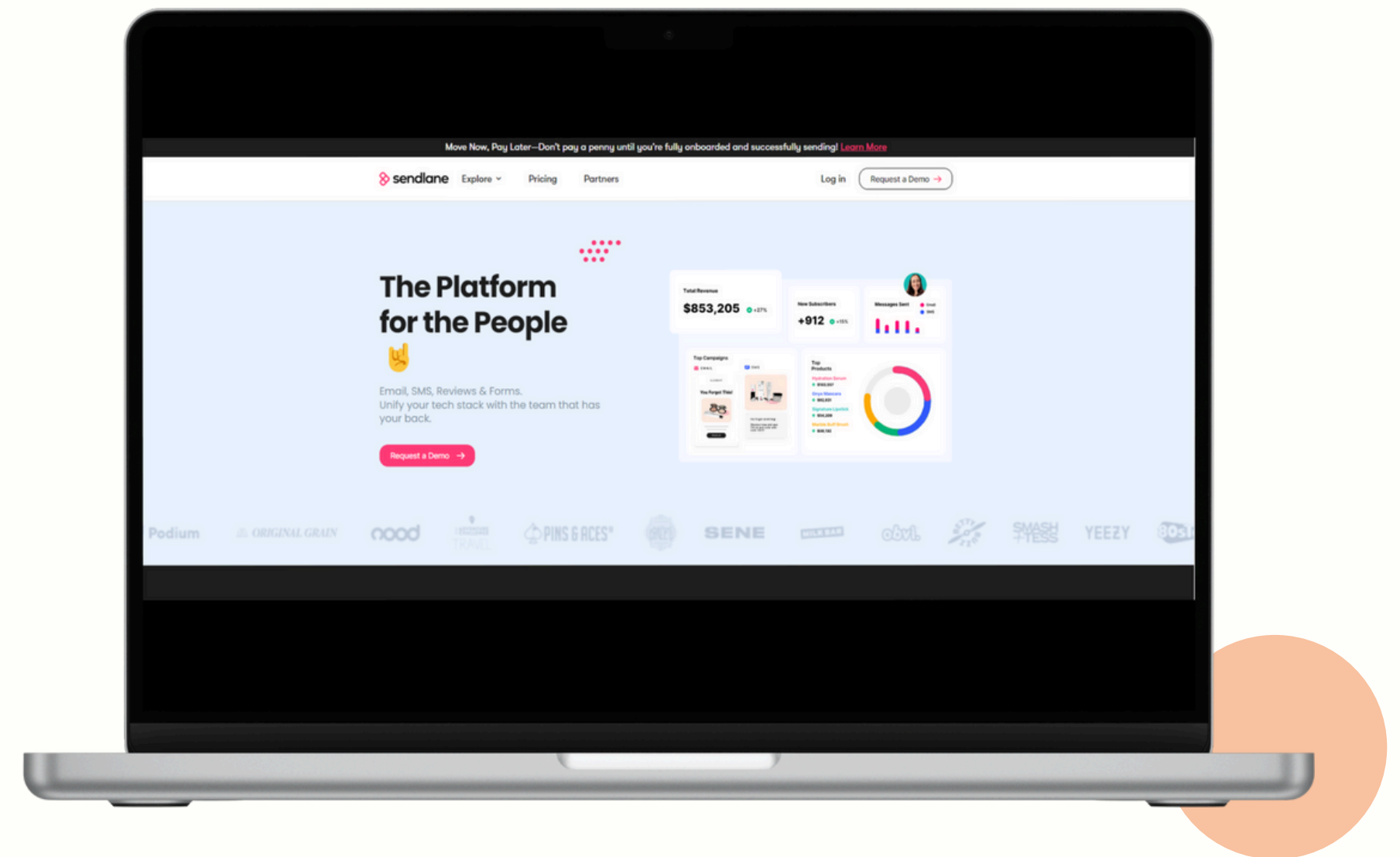
Best for

SharpSpring excels particularly among agencies aiming to optimize client satisfaction levels whilst maintaining high standards throughout every project, ensuring everything is executed flawlessly!



Sendlane

Sendlane focuses heavily on delivering intuitive user experiences paired alongside powerful functionalities, allowing marketers to streamline processes efficiently, maximizing effectiveness achieved consistently over time, and ensuring all goals are met comprehensively under one roof!



Key Features

- Automated workflows
- List segmentation
- Performance tracking
- Customizable templates
- Integrations with popular platforms

Pricing

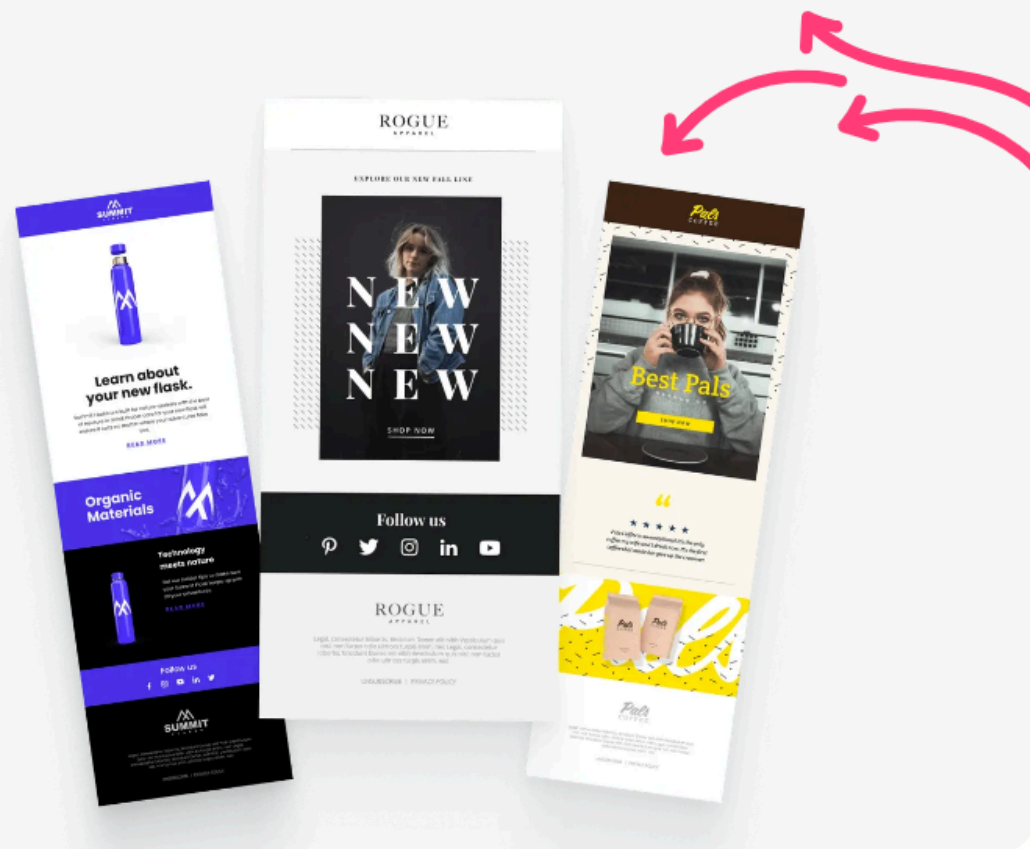
Sendlane's Basic plan, which includes automation and analytics features, costs \$523/month.

Pricing scales based on the number of subscribers. New users can test the platform for 14 days with a free 14-day trial.

[Read More](#)

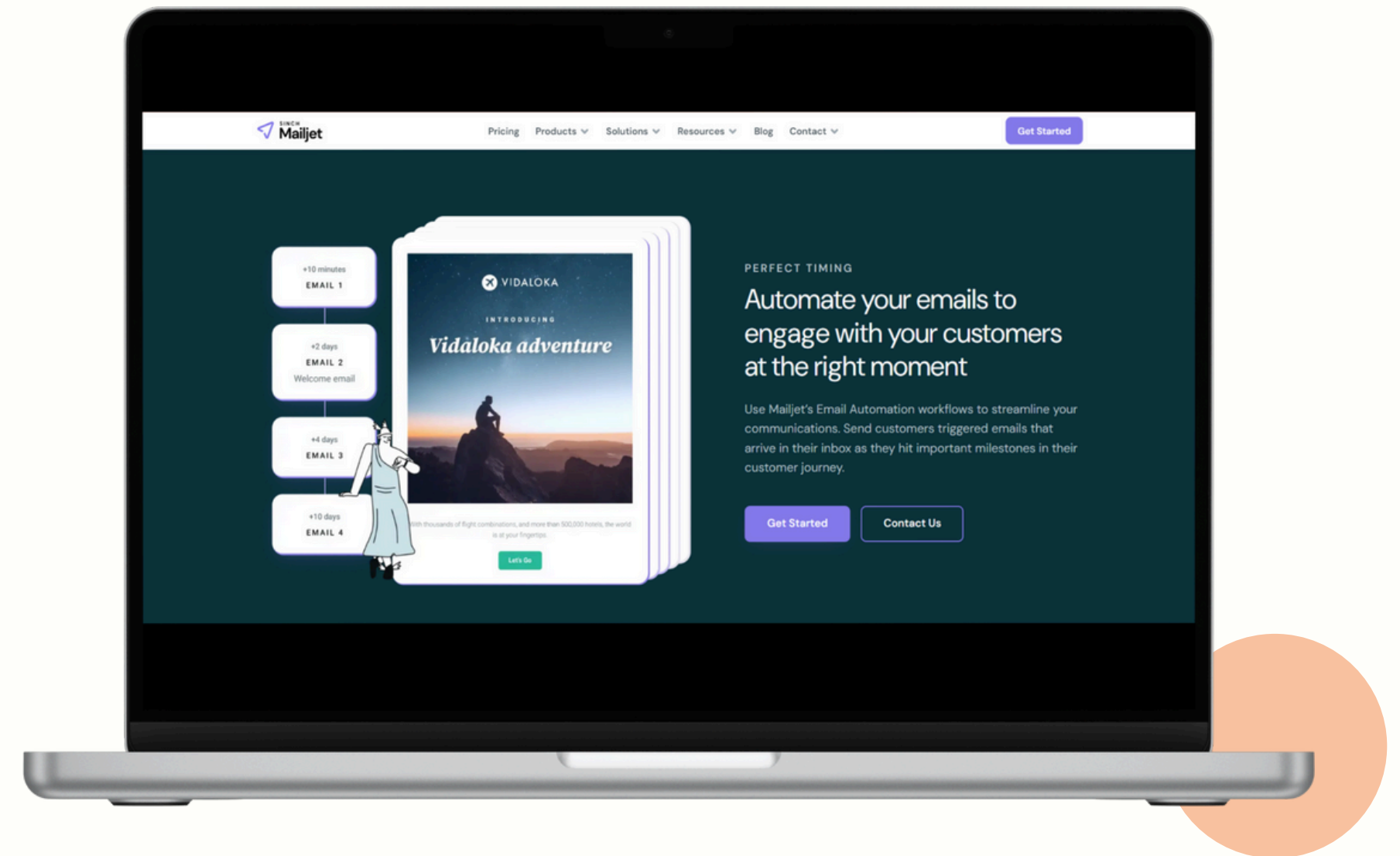
Best for

Sendlane suits those who value simplicity and functionality. It ensures visually appealing designs are paired seamlessly, executes effective strategies, and optimizes engagement rates!



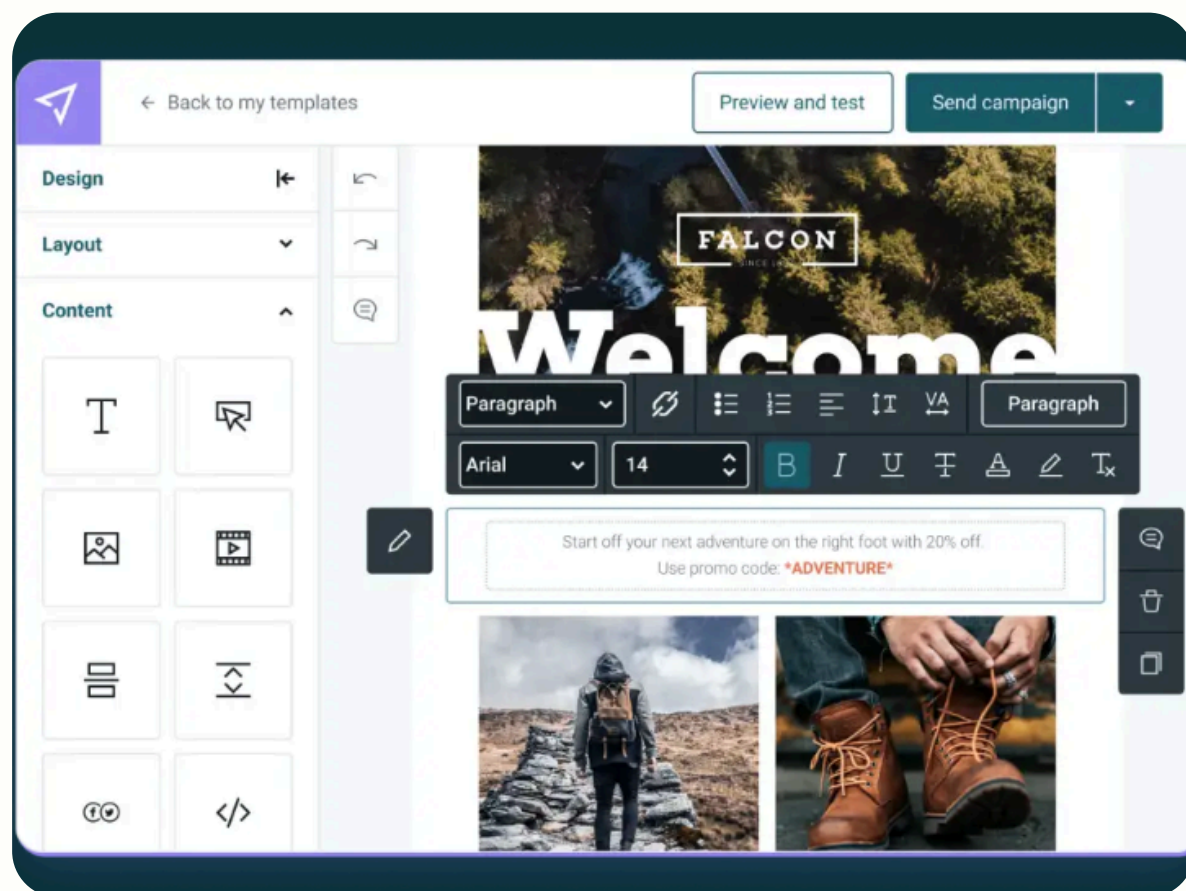
Mailjet

[Mailjet](#) emphasizes team collaboration, enabling seamless communication throughout entire processes, ensuring everything is executed flawlessly, and maintaining high standards throughout every project undertaken, ensuring nothing is overlooked during execution phases!



Key Features

- Collaborative editing
- Performance tracking
- Customizable templates
- List segmentation
- Integrations with popular platforms



Pricing

Mailjet offers a free plan for up to 200 daily emails.

The Basic plan starts at \$17/month, with pricing increasing based on the number of emails sent and features.

Mailjet provides a 30-day free trial for its premium plans, allowing users to explore advanced features.

[Read More](#)

Best for

Mailjet excels particularly among teams requiring flexibility paired alongside scalability, ensuring all needs are met comprehensively under one roof!

**We focus  on your marketing,
while you handle your business.**

What our top client says?

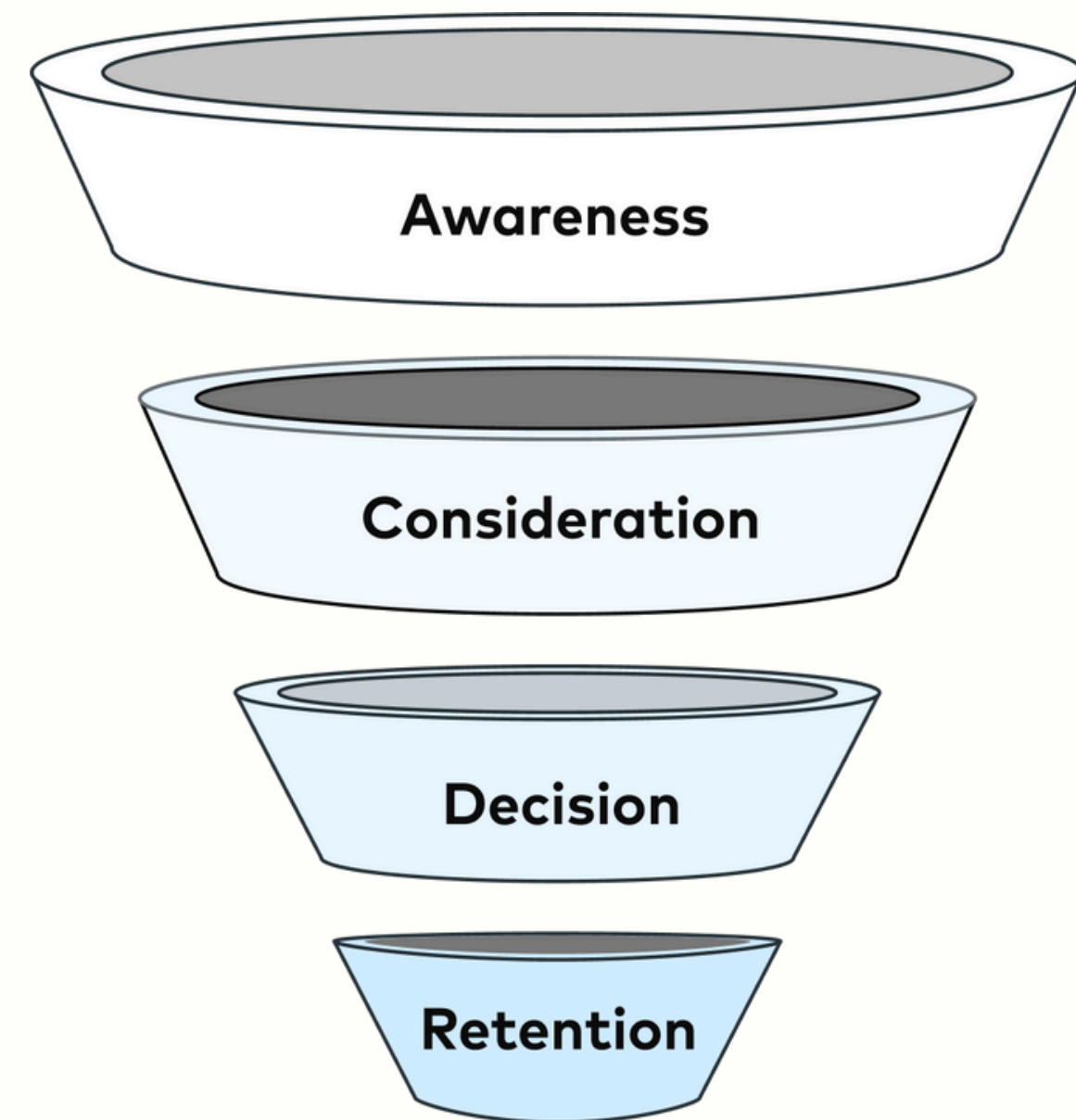


Integrating our user data with the marketing automation system seemed like a complex and time-consuming process before. But we've been able to target better with the help of Saffron Edge. We're glad to take this decision.



**We do it
by providing
revenue-driven
marketing solutions.**

For every stage that your user interacts with, we make sure to lead them to the *next stage*.



Our Core Marketing Offerings

- | | | |
|----|---|------------------------|
| 1. | Marketing Automation: Streamlining marketing tasks and workflows for increased efficiency. | More.. |
| 2. | Paid Marketing: We allow you to target users, instead of waiting for them to find you. | More.. |
| 3. | Search Engine Optimization: Art & science of getting pages to rank higher on search engines. | More.. |
| 4. | Account-Based Marketing: Targeting high-value accounts with personalized campaigns. | More.. |
| 5. | Social Media Marketing: Engaging audiences across various social media platforms. | More.. |
| 6. | Marketing Attribution: Find the marketing channel that works for your target audience | More.. |

See Visible Revenue Growth

This is where your brand can be within the next 90–180 days.

Industry: Construction

15K+

Organic Traffic Surge
in 8 Months

[Read More >](#)

Industry: SaaS

10K

Increase in Organic
Traffic in 6 Months

[Read More >](#)

Industry: SaaS Healthcare

24%

Boost in Organic Traffic in
6 Months

[Read More >](#)

Industry: Fashion, DTC

12X

Revenue Growth in
6 months

[Read More >](#)

Something to remember us by 📌



Full-Service Marketing Partner

Scale your traffic, content, and site performance to match your business — without worrying about reliability.



Build, Operate & Transfer

We build the right marketing engine for you along with a highly-skilled team for you and transfer it all for rapid business growth.



Growth Marketing Experts

With rapid experimentation at every stage of marketing and sales funnel, we use data-driven strategies to increase your ROI and profits exponentially.



Use Attribution for the Right Channels

With our attribution services, we enable you to measure impact by allocating the right budget to the channel with the highest ROI.



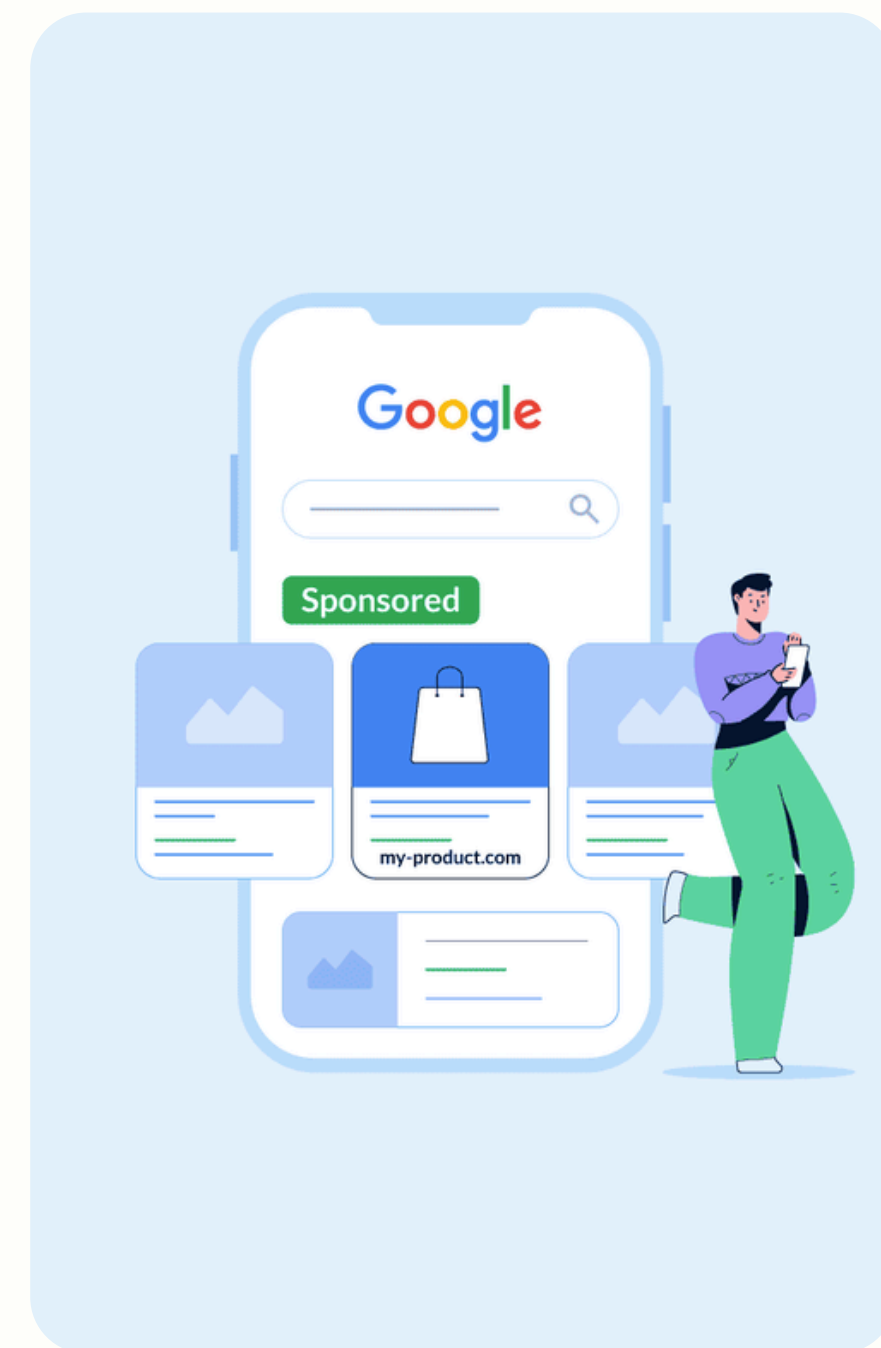
Get Free Marketing Resources

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Thank you very much!

- Team Saffron Edge