



## Preparing for Marketing Automation with HighRoad Solutions



### Description:

If you're looking to grow revenue, gain insight, or create operational efficiencies, it's time to explore software platforms that allow associations to automate their marketing funnel through intelligent, data-driven, multi-channel approaches. At HighRoad Solutions, our mission is to help associations determine which mainstream platforms make the most sense for their business, and their members - basically, it's our job to do our research. After a thorough audit of the competitive landscape, we identified three mainstream marketing automation platforms that specifically address associations' needs and objectives - they are HubSpot, SharpSpring, and Marketo. We know that associations need persona-driven segmentation strategies, tighter engagement journeys, and concerted growth efforts more than ever before. Tapping into this comprehensive data set is a must and it's why we've also built a platform-agnostic integration software, called HighRoad Spark, that makes journey-based, goal-tied marketing and communications possible with marketing automation platforms like HubSpot, SharpSpring and Marketo.

## Links & Resources:

- HighRoad Solutions Landing Page: [https://pages.highroadsolutions.com/automation-readiness-roadmap?utm\\_source=asaecenter&utm\\_medium=banner&utm\\_campaign=demoday](https://pages.highroadsolutions.com/automation-readiness-roadmap?utm_source=asaecenter&utm_medium=banner&utm_campaign=demoday)

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