salesforce pardot

market

sugarcrm

From Pardot to Sugar Market

A Complete Marketing Automaton Transition Guide

Simplifying the Switch

The ultimate goal of a marketing automation platform (MAP) is to make you look like a superhero by streamlining marketing activities, increasing qualified leads and tracking marketing's success. But, let's face it… sometimes after we invest in shiny, new technology, we are disappointed that it doesn't live up to our expectations. Whether you aren't getting the support you need or are sick of tiered pricing, you don't have to be stuck with a tool that isn't meeting your needs.

Look on the bright side—even if it didn't make your life easier, you've learned a lot since implementing your first marketing automation platform and now you're better able to evaluate what your organization needs to be successful. However, making the switch and starting over isn't a decision you make overnight, so we're here to help! We've done hundreds of MAP transitions and can hold your hand each step of the way.

Here's what you will find in our ultimate switch kit to help you get started:

1. 5 signs that signify it's time to switch marketing automation platforms
2. A side-by-side feature comparison between Sugar Market and Pardot
3. A step-by-step guide to switching marketing automation platforms
4. Frequently asked questions

5 Signs That Signify It's Time to Transition Marketing Automation Platforms

If you're having any doubts in your current solution, here are some key triggers that signify your current solution just isn't right:

1. Your current vendor is not offering the support you need.

You need access to training, best practices and, most importantly, a support team that is there to help when things go wrong, and you're not getting that from your current vendor.

2. Your tool is too difficult to learn.

You've had your solution for a while now, but you're just not getting it. Moreover, once you finally become somewhat of a power-user, do you have the time to spend training the rest of your marketing team?

3. You aren't achieving the goals you thought you could by purchasing your current tool.

It's hard to see your goals not being reached month after month and still watch your competitors achieve results with other systems.

4. The cost of your tools or services are rising.

You are paying more each month and showing less ROI for it.

5. Your team is frustrated with their current tool.

Are you worried your team's current frustration could affect their productivity and morale? If you're concerned already, then you should probably trust your gut. A solution that empowers them to be better marketers will boost those efforts instead.

Sugar Market vs. Pardot

Take a look at how we stack up against the competition. You won't be disappointed.

FEATURES	SUGAR MARKET	PARDOT
EMAIL SENDS	Unlimited	Unlimited
THIRD PARTY INTEGRATIONS	Unlimited API Calls	Not Allowed
EMAIL MARKETING CAMPAIGNS	● 100%	● 100%
A/B EMAIL TESTING	● 100%	○ 0%
EMAIL RENDERING PREVIEW &SPAM ANALYSIS	● 100%	○ 0%
LANDING PAGES	● 100%	● 100%
CUSTOM LEAD SCORING	● 100%	● 100%
MULTIPLE SCORING CATEGORIES	● 100%	○ 0%
AI DRIVEN PREDICTIVE LEAD SCORING	● 100%	○ 0%
NATIVE CRM INTEGRATIONS	● 100%	◔ 25%
WEBSITE VISITOR TRACKING	● 100%	● 100%
ACCOUNT BASED MARKETING	◕ 75%	◑ 50%
SALES VISIBILITY TO MARKETING	● 100%	⭐ Additional Fees
PHONE SUPPORT	● 100%	○ 0%

○ 0%　◔ 25%　◑ 50%　◕ 75%　● 100%　⭐ Additional Fees

4 Steps to Easily Migrate from Pardot to Sugar Market

Kickoff & Discovery

Discuss your integration goals, timeframe and process with the Sugar Market team. Together, we will prepare a plan for a smooth marketing automation transition.

What to expect:

1. Discuss integration goals, timeframe and process
2. Determine materials that should be transitioned to new platform
3. Prepare project plan for transition

Technical Set-Up & Integration

Before defining your marketing automation strategy, we will work with you to execute a technical setup and synchronization with your CRM.

What to expect:

1. Login credentials shared
2. Prepare and set up MAP integration plan (tailored to customer's goals)
3. Prepare and set up CRM integration (tailored to customer's goals)

Transition Materials

We'll work together to prepare all the materials you will need for transition.

What to expect:

1. Forms
2. Email Templates
3. Landing Pages

1. Lead Scoring
2. List / Segmentation Creation
3. Nurture Campaign

Ready To Roll!

Now that you have everything set up, including integration, templates and campaigns, you're ready to execute.

Frequently Asked Questions

1. ## What is my transition timeline?

   We recommend that companies begin the transition process at least 2 months prior to the current MAP contract expiring. This provides ample time to ensure proper technical setup and the replication of needed templates and campaigns. While MAPs can be transitioned faster if necessary, the 2-month overlap allows customers to ensure no downtime.

2. ## Will Sugar Market natively integrate with my current CRM?

   Sugar Market marketing automation platform natively integrates with several major CRM platforms including: Sugar Sell, Bullhorn, Infor, NetSuite, Microsoft Dynamics, Sage, and Salesforce.

3. ## Since I'm not new to the concept of marketing automation, how much training will I actually need once we make the switch?

   If you are managing the Sugar Market platform on your own, you will receive 30–45 days of training that will begin during the transition phase.

4. ## What are my options if I don't have time to learn a new marketing automation platform?

   For marketers wanting to take a 'Do It For Me' approach to their new marketing automation platform, Sugar Market's Software WITH a Service allows our marketing operations experts to handle the tactical campaign execution and reporting, while the client focuses on program and content creation.

Having marketing automation natively integrated with your CRM and getting the support you need is essential to your success. Many marketers are looking for a less expensive Pardot alternative that provides the functionality and support needed to be successful. Even if they have Salesforce, many are looking for a less expensive option that provides the functionality and support needed to be successful. Sugar Market has done hundreds of MAP transitions and has a program in place to assist you every step of the way.

From Attracting to Connecting, Let the Platform Do the Work

Learn what SugarCRM can unlock within your organization.
A better solution is just a click away.

GET DEMO

market

ABOUT SUGAR MARKET

Target accounts based on likeliness to convert, and personalize each outreach with Sugar Market. Highly intuitive campaign builders, AI-based predictions, and superior reporting enable you to understand engagement, improve conversion, and drive more revenue. With Market, you can let the platform do the work.

www.sugarcrm.com/solutions/sugar-market

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow @SugarCRM.

sugarcrm | **Let the platform do the work**

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