

Manual marketing

Automated marketing

Engagement/ real-time communication

Save time

- Two-way communication and conversation
- Content creation
- Relationship building
- Understanding client problems
- Navigating complex issues
- Negotiation
- Determining solutions
- Lead generation
- Nurturing leads
- Phone calls
- Networking
- Answering questions
- Finding common ground
- Analyzing and determining next steps related to data

- Administrative, mundane tasks
- Scheduling
- Distributing information
- Time sensitive tasks that don't require feedback
- Social media posting
- Story creation and distribution
- Lead generation
- Nurturing leads
- Automatic comments and replies
- Email distribution and campaigns
- Collecting data
- Report generation
- Data analysis