

Goal: Keep hiring costs down with a CRM & Marketing Automation Software

Total Words in this Document: 499

Title: Reducing Hiring Costs With CRM and Marketing Automation Software

No matter the current size of your business, you want to see it grow. As your small business becomes a midsize company and eventually a larger enterprise, you must bring in new people and hire a larger staff.

Bringing more people on board is the conventional way of viewing business growth. However, the benefits of an automated customer relationship management (CRM) system provides your business the opportunity to grow while also saving on hiring costs.

Effective CRM and marketing automation software automatically does the job of several employees, thus allowing business owners to keep hiring costs down and increase productivity at the same time. A properly implemented CRM system saves your company hiring costs in several departments, most notably marketing, sales, support and human resources.

Marketing

The main goal of CRM and marketing automation software is to help your company bring in new customers while taking much of the work out of marketing. The most obvious and immediate benefits of automated marketing systems come through email marketing. Drip email campaigns are a tried-and-true technique, and [many experts](#) believe they will continue to be one of the most effective marketing methods well into the future.

With CRM and marketing automation software, a business owner simply takes the time to initially input the campaign content. After that, the automated system does the rest. This can save an untold amount on your budget and help eliminate the need for hiring additional marketing experts, writers and advertisers.

Sales

In a similar way that a CRM system automates your marketing department, it can also eliminate the need for hiring additional sales reps while still increasing sales. CRM software also manages opportunities, leads, sales tasks, sales funnels and other essential elements. These tools reduce the time and manpower normally needed for these areas. While the system may not close the sale by itself, it can help put you in the best possible position to finish the deal.

Support

The best CRM and marketing automation systems come with a level of support that is not available elsewhere. Think about companies that use [Zendesk](#) to anticipate customer questions, provide immediate chat responses and improve customer relationships. This takes away the

need for in-house or outsourced support while saving you money and improving the level of support customers receive.

Human Resources

Effective CRM systems help do the jobs of multiple people. This software streamlines various departments and positions in your company. In turn, this tool allows your human resources department to focus on more essential tasks instead of constantly bringing in new people to fill the roles obviated by CRM systems.

There are other areas where [CRM software](#) reduces costs, and these are just a few examples of roles that it can fill. With TouchConnect, your company can continue to grow while reducing hiring costs and increasing productivity across the board.