

# CONCENTRATE MARKETING TECHNOLOGY STACK



	COMPONENT	FAST	FASTEST
<b>WEBSITE</b>	Website CMS	WordPress / HubSpot	WordPress / HubSpot
	Landing page forms	Website CMS Form	HubSpot
	Website landing pages	WordPress / CMS page	
<b>MARKETING AUTOMATION</b>	Lead intelligence	-	HubSpot
	Lead scoring	-	
	List management	-	
	Email distribution	MailChimp	
	Workflows	-	
	Keyword management	-	
	Lead analytics	-	
	Social Media publishing	Buffer	
	Publishing LinkedIn groups	-	
	Reporting & dashboard	Google Analytics	
	Advanced reporting	DataHero	DataHero / HubSpot
<b>CONTENT PROMOTION</b>	Webinars	Google Hangouts / Join.me	GoToWebinar
	Blogging	CMS	CMS / HubSpot
	Social Media	LinkedIn, Facebook, Twitter, Google+, SlideShare, Pinterest, YouTube	LinkedIn, Facebook, Twitter, Google+, SlideShare, Pinterest, YouTube
	Remarketing & paid Ads	Google AdWords	Google AdWords / Ad Roll / HubSpot
<b>SALES CRM</b>	CRM	HubSpot CRM	HubSpot CRM
	Integration	Zapier	Zapier