

Zoho Marketing Plus

Zoho Marketing Plus is a unified marketing platform for campaign ideation, creation, execution, and measurement which brings together capabilities across the Zoho stack including Campaigns, Social, Webinar, Analytics, Marketing Automation, WorkDrive, PageSense, Survey, and Backstage.

- Brand Studio provides a centralized workplace for creating and managing marketing campaigns, leveraging Zoho collaboration and project management capabilities.
- Brand Assets provides basic digital asset management (DAM) capabilities for managing, versioning, and ensuring the integrity of content and brand assets.
- Marketing automation and omnichannel engagement capabilities enable marketers to design and activate customer journeys across all channels from one user interface (UI).
- Real-time data and analytics provide insights into marketing performance, and support for integration with multiple customer relationship management (CRM) and marketing automation applications enables a more complete view of customer engagement.



FROM THE SUMMIT

Marketing Plus provides a single integrated platform for the collaborative management of marketing processes, reducing manual inefficiencies and the need for marketers to manage separate applications and systems.



DEEP DIVE

Marketing automation has streamlined many marketing processes. However, managing multiple applications and content repositories is still a significant drain on marketer productivity. Marketing Plus brings together DAM, collaboration, and multiple channels including event management in one UI.



LONG VIEW

Marketers face increasing pressure to create engaging customer experiences while ensuring the ethical use of data. Bringing collaboration and asset management together with marketing automation capabilities reduces data management challenges and enables marketers to focus more on innovative engagement.



MONEY: Marketing Plus is priced at \$25/user/month for the first user and \$10 for additional users. Companies using multiple marketing automation applications can likely justify the move based on rationalization savings alone.



MARKET: Marketing Plus will be attractive to existing Zoho customers and mid-sized companies that are managing multiple marketing-related applications today. Embedded collaboration and DAM are key differentiators for Zoho offerings.



PEOPLE: The last mile of marketing automation is streamlining collaboration and content management across all campaigns and assets, reducing manual workarounds and increasing marketer productivity.



TECH: As marketers weigh the suite versus best-of-breed decision, Marketing Plus provides a suite with the benefits of a single login and platform plus capabilities for event, asset, and project management to reduce the tech management burden.