

# Marketing Automation & CRM Adoption Timeline

Adopting a marketing automation platform and CRM (Customer Relationship Manager) is no easy task. There are so many items to account for. Two of the biggest issues are your Legacy Data and how to migrate that data into the new system. You also have to take into account how data sets have to be configured for the new CRM. Then there's field mapping, historic activities, blacklists, unsubscribes etc.. The list goes on and on! The timeline below will put things into perspective during your transition.



Adopting new technology can feel overwhelming, particularly while being held accountable for ROI. We can help your team integrate your entire marketing technology stack, and optimize both the technology you've chosen and your marketing practices to align with Revenue Marketing™ best practices and achieve optimal results.

Want to learn more?

Discover Now!

The Pedowitz Group – The Revenue Marketing™ Agency, is an Inc. 500 company, two time Pacesetter winner, and three time Marketo Partner of the Year. With more than 500 successful engagements completed, The Pedowitz Group helps global clients transform their marketing organizations from cost centers to revenue centers and achieve superior ROI for their enterprise marketing investments.

