

New website launches to help embattled marketing managers discover and compare best-in-class software

Marketing Software Manager

Salford, Jan 9, 2021 ([Issuewire.com](https://www.issuewire.com)) - A new website has launched in a bid to help marketing managers and team leaders search for, compare, and trial the best marketing software on the market.

Called [Marketing Software Manager](#), the new site compares key providers in a range of software categories from SEO and social media to email marketing and project management.

The idea was thought up and created by Arthur Wilson who, in 10 years working both for Manchester-based digital agencies and in-house for large and small firms, never really had the time to fully explore the software options available to marketing teams.

On the reasons for starting the website, Wilson commented that: “Having worked both in-house and agency-side, there does seem to be a real gap when it comes to having one place to search for the best marketing software and easily comparing all the features they offer. Too often the software you end up using has been recommended by the boss or a new employee from another company recommends something they used there.

“There can be a lot ‘well this is the software we’ve always used’ and, ultimately, no marketing team has enough time or budget to designate a dedicated ‘marketing software manager’ to constantly keep abreast of the latest developments and capabilities across each market.

“And from a SaaS provider perspective, the means of generating traffic and leads from non-organic sources can be extremely expensive, which is why we’ve opted for an affiliate payment model.

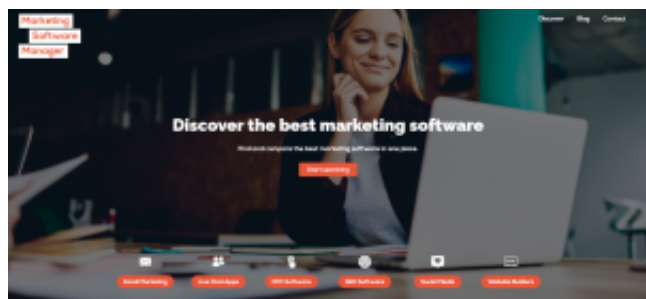
“The pandemic has seen marketing budgets slashed for many firms, so only paying for results seems a sensible and sustainable model moving forward.”

Marketing Software Manager currently has nine software categories for marketing managers to search through with over 75 providers to compare.

On future plans for the website, Wilson said that: “Moving forward, we will, of course, be looking to include more providers to the categories we already have listed, including SEO software and social media scheduling apps.

“We’re also looking to include platforms that can aid a marketing team’s function. Not just in terms of managing projects, but also aspects including employee engagement, wellbeing, and rewards.

“World-class marketing teams do indeed require best-in-class software - but they also need to be engaged, motivated, and committed to a singular purpose and mission to fully thrive.”



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