



*YOUR GUIDE TO
All-in-One
Marketing
Platforms*



The Ultimate Comparison
for Small Business Owners

A photograph of a person's hand resting on a wooden desk. On the desk, there is a laptop, a stack of books, a small potted plant, and a wire basket. The background is a plain white wall.

Welcome

Hey there, fellow small business owner!

Running a small business is already tough enough without having to juggle 10 different tools for your marketing needs. That's where all-in-one marketing platforms come in—they're designed to streamline your life and help you grow your business more efficiently. But with so many options out there, which one is the right fit for you?

In this free guide, we're going to break down the top all-in-one marketing platforms, including their features, pricing, support, and more. By the end, you'll have a clear idea of which platform is best suited for your business.

Let's dive in!

Why Use an All-in-One Marketing Platform?

If you're new to the idea of an all-in-one marketing solution, here's the deal: instead of using one tool for email marketing, another for social media scheduling, and yet another for managing customer data, these platforms bundle it all together. That means:

- Time saved by managing everything in one place.
- Lower costs since you're only paying for one subscription.
- Less stress dealing with multiple integrations or tools that don't sync properly.

Sounds good, right? But not all platforms are created equal—so let's break down the key players.





Comparison Chart

Platform	Features	Benefits	Pricing	Ease of Use	Customer Support
Systeme.io	Email marketing, sales funnels, webinars, automation, membership sites	Everything you need in one easy-to-use platform. Perfect for small business owners with no technical expertise.	Starts at \$27/month	★★★★★	24/7 email support and live chat on higher plans
HubSpot	CRM, email marketing, automation, social media scheduling	Advanced tools for businesses that need CRM and analytics.	Free basic plan; paid starts at \$50/month	★★★	Live chat and support on paid plans, great resources
ClickFunnels	Sales funnels, landing pages, membership sites	Best for businesses focused on sales funnels.	Starts at \$97/month	★★★	Support via tickets, large community, no phone support
Kartra	Sales funnels, email marketing, automation, membership sites	Similar to ClickFunnels, with more customization options.	Starts at \$99/month	★★★★	24/7 email and chat support on all plans
Kajabi	Course creation, membership sites, email marketing	Great for course creators and digital product businesses.	Starts at \$149/month	★★★★	24/7 chat support, helpful knowledge base

Platform Breakdown:

1. Systeme.io – The Affordable Powerhouse

- Best for: Small business owners looking for an easy, budget-friendly solution.
- Why I recommend it: Systeme.io is my personal favorite because it covers everything—email marketing, sales funnels, automation, and even webinar hosting—at a price that won't make you cry.

- It's incredibly user-friendly, even if you're not tech-savvy.
- Bonus: You can even host online courses and membership sites!
- Pricing: Starts at \$27/month (with a free trial option).



2. HubSpot – CRM Experts

- *Best for: Businesses that need powerful customer relationship management (CRM) tools alongside marketing.*

Why you might choose it: HubSpot offers a strong CRM foundation and integrates well with a variety of tools. If you need deep analytics and CRM features, it's hard to beat HubSpot.

- Downside: It gets pricey quickly, especially as your contact list grows.
- Pricing: Free basic CRM; paid plans start at \$50/month.



3. ClickFunnels – Funnel-Focused

- Best for: Entrepreneurs who need high-converting sales funnels.
- Why you might choose it: ClickFunnels is specifically designed for creating effective sales funnels and converting leads. It's a bit more niche but super powerful for sales-driven businesses.
- Downside: Lacks the email marketing and CRM features that other platforms offer.
- Pricing: Starts at \$97/month.

4. Kartra – Customization Heaven

- *Best for: Those who need more flexibility and customization in their marketing.*
- *Why you might choose it: Kartra is like ClickFunnels but with more robust customization options. If you're someone who likes to tweak every little thing, Kartra will give you that freedom.*
- *Downside: More complex to use; could be overwhelming if you're new to this.*
- *Pricing: Starts at \$99/month.*

5. Kajabi – Perfect for Course Creators

- Best for: Entrepreneurs and educators selling online courses or memberships.
- Why you might choose it: If your primary focus is on creating and selling online courses, Kajabi is built specifically for you. It combines email marketing with course creation tools and membership hosting.



- *Downside: Pricey if you're not already making money from your courses.*
- *Pricing: Starts at \$149/month.*





Key Features to Look For in an All-in-One Platform

1. Email Marketing:

The bread and butter of any marketing platform. Make sure it allows segmentation, automation, and easy design of emails.

2. Sales Funnels:

If driving sales through a step-by-step funnel is a priority, you'll want a platform that can handle this smoothly.

3. Automation:

Time-saving automations like email follow-ups, task reminders, and CRM updates are crucial for efficiency.

4. Membership & Course Hosting:

If you're planning to sell courses or memberships, pick a platform that allows you to manage everything in one spot.

5. CRM:

Keeping track of customer relationships is key for long-term growth, so a solid CRM tool is a must-have for some businesses.

6. Webinar Hosting:

Want to host live or automated webinars? Some platforms, like Systeme.io, include this without needing to pay for a separate tool.

Why I Recommend Systeme.io Over the Rest

Look, I get it—every platform has its strengths and weaknesses. But if you're like most small business owners, you need a tool that:

- Won't break the bank
- Is easy to use without hiring a tech team
- Does everything you need in one place

For me, that tool is Systeme.io. It's affordable, handles all the key marketing tasks, and it's simple enough that you won't want to pull your hair out trying to figure it out.

What's the Best Platform for You? If you're just getting started or if you're looking for the best balance of affordability, features, and ease of use, I'd strongly recommend giving Systeme.io a try.

It's everything you need, all in one place—without the headaches (or the high price tag) that come with some of the other platforms.

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About Me

Hi, I'm Karen Karila, the founder of Small Biz Site Creation. As a web designer, I help small businesses grow online with websites that not only look great but also convert visitors into customers.

With expertise in web design, SEO, and online marketing, I provide affordable, customized solutions to meet each client's unique needs.

I also run a YouTube channel where I share tips and tools for entrepreneurs. My goal is to build lasting relationships, offering ongoing support long after your website launches.

Come visit me for more useful content.
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