

Are You Overpaying for Business Tools?



making the right choice

ALL IN ONE SOLUTION

EMAIL MARKETING ONLY

All-in-One Platforms

VS.
VS.

Email Marketing Tools

the struggle

ALL IN ONE SOLUTION

EMAIL MARKETING ONLY

Figuring out the right tools for your business can be tricky.

Do you need a simple email tool?

Or an all-in-one system?

the difference

ALL IN ONE SOLUTION

EMAIL MARKETING ONLY



Email Marketing Tools:
For sending emails & basic automation



All-in-One Platforms:
For CRM, sales funnels, payments, and automation

comparison

ALL IN ONE SOLUTION

EMAIL MARKETING ONLY

Email Tools vs. All-in-One Platforms: What's the Difference?

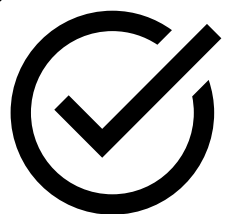
Feature	Email Marketing Tools	All-in-One Platforms
Email Automation	✓ Yes	✓ Yes
Sales Funnels & Landing Pages	✗ No	✓ Yes
CRM & Lead Tracking	✗ No	✓ Yes
Payments & Invoicing	✗ No	✓ Yes
Course & Membership Hosting	✗ No	✓ Yes (on some platforms)
Appointment Booking	✗ No	✓ Yes
Best For	Growing an email list & sending campaigns	Running an entire business in one place

budget friendly option

ALL IN ONE SOLUTION

EMAIL MARKETING ONLY

DIY Tech Stack



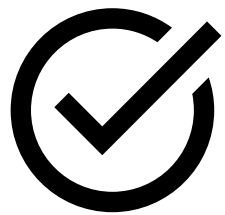
Email:

MailerLite (Free) or ConvertKit (Free)



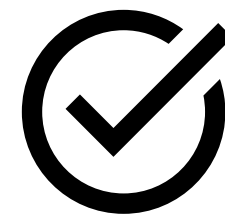
CRM:

Google Sheets + Notion (Free)



Landing Pages:

Systeme.io (Free) or Carrd (\$19/year)



Booking:

Calendly (Free)

when to upgrade

ALL IN ONE SOLUTION

EMAIL MARKETING ONLY



500-1000+ email subscribers



\$2,000+ monthly revenue



Too much time spent manually managing leads/sales



Selling courses/memberships

final takeaway

 **Don't overpay too soon!**

**Start lean and upgrade
when needed.**

 **What tools are you using?**

**Do you prefer all-in-one platforms or
building a custom system?**

Not sure which tools fit your business?

Let's Chat!

