**BITRIX 24**

Bitix is a free cloud-based system. It offers records, sales tracking, marketing and automation.

**Home Page**

1. Short demo video summarizing what they offer and all about bitrix(2 min)
2. What is bitrix (text and video) and what they do, with short demos and all their functionalities
3. Events update
4. A map showing the location of all their users (Marketing strategy)
5. Updates
6. Reviews and references from tech and business magazines

**Positive**

Both online and hostable on an independent server

Comes with an integrated call center.

Short demo videos of everything

Free mobile app both IOS and Android

**What they offer**

Repot and sales funnels.

CRM dashboards

Customizable fields

Customizable statuses

Add items from product catalog or manually

Flexible taxes and discounts

Convert quotes to CRM documents (invoices)

Print or email quotes

**Negative**

Can only be used by 12 users or pay for unlimited users.

Has a limited storage of 5GB.

**MASTERDIGM**

**Home Page**

1. Slide show showing
2. What they offer
3. Why choose them (Marketing)
4. Partners and clients they’ve worked with

**What they offer**

1. Manage properties
2. Html5 retina ready websites
3. Email marketing
4. Document management
5. Lead sharing
6. Virtual assistance
7. VOIP integration
8. Strategy consulting

**Positives**

1. They have different custom made packages for different users

**ZOHO**

**Home Page**

1. Features and call to action
2. Achievements
3. Clients

**What they offer**

1. Apps

1. Secure business email platform

2. App that builds custom apps

3. Online accounting software

4. App for customer service

**FRESHWORKS**

**Home Page**

1. Call to action
2. Packages and what is included in every package
3. Sign up for add ons
4. FAQs
5. Links for downloading the CRM application

**Positives**

1. Has detailed comparisons for different packages
2. Has different packages
3. FAQs
4. Manage transactions in the local currency and customize CRM to speak your language

**What they offer**

**HUBSPOT**

**Home page**

Have a live chat (bot) feature that pops up immediately.

Landing page appeals to the target audience they are trying to meet through customized explanations on why each should use their CRM platform.

Call to action to get the freemuim account. Sign up through gmail.

Explains the features offered.

Testimonials after explaining features: Corporate Sales Manager

Call to action again

Clients worked with

Footer has links to social media sites.

**What they offer: Free features**

1. Contact Management
2. Prospect Tracking
3. Pipeline Management
4. Ticketing
5. Email Marketing
6. Forms
7. Report dashboard

Different packages have their own webpages describing the features each has.

Different packages include:

1. Marketing Hub
2. Sales Hub
3. Service hub
4. CMS hub

Each web page includes:

* Product description
* Pricing overview
* Features

**PRICING WEBPAGE**

Shows products and plans they offer.

Free tools

Marketing

CRM & sales

Offers pricing options in different currencies.

Offers options for add ons onto packages without certain features that the developer may want.

**Our Recommendations for the Real CRM**

Home Page

Should have a clear definition of what a CRM is.

Should properly highlight all the solutions they have.

Should have a short demo videos showing what they offer in clear terms.

Have a slideshow for testimonials. Testimonials should be updated.

Show how various industries can use your CRM and why they should use the Real CRM then give testimonials from companies in that industry that have used our CRM.(Can have a single webpage with all this information)

Should have FAQs

Pricing should show clearly what features are available for certain packages and those that aren’t and give the options for add ons.

Have animated videos explaining the features of the CRM. The videos should explain benefits of the CRM in simple terms including snippets of the CRM application.

The site should have a chat bot. This particular feature should have a name for the AI or the chat bot eg Natasha to personalize the chat sessions.

Use local currencies according to users location.

The CRM should be able to accommodate both large enterprises and SMEs.