The Ultimate Guide to CRM Apps (Zapier App Guides Book 1)

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Everything you need to know about CRMs, from the basics of managing your contacts with a CRM to picking a CRM for your team and integrating it with the software you're already using

Managing your contacts didn't used to be so difficult. When you started your business, you had a handful of suppliers and customers, and few enough team members that you could memorize their email addresses.

Things change. That's good: business is growing and you have more people than ever to keep track of. You need a CRM—a Customer Relationship Management app—to help you keep track of everyone.

First, though, you need to learn a bit about CRMs. That's where this guide comes in.

This guide will teach you what CRMs are for, and will walk you through the best features of dozens of the most popular CRM apps. It'll then help you find ways to put a CRM to use in your business with tips from other teams and Zapier automations to simplify your work.

Who Is This Guide For?

Everyone. No, really. If you've ever used an address book to store names and addresses, you need to learn how a CRM can help you get more out of your contacts. If you've used a CRM but need a better one, you need to look through our roundup of the best CRMs and perhaps find one that can automate your marketing. And if you already have a CRM, you need to find more ways to automate your CRM and integrate it into your work.

Brought to you by the Zapier team, the people behind the app that integrates all of your software and makes your computer do more work for you automatically.

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Kaci Carter:

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