

Launch Platform by Genuine Technologies: Product Features at a Glance

All in one marketing software for small business. \$50 per month or \$500 per year. Unlimited users and unlimited contacts.

Attract

Core CRM and sales pipeline: centralized lead and pipeline management from inquiry to close.

Scheduling and calendar: prospects book meetings from your site, replacing tools like Calendly.

Social media planner: multichannel scheduling and monitoring for a consistent brand presence.

QR codes and links: performance monitored assets that measure the return on flyers, events, and emails.

Convert

Email marketing: full scale campaign design and tracking with no additional subscription costs.

Campaigns, customer journeys, and review requests: automated end to end follow up that drives upselling and Google reviews.

Forms and surveys: direct to CRM data collection that converts inquiries into organized records and tasks.

Website chat with AI: 24/7 inquiry handling that qualifies leads outside business hours.

Automate and support

Memberships and communities: courses, videos, and discussions away from social media noise.

Automation and workflows: receipts, follow ups, and opportunity creation connected to CRM and payments.

Integrations and platform extensibility: API integrations and an app marketplace.

Support and setup: onboarding, domain deliverability protection, 24/7 chat, and on demand video support.