Salesforce Starter

Salesforce Starter combines core sales, marketing, and service management capabilities in one suite. Guided onboarding and built-in best practices, processes, and reports and dashboards enable new Salesforce customers to rapidly configure, adopt, and get value from their Salesforce deployment. Initially released as Salesforce Easy in 2022, Starter's August 2023 release adds core marketing capabilities and a new "home" user interface (UI) for service users.

— A simplified UI, 3-click sign up process, and declarative defaults simplify the customer relationship management (CRM) setup process.

— Key sales capabilities include preconfigured leads and opportunities, e-mail integration, Einstein Activity Capture, to-do-list, and e-mail outreach templates.

— Case management, knowledge management, and e-mail to case capabilities support core customer service activities.

— Simplified marketing capabilities include campaign templates, audience creation, e-mail builder, content personalization, and campaign analytics capabilities.

FROM THE SUMMIT

Salesforce Starter is designed to be easy to try, easy to buy, and easy to use, providing core service, sales, and marketing automation capabilities in a streamlined UI and a guided, declarative onboarding process to drive effective adoption.

DEEP DIVE

As Salesforce's capabilities have grown, so has its complexity, and not all CRM customers need the breadth and depth of functionality Salesforce provides. Starter provides support for key sales, marketing, and service activities in one integrated suite at a significant discount compared with other Salesforce offerings.

LONG VIEW

Salesforce continues to dominate the high end of the CRM market, but its price point and the need for skilled resources to deploy it make it inaccessible for many small and medium-sized businesses (SMBs). Starter addresses both barriers, and also opens new market opportunities for Salesforce at a lower cost of sales through self service.

MONEY: Starter is list priced at $25/user/month with support for 2000 outbound e-mails per month included. A free trial enables potential users to try before they buy.

MARKET: There are many CRM options at a similar price point. Salesforce aims to differentiate its offering on ease of use and rapid, guided setup.

PEOPLE: Sales and CRM process expertise are a big factor in the success of CRM efforts. Starter's guided onboarding and pre-built sales processes drive rapid adoption and successful use without the need for consultants or CRM experts.

TECH: Starter uses the same technology, orgs, and structure as Salesforce's other editions and clouds. SMB customers get a professional-grade Customer 360 that can grow with them.