

SharpSpring Success Study

Sachs Media Group trusts SharpSpring over traditional email service providers to identify consumer's interests and boost sales for an online retailer.

About Sachs Media Group

Sachs Media Group is a leader in building effective public outreach, awareness and marketing campaigns, and is routinely ranked as one of the top 100 independent public relations firms in the nation. In 2011, the firm was named the "PR Agency of the Year" nationally in the prestigious Bulldog Awards. With exceptional experience and results in public affairs, online, social media, branding, and crisis communications, the firm combines unparalleled relationships, news judgment, messaging and storytelling ability with cutting-edge strategies to engage audiences with content they seek and share.

SACHSMEDIA
G R O U P

13

Consumer Groups
Segmented Based
on Behavior

1,286

Additional
Customers

more than
\$92,000

Additional
Gross Sales

(Achieved in 45 days)

Situation

Garnet & Gold is a Florida State University apparel retailer with shops in Tallahassee and an e-commerce website. After two years managing their social media, Sachs Media Group upsold Garnet & Gold on marketing automation. Garnet & Gold charged Sachs Media Group with handling their email marketing in addition to their social media channels.

Coincidentally, Florida State University's football team was going on a historic run winning the ACC championship and National Championship. With SharpSpring setup to handle their email marketing needs, Sachs Media Group was able to quickly capitalize on these time-sensitive revenue opportunities.

“When news breaks, we don't have time to waste setting up new tools and systems. We have to take action immediately or risk missing out on huge opportunities. The SharpSpring system can be deployed for our clients in a matter of minutes. By the time a client asks if everything is live, we're able to say with confidence, "Not only are we live, but we're already seeing great results!"

Ryan Cohn
VP of Social/Digital

Challenges

Garnet & Gold provided Sachs Media Group an email list, but years of collecting email addresses built a stale list of nearly 260,000 emails addresses. Without any understanding of who owned these emails, Sachs Media Group had little direction for their messaging.

Also presenting a challenge, Sachs Media Group need to move quickly if they wanted to harness the emotional excitement surrounding FSU's football team and translate this excitement to additional sales.

Why choose SharpSpring over other email service providers?

Sachs Media Group's quick work driving sales and segmenting consumers is a great example of B2C marketing automation success. The nimble distribution of emails paired with proper configuration of SharpSpring's dynamic lists drove Sachs Media Group's achievements.

Dynamic lists are designed to identify and organize contacts based on specific behaviors. Sachs Media Group built dynamic lists to segment their contacts based on product categories (e.g. men's wear, ladies' wear, kids apparel). These dynamic lists automatically add contacts based on behaviors. Once the lists were built, Sachs Media Group was able to watch the lists grow with each email. Dynamic lists also can be created retroactively. If Sachs Media Group would like to see how many consumers have looked at men's t-shirts in the past, they can simple create a dynamic list based on this behavior and watch it populate with contacts that previously met the criteria.

The resulting segmentation of consumers leads to more targeted messages, and ultimately, the conversation rates and sales will spike with highly target messaging.

TIP: SharpSpring vs. Traditional ESPs

Marketing automation empowers your email marketing with the ability to build one-on-one relationships with consumers. By segmenting your lists based on behavior, you can deliver messages that correlate with their needs at that particular point in the sales process.

Campaign Objectives

- Segment contacts based on interests
- Develop targeted messaging for higher conversions
- Maximize revenue opportunities and drive sales

SharpSpring's Solution: Dynamic Lists

- Segment consumers based on behavior.
- Automatically generate lists of consumers expressing interest in product categories such as men's wear, ladies' wear and kids wear.
- Segmenting consumers allows for highly targeted messaging, and highly targeted messages generate better conversion rates – ultimately driving revenue growth.

Results

Through the course of sending just five emails, Sachs Media Group was able to drive a significant boost in sales, glean important insights about their contact's interests and quantify all their success.

- Generated **more than 19,000 visits to the website** (average daily traffic is less than 4,000 visits).
- **1,286 contacts placed orders** after visiting through an email.
- **Segmented their email list into 13 categories** based on visitor behavior
- These orders amounted to **more than \$92,000 in additional revenue.**

SIGN UP NOW

SharpSpring is ready to bring these results to your agency. Contact us today to learn more about how can grow your client roster, boost your billable hours and develop deep ties with your clients.

[Learn More](#)