



Kick-Ass Content Marketing

Become A Content Marketing Superhero



Aletha Royer

Director of Partner Enablement
SharpSpring



Lou Covey

Founder, President & CEO
Footwasher Media

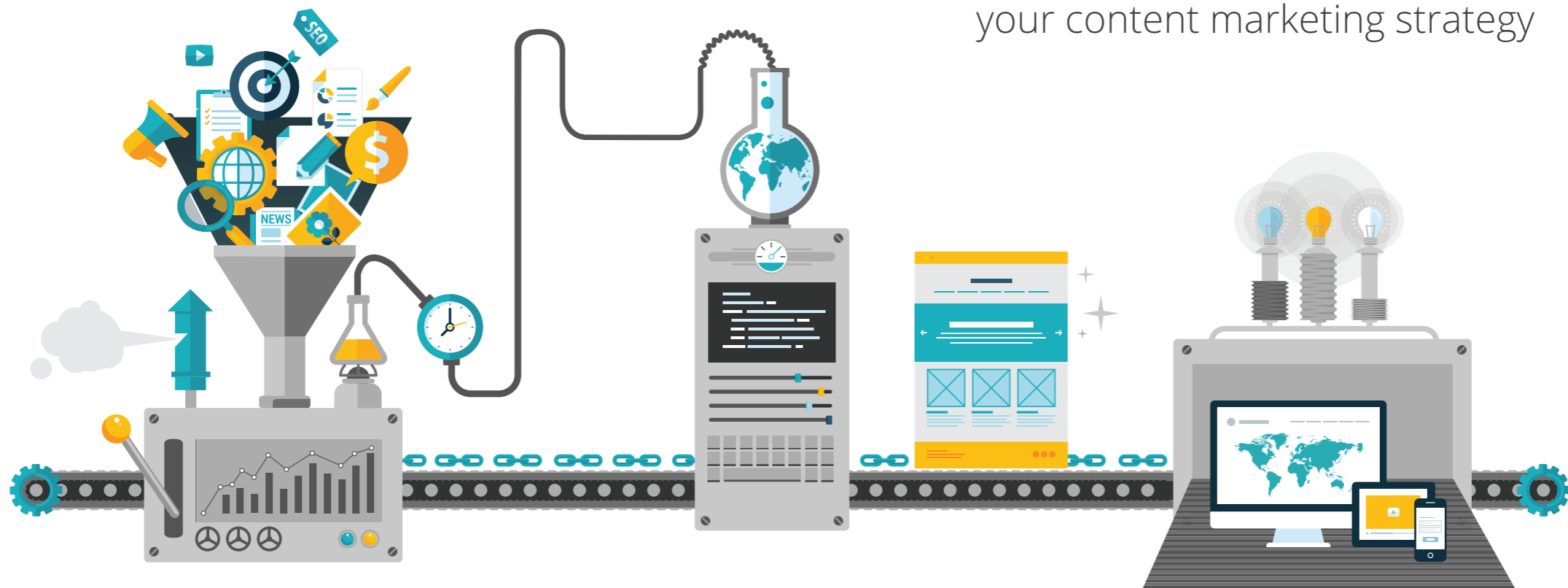
Greetings

Who's In The Audience

- SharpSpring Partner Agencies
- Agencies Considering SharpSpring
- In-House Marketing Professionals

Why Are We Here?

- Learning from Peers
 - Share marketing automation best practices
 - Provide real-world success stories
- Today's Case Study: Measuring ROI from your content marketing strategy



Housekeeping

Questions?

- Phone lines are muted
- Submit via:
- Chat Box
- Twitter: #SharpTweet or @SharpSpring
- Answers at end of presentation

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming Webinar:

Mission Driven by Design

January 20, 2016

11 a.m. - 12 p.m. EDT

8-9 a.m. PDT

4-5 p.m. BST



Brian Sooy

President, Aespire

Future Partner Presenters:

Email Aletha Royer at aletha@sharpspring.com

Introductions



Aletha Royer

DIRECTOR OF PARTNER ENABLEMENT | SharpSpring

Aletha comes to SharpSpring from one of our first agency partners. She grew a full-service digital marketing department with marketing automation and increased revenue over 50%.

Her passion is democratizing business by giving SMBs the same marketing automation opportunities as their larger counterparts. Marketing automation is for everyone!



Lou Covey

FOUNDER, PRESIDENT & CEO | Footwasher Media

Lou has been a professional communicator for more than 40 years. He has worked as a journalist, technical writer and corporate communications consultant for a number of leading electronics firms, including NEC Electronics and Mitsubishi Electronics America, Inc. His passion is to bring service and value to everything he does. His favorite Nicholas Cage movie is Kick-Ass.

Poll



Kick-Ass Content Marketing

Footwasher
Media Corporation





Today's Superhero Training

- Factors that drive traffic
- What engagement looks like
- Become more strategic



You can fool all the people some of the time, and
some of the people all the time, but you cannot
fool all the people all the time.

(Abraham Lincoln)



YOUR AUDIENCE IS IGNORING YOU



Strategy





CONTENT MARKETING INSTITUTE

Footwasher
Media Corporation

Media has changed.
Most people haven't noticed.

- Short Engagement
- Limited Clientele
- Cull Non Starters



Small Clientele
Big Bucks

- Analyze market strategy
- Avoid the crowd
- Find differentiators

The Right Tool for the Right Job



What marketing automation tools are you using today?

- CRM like SalesForce
- Email marketing like MailChimp
- Lead generation tools
- Sales Genie

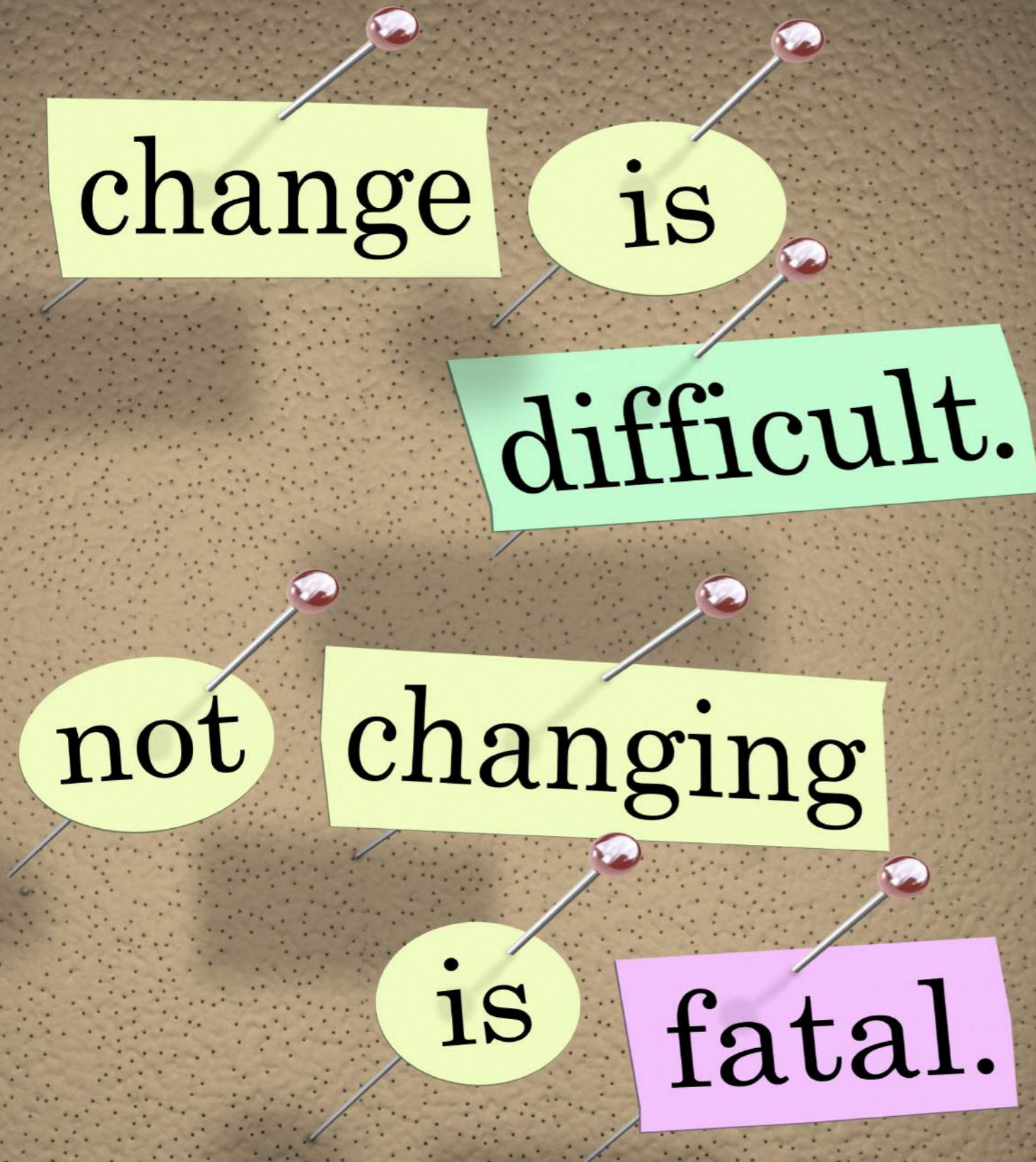


SalesForce and MailChimp
are not marketing automation.

Begin with

CONTENT





... Because
content changes
everything

8.7 Minutes per visit!



- Text
- Audio
- Video
- Downloadable content





Key Takeaways

- Strategy drives traffic
- Time equals engagement
- Analytics informs strategy

Questions?

Continue The Conversation

With SharpSpring:

Questions?

Email sharpspring@sharpspring.com

Want to see more?

Request a demo on www.sharpspring.com

SharpSpring Partners:

Got a great success story?

Email ideas to aletha@sharpspring.com

With Lou:



Lou Covey

President | Footwasher Media

Email: lou@footwashermedia.com

Web: www.footwashermedia.com

With Aletha:



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Thank You.



SharpSpring