



Accomplish Your Mission With Value-Packed Messaging



Kim Jamerson

VP of Marketing
SharpSpring



Brian Sooy

President
Aespire

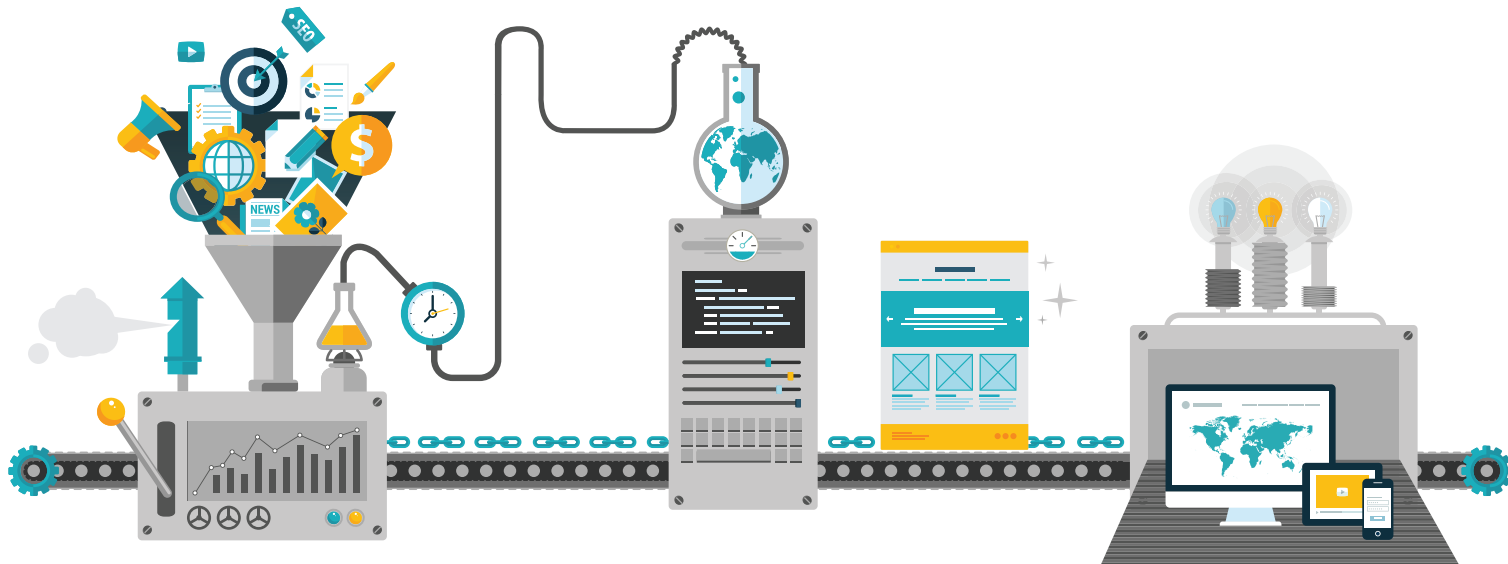
Greetings

Who's In The Audience

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

Why Are We Here?

- Learning from Peers
 - Share marketing best practices
 - Provide real-world success stories



Housekeeping

Questions?

- Phone lines are muted
- Submit via:
 - Chat Box
 - Twitter: #SharpTweet or @SharpSpring

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming Webinar:

Go Midas On Your Marketing

February 10, 2016

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

8-9 a.m. PDT

4-5 p.m. BST



Dean Keipert

Founder
3sixtyinteractive

Future Partner Presenters:

Email Kim Jamerson at kim@sharpspring.com

Introductions



Kim Jamerson

VP OF MARKETING | SharpSpring

Kim manages SharpSpring's amazing team of creative marketing professionals who are responsible for driving leads and improving partner engagement. Her communications career began in TV news and has expanded to include B2B/B2C marketing experience that ranges from enterprise software and healthcare companies to a public utility and wildlife organization.

A self-proclaimed word nerd, she loves to write but enjoys adrenaline-inducing activities even more. Whether it's skydiving, whitewater rafting or spelunking, count her in!



Brian Sooy

PRESIDENT | Aespire

Brian Sooy is the founder of Aespire, an Ohio-based branding and digital agency that is celebrating 20 years of design leadership. After deciding to branch out beyond graphic design, Brian became principal designer at AlteredEgoFonts.com, author of the branding guidebook *Raise Your Voice: A Cause Manifesto*, board member of Second Harvest Food Bank of North Central Ohio, and a Ken Smith bassist — the world's got enough guitarists. Connect with him @briansooy or [linked.com/in/briansooy](https://www.linkedin.com/in/briansooy)

Poll: What's the status of your
content strategy for 2016?

Accomplish your Mission with Value Packed Messaging

Lead Nurturing with Marketing Automation

Start With A Story: It's A Content Strategy

“ Because it’s important
to you, doesn’t mean
it’s important to your
audience. ”

— Seth Godin

Start with a Story that Adds Value

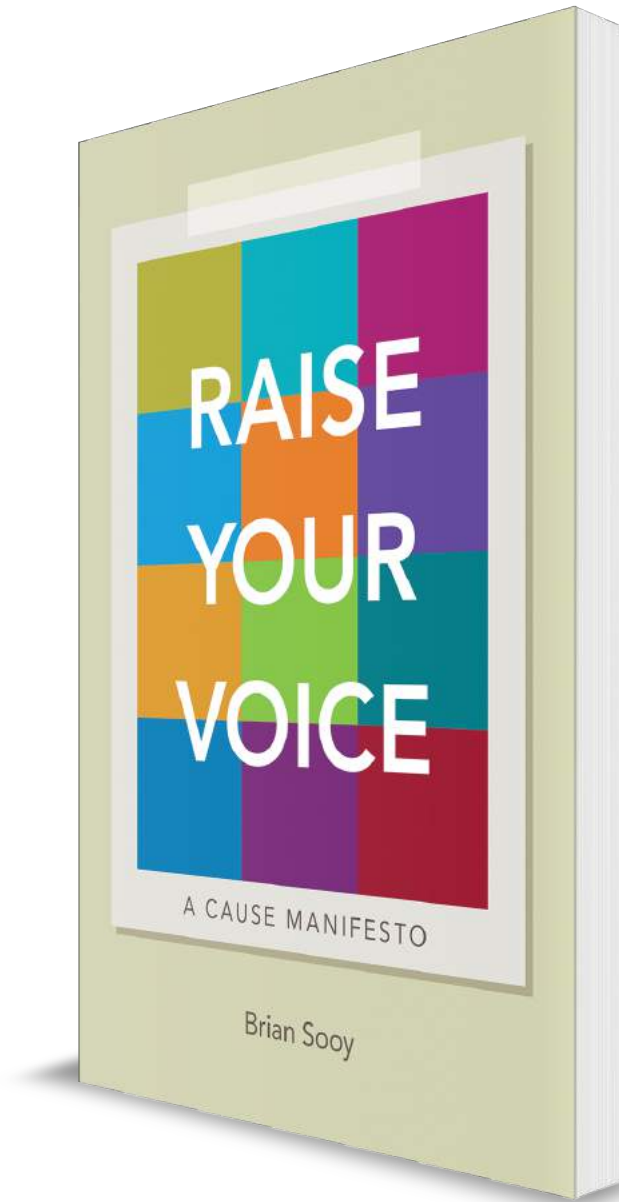
- Value for the audience, not for you
- Value that is timeless, not temporary
- A story that your audience thinks is worth sharing
- A story your audience won't hear anywhere else
- A story that is meaningful to your audience and becomes part of their story

Content Ideas

Always write from your unique perspective, with content from

- Excerpts from a book you wrote
- Whitepapers you authored
- *Repurposed* blog content
- Case Studies
- Podcasts

The Content Source



Free Cause Manifesto Poster



We created the [Cause Manifesto](#) to help you create a culture of communications that empowers you to connect your mission with your supporters. It's the essential nonprofit manifesto.

To **receive the free poster**, join the Movement, and we will deliver it to you. You'll be added to our exclusive [ChangeMakers list](#) to receive 12 months of insights for purpose-driven design and communications.

The poster (image shown on left) is a high-resolution PDF. When printed, it will fit on letter size or 11x17" paper. Trim it to 11x14" and it will fit a standard frame.

The Cause Manifesto is from the book [Raise Your Voice: A Cause Manifesto](#).

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Why join another email list?

Join the ChangeMaker Movement

First Name *

Last Name

Email *

Company *

Add me to your newsletter for mission-driven:

☐ Causes ☐ Companies ☐ Both

[I'm ready to join the Movement](#)



Give Something Away

EMBRACE YOUR MISSION. TELL YOUR STORY. SPARK CHANGE. CREATE A MOVEMENT.

RAISE YOUR VOICE

BE STRATEGIC

Create and follow a road map that aligns your communications with the goals of your strategic plan.

BE FOCUSED

Focus your communication on one cause, one mission, and one purpose; and share your purpose with one voice.

BE MEANINGFUL

Ensure your values and actions align with the reasons that motivate your followers and stakeholders to believe in your cause.

BE INSIGHTFUL

Embrace data as a means of sharing greater insight into the outcomes of your mission and understanding of your cause.

BE INSPIRING

Speak to the mind and appeal to the heart with stories of how your cause inspires you and your advocates to action.

BE ENGAGING

As in conversation, listen as often as you speak, in order to hear what the community and your stakeholders expect of you.

BE SOCIAL

Be an ambassador for your cause, and recognize that every interaction is an opportunity to build relationships.

BE GRATEFUL

Remember that your supporters' gifts are meaningful, and their generosity makes a difference.

BE TRUSTWORTHY

Seek accountability and transparency, acting and speaking in a manner consistent with your values, character, and culture.

BE POSITIVE

Choose your words well, for they will motivate people to follow, donate, advocate, and believe in your cause.

BE POWERFUL

Believe your cause is meaningful, and act in the belief that it has the power to change the world.

BE COURAGEOUS

Dream big dreams, and have the courage to change and adapt in order to make your vision a reality.

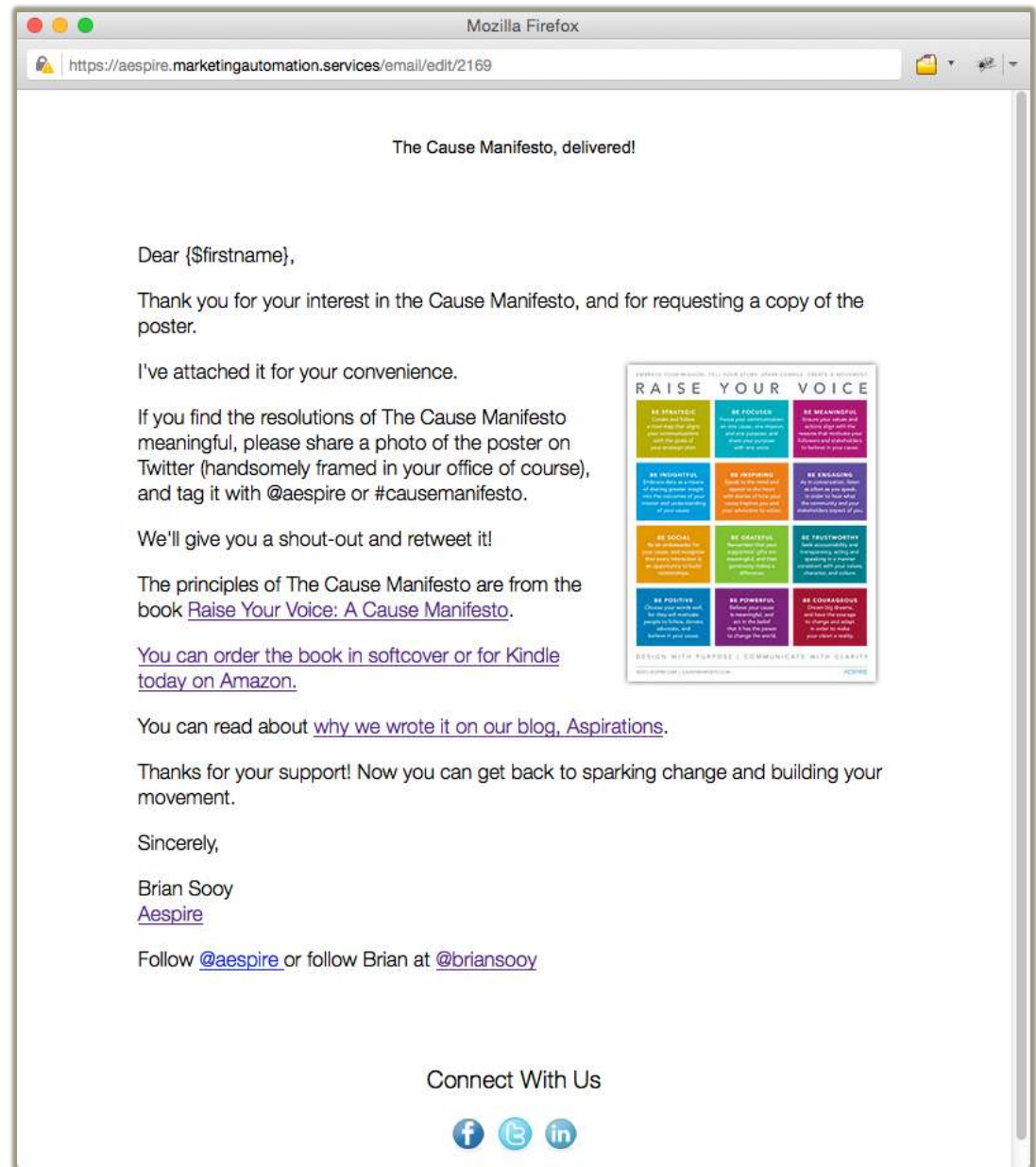
DESIGN WITH PURPOSE | COMMUNICATE WITH CLARITY

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AESPIRE.

Don't ask
your audience
to download:

Content with
value is
delivered
as an
attachment.



Understand your audience and their interests

- What do you expect from them?
- What do they expect from you?
- Invite your participants to interact—use the leads you receive to ask questions, get to know the reader

Write for Your Audience

- “Everybody” is not your audience
- The wider you spread your net, the less focused your content will be
- Write with one person in mind
- Maintain a consistent tone of voice
- The best writing forces the reader to agree or disagree with your point of view

Define Your Audience Experience

- Tell them how often you will send
- Manage expectations — Tell them what to expect, even topics
- Make your capture form simple — no need to capture everything
- Include a “How Did You Hear About Us?” option to track your campaigns

Join the ChangeMakers Movement

Join a movement to bring clarity to your design communications.

Join other values-driven leaders and change makers who have made a commitment to The Cause Manifesto: twelve resolutions that empower mission-driven organizations to create a culture of communications.

The Changemaker Movement is a free, members-only resource for leaders who desire to align their communications through strategy, design, and purpose.



We created the [Cause Manifesto](#) to help you create a culture of communication that empowers you to connect your mission with your supporters.

Join today and you'll **receive the free poster Cause Manifesto poster**, emailed to you with our thanks.

- For 12 months, you'll receive insights and encouragement for to help you transform your culture, bring clarity to your communications, and lead by design.
- You'll receive new insights and resources from the book [Raise Your Voice: A Cause Manifesto](#).
- We'll notify you first of new resources that we create to help your mission-driven organization create intentional design and meaningful communications that are true to your voice.



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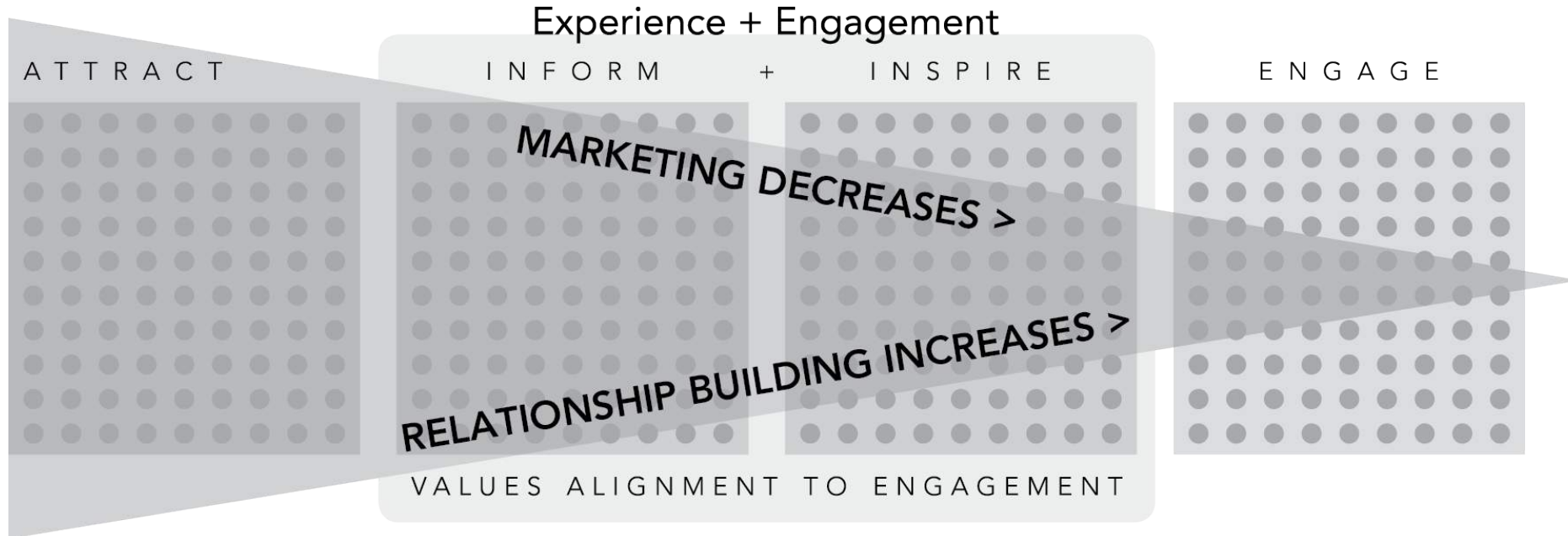


Listen to Your Audience's Feedback

How often does your audience appreciate receiving?

- Audience Feedback — 1x per month good
- Tone of Voice: Personal and authentic
- Approach: One-to-one (Less marketing; more relationship building)

To engage your audience, do less marketing, and more relationship building.



No more mass marketing. Focus on one-to-one nurturing.

“

It seems to me, though,
that the people who get
things done, who lead,
who grow and who make
an impact... those people
have goals.

”

—Seth Godin

Define your Goals

- **My goals evolved over time:**
 - Raise awareness of book
 - Spread ideas from the Cause Manifesto
 - Build and nurture a relationship list
- **Audience's needs are constant**
 - Knowledge that helps them advance their mission and do their jobs better
 - Be reminded of what's important in their relationship building

Delivering Value: The Experience

- Landing Page (“Free” — a word that converts)
- The Workflow
- 18 personalized outbound emails, sent over 12 months
- Interspersed with links to content to draw visitor back to site
- “Evergreen” content that doesn’t require updating, just refinement.

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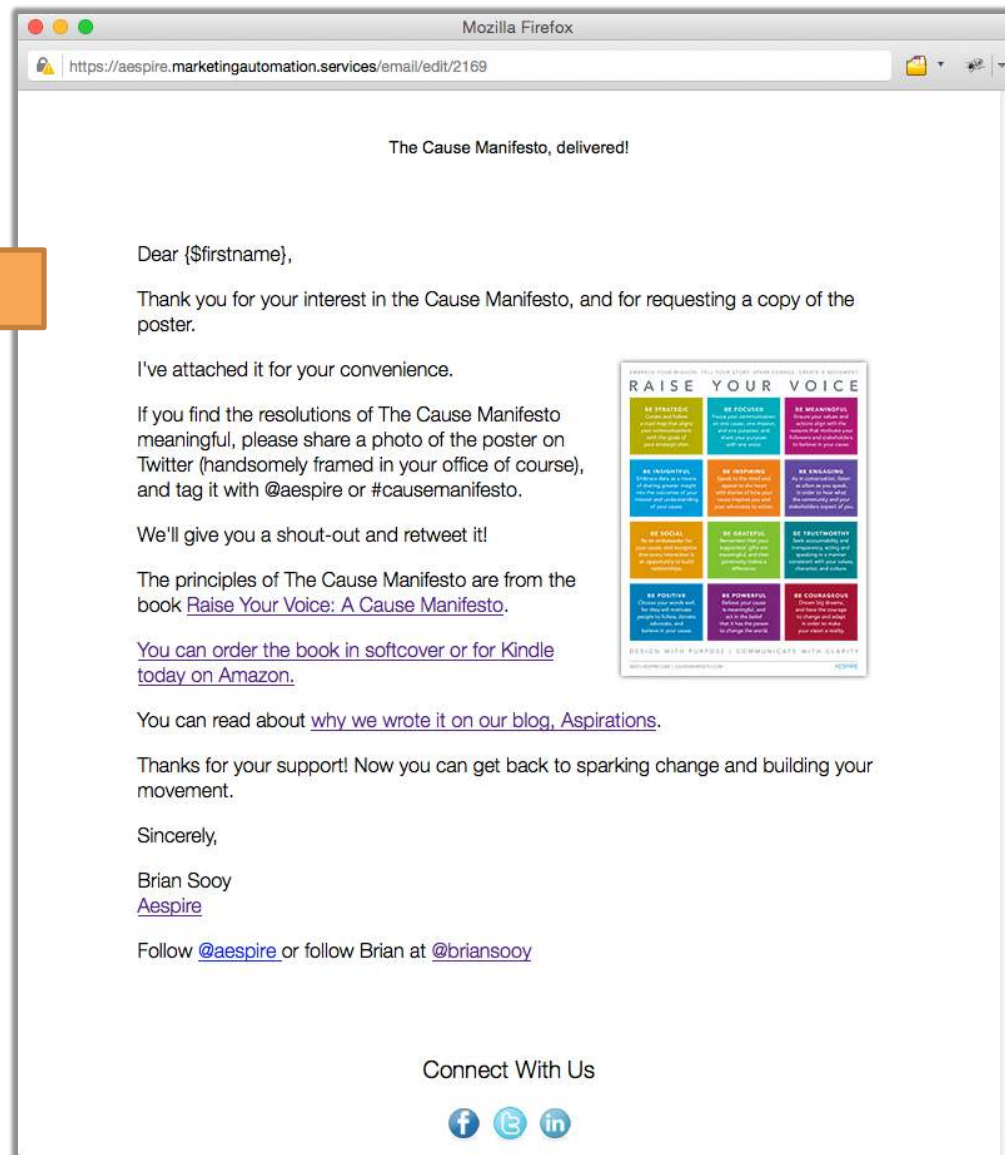


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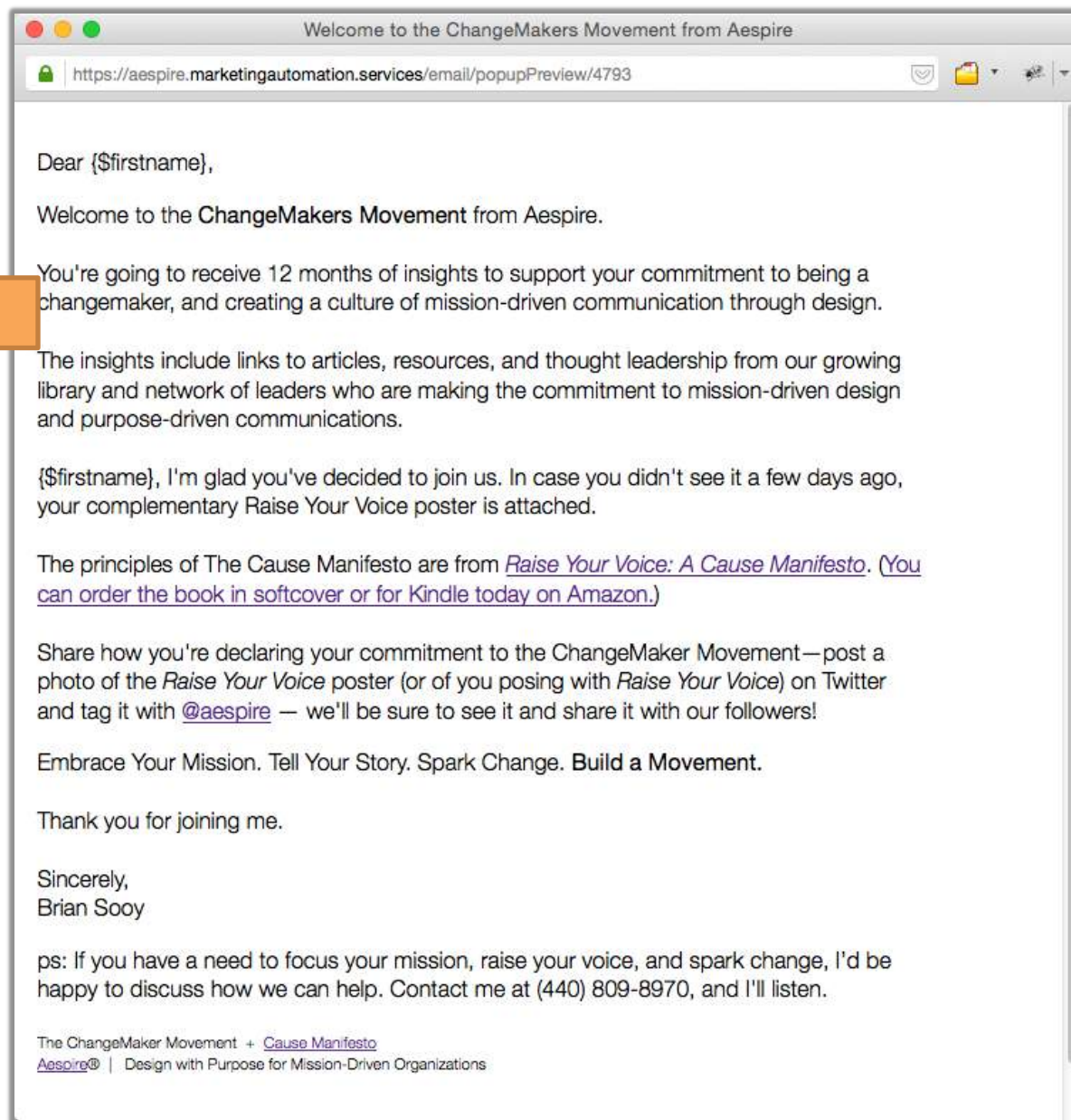
The Workflow & Timing

- just after start **send a notification** to Brian Sooy via email.
- **1 minute after start** send the email "Your Cause Manifesto Poster is attached!".
- **5 days after start** send the email "Welcome to Changemakers Movement".
- **2 weeks after start** send the email "14 Day RYV Poster".
- **3 weeks after start** send the email "21 day Book Sample Chapter".
- **4 weeks after start** send the email "Raise Your Voice Slidecast (4 weeks)".
- **1 month 1 week 5 days** after start send the email "Be Strategic".
- 2 months 3 days after start send the email "Be Focused".
- 3 months after start send the email "Be Meaningful".
- 4 months after start send the email "Be Insightful".
- **5 months after start** send the email "Be Inspiring".
- **5 months 2 weeks 6 days** after start send the email "Free to listen: Raise Your Voice Executive Summary". Repeatable
- 6 months after start send the email "Be Engaging".
- 7 months after start send the email "Be Social".
- 8 months after start send the email "Be Grateful".
- 9 months after start send the email "Be Trustworthy".
- 10 months after start send the email "Be Positive".
- 11 months after start send the email "Be Powerful".
- 12 months after start send the email "Be Courageous".

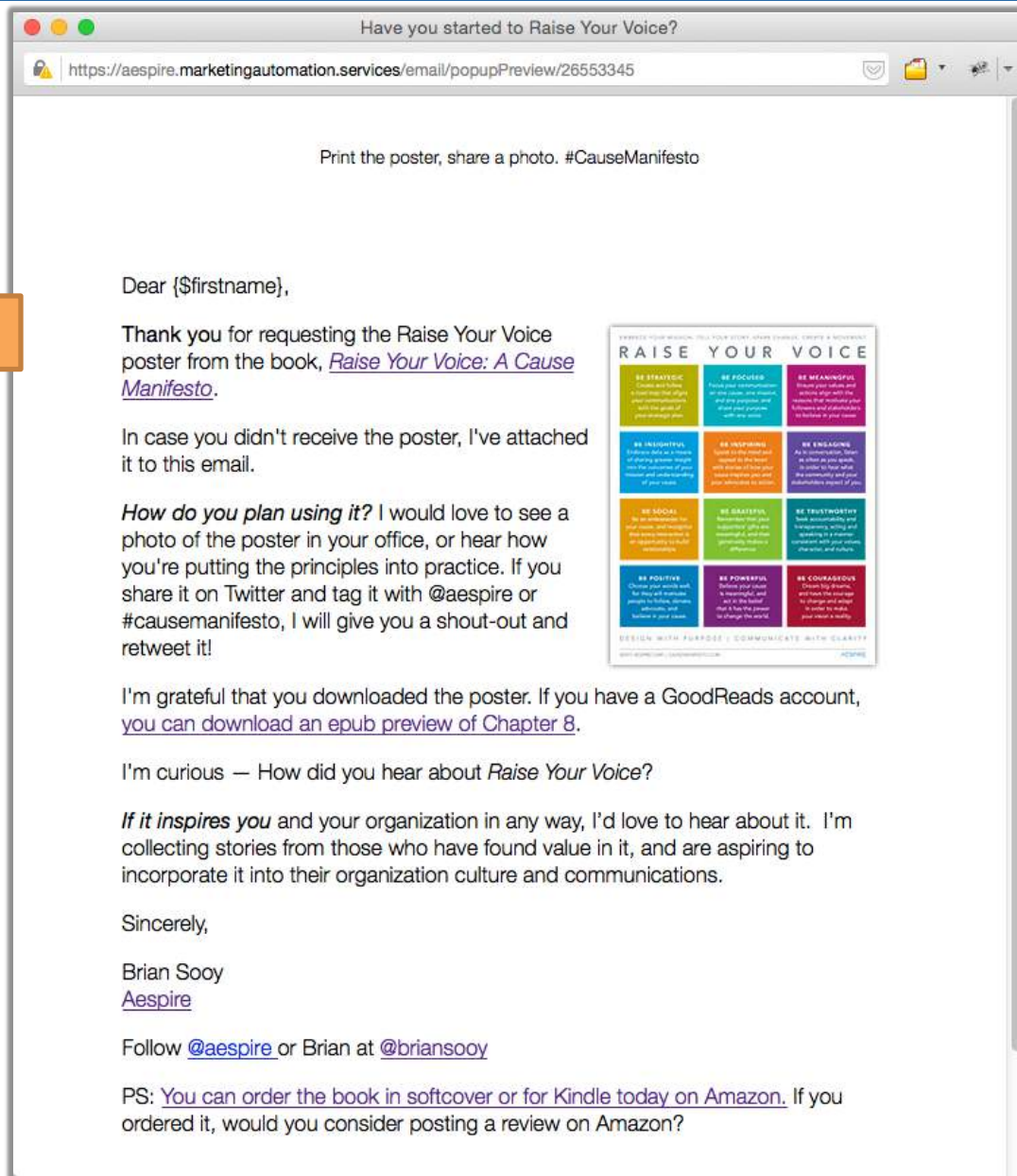
1 minute

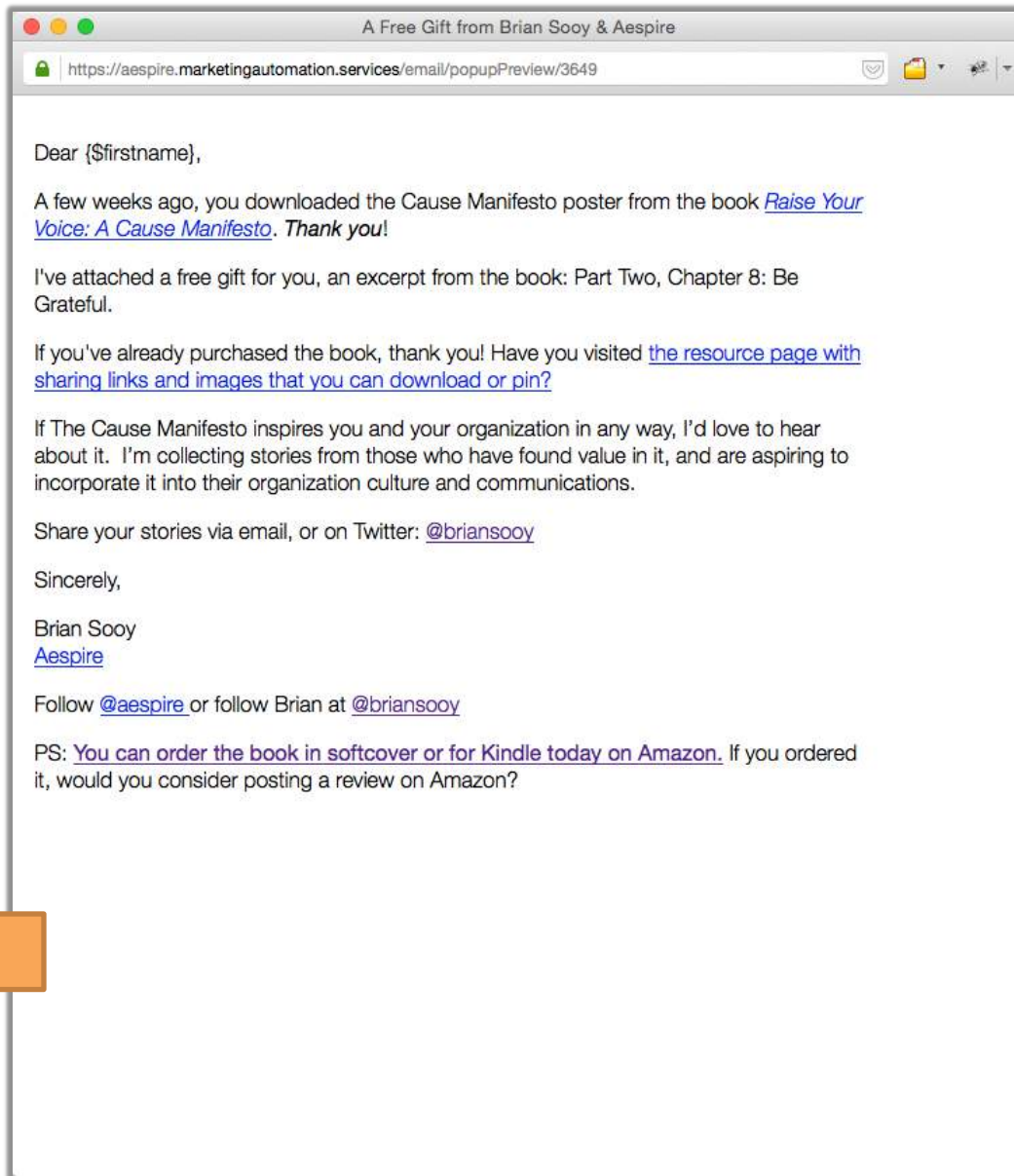


5 days



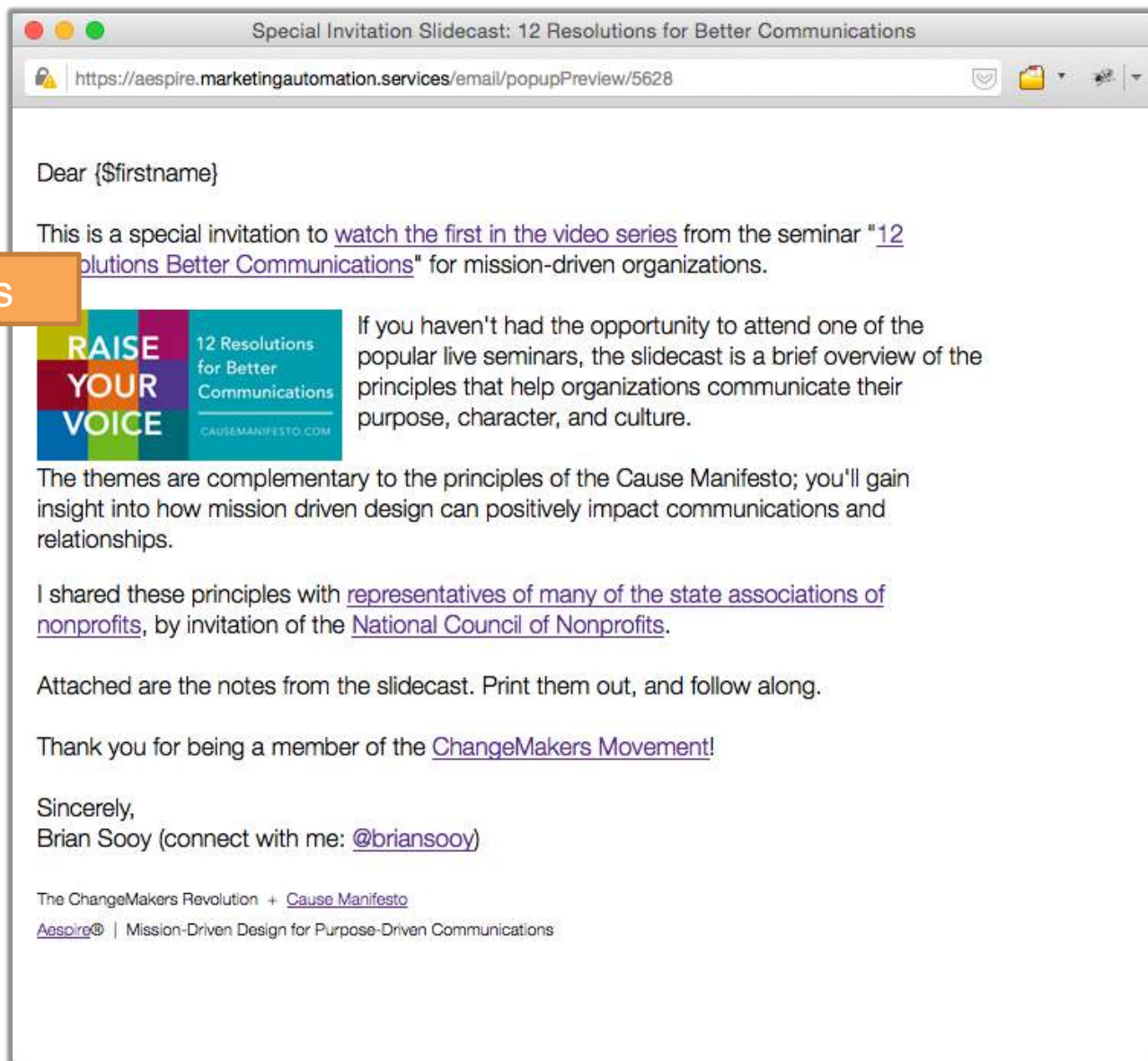
14 days

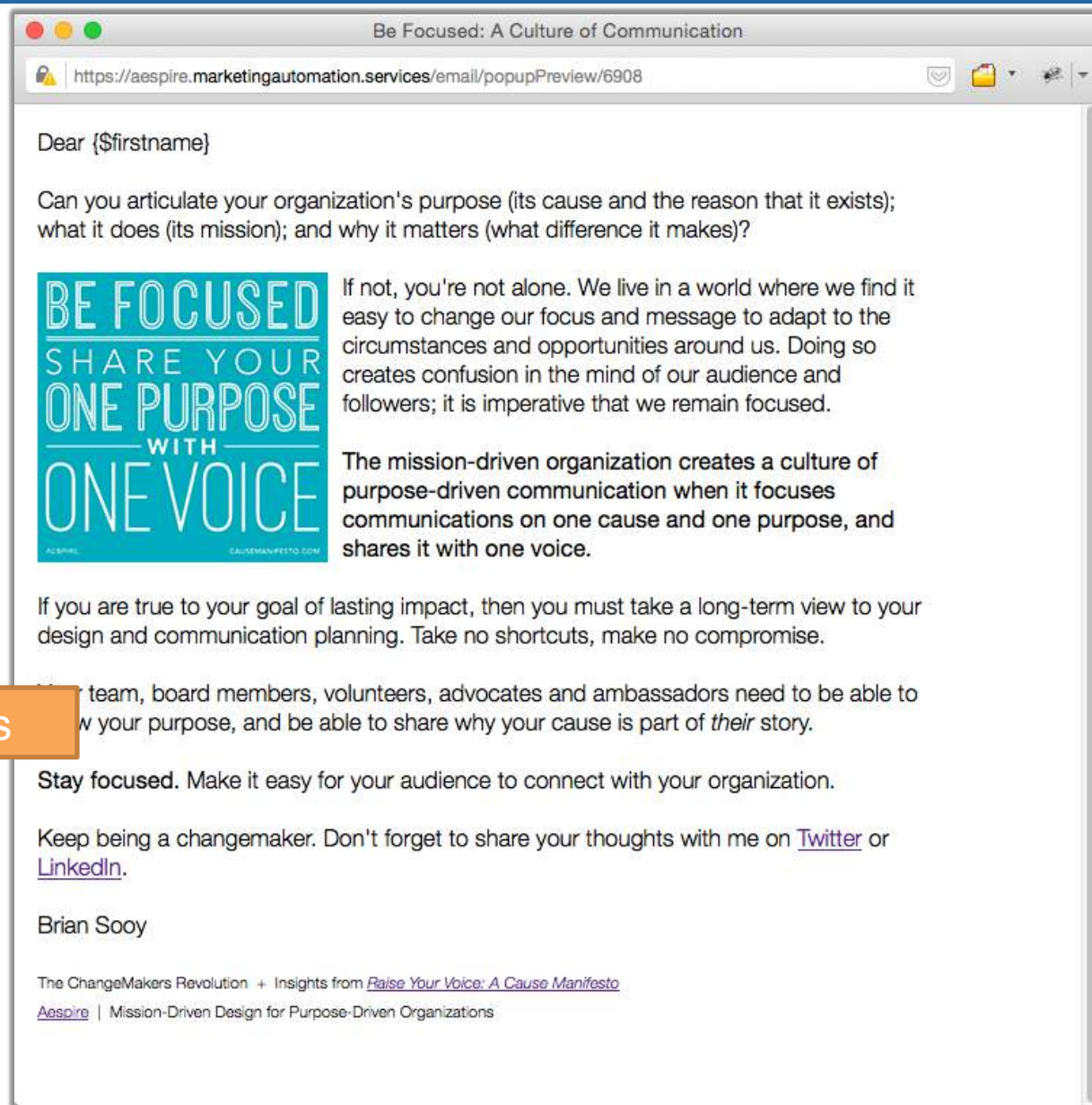




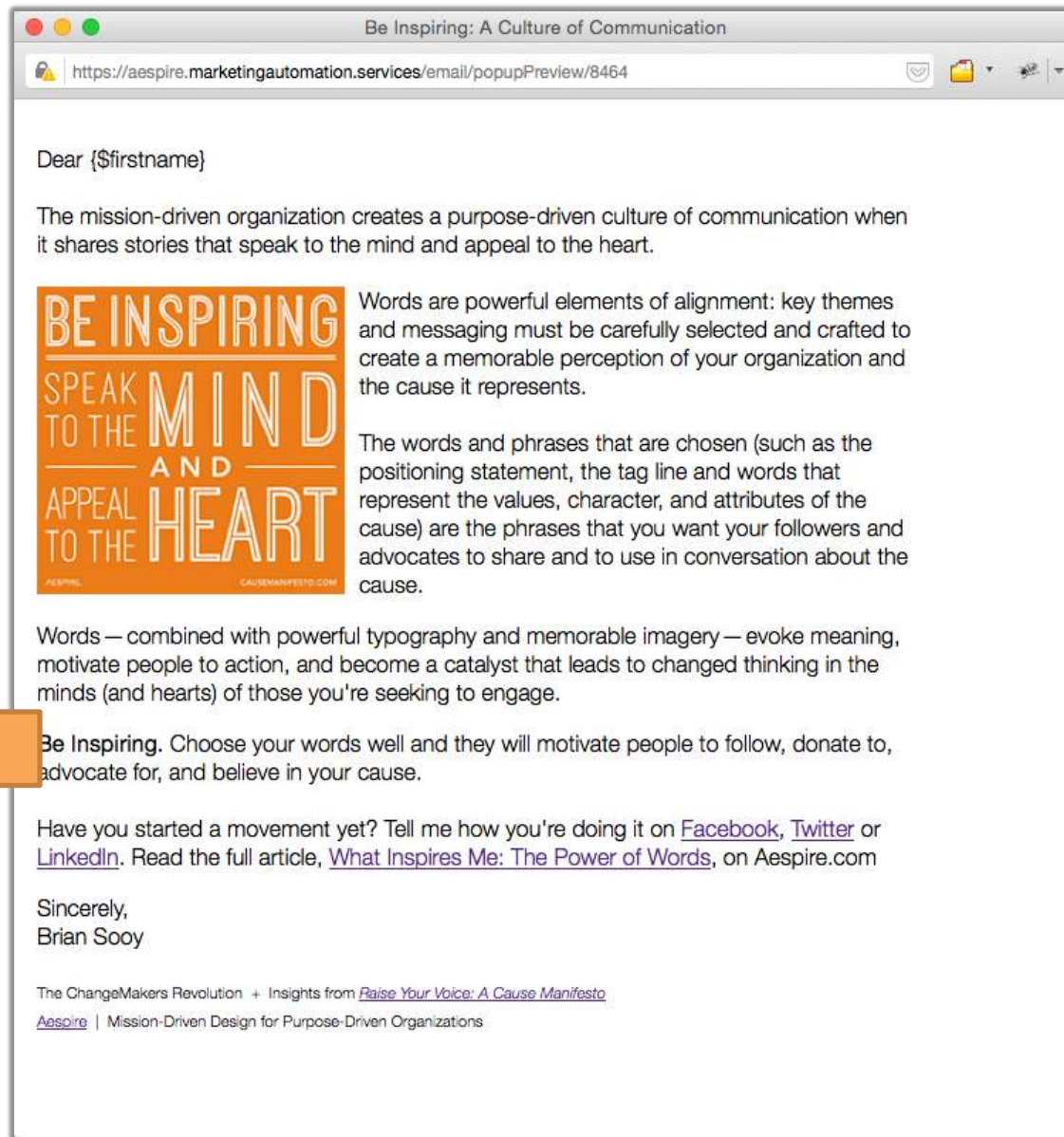
21 days

28 days

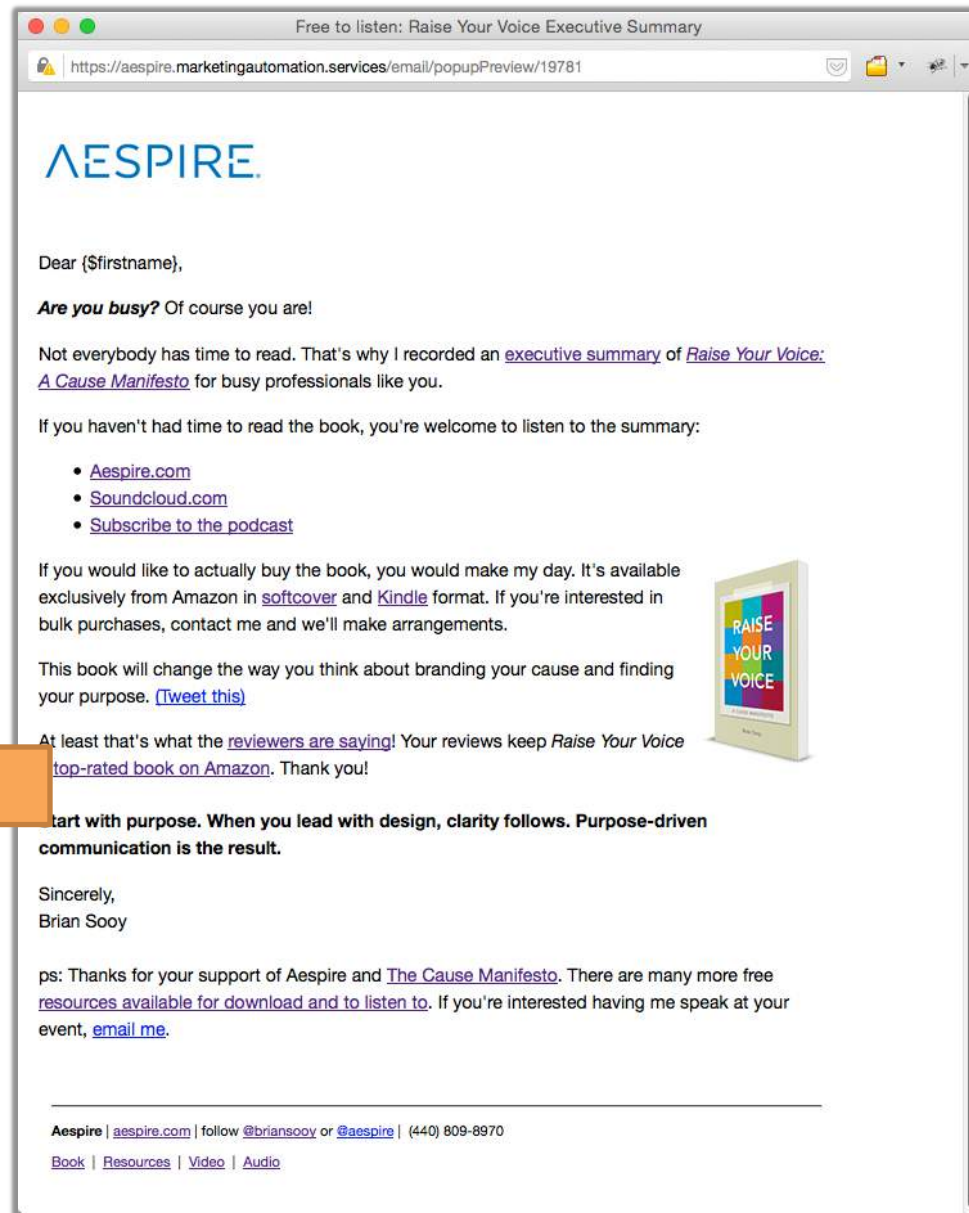


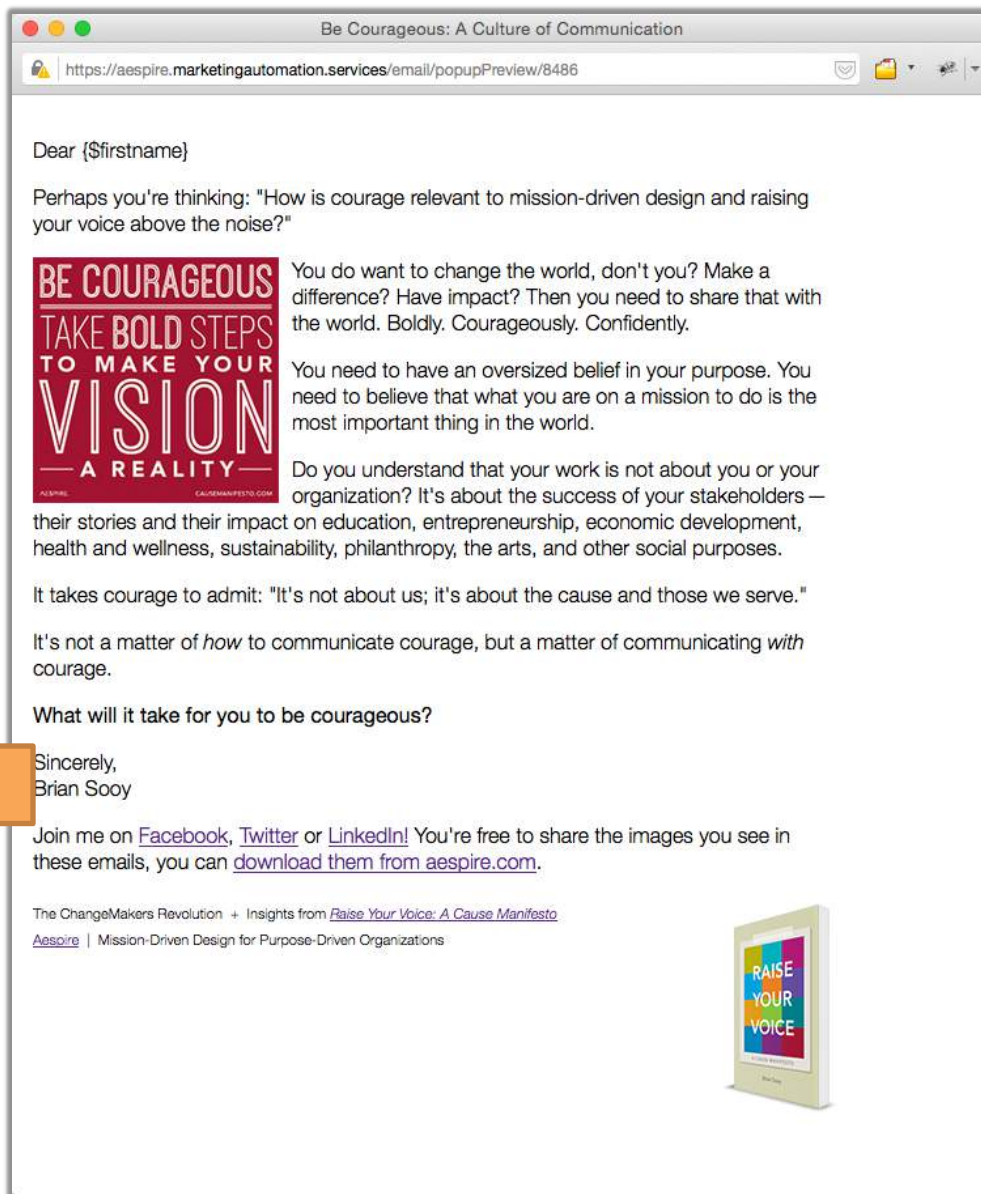


4 months



5 months





12 months

Make your Story Sustainable

- Create outbound email designed to look personal, not branded
- Plan for your next year of value-added content
- Think about what will happen during and at the end of 2016
- Succession planning for your list members—transition to new list or newsletter
- Value content supplements timely content; it doesn't replace

When Audience Defines Content

- **Sometimes** the audience surprises you
- Primary audience: Communicators—
Nonprofit leaders, executive directors, and
communication pros
- **Secondary audience:** Culture Care Stewards
- HR professionals, corporate marketing professionals,
organizational development executives

▶ bit.ly/RYVChangeMakers

AESPIRE.

Questions?

Continue The Conversation

With SharpSpring:

Questions?

Email sharpspring@sharpspring.com

Want to see more?

Request a demo on www.sharpspring.com

With Brian:



Brian Sooy
President | Aespire

Phone: (440) 809-8970

Email: brian@aespire.com

Web: www.aespire.com

Twitter: @briansooy

SharpSpring Partners:

Got a great success story?

Email ideas to kim@sharpspring.com

With Kim:



Kim Jamerson
VP of Marketing
SharpSpring

Email: kim@sharpspring.com

Web: www.sharpspring.com

Twitter: @kimjamerson

Thank You.



SharpSpring