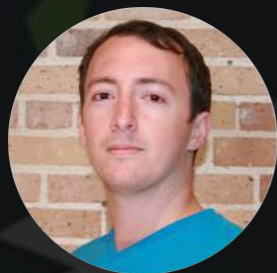




Go Midas On Your Marketing



Joel Garland
Marketing Division Leader
SharpSpring



Dean Keipert
Founder
3sixtyinteractive

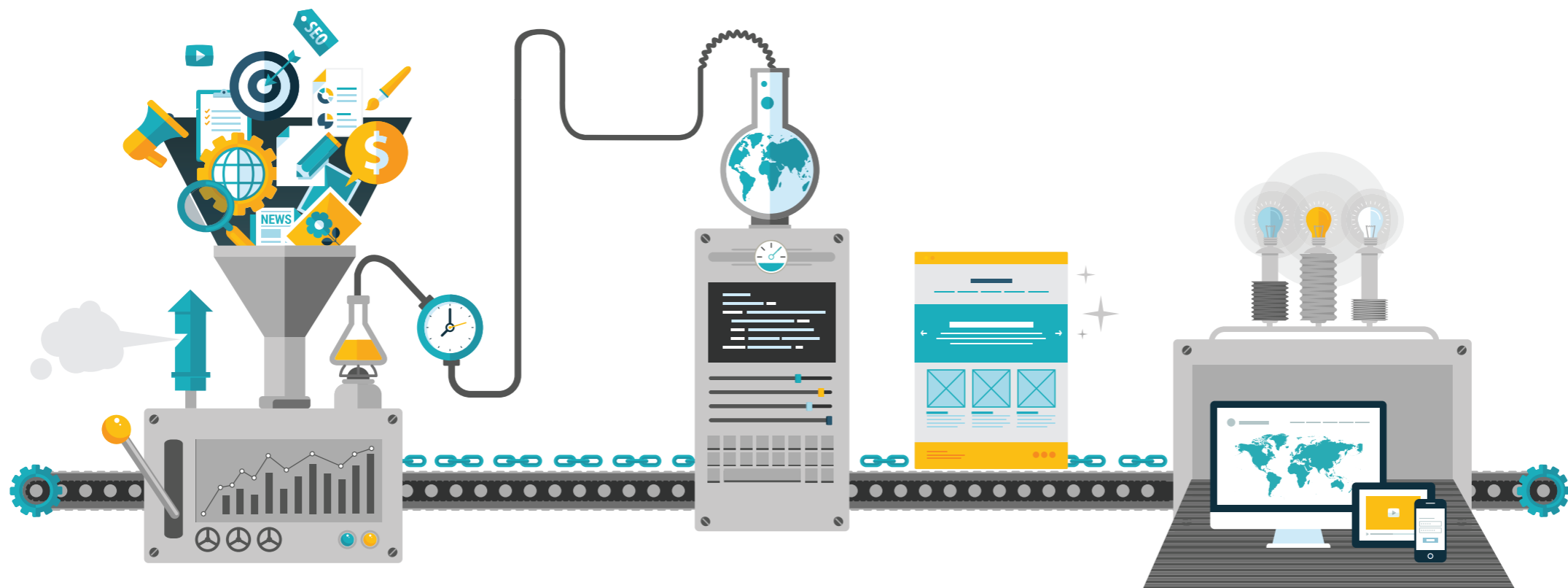
Greetings

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 SpringBoard Live – Partners Only:

Email and List Tagging

February 19, 2016

11 a.m. – 11:30 p.m. EDT

8-8:30 a.m. PDT

4-4:30 p.m. BST



Bryan Tobin

Usability Manager
SharpSpring

Future Partner Presenters:

Email Nicole Levy at nicole@sharpspring.com

Introductions



Joel Garland

MARKETING DIVISION LEADER | SharpSpring

Joel is a triple graduate of the University of Florida, where he received his bachelor's degree, MBA, and law degree. In his current role as Marketing Division Leader, Joel is responsible for planning, developing, and implementing SharpSpring's marketing strategies.



Dean Keipert

FOUNDER | 3sixtyinteractive

Dean Keipert is a founding partner of 3SixtyInteractive, a digital marketing agency based in Flint, Michigan. Dean's profound expertise has helped him generate leads and drive sales for his clients around the world, and his in-depth knowledge of marketing automation makes him an expert in both executing marketing campaigns and promoting brand awareness on a broader scale.

Today's Goals

- How To Use Sales Data To Improve Marketing Automation Efforts
- Show The Value Of Converting Paid Audience To An Owned Audience
- Demonstrate How We Helped One Company Increase Revenue Per Sale By 15%

You'll Learn

- How a single location retailer:
 - Increased revenue per sale by 15%
 - Increased conversions by 14%
 - Increased total website related revenue by 94%

Who Does He Think He Is?

- Started agency in 1999 at 17
- Spartan for life
- Enjoy every aspect of helping customers find their audience online
- Wanted to be an architect until I was 16
- Hopefully this will be the only boring slide



You May Have Heard This One

- This is Sarah
- She wanted to generate more results from their website
- But she didn't have time to put a lot of work into it as she had other responsibilities



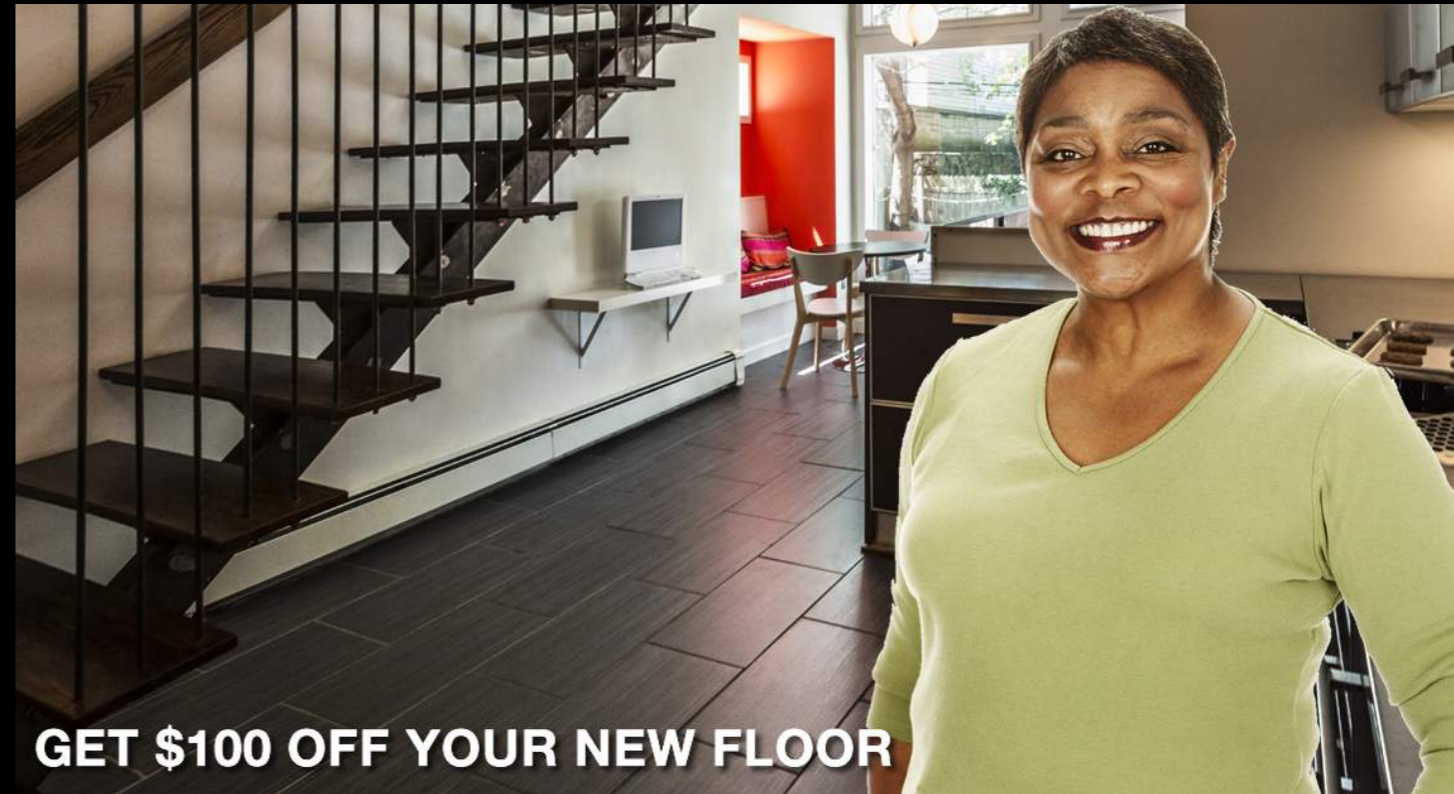
Client Goals (Flooring Retailer)

- Get more people into their pipeline through coupon requests
- Increase quantity and quality of leads from the web



Filling The Pipeline

- Had to use paid to reach new audience
- Used social media and display ads
- Integrated overlay on website



Website Overlay

ABRO CARPET ONE FLOOR & HOME
34-258-7248 | Southgate, MI

Specials Financing Gallery Resources Blog Eco-Friendly Floor

Home

Carpet

Hard

Contact Us

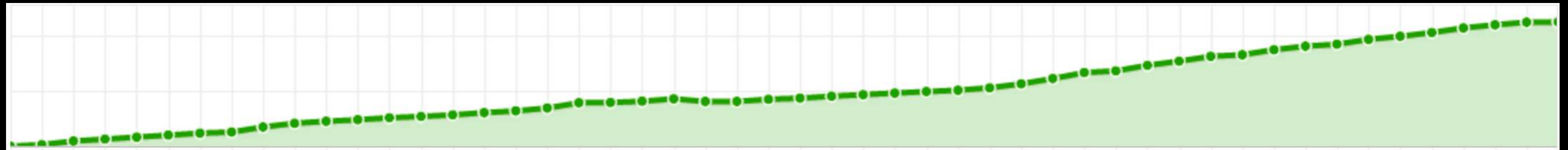
Join 1,000's Of People & Save

1,000's of people all around the greater Southgate area know that you can get the best quality with design leading styles installed by professionals for a great price. Now you can save an additional \$100! Just fill out the form below to get your coupon today.

Get \$100 Off Coupon

Your Information will never be shared with any third party.

Results



- Increased coupon requests by 48%
- Converted more people to an owned audience

Beginning With MA

- To start they sent 2 emails. 1 right away and then 1 24 hours later.
- Setup tracking on the following:
 - If a coupon was printed and when
 - If a coupon was redeemed and when
 - How much the sale was for a coupon

First Email



If you're having trouble viewing this email, you may see it online.



THE ONE STORE
FOR YOUR PERFECT FLOOR!

Your \$100 Coupon

[firstname, fallback=]

Below is a link to your \$100 coupon. You can [simply click here and print off your coupon](#) and bring it with you to the store.

Did You Know We Offer

Interest Free Financing?

Jabro Carpet One Floor and Home can arrange for financing for your purchase so that you can enjoy your home the way you want it—today. Spread the cost of your new flooring over 12 months and **pay no interest**.

Start living in the rooms you dream of, and take your time paying for it. Speak to any associate at Jabro Carpet One Floor and Home and they will take you through the easy steps to setting everything up. It only takes a few minutes.

[Read More »](#)

Your Sales Person

Sarah D'Ziurman
734-258-7248

[Email Sarah](#)



What Customers Are Saying

"Jabro's personnel are extremely knowledgeable and polite. We confidently and enthusiastically recommend Jabro to anyone looking for floor coverings."

~ Patricia T. (Wyandotte)

13460 Northline Road, Southgate, MI 48195

You are receiving this because you had signed up to receive our emails.

[Click here](#) if you wish to unsubscribe.

Second Email



If you're having trouble viewing this email, you may see it online.



THE ONE STORE
FOR YOUR PERFECT FLOOR!

[firstname, fallback=]

Yesterday you had requested that we email you a \$100 off coupon and you should have received that. If you didn't [you can click here to print it off](#). We would also like for you to know that your sales representative will be the person listed to the right and you can contact them directly using the information to the right.

Your Sales Person Is:

Sarah D'Ziurman
734-258-7248

[Email Sarah](#)



Wide Selection Of Flooring

Come browse through our huge selection, with the latest styles of flooring from the best brand names. Jabro Carpet One Floor and Home provides superior service with high quality installation of your flooring. **Our installation has a warrenty covering the life of the floor.**

- [Carpet](#)
- [Hardwood](#)
- [Laminate Flooring](#)
- [Vinyl Flooring](#)
- [Area Rugs](#)

This is just a sample of what you will find in our showroom. Jabro Carpet One Floor and Home has the best selling styles from the most popular manufacturers, ready for immediate delivery. And, truckloads of flooring arrive nearly every day, so special orders are no problem.

Great prices, great service, fast delivery, all backed by over 55 years of experience.

What Customers Are Saying

"When it comes to friendly service, great workmanship and backing their products one name comes to mind, Jabro Carpet One. When dealing with the owners, sales staff, and installers we felt like we were part of the family. "

~ Carol D (Southgate)

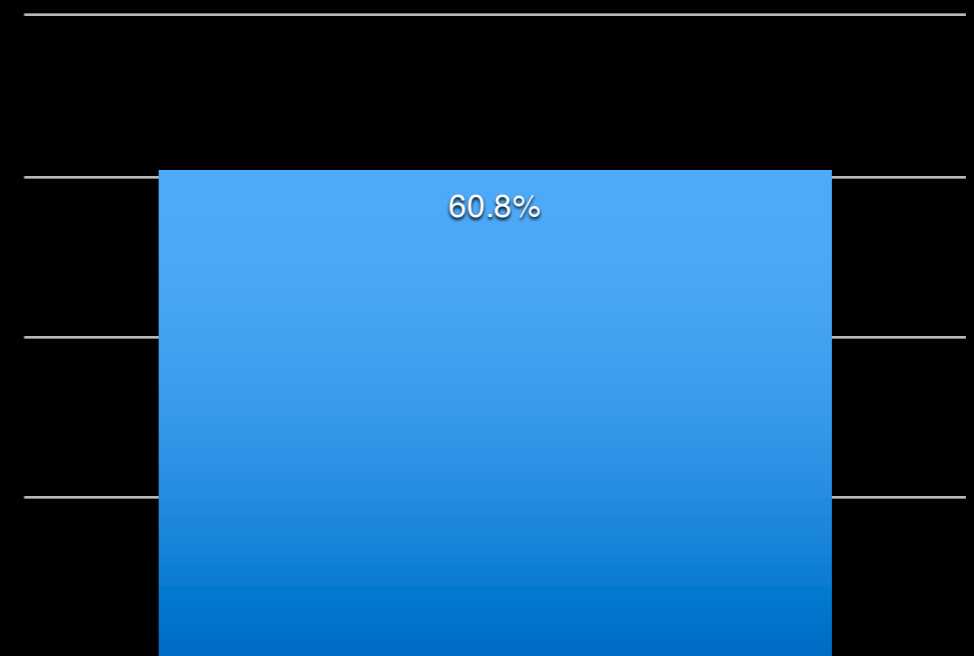
13460 Northline Road, Southgate, MI 48195

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[Click here if you wish to unsubscribe.](#)

What We Learned

- 60% of people who printed the coupon actually purchased
- On average, people purchased 9 days after requesting a coupon

Conversions



Adjustments

- Developed a series of 5 emails lasting 12 days
- Once a coupon is redeemed the campaign is stopped
- Discussed topics ranging from eco-friendly flooring to financing

First Email - Right Away

JABRO CARPET ONE FLOOR & HOME*
734-258-7248 | Southgate, MI

[View This Message In A Browser](#)

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[firstname, fallback=]

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~ Patricia T. (Wyandotte)

Offers Cannot Be Combined With Any Other Offers
13460 Northline Road, Southgate, MI 48195
You are receiving this because you had signed up to receive our emails.
[Click here if you wish to unsubscribe.](#)

Second - 1 Day After

JABRO CARPET ONE FLOOR & HOME*
734-258-7248 | Southgate, MI

[View This Message In A Browser](#)

[firstname, fallback=]

Yesterday you requested that we email you a \$100 off coupon and you should have received that. If you didn't [you can click here to print it off](#). We would also like for you to know that your sales representative will be the person listed to the right and you can contact them directly using the information to the right.

Wide Selection Of Flooring

Come browse through our huge selection, with the latest styles of flooring from the best brand names. Jabro Carpet One Floor and Home provides superior service with high quality installation of your flooring. **Our installation has a warranty covering the life of the floor.**

- [Carpet](#)
- [Hardwood](#)
- [Laminate Flooring](#)
- [Vinyl Flooring](#)
- [Area Rugs](#)

This is just a sample of what you will find in our showroom. Jabro Carpet One Floor and Home has the best selling styles from the most popular manufacturers, ready for immediate delivery. And, truckloads of flooring arrive nearly every day, so special orders are no problem.

Great prices, great service, fast delivery, all backed by over 61 years of experience.

Your Sales Person

Sarah D'Ziurman
734-258-7248
[Email Sarah](#)



What Customers Are Saying

"When it comes to friendly service, great workmanship and backing their products one name comes to mind, Jabro Carpet One. When dealing with the owners, sales staff, and installers we felt like we were part of the family. "

~ Carol D (Southgate)

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Third - 5 Days After

JABRO CARPET ONE FLOOR & HOME
734-258-7248 | Southgate, MI

[View This Message In A Browser](#)

Are You Ready To Save \$100?

Are you ready to save on some beautiful flooring? Hopefully by now you've received your \$100 coupon and are ready to start shopping.

Jabro Carpet One offers a wide selection of the latest styles of flooring. Just bring in your coupon and start saving today!

Ranging from elegant hardwood to beautiful laminate flooring, Jabro provides a wide selection of today's custom flooring just for you. Not sure what you'd like? Take a look at [what we have to offer](#). You can also request a [Free Measurement](#) on our website or [contact us](#) directly.

Did You Know We Offer Eco-Friendly Flooring

Helping protect our environment is everyone's business. At Jabro Carpet One Floor & Home we care about more than just floors. We care about our community and our environment. Our experienced sales professionals can assist you in selecting an eco-friendly floor that is just right for you. Below you will find just a few examples of our green flooring products. [Read More »](#)

We hope you will take advantage of your \$100 coupon. We are looking forward to hearing from you.

Your Sales Person

Sarah D'Ziurman
734-258-7248

[Email Sarah](#)



[Click Here To Print Your Coupon](#)

Thank you Gloria and Jabros for helping Heritage Funeral Home choose the perfect carpet.

~ Craig Kenneth Roe

Offers Cannot Be Combined With Any Other Offers
13460 Northline Road, Southgate, MI 48195

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Fourth - 9 Days After

JABRO CARPET ONE FLOOR & HOME®
734-258-7248 | Southgate, MI

[View This Message In A Browser](#)

Don't Forget About Your \$100 Coupon!

We are just checking in to make sure you didn't forget about your \$100 coupon you recently requested. We've got plenty of in-stock items that are ready to go, so stop in and take advantage of your \$100 savings!

If you're having a difficult time deciding on what to purchase, take a look at [our website](#) to see what we have to offer. We are always willing to help, so feel free to [contact us](#) if you'd like to discuss some options for your home.

Remember Interest Free Financing?

Jabro Carpet One Floor and Home can arrange financing for your purchase so that you can enjoy your home the way you want it—today. Spread the cost of your new flooring over 12 months and **pay no interest.**

Don't let that \$100 coupon go to waste. Take a look at [our website](#), decide on what you'd like to purchase and head on in to save on our vast selection of top-of-the-line flooring.

Your Sales Person

Sarah D'Ziurman
734-258-7248
[Email Sarah](#)



[Click Here To Print Your Coupon](#)

Great service and installation. JABRO has installed carpeting and flooring in our home for several rooms and we have been very pleased. Wouldn't think of going anywhere else.

~ Karin Magina

Need Some Inspiration?

[Check Out Our Install Gallery](#)

Offers Cannot Be Combined With Any Other Offers
13460 Northline Road, Southgate, MI 48195

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Fifth - 12 Days After

JABRO CARPET ONE FLOOR & HOME[®]
734-258-7248 | Southgate, MI

[View This Message In A Browser](#)

Your \$100 Coupon Is Still Valid!

We don't want to take too much of your time, but wanted to let you know that your \$100 coupon is still valid.

So if you'd like to save on some high quality flooring, [visit our website](#) or [give us a call](#) and let us know how you'd like to spend that coupon.

We Are Here To Help!

No matter your question, we have experts on staff ready to help. From flooring options to installation questions, we will walk you through the entire process. Give us a call today to get started at 734-258-7248

We provide some of the best selling styles from the most popular manufacturers, ready for immediate delivery. Our installation has a warranty covering the life of the floor!

So grab that coupon, head on in and start saving today!

Your Sales Person

Sarah D'Ziurman
734-258-7248

[Email Sarah](#)



[Click Here To
Print Your
Coupon](#)

Need Some Inspiration?

[Check Out Our
Install Gallery](#)

Offers Cannot Be Combined With Any Other Offers

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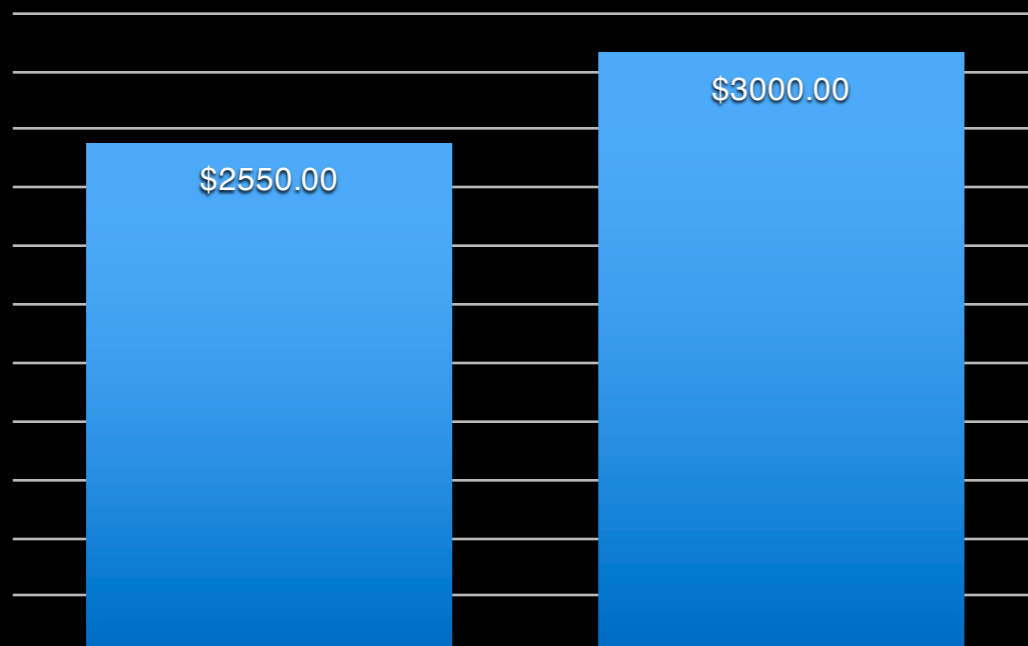
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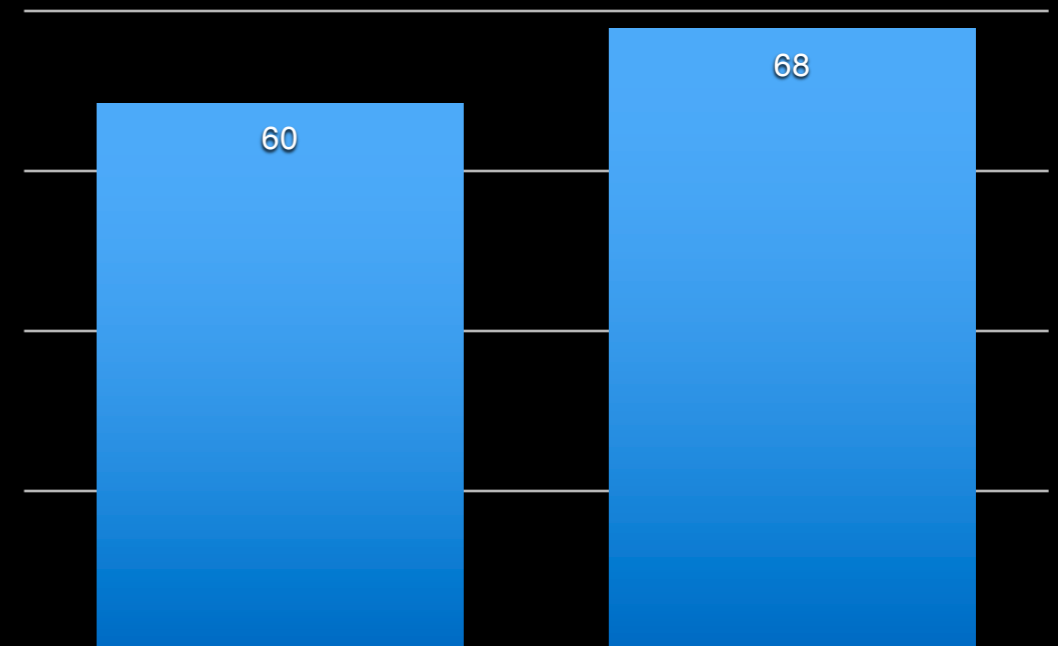
Results

- Increased the conversion % to 68%
- Increased average revenue per sale by 15%

Revenue Per Sale



Conversions



Results

This all leads to a 94% increase in
website related revenue

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 nicole@sharpspring.com

With Dean:



Dean Keipert

Founder, 3sixtyinteractive

Phone: 810-593-0001

Email: deank@3sixtyinteractive.com

Web: www.3sixtyinteractive.com

With Joel:



Joel Garland

Marketing Division Leader,
SharpSpring

Email: joel@sharpspring.com

Web: www.sharpspring.com

Thank You.



SharpSpring