



Wonder Twin Powers...Activate!



Bryan Tobin
Usability Manager
SharpSpring



Janet Vinci
Managing Partner
Linkergy

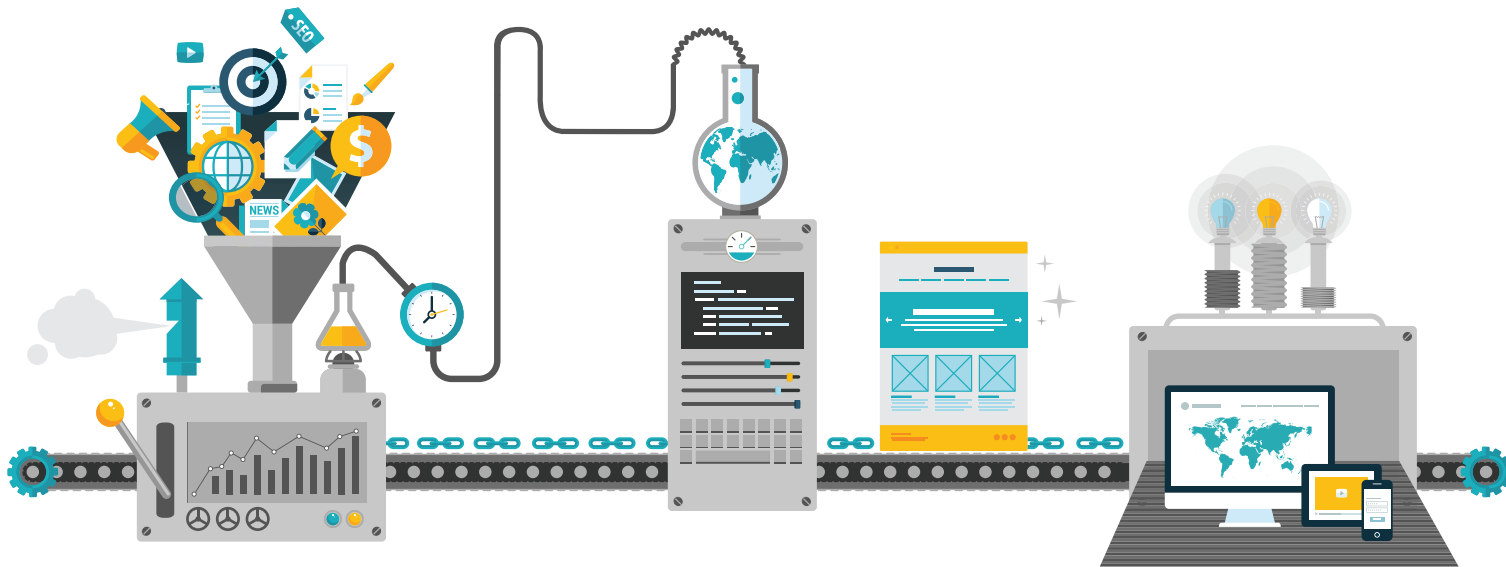
Greetings

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:

Zapier II – The Sequel

May 6, 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 Lewy at nicole@sharpspring.com

Introductions



Bryan Tobin

USABILITY MANAGER | SharpSpring

As Usability Manager, Bryan is responsible for creating content to help users get the most out of SharpSpring. This includes maintaining the support forum and creating instructional “how to” videos. Working in collaboration with Marketing, Support, and Development, Bryan helps create an exemplary experience for every user.



Janet Vinci

MANAGING PARTNER | Linkergy

Janet brings over 20 years of marketing and sales experience to Linkergy. Linkergy's mission is to help agencies generate quicker and better new business results. Janet's expertise is in building brands, developing communications and generating results, targeting brands on behalf of their clients in today's most sought-after industries – financial services, technology, healthcare, telecommunications, home and retail.

Meet your presenter

Janet Vinci

- Managing Partner, co-founder of Linkergy, since 2006
- Clients include over 20 agencies of all sizes with a range of successful new business programs
- Sales & marketing expert
- Worked in New Business & Account Management for small and large agencies for 20+ years



A little about Linkergy

Accelerate growth with strategic New Business & Lead Generation

- Specialize in generating New Business for marketing service firms – *the “Agency for Agencies”*
- For over 10 years, created successful New Business Strategies for dozens of agencies and generated measurable ROI client wins
- Range of services from a 1 day In-your-house workshop to 12-month lead generation programs for our clients



Linkergy

Wonder Twin Powers ... Activate!

Pairing Content with Marketing Automation to Drive Agency
New Business



Presented by Linkergy

Win a free New Business Consultation



Custom Agency New Business Consult (3 complimentary hours) will be awarded to one participant at end of webinar.

Must be present to win.

What we know:

Agencies need to get found by prospects, when and where they are looking – before you can get in the room.

The critical element to success is your content marketing plan.

What will you learn today?

How the “**Agency Buyer’s Journey**” has changed, and how to engage them *now*

How to create the **Right Content (insights & assets)** that moves the prospect towards your agency

How to create a process & **deploy Content Marketing** for accelerated growth





Time for a poll!

Some things you might be asking ...

“Why is networking to drive NB not as effective now?”

“Why is no-one returning our calls?”

“We have great creative and awards; why doesn’t that get prospect’s attention?”

“I can convert meetings to a proposal; but why can’t I get more meetings?”





To truly engage customers
for whom 'push' advertising is increasingly irrelevant,
companies must do more outside
the confines of the traditional marketing organization

- McKinsey&Company

Why is New Business so Challenging?

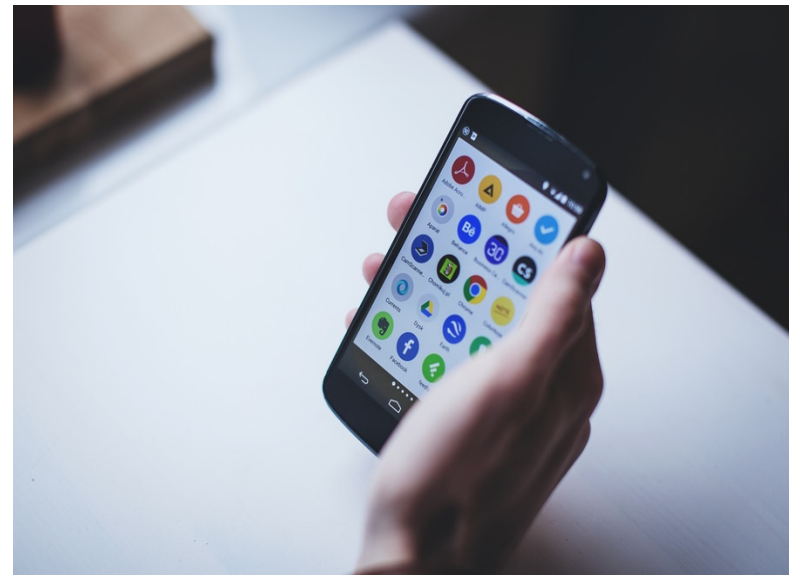
Your agency is not in control of when and where a prospect will engage with your brand

Content Marketing created for a specific vertical provides reason and credibility to engage a prospect

Create a content plan & invest in the resources & assets to distribute content, monitor and engage prospects, qualify leads, and create a pipeline

The Problem:

Prospects are not returning your calls or emailing replies about your solutions



The Cause:

Buyers do not know **WHO** your agency is and what **VALUE** you bring to their business



The Cause:

The digital age means prospects can access the content they want, when and where they want to



The new B2B Buyer's Journey

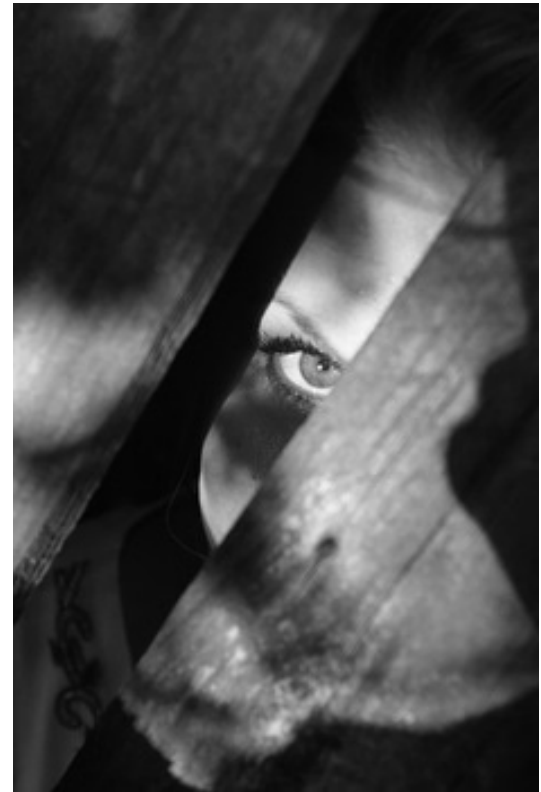


-----75 - 90%----- *of time* ---10-25%-----

The Net Effect?

Prospects will ...

- ✓ Not see your agency as a credible option
- ✓ Disregard or ditch your content
- ✓ Unsubscribe from your content
- ✓ Not take your call



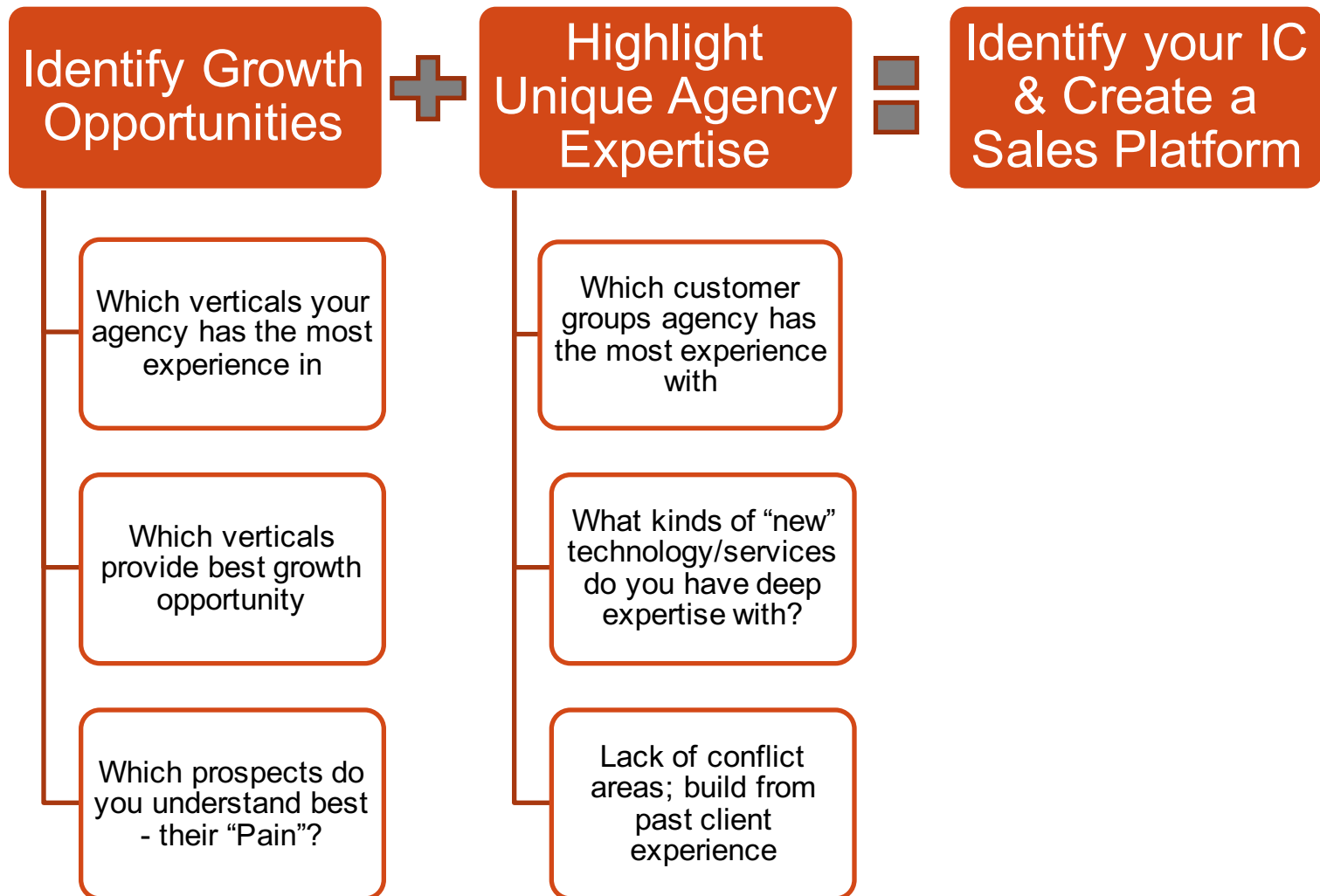
So how do you get prospects “out of hiding?”

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The Solution: Intellectual Capital & Content Marketing



The Solution: **What is Intellectual Capital?**



Based on subject matter (category, customer) expertise, or proprietary innovation such as tools/systems, or problem solving approach

- ✓ To enhance IC – consider primary research with your prospects customers, or key opinion leaders
- ✓ Become knowledgeable about the trends and changes with your prospects customers
 - “How to engage the Millennial B2B technology customer”

The Solution: **What is a Sales Platform?**

The differentiating, and disrupting, reason for prospects to engage with your agency; provides a framework for creating content & sales assets

- ✓ It summarizes what you know about a prospect's pain point, and how you provide the solution
- ✓ It is “own-able” by the agency → different from the competition
- ✓ It is supported by proprietary Intellectual Capital

The Solution: **Example of IC → SP**

DEVELOPING THE IC

- Grocery industry consumers
- Millennial retail shopping habits
- Conduct research to deepen knowledge about Millennial grocery shoppers → **fresh IC**

CREATING THE SP

- **Offer:** Receive a free presentation of research findings, and insights into how you can more effectively reach Millennial shoppers
- Digital & analog assets





How did this work for an
agency – Ariad Health?
(Case Study)

Ariad Health

Challenge: Expand awareness and create demand as a credible healthcare agency in a highly competitive market

Vertical: Pharma & Biotech Rx Brands

Agency Expertise: Create complex analog and digital solutions for consumer & B2B customer engagement, with knowledge of highly regulated industries

Ariad Health

Sales Platform: The PatientConsumer™ – a new look at patient journeys, with insights into how brands can creatively tap into the consumer mentality and behavior of patients to increase compliance & prescriptions, and ultimately achieve better health outcomes

Intellectual Capital: How consumer behaviour impacts health decisions - primary research with chronic illness patients, general practitioners, and specialists

Ariad Health

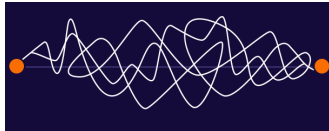
Awareness/Learn: Thought leadership via conferences and an Email campaign with POV pieces, blog posts related to IC, and “sales” oriented content

Evaluate/Trial: Direct Mail to highest value prospects; personal phone and email follow-up; lead qualification

Results: Over 4 year program = average 25% RR for initial meetings; 3.5x ROI on \$ program spend; digital content library; expanded prospect list; qualified lead pipeline; proprietary IC & sales assets

Ariad Health

Content examples



Hello {Firstname},

Did you, or members of your team, receive the **Ariad Health Clarity Award 2015**? Hopefully it sparked your curiosity ... wondering what it's all about, and who sent it.

The award recognizes innovative Pharma brands that understand today's patients are ready to engage this media savvy, connected and information hungry audience beyond traditional DTP and DTC approaches.

Introducing **Ariad Health** - a boutique agency specialized in helping Pharma brands reach and complex **PatientConsumer™**. With extensive experience in HCP, patient, and consumer, we are uniquely positioned to navigate the complexities of the PatientConsumer™ journey. Our expertise generates exceptional results in generating acquisition, adherence, and retention by ensuring a powerful presence at all points in their brand experience, as both patients and consumers.

We'd like to invite your team to receive a customized 60 minute presentation on the PatientConsumer™ and how it can accelerate reaching your brand's goals.

I'll be in touch again soon to chat about next steps; you can also give me a call at (312) 637-1950 to schedule your presentation.

Kind regards,

Janet

Janet Vinci Program Director
Ariad Health [PatientConsumer360](mailto:PatientConsumer360@ariadhealth.com)
t. 312 637 1950
www.ariadhealth.com

CONFIDENTIALITY NOTICE: The information contained in or attached to this message is intended only for the use of the individual or entity to which it is addressed. It may contain information that is privileged, confidential and protected from disclosure. If you have received this communication in error, please notify us immediately by replying to this message and deleting it from your computer. Thank you.



MEET THE GREATEST THREAT TO YOUR BRAND...

...a faceless force that never sleeps. Always there giving advice, finding alternatives, challenging your messages, even connecting your consumers to other health and lifestyle "experts".



THE CURSOR

It is in the hands of consumers - influencing how they approach their health and that of their family, from symptoms to diagnosis to solutions. Empowering them to carve their own path, rather than following the path that your brand, or even their doctor, recommends.



WELCOME TO HEALTH

CONSUMERISM - IT'S HERE TO STAY.

Unprecedented access to health information online has made Canadians voracious consumers of health-related news, products, services, tips & tricks, etc., on a global scale, and for better or for worse.

Like it or not, the consumer is empowered. She decides who influences her decisions and who gets ignored. She gathers health information for herself and her family, and often values quantity and accessibility of information over quality.

The challenge is engaging this consumer and converting her into an informed **PatientConsumer™** in order to ensure that your brand is top-of-mind and remains the leading choice for both consumers and healthcare professionals (HCPs).

In 2010, **64%** of the Canadian population used Internet searches for medical and health-related information.
(Statistics Canada, 2010 Individual Internet use and E-commerce)

EVERY BRAND IS AT RISK.

Consumers know just enough to be dangerous — questioning the treatment and recommendations from their HCPs, following advice from friends and family and other sources.

All of this can lead to brand switching, non-compliance, and ultimately, poor product experiences, threatening your brand's value, sales and ultimately share.

TO SUM UP:

Intellectual Capital

+

Compelling Sales Platform

+

Targeted Content Marketing via email, TL, blogging, etc.

=

Pipeline of prospects primed for the agency's sales message



**Leads to qualified meetings, proposals,
and new business wins.**

If you create it, they will come ...

Your agency is not in control of when and where a prospect will engage with your brand.

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Create a content plan & invest in the resources & assets to distribute content, monitor and engage prospects, qualify leads, and create a pipeline

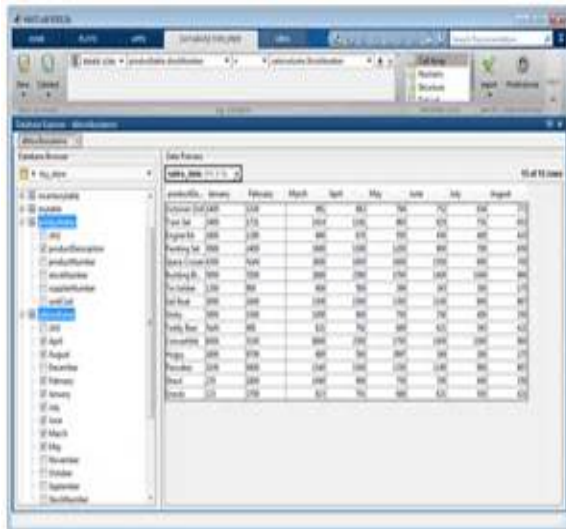
Now that you've created the content ...

- Who sees the content, and when?
- Where does it live?
- How is it distributed and monitored?
- What is the process for follow-up?

You need a list of contacts & CRM

Create a list of contacts at key target brands

Be sure to house these contacts in a CRM



The screenshot shows a CRM software interface. On the left, there is a navigation pane with a tree view of folders and sub-folders. The main area displays a list of contacts with columns for Name, Title, and various fields. Below the list, there is a calendar view showing dates from January to August.

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
January	1	2	3	4	5	6	7	8
February	9	10	11	12	13	14	15	16
March	17	18	19	20	21	22	23	24
April	25	26	27	28	29	30	31	
May								
June								
July								
August								



SharpSpring

Content Calendar for Buyer's Journey

Content/Stage	<i>January</i>	<i>February</i>	<i>March</i>
Aware/Learn	<ul style="list-style-type: none">-Grocery customers eating out, not in-Millennials go digital for grocery convenience	<ul style="list-style-type: none">- # of shopping occasions down & why- Agency speaking at Food Marketing Conference – our takeaways”	Video testimonial – client provides input on agency value/outcomes
Evaluate/Trial		Grocery Case Study – How XYX found revenues	White Paper – “How Grocers can win the BB online”

How to monitor prospect engagement

➤ Invest in a marketing automation system

- House content and target segments
- Reports on email
opens/clicks/bounces
- Monitor lead scores for prospect's
online behavior (opens, web visits)
- Create “drip” content workflows

SharpSpring – Email Report

The screenshot shows the Linkery interface with a navigation bar at the top containing 'Analytics', 'Content', 'Automation', 'Contacts', and 'Sales'. A 'Reports' sidebar on the left lists various email campaigns, with 'Thank You: Agency Positioning Checklist' selected. The main content area displays the following information:

- Workflow Starts** (between April 5th, 2015 and April 5th, 2016)
- Triggered 289.** Last Triggered March 24th, 2016
- Thank You: Agency Positioning Checklist**
- Scheduled for 289 leads from 157 companies. Delivered to 289.

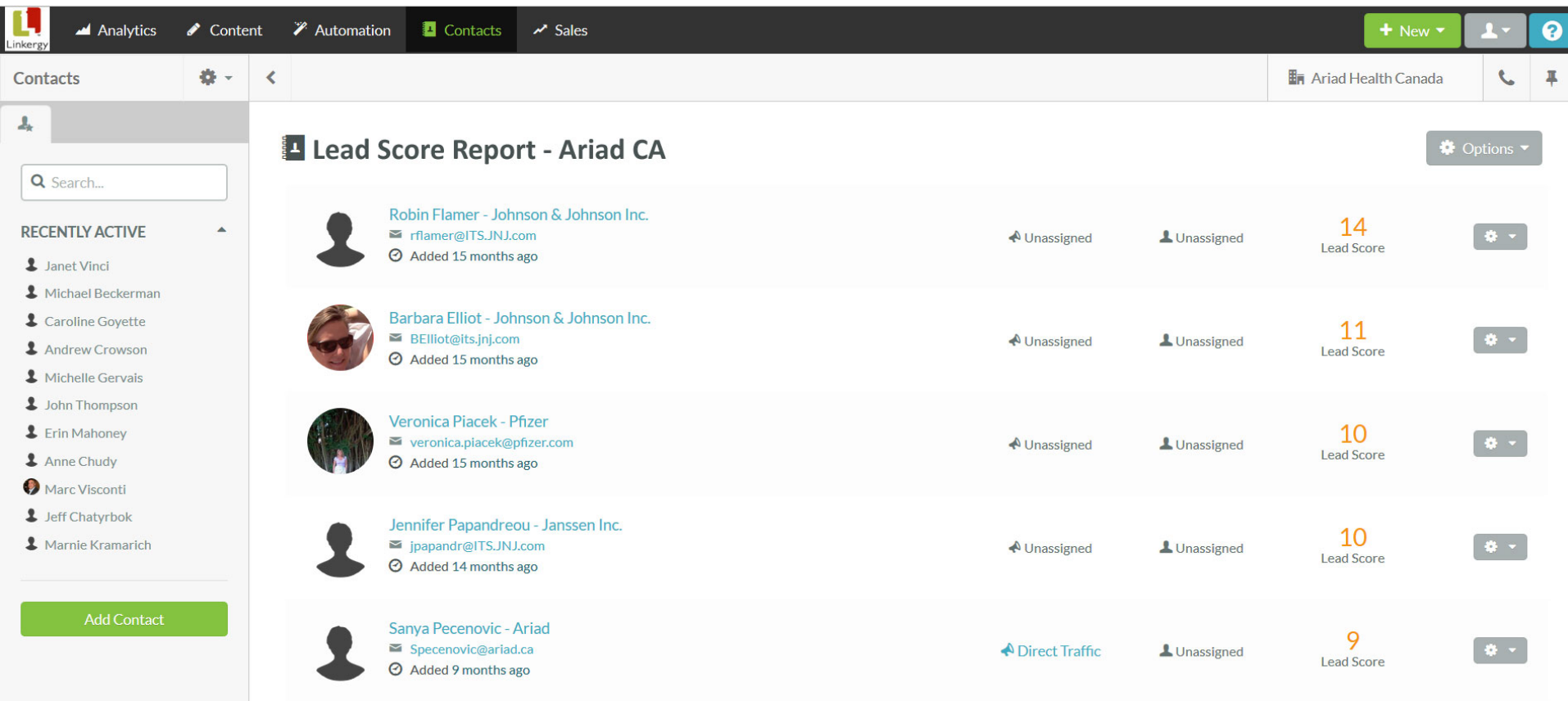
Metric	Value
60 Opens	21%
0 Unsubscribes	0.00%
23 Clicks	8.33%

Metric	Value
5 Conversions	3%
0 Unsubs out of 0	0%

Results **5 Conversions to qualified**
\$500,000 Expected Value

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SharpSpring – Lead Score Report



The screenshot displays the SharpSpring interface for a Lead Score Report. The top navigation bar includes 'Analytics', 'Content', 'Automation', 'Contacts', and 'Sales'. The main header shows 'Contacts' and 'Ariad Health Canada'. The left sidebar lists 'RECENTLY ACTIVE' contacts, including Janet Vinci, Michael Beckerman, and others. The main content area is titled 'Lead Score Report - Ariad CA' and contains a table of lead data.

Lead Name & Company	Source	Assignment	Lead Score	Actions
Robin Flamer - Johnson & Johnson Inc. ✉ rflamer@ITS.JNJ.com 🕒 Added 15 months ago	👤 Unassigned	👤 Unassigned	14 Lead Score	⚙️
Barbara Elliot - Johnson & Johnson Inc. ✉ BElliot@its.jnj.com 🕒 Added 15 months ago	👤 Unassigned	👤 Unassigned	11 Lead Score	⚙️
Veronica Piacek - Pfizer ✉ veronica.piacek@pfizer.com 🕒 Added 15 months ago	👤 Unassigned	👤 Unassigned	10 Lead Score	⚙️
Jennifer Papandreou - Janssen Inc. ✉ jpapandr@ITS.JNJ.com 🕒 Added 14 months ago	👤 Unassigned	👤 Unassigned	10 Lead Score	⚙️
Sanya Pecenovic - Ariad ✉ Specenovic@ariad.ca 🕒 Added 9 months ago	👤 Direct Traffic	👤 Unassigned	9 Lead Score	⚙️

SharpSpring – Workflow

The screenshot displays the SharpSpring Automation interface. At the top, a navigation bar includes 'Analytics', 'Content', 'Automation', 'Contacts', and 'Sales'. The 'Automation' section is active, showing a workflow titled 'Lead Nurturing - Lead Score of 30+' with an 'Edit' option. The workflow configuration is as follows:

- Trigger:** 1 Days after start
- Action:** send the email (MCAN Spring Conference Questic)
- Option:** Or during next available business hours.

The workflow steps are:

- 1 day after start send the email "WP1: Positioning to Attract The Game Changer".
- 3 days after start send the email "It's All In Your Head".
- 6 days after start send the email "WP2: Intellectual Capital".
- 1 week 2 days after start send the email "Business Development Machine".
- 1 week 5 days after start send the email "WP3: Inbound Marketing for Agency Growth".
- 2 weeks 1 day after start send the email "Four Agency Fixes".

The interface also features a sidebar with 'Automation Tasks' and a 'MOST ACTIVE' list of workflows, including 'Download Checklist - Agency ...', 'Download Whitepaper - Agen...', 'Download White Paper form fill', 'Download Whitepaper - Inbo...', 'Download Whitepaper - Intell...', 'Lead Nurturing - Lead Score 3...', 'Lead Nurturing - WP1', 'Lead Nurturing - WP2', 'Lead Nurturing - WP3', 'Subscribe - Thank you', 'Walter Workflow Test', and 'Workshop Registration'. A '+ Add New Task' button is located at the bottom of the sidebar. The bottom of the screen shows a Windows taskbar with 'Ask me anything' and a 'Save Changes' button in the bottom right corner.

Summary – Challenge & Solution

Your agency is not in control of when and where a prospect will engage with your brand.

Content Marketing created for a specific vertical provides reason and credibility to engage a prospect.

Create a content plan & invest in the resources & assets to distribute content, monitor and engage prospects, qualify leads, and create a pipeline

Now you know:

Agencies need to get found by prospects, when and where they are looking – before you can get in the room.

The critical element to success is your content marketing plan.

Next Steps ... what to do now?

Agency team creates/approves New Biz Strategy

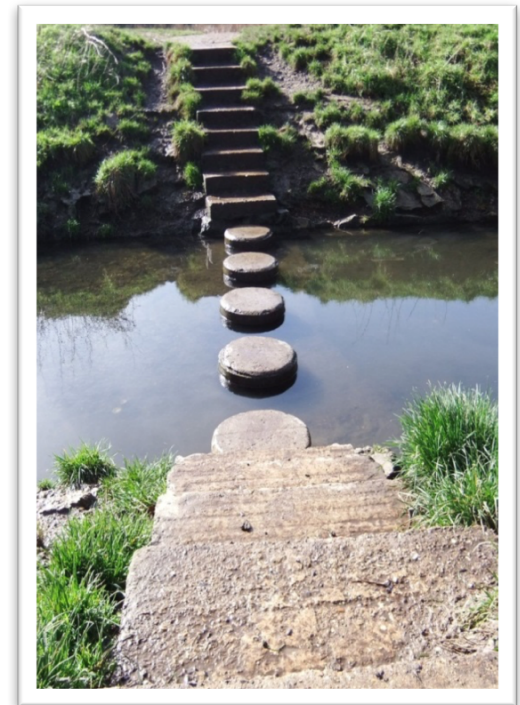
- Identify growth verticals
- Align w/ agency expertise
- Create Intellectual Capital

Create a Thought Leadership & Content Marketing plan

- Identify content that moves prospect's through Buyers Journey, faster

Systemize program with right tools for success

- Create prospect target list
- Develop content and sales assets & calendar
- Use CRM/M.A. to house, deploy, monitor and nurture and qualify new opportunities



Thank you for participating today



Questions?

Continue The Conversation

With SharpSpring:

Questions?

Email sharpspring@sharpspring.com

Want to see more?

Request a demo on www.sharpspring.com

With Janet:



Janet Vinci
Managing Partner
Linkergy

Phone: (312) 422-0255

Email: jvinci@linkergy.com

Web: www.linkergy.com

SharpSpring

Partners:

Got a great success story?

Email ideas to nicole@sharpspring.com

With Bryan:



Bryan Tobin
Usability Manager
SharpSpring

Email: bryan@sharpspring.com

Web: www.sharpspring.com

Thank You



SharpSpring