

5 Tips to Optimize on Both Sides of the Click



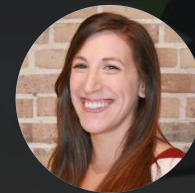
Jess Armstrong

Customer Onboarding Specialist
WordStream



James Morgan

Senior VP of Partnerships
SharpSpring



Lindsey Sherman

Digital Marketing Manager
SharpSpring

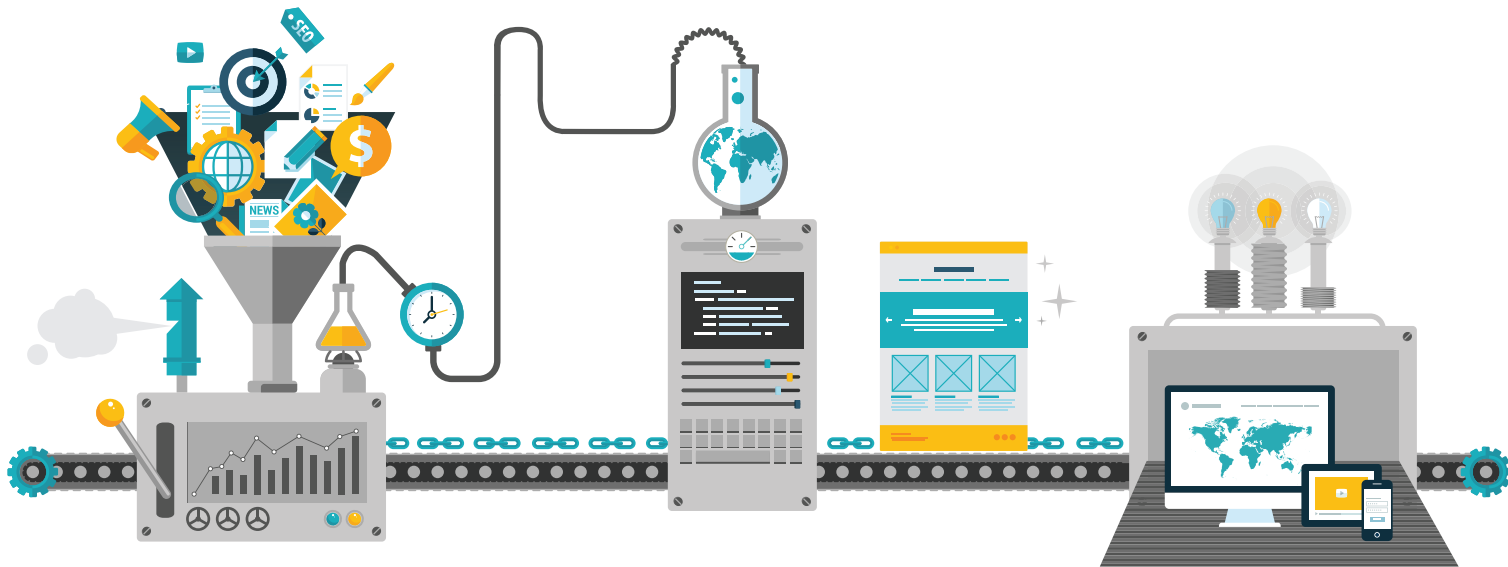
Greetings

Who's In The Audience

- Marketing Agencies
- In-House Marketing Professionals

Why Are We Here?

- Learning from Peers
 - Share marketing best practices
 - Provide real-world success stories
- Today's focus: Pre and post click optimization



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:

Advanced Automation

May 20, 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



Jess Armstrong

CUSTOMER ONBOARDING SPECIALIST | WordStream

Jess has been a member of the WordStream team since 2014, specializing in creating customized PPC training for WordStream clients. Working in both Customer Success and Business Development, she has onboarded over 1,000 SMBs, marketing agencies and channel partners. Jess earned a Bachelor's in Economics from University of Massachusetts, Amherst and in her spare time, she enjoys cake decorating, attending Boston sports games, and traveling to craft breweries.



James Morgan

SENIOR VP OF PARTNERSHIPS | SharpSpring

James joined SharpSpring as Senior Vice President of Partnerships, building relations and sharing the exciting features of SharpSpring with people around the world. He is an expert in demonstrating the value of the solution to marketing agencies.



Lindsey Sherman

DIGITAL MARKETING MANAGER | SharpSpring

Lindsey joined SharpSpring as Digital Marketing Manager after honing her skills on the digital teams of global interactive and media agencies. She is responsible for overseeing and implementing PPC, display and social media advertising. Originally from Kansas City and a huge fan of both BBQ and the Royals, she now lives in Florida with her fiancé and their dog, Benny the Jet.



#SharpTweet live with us





5 TIPS TO OPTIMIZE ON BOTH SIDES OF THE CLICK



Overview

- Learn about “The Click”
- Creating dynamic ads
- Linking AdWords with Automation
- Nurturing the leads

About Jess



Customer On-boarding Specialist

Foodie | Traveler | Gymnast



@Jess_Armstrong_



Poll

 #SharpTweet live with us





TIP #1

DO YOUR HOMEWORK



Which Click is *the* Click?

LOFT.com - LOFT® Jeans

Ad www.loft.com/Jeans ▼

Shop The Official LOFT® Site For Versatile & Ultra-Wearable Designs.

Petites - Shop the Monthly Edit - Ready-For-Work Looks - New Arrivals for Spring



Which Click is *the* Click?

LOFT

NEW ARRIVALS | OUTFIT IDEAS | PETITES | SALE |

HOROSCOPES

FREE SHIPPING ON ALL ORDERS OF \$125+**

Ends today in stores & online

\$20 OFF*

PANTS | JEANS ▶


Regular-price styles only | Excludes sale items | Grey exclusions apply



Which Click is *the* Click?

LOFT
April 8 at 3:25pm · 🌐

Earn Double Points now through Sunday when you shop using your LOVELOFT Card. Not a Cardmember? Apply and open in stores and enjoy an extra 20% off.



Hey LOVELOFT Card Members
Now through Sunday at LOFT.

WWW.LOFT.COM [Shop Now](#)

Which Click is *the* Click?

Shopping Bag

FREE SHIPPING ON ALL ORDERS OF \$125+ AND \$8.95 FLAT-RATE SHIPPING ON ORDERS UNDER \$125[†]

[SEE DETAILS ▶](#)



MIXED METALLIC PENDANT NECKLACE

STYLE #391520

SIZE TYPE: REGULAR

SIZE: ONE SIZE

COLOR: GOLD

QTY: 1

40% OFF! NO CODE NEEDED!

~~\$34.50~~ \$20.70

GIFT BOX

EDIT

REMOVE



LEAFY V-NECK SHELL

STYLE #401502

SIZE TYPE: REGULAR

SIZE: S

COLOR: BLACK

QTY: 1

\$54.50

GIFT BOX

EDIT

REMOVE

ORDER TOTAL

Merchandise Subtotal **\$75.20**

Est Taxes ⓘ **TBD**

Est Shipping ⓘ **TBD**

Order Total **\$75.20**

Order Balance To Credit Card **\$75.20**

Have a Promo Code? [^](#)

APPLY

One Promo Code Per Order.

PROCEED TO CHECKOUT

YOU MAY ALSO LIKE

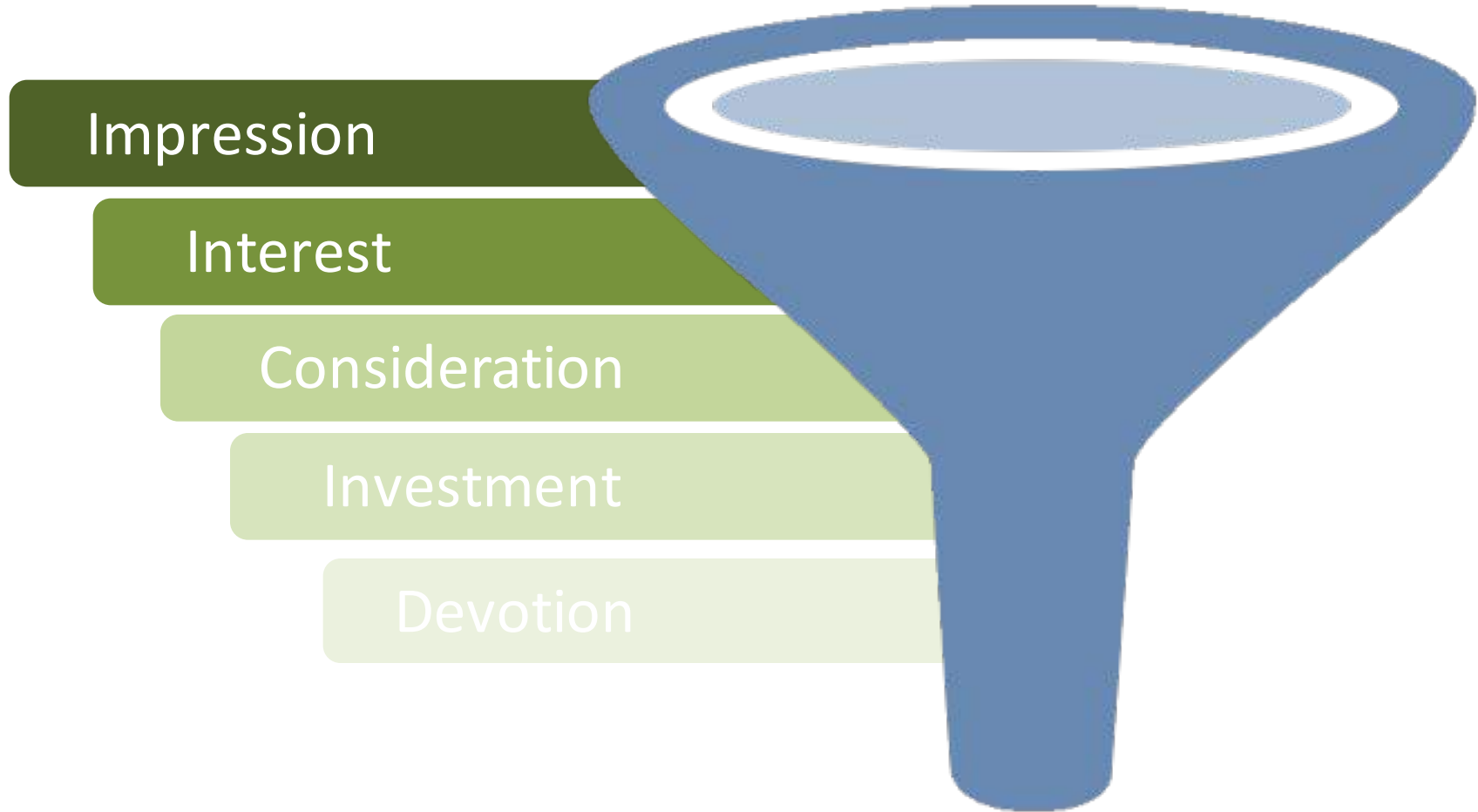


ALL of These Clicks are Valuable!

*And when it comes
to your customers...*



There is No “One Size Fits All” Marketing Strategy





There is No “One Size Fits All” Marketing Strategy



**Products & Services
have Different Values**



**Some Customers
Worth More than
Others**



**Sales Cycles of Varying
Lengths**



**Involvement of Multiple
Decision Makers**



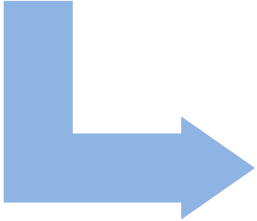
**Lead and Sales Funnels
Aren't Linear**



Do Your Homework

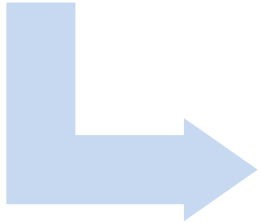
Past

- Historical Trends
- Failed Initiatives



Present

- KPIs
- Competitive Landscape
- Missed Opportunities



Future

- Goals
- Organizational Plans



TIP #2

STAND OUT WITH ACTION
DRIVING AD COPY

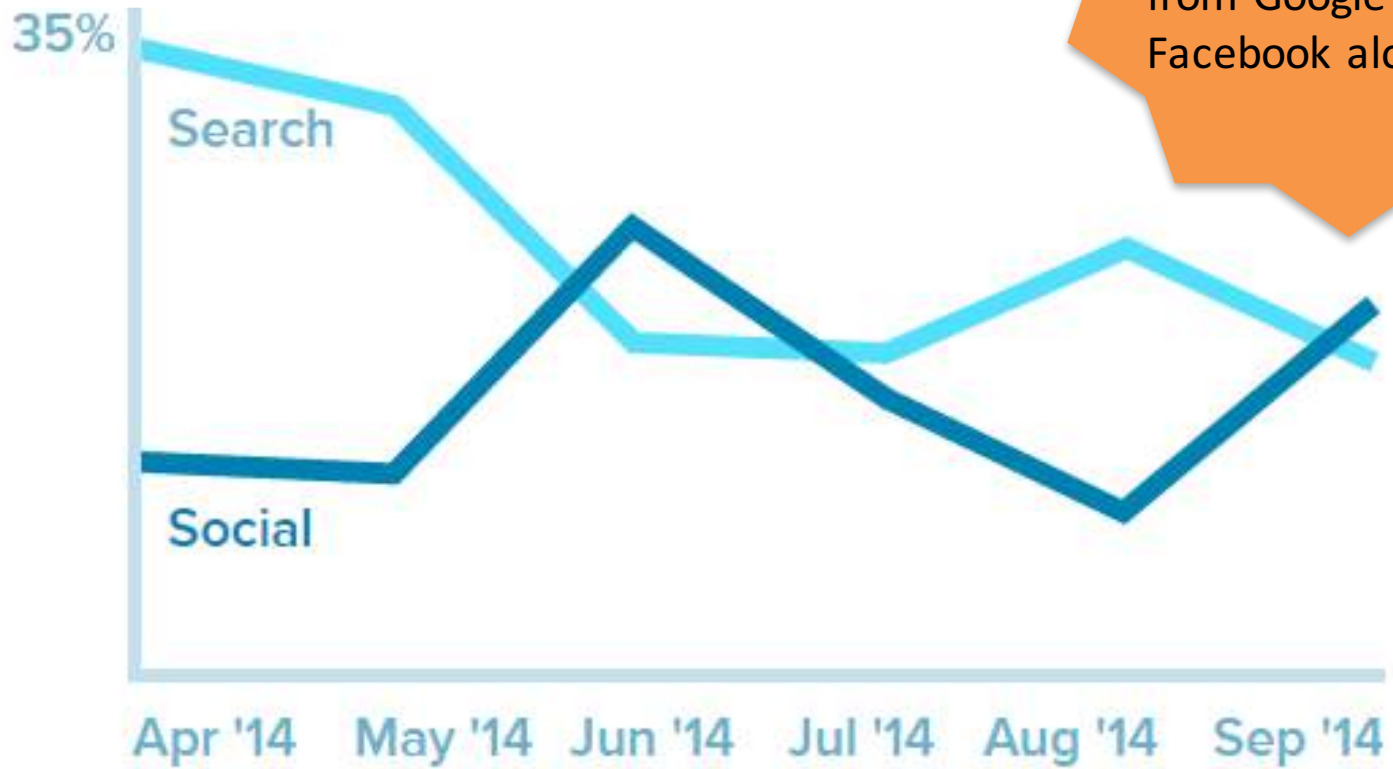




Fact

Search vs. Social

Over **50%** of website referral traffic comes from Google and Facebook alone!



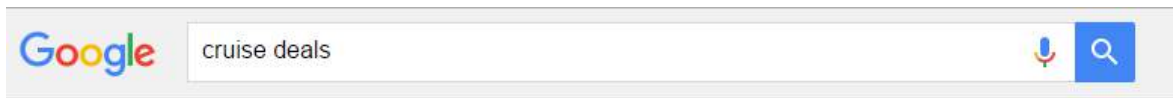
(Shareaholic)



Most Ads are Boring



Stand Out With Ad Extensions



All Shopping News Apps Videos More Search tools

About 10,100,000 results (0.36 seconds)

Cruise Deals 82% Off - VacationsToGo.com

Ad www.vacationstogo.com/

Save up to 82% on cruises. Best price & service guarantee.

Huge Last-Minute Specials - 600+ Cruise Specialists - World's Top Cruise Agency

Last-Minute Cruise Deals

Royal Caribbean Deals

82% off Hawaii Cruises

Huge Carnival Deals

} Callouts
} Sitelinks

Norwegian Cruise Line® - NCL.com

Ad www.ncl.com/CruiseDeals

Find Great Deals on Last Minute Cruises With Norwegian. Book Today!

“World's Leading Large Ship Cruise Line 2015” – World Travel Awards

Ratings: Service 9.5/10 - Staterooms 9/10 - Prices 9/10 - Excursions 9/10

Last Minute Deals - Weekend Vacations - Check Out Our Newest Ship

} Reviews

Discount Cruise Prices - Huge Selection of Discount Cruises

Ad www.cruises.com/

Open 24/7 to Help Plan Your Cruise.

Cruises: Western Caribbean, Baja Mexico, Bahamas...

} Snippets

Nobody Beats Our Prices

Ad www.cruisesonly.com/

Up to \$750 Free Onboard Cash! Spend On Liquor, Dining, Spa and More.

} Loser!

CruiseDeals.com | Find the Best Cruise Deals and Last Minute..

www.cruisedeals.com/

CruiseDeals.com has the best discount and last minute cruise deals. Shop online or

let one of our experts do the work for you today! 1.800.668.6414.

Best Cruise Deals - Royal Caribbean - Norwegian - Carnival Cruise Deals 2015



Get Fancy With Ad Customizers

Use countdown customizers to create a sense of urgency

Mother's Day Flowers
Ad www.floralpros.com/mothers-day
Create Custom **Bouquets** for Mom **Only 4 Days Left for Free Delivery!**
Types: Roses, Orchids, Lilies, Tulips



Tackle Objections Head-On

I don't have the time!

I can't afford it right now!

I already have something else in mind!



Tackle Objections Head-On

Aetna® Health Insurance

Ad www.aetna.com/

Everyone's Needs Are Different. Find A Health Plan That Suits You.

Built-in benefits · Large provider network · Personalized resources

Aetna® Medicare Plans - Be mindful with Aetna® - Aetna® Voluntary Benefits

VS.

Affordable Health Plans - As Low As \$9 Per Week

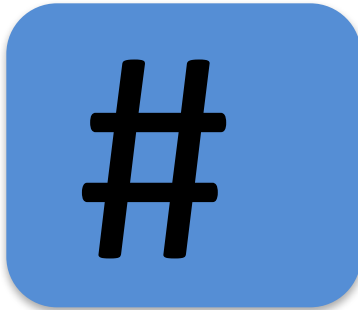
affordable-health-insurance-plans.org/

Free Quotes. Blue Cross, Assurant & Many More!

Obamacare 2-Minute Quick Quote Save 55% - 75% · 2016 Discounts (New)

Insurance coverage: Government Plans, Individual & Family, Medicare, Dental & Vi...

TRIPLE WHAMMY



Include real numbers



Back it up on your landing page



Leverage call-out extensions



Facebook: Create Attractive Images



Free
Knitting & Crochet
Classes

Starts Nov 7 & 8

An ad image
accounts for
70% of CTR

High resolution
images are
a **must**

Users are **6X**
more likely to
click if your ad
shows a face

Avoid using a
blue background
in your ad



Fact

On mobile devices, exposure to Facebook ads lift search ROI by **6%** on average!




(Facebook)



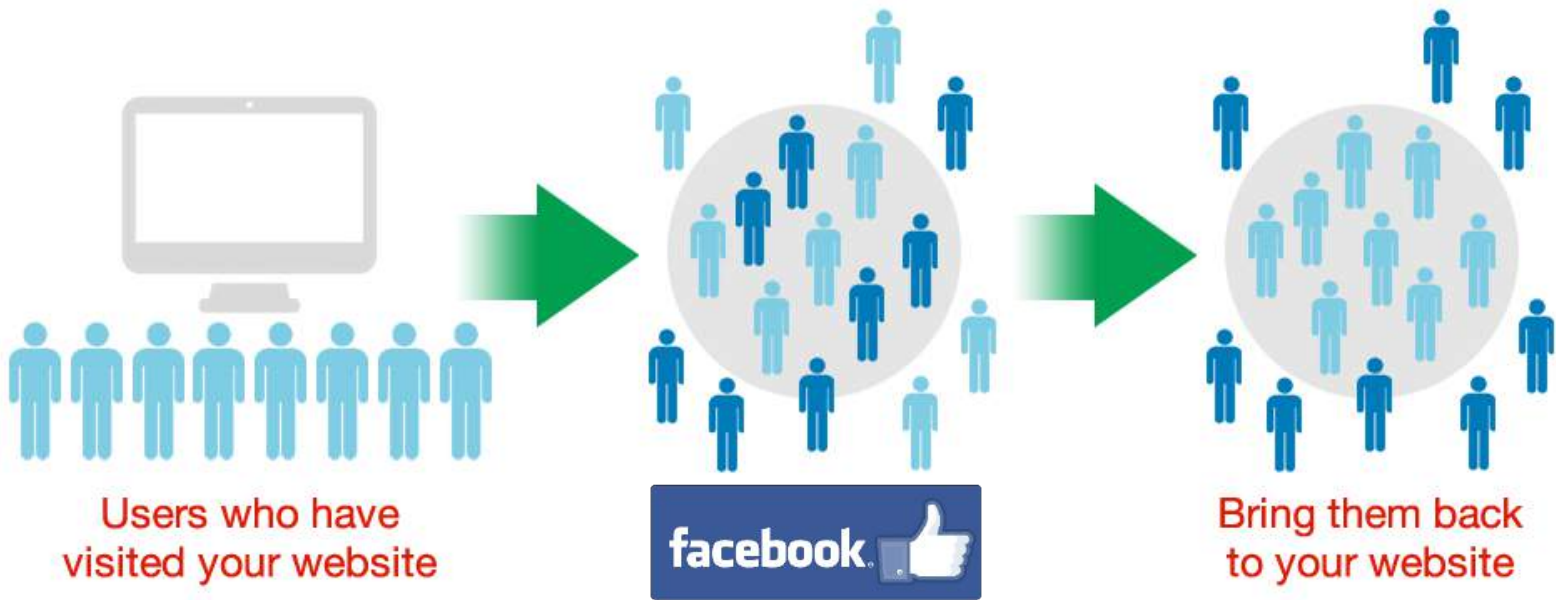
TIP #3

SUPPLEMENT YOUR CAMPAIGNS
WITH ADDITIONAL (CHEAPER) CLICKS





Remarket to Website Visitors



Remarketing on Facebook has the Best ROI

50-70%

Match Rate

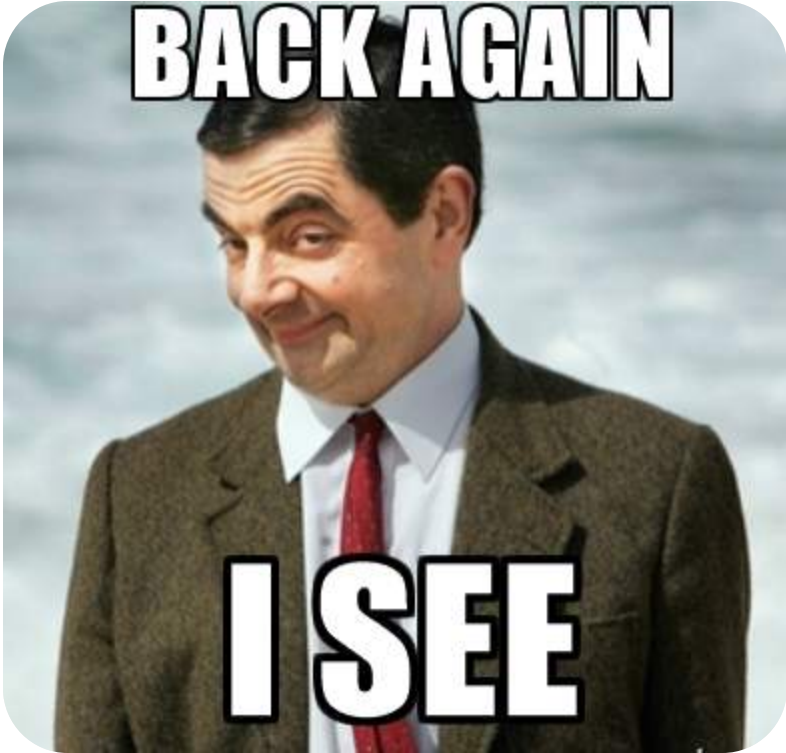


\$0.27

Average CPC



Remarketing Lists for Search Ads



Tailor your Message to Returning Visitors

Bid Up for Valuable Traffic

StreamWord- Start a Trial

Ad www.streamword.com/free-trial

Your Campaigns are Losing Money. See How Our Tool Improves ROI!
Agency Solutions · SMB Solutions · Premier Consulting · Managed Services
[AdWords Report Card](#) – [Free Assessment](#) – [Schedule a Demo](#) – [Contact Us](#)



 Google AdWords

trustradius™

LinkedIn

AdRoll

Pinterest

facebook

 hootsuite™

 Instagram

 Capterra

 Google Analytics

Software Advice™ 

 bing Ads

twitter



 **There's a Better Way to Excel at Your Job**

**Hey girl,
You got spreadsheet problems?**

**Well you'll always Excel in
my heart.**



TIP #4

LINK GOOGLE ADWORDS +
MARKETING AUTOMATION



Link Google AdWords + Marketing Automation

Save Time
Building
Reports

Optimizations
at a Glance

Improve
Your ROI

See How Tactics
Work Together

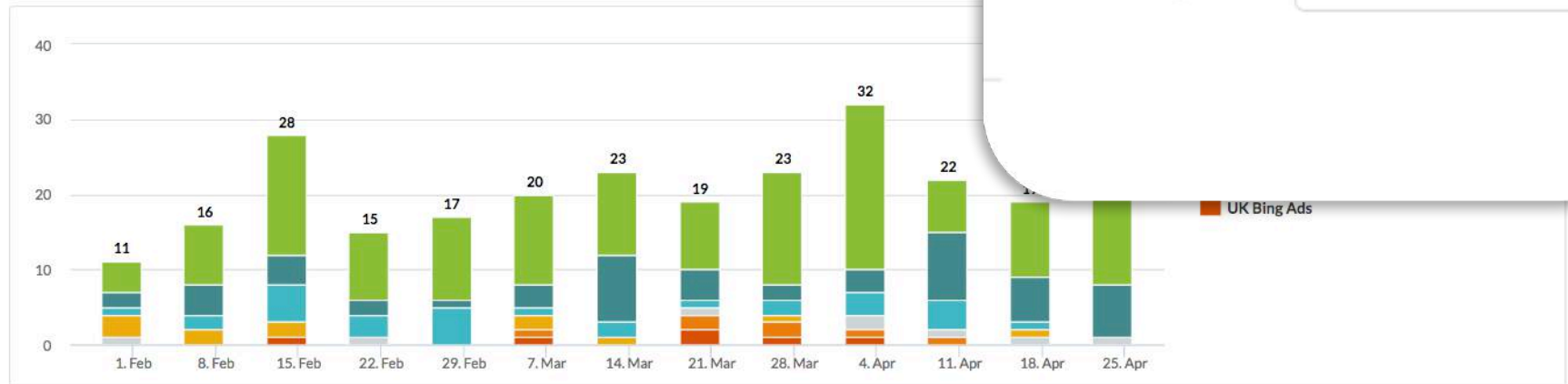


Easily Access Actionable Data

- Pulling reports made easy
- Custom dashboard views

266 Unique Leads \$0.06 Total Cost Per Lead 40 Working Opps 6 Total Sales \$92,857 Sales + EV of Pipeline \$16 Total Costs

Contacts & Leads



- AdRoll Prospecting
- Capterra PPC
- Bing Ads
- LinkedIn
- Series 5
- UK LinkedIn
- UK Bing Ads

Print chart

Download PNG image

Download JPEG image

Download PDF document

Download SVG vector image



Track Down to the Keyword

Know which search terms drive leads

Stop paying for clicks that don't convert!

Campaigns Keywords Recent Leads

Export

Name	Ad Group	Impressions	Cost	Clicks	Leads	EV	Working Opps	Sales	Opps Won
[one fish]	Number of Fish	783	\$127.04	88	70	\$8340	8	\$1800	1
[two fish]	Number of Fish	186	\$143.78	32	8	\$0	1	\$0	0
"red fish"	Color Fish	190	\$461.84	9	7	\$1320	1	\$0	0
"blue fish"	Color Fish	188	\$30.87	3	7	\$0	3	\$11400	1
"black fish"	Color Fish	120	\$11.46	15	5	\$0	0	\$0	0
[old fish]	Age Fish	3018	\$3952.02	61	4	\$0	3	\$11400	1
[new fish]	Age Fish	150	\$80.63	23	3	\$0	0	\$0	0
"fish with star"	Fish General	104	\$65.21	10	2	\$0	0	\$0	0
"fish with car"	Fish General	68	\$78.41	17	2	\$0	1	\$0	0
"lots of fish"	Fish General	1294	\$497.3	10	2	\$0	1	\$0	0



Optimize with Ease



Name	Ad Group	Impressions	Cost ▾	Clicks	Leads	EV	Working Opps	Sales	Opps Won
[one fish]	Number of Fish	18475	\$735.20	353	38	\$9000	13	\$18300	2
"old fish"	Age of Fish	3551	\$540.00	113	19	\$6152	3	\$0	0
"lots of fish"	Fish General	9679	\$25.72	78	10	\$1920	4	\$7300	1



Snapshot Month-Over-Month

Campaigns			Keywords		Recent Leads		
Name	Ad Group	Impressions	Cost	Clicks	Leads	EV	Working Opps
[one fish]	Number of Fish	783	\$127.04	88	70	\$8340	8
[two fish]	Number of Fish	186	\$143.78	32	8	\$0	1
"red fish"	Color Fish	190	\$461.84	9	7	\$1320	1
"blue fish"	Color Fish	188	\$30.87	3	7	\$0	3
"black fish"	Color Fish	120	\$11.46	15	5	\$0	0
[old fish]	Age Fish	3018	\$3952.02	61	4	\$0	3
[new fish]	Age Fish	150	\$80.63	23	3	\$0	0
"fish with star"	Fish General	104	\$65.21	10	2	\$0	0

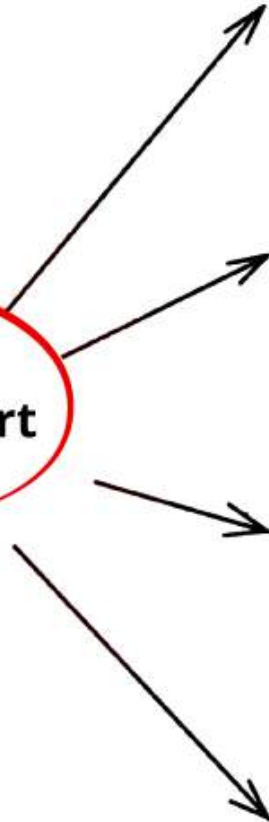
Compare to quickly notice changes in lead volume, so a deeper dive can be done to determine the cause.

Campaigns			Keywords		Recent Leads		
Name	Ad Group	Impressions	Cost	Clicks	Leads	EV	Working Opps
[one fish]	Number of Fish	47	\$13.17	2	31	\$7950	6
[two fish]	Number of Fish	124	\$9.74	20	11	\$0	4
"red fish"	Color Fish	156	\$374.66	46	9	\$0	2
"blue fish"	Color Fish	212	\$46.87	2	6	\$1920	3
"black fish"	Color Fish	11	\$12.93	3	2	\$0	0
[old fish]	Age Fish	113	\$259.1	3	2	\$0	1
[new fish]	Age Fish	55	\$53.11	2	2	\$1320	1
"fish with star"	Fish General	193	\$320.42	11	2	\$0	0



Don't Market in a Silo

How many touches does it take to convert a lead?



sharpspring.com - SharpSpring
www.sharpspring.com/
 See Why Thousands of Companies Use SharpSpring Marketing Automation. Affordable Automation - Powerful Features - For Agencies & SMBs
 Highlights: Generate Leads, Get Instant Sales Opportunity Alerts...

For Businesses
 SharpSpring for Businesses
 Learn More & Request a Demo Today

For Agencies
 SharpSpring for Marketing Agencies
 Learn About Our Agency Offerings

Email Conversion 🕒 5 weeks ago

The email Blog Post 4/14 was read and clicked

The following link was clicked: <http://sharpspring.com/blog/article/the-emperors-new-data/>

Initially sent April 14, 2016 10:29 AM.
 Initially opened April 14, 2016 10:29 AM.

SharpSpring
 Easily grow marketing ROI with SharpSpring Marketing Automation.

Powerful Marketing Automation

Learn More

Grow Your Digital Agency
 Understand and trend ROI, view business performance reports and gain an overview of your sales pipe-line. Welcome to SharpSpring marketing automation.
www.sharpspring.com [Learn More](#)

Our Gift To You.

FREE DEMO

judy@sharpspring.com | www.sharpspring.com

Expiration: _____



Primary v. Secondary Campaigns

Learn how tactics work together

🔍 Campaign Memberships 7

Google Adwords	8 days ago
Google Search	8 days ago
Ascend2	8 days ago
Direct Traffic	PRIMARY 10 days ago
LinkedIn Non-Paid	8 days ago





TIP #5

NURTURE THE LEADS YOU HAVE





80% of
leads aren't
ready to buy

81% of sales
happen
after 5
contacts!

- Not everyone that goes to your site is going to be ready.
- Missing a goldmine of opportunity if you're not attempting to convert existing leads.
- Nurturing and creating an 1:1 relationship leads to a sale, and encourages repeat purchases.

Enter Marketing Automation



Higher Revenue Conversations

Move leads through the funnel by sending personalized tailored emails with content relevant to their interest automatically.

Edit Tags

TwoWeeks-ProveROI / Editing

</> view code

Textarea

Image

Layout

One Column

Two Columns

Three Columns

Four Columns

Left Sidebar

Right Sidebar

Left Image Feature

Right Image Feature

Two Column Layout

Two Column Layout

Prove a Better ROI.

{ \$firstname },

There are a lot of ways to measure your agency's productivity: Deliverables. Impressions. Sleepless nights.

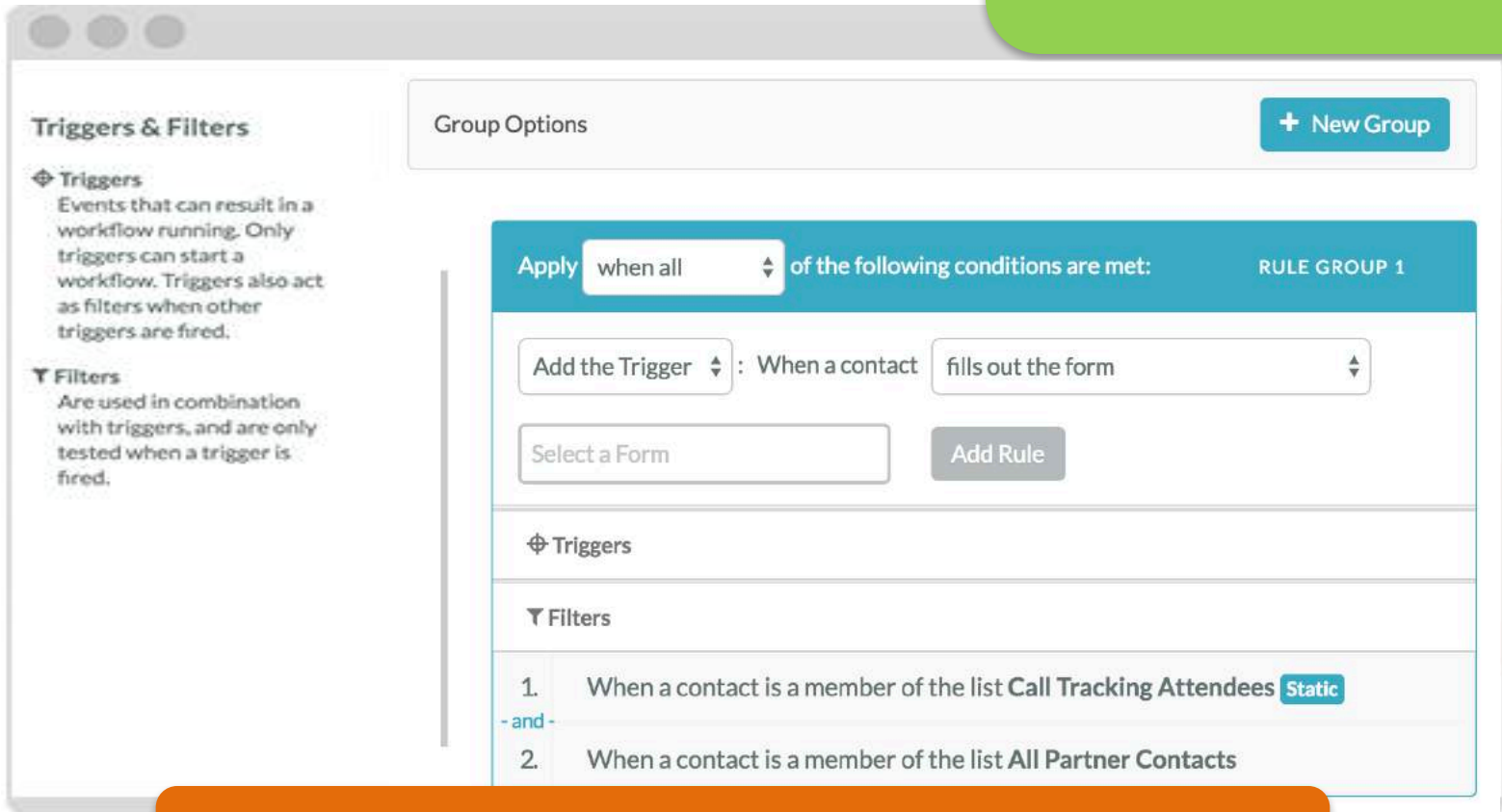
But at the end of the day, your client is only measuring his or her return on investing in { \$companyname }.

SharpSpring can connect every dollar your client spends with new customers. This data is delivered in detailed analytics for you to easily report an ROI.

Learn How to Prove a Better ROI

Build Relationships and Stand Out

Communicate with each of your clients' prospects simultaneously through behavioral based actions within minutes so your clients stay top of mind through tasks and workflows.



Triggers & Filters

Triggers
Events that can result in a workflow running. Only triggers can start a workflow. Triggers also act as filters when other triggers are fired.

Filters
Are used in combination with triggers, and are only tested when a trigger is fired.

Group Options + New Group

Apply **when all** of the following conditions are met: **RULE GROUP 1**

Add the Trigger : When a contact fills out the form

Select a Form Add Rule

Triggers

Filters

1. When a contact is a member of the list **Call Tracking Attendees** Static
- and-
2. When a contact is a member of the list **All Partner Contacts**

Easier than pushing an “easy” button

Maximize Sales Efforts



- Send notifications to sales when a lead is engaged
- Know the lead's interests and history
- Customize communication based on search query



Benefits for Agencies

Grow your
agency.
Increase
your
value.



Higher Value Relationships

Growing your agency by becoming an integrated and indispensable partner to your clients



Monthly Recurring Revenue

Move from unpredictable project work to retainer-based relationships



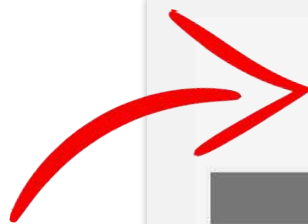
Prove Your Value To Your Clients

Show clients measurable results with comprehensive lead-to-revenue reporting



Bonus Tip 5.1: Daily Visitor Reports

Brand with your agency logo



SharpSpring | VisitorID™

TOP WEB LEADS FROM MAY 10TH

- 114 LEADS
- 91 OPPORTUNITIES
- 514 WEB VISITORS

LEADS

	Mick Dickinson news@buzzedup.co.uk Web: buzzedup.co.uk	9 Recent Pages On Site 1 hour SharpSpring	11017 Lead Score
	Terry Coleman terrycoleman@adviceinteractive.com Web: adviceinteractive.com	1 Recent Pages SharpSpring	6946 Lead Score
	Jose Romero jose@ppadv.com Web: ppadv.com	1 Recent Pages SharpSpring	6245 Lead Score
	Chase Bertrand chase@bluewheelmedia.com 8109311361 Web: bluewheelmedia.com	1 Recent Pages SharpSpring	5236 Lead Score

- Stay top of mind with your clients through daily visitor reports.
- See:
 - Top returning leads
 - Top customers
 - Company names of anonymous site visitors



Poll

 #SharpTweet live with us



Questions?



Continuing 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 Jess:



Jess Armstrong

Customer Onboarding Specialist
WordStream

Phone: 857-263-3302

Email: jarmstrong@wordstream.com

Web: www.wordstream.com

With James:



James Morgan

Senior Vice President of Partnerships

Phone: 813-760-5533

Email: jamie@sharpspring.com

Web: www.sharpspring.com

With



Lin

Lindsey Sherman

Digital Marketing Manager

Phone: 352-289-0245

Email: lindsey@sharpspring.com

Web: www.sharpspring.com



#SharpTweet live with us



Thank You



SharpSpring