



Let's Play Ball! Getting Your Clients On Base With Marketing Automation



James Morgan

Senior Vice President of Partnerships
SharpSpring



Steve Slater

SEO Specialist
Vivid Image

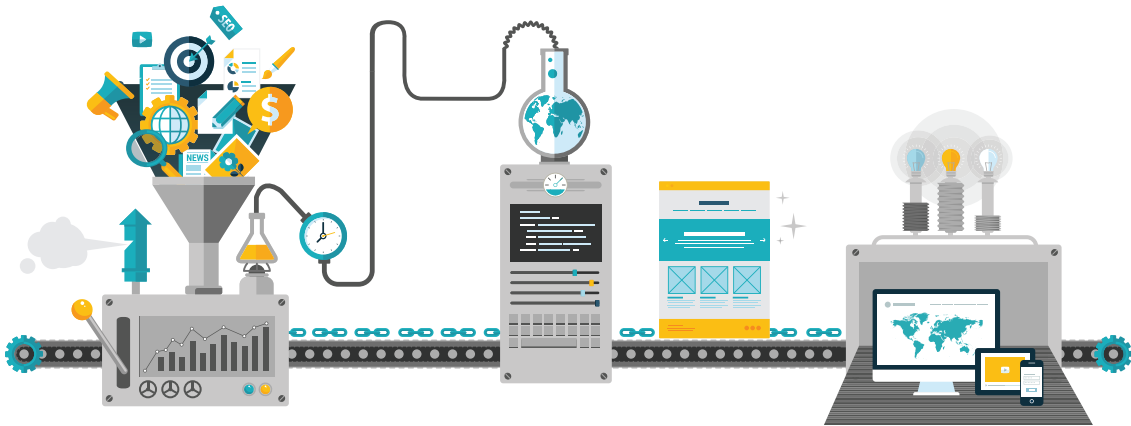
Greetings

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

Accelerate Your Web Marketing

August 10, 2016

11 a.m. – 11:30 p.m. EDT

8 a.m. - 8:30 a.m. PDT

4 p.m. - 4:30 p.m. BST



Bryan Tobin

Usability Manager
SharpSpring

Future Partner Presenters:

Email Nicole Levy at nicole@sharpspring.com

Introductions



James Morgan

Senior Vice President 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.



Steve Slater

SEO Specialist | Vivid Image

Steve (or Slater to clients and peers at Vivid Image) has 8 years of sales and marketing experience. As Search Engine Optimization Specialist Steve takes that experience and helps clients reach today's search savvy consumers. Steve's focus is helping clients find what works and to help them continue to do what works, and do it better.



#SharpTweet live with us

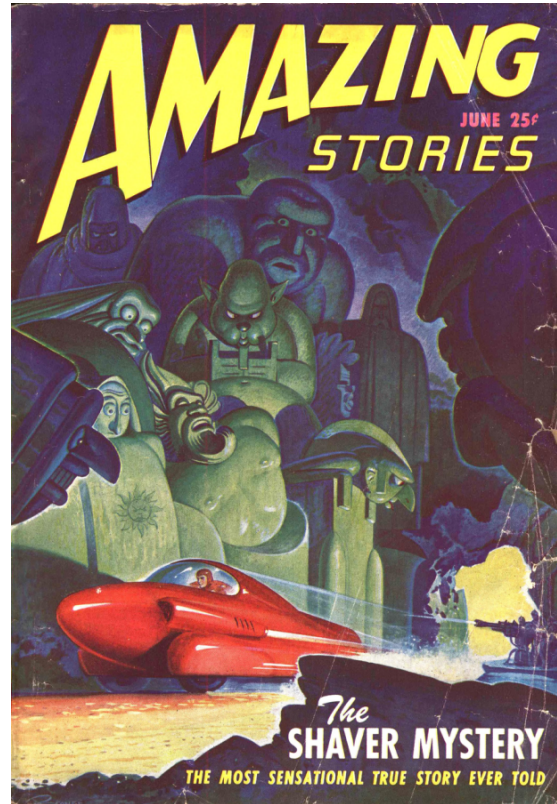


Getting Your Clients on Base with Marketing Automation

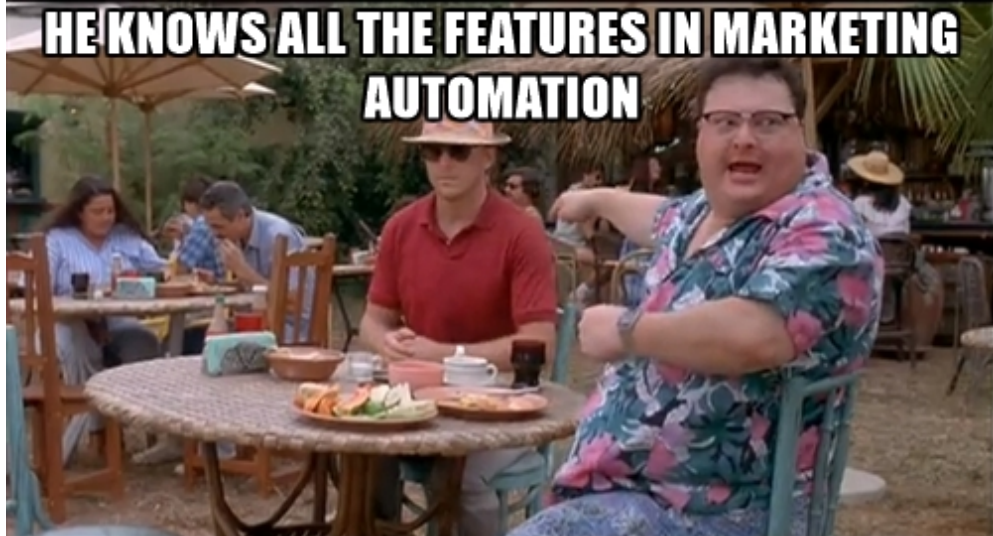
Overcoming Objections and Addressing Buyer Personas

Marketing Automation Does *Amazing* Things

- Drives More Leads
- Converts Leads to Sales
- Optimize Your Advertising Spend
- Simplifies Workload
- Do More With Less



**HE KNOWS ALL THE FEATURES IN MARKETING
AUTOMATION**



SEE... NOBODY CARES!



CHALLENGE



ACCEPTED

Personas

What is a buyer persona?

A buyer persona tells you what **prospective customers are thinking and doing as they weigh their options to address a problem that your company resolves**. Much more than a one-dimensional profile of the people you need to influence, or a map of their journey, actionable buyer personas **reveal insights about your buyers' decisions** — the specific attitudes, concerns and criteria that drive **prospective customers to choose you, your competitor or the status quo**.

Poll Time

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**What prospective customers
are thinking and doing as they
weigh their options to address a
problem that your company
resolves.**

Reveals insights about your buyers' decisions – the specific attitudes, concerns and criteria that drive prospective customers to **choose you, your competitor or the status quo.**

UNCERTAIN

THE FUTURE IS

"Awesome" ends in "Me"...

Coincidence?

I think not.



somee cards
user card

The 4 Buyer Personas

Wanna Be Spies

Wanna Be Spies

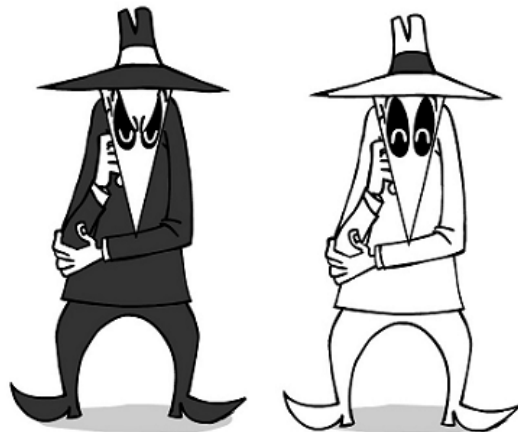
- Used to be focused on “Hits”
- They want to know what was looked at and who looked at it
- Almost always salespeople
 - Some have executive or C Suite titles



Wanna Be Spies

Focus On:

- Visitor ID
- Lead Activity



Overworked Dreamers

Overworked Dreamers

- Have **BIG** ideas and **SMALL** amounts of time
- They want to simplify their process
- Almost always part of the marketing team

You May Say Im A Dreamer



But Im Not The Only One

JOHNLENNON.COM

Overworked Dreamers

Focus On

- Automation of manual processes
- Do more with limited resources

You May Say Im A Dreamer



Connectors of Dots

Connectors of Dots

- Similar to Overworked Dreamers
- They see how the entire marketing puzzle fits together but have no time to put it together
- Almost always a marketing manager



Connectors of Dots

Focus On

- Automation
- Lead nurturing
- Trigger-based drip campaigns



Prove Its

Prove Its

- Those that need justification for campaigns
- They want to know what leads the campaign created and the revenue from that lead
- The decision makers



Prove Its

Focus On

- Accountability
- Tracking
- Data-based decision making
- CRM



**Personas Help You Understand
What Success Looks Like
In the Eyes of Your Client**

Understanding What Success Looks Like

Understanding what success looks like to your client is the **key to selling** Marketing Automation.

Personas
Aren't all
You Need.
Beware...

WARNING

The Rut

The Rut

Clients that

- Use the same old tools
- Do the same old tactics
- Expect the same old results



I was not aware of that

Get Out of The Rut

Identify Your Client's Persona

- Educate them on the feature that matches their persona
- Audit the areas of their process that they care most about

The Comfort Zone

The Comfort Zone

Clients that

- Fear trying new things
- Have been burned in the past
- Pressured from above to, “not fail”



Gradual Changes

Identify Your Client's Persona

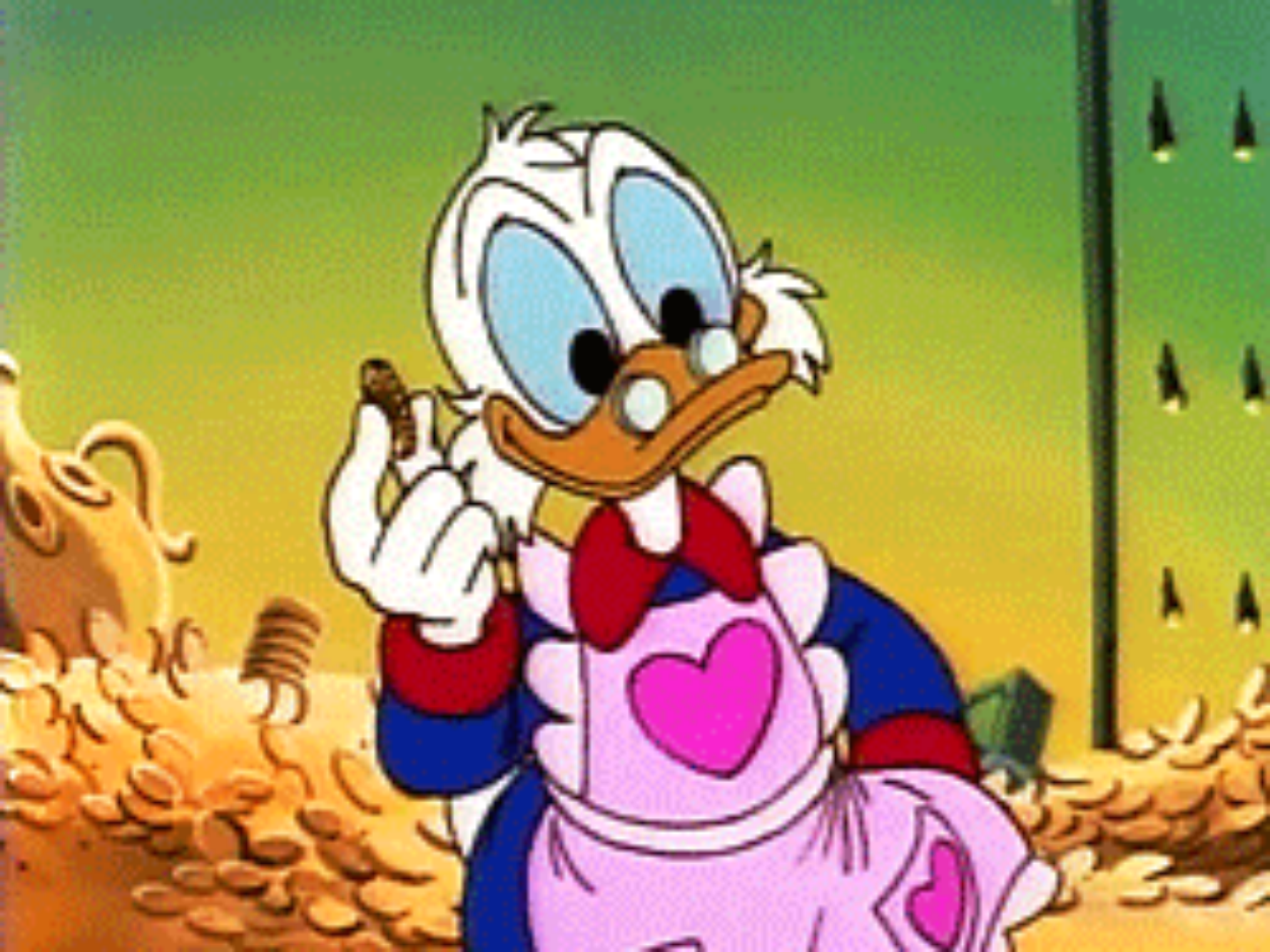
- Make a small change that aligns with what they care about
- Prove success one step at a time

Penny Pinching

Penny Pinching

Clients that

- Fear the costs of marketing automation
- Pressured from above not to increase budgets or spend

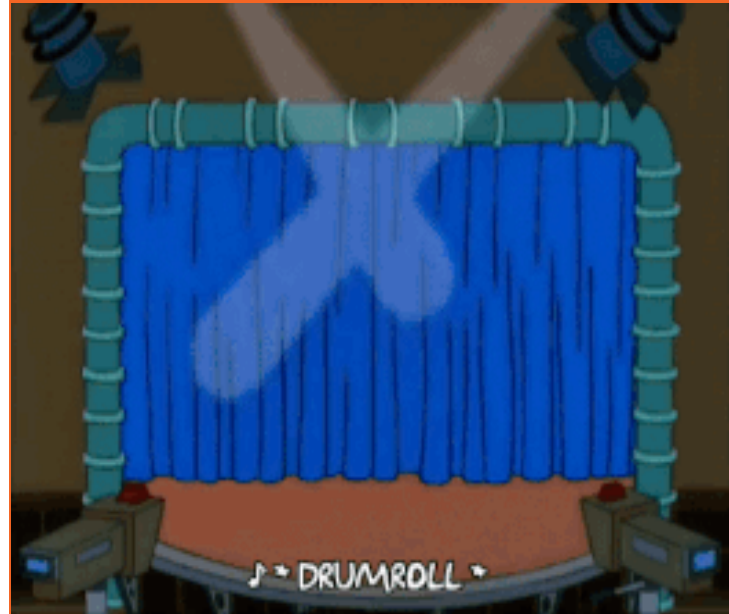


Identify Cost Savings

Identify Your Client's Persona

- Find systems that can be replaced with marketing automation
- Use free trials

Examples



Overworked Dreamer

“I have a really tight budget, I don’t think we can afford anything like that.”

“We already use Google Analytics and an ESP, I just don’t have enough time or money for PPC.”

Wanna Be Spy

“I wish our numbers were better.”

“My sales team is cold calling and we’re hosting seminars for lead generation.”

Prove It

“We recently tried another direct mail campaign and it didn’t prove out an ROI. We’re going to stay as is for now.”

Delivering Success



**Before You Sell, Look
For...**

A Healthy Contact List

- Already generates traffic
- Recent new sign ups
- Strong open rates and CTR
- Bonus Points if the list is segmented



Healthy Content

- An active and good blog
- Content that connects to their customer journey



**If They Don't Have
These Things**



Teamwork



Everyone Needs the Right Role

Spies & Prove Its - Hands Off

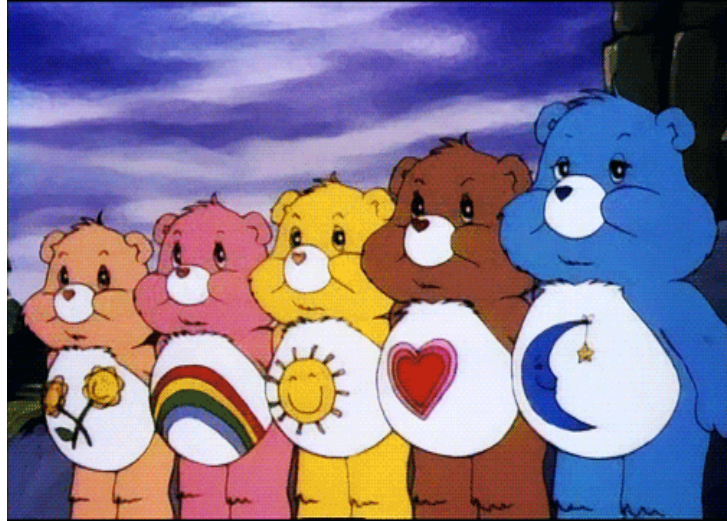
Overworked Dreamers - Want to contribute but lack the time. Give them a small piece

Connectors of Dots - Want to be part of the strategy

TL:DR

You Are Ready

- Identify what your clients care about



You Are Ready

- Identify and remove barriers



You Are Ready

- Assign the right person to the right job





It's done.



Poll

Questions?

Continue The Conversation

- With SharpSpring:
 - Questions?
 - sharpspring@sharpspring.com
- Want to see more?
- Request a demo on www.sharpspring.com

With Steve:



Steve Slater

Phone: 320-587-8974 Ext. 106

Email: slater@vimm.com

Web: www.vimm.com

- SharpSpring Partners:
 - Got a great success story?
 - Email ideas to nicole@sharpspring.com

With James:



James Morgan

Senior Vice President of Partnerships
SharpSpring

Email: jamie@sharpspring.com

Web: www.sharpspring.com

Thank You



SharpSpring