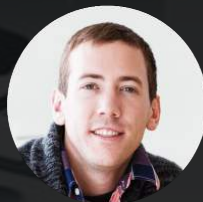




Accelerate Your Web Marketing



Bryan Tobin
Usability Manager
SharpSpring



John Rau
Founder
Accel Web Marketing



Keith McGibbon
Campaign Guru
Accel Web Marketing

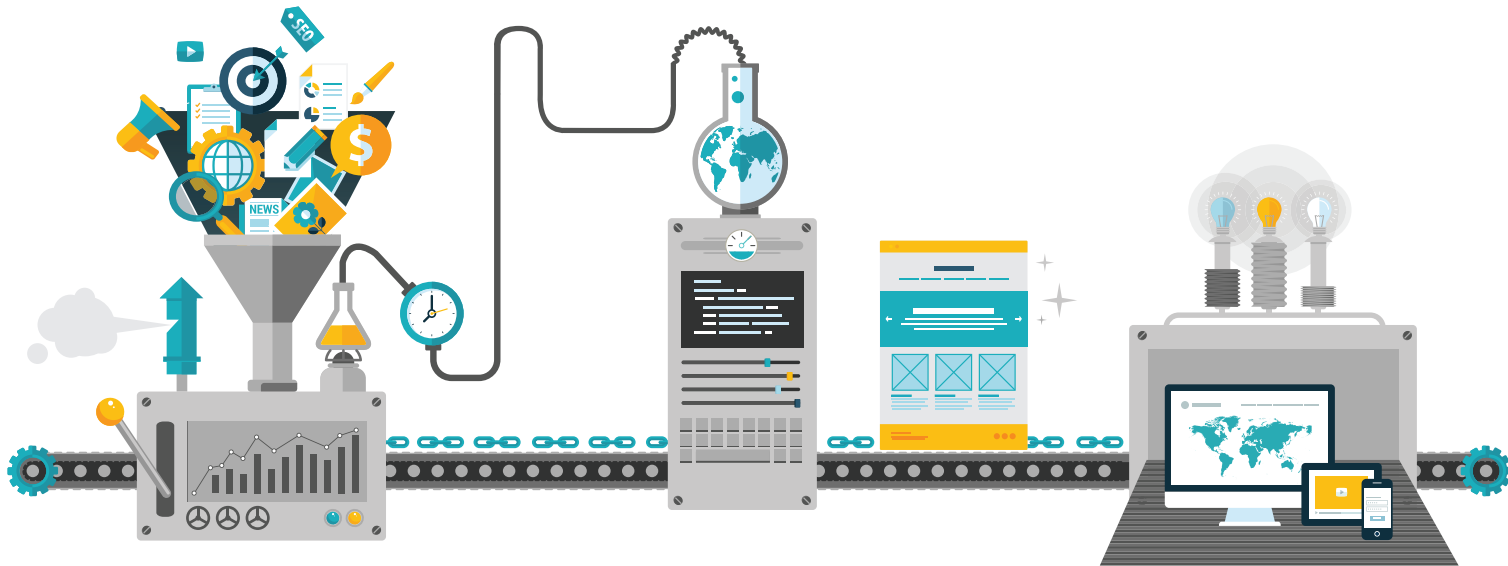
Greetings

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

Sendible

September 21st 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



Bryan Tobin

Training and 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.



John Rau

Founder | Accel Web Marketing

Coming from a sales background, Keith knows what it takes to get someone to say yes - a skill that translates well into the marketing realm. Keith helps Accel's customers run campaigns on Google, Facebook and LinkedIn and using SharpSpring to tie them all together.



Keith McGibbon

Campaign Guru | Accel Web Marketing

With over 10 years of marketing experience, John helps Accel's clients leverage tools like SharpSpring to increase sales without needing to increase their staff. A numbers-driven person, John believes strongly in properly tracking and measuring ROI of each marketing effort.

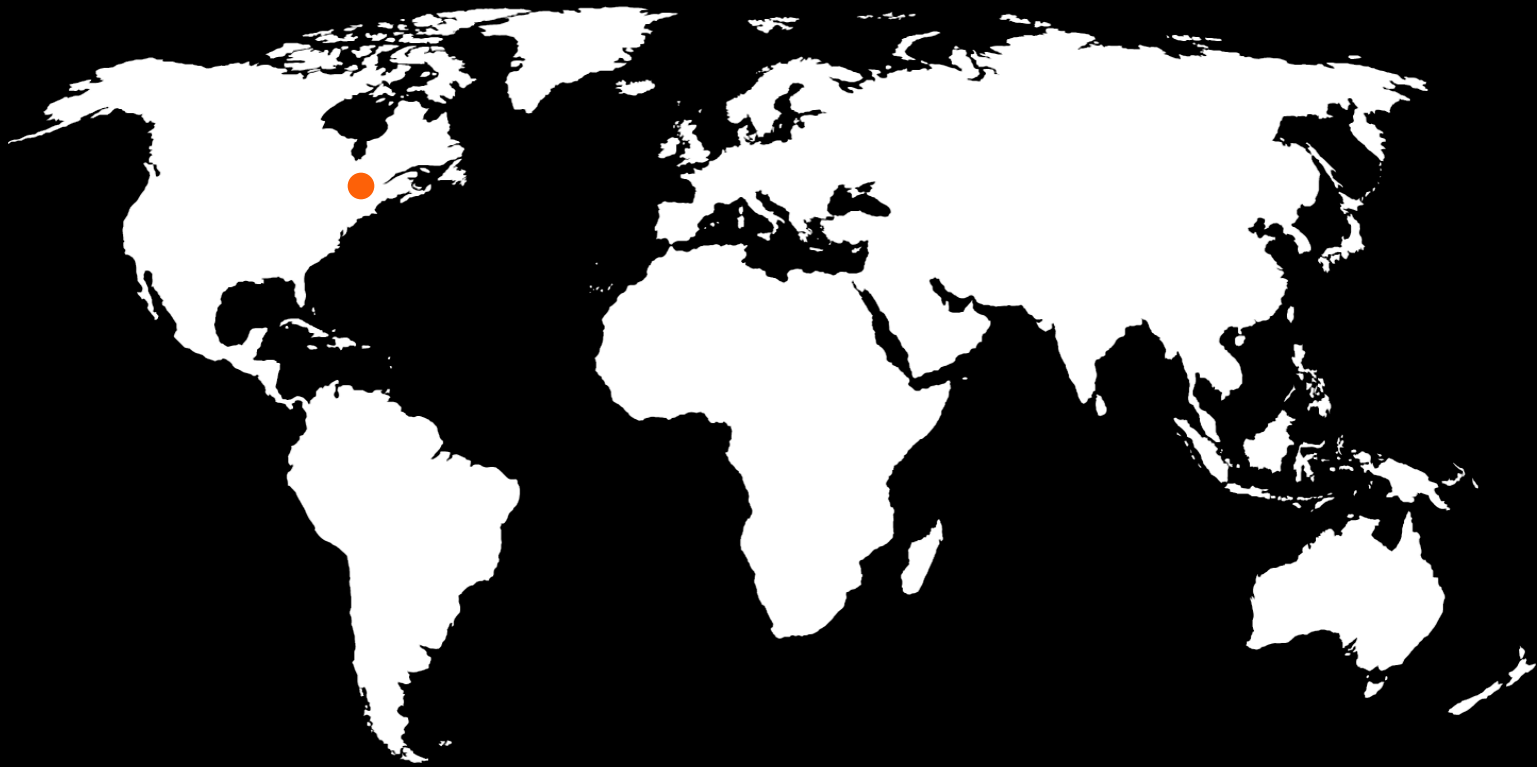


#SharpTweet live with us





www.AccelWeb.ca



accel
Web Marketing

www.AccelWeb.ca


The key to success at anything, really

1. Try a bunch of stuff
2. Try some other stuff
3. See what works best and double down on that
4. Repeat steps 1-3 over and over

FINSYNC

Like Quickbooks, but more features
and a fraction of the price

www.finsync.com



FINSYNC is a fully integrated financial management platform
that will help you run your business better

How would you like to get started?

Help me with...

Select a pain point...



A complete solution for small to mid size businesses

Bill Pay | **Invoicing** | **Payroll** | **Projects** | **Banking** | **Accounting** | **Everything** | **Springboard**

Pricing | Company | Accountants | Banks | Contact

Before

- Small Marketing Team with limited resources
- Spending money on AdWords but not converting
- Unclear which campaigns were driving leads and which weren't
- Using two different systems with inconsistent data sets

After

- Small Marketing Team, **augmented** by Accel's resources
- Several targeted ad campaigns running and clear visibility into performance/ROI
- Emails, Forms, Website Content, CRM, Nurturing and alerts all managed inside SharpSpring

Results



↑238%

Web Signups



↓58%

Cost Per Acquisition



↑128%

Traffic to Site

How did we do it?

1. Tried a bunch of stuff
2. Tried some other stuff
3. Saw what worked best and doubled down on that
4. Repeated steps 1-3 over and over



Attract

Learn about FINSYNC

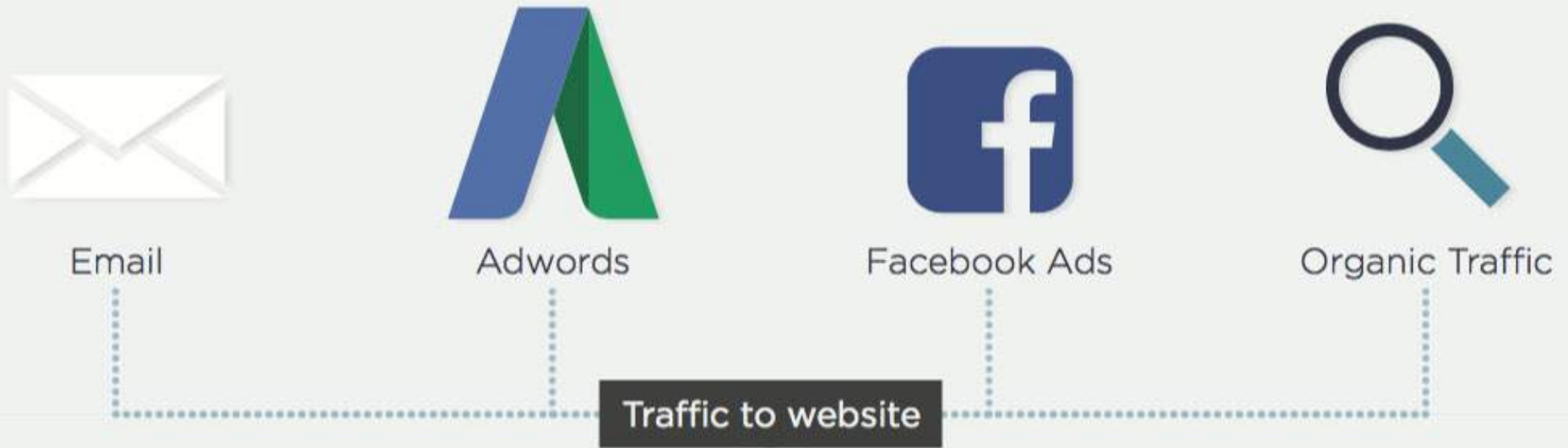
Convert

Start free trial

Close

Become a paying subscriber

1. Attract



About 19,900,000 results (0.30 seconds)

QuickBooks™ Official Site - New QuickBooks 2016 Download

Ad www.quickbooks.com/Official-Site

4.8 ★★★★★ rating for quickbooks.com

Now Only \$199.95! Was \$299.95

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Plans: Simple Start, Essentials, Plus, QuickBooks Pro 2016...

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Ad FINSYNC.com

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quickbooks.intuit.com/ QuickBooks

Run your whole business better with QuickBooks. It is the #1 rated small business accounting software. Sign up for a FREE trial today.

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This app is changing how small businesses operate.



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Small Business Owner?

In 2016 save time and make your business more profitable with a clear understanding of your finances.

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GOOGLE / FACEBOOK ADS

2. Convert



McDonald's big comeback hits trouble

News and buzz

- eHarmony CEO stepping down
- Kids stripped, assaulted, tear-gassed 2 h
- Durant closes OKC restaurant
- Federer out for rest of season
- Michael Jordan: I can't stay silent 44 m
- Woman mauled to death by tiger
- Will NFL star relapse again?
- MLBer tells why he cut up uniforms
- Is this driver killing NASCAR?
- Celebs team up to slam politicians ▶
- Zoo bows to public pressure ▶

Russia and the U.S. election



Who wins if Putin meddles?

Clinton's trepidation as commander-in-chief

For sale



Biggest flying water bomber

Plane flies around world on zero fuel

What are the world's best airlines? ▶

JetBlue eyes flights to Europe

You should see this



Why Marissa Mayer couldn't save Yahoo



How CNN war correspondents stay cool in deadly heat

Looking at Bill.com?

STOP

FINSYNC

Already saving you time.

FREE TRIAL

Advertisement



Advertisement

CNNMoney

Dow

-41.54

18,451.52 / -0.22%

Nasdaq 5,108.92 ↑ 11.29

S&P 2,167.44 ↓ 1.04

Enter Symbol

Get Quote

REMARKETING

FINSYNCFeatures



Accounting

Automate Data Entry & Reconciliation So You Can Focus On Closing More Deals

Make 2016 the year your real estate agency takes off.

With automation and best in class financial tools, FINSYNC can spend more time with your clients and focus on

[Start off right with a risk-free trial of FINSYNC](#)

Can non-accountants use FINSYNC?

How secure is the FINSYNC platform?



FINSYNC presents real time data based on your



FINSYNC uses the same encryption that banks

1. just after start send the email "[Feat] Accounting - Real Estate".
2. 6 days after start send the email "[Feat] Banking - Real Estate".
3. 1 week 5 days after start send the email "[Feat] Bill Pay - Real Estate".
4. 2 weeks 4 days after start send the email "[Feat] Real Time Analytics - Real Estate".
5. 3 weeks 3 days after start send the email "[Feat] Free Trial Offer - Real Estate".
6. 1 month after start send the email "[Feat] Lockbox - Real Estate".
7. 1 month 6 days after start send the email "[Feat] Payroll - Real Estate".
8. 1 month 1 week 5 days after start send the email "[Feat] Projects - Real Estate".
9. 1 month 2 weeks 4 days after start send the email "[Feat] Free Trial Offer 2 - Real Estate".

PERSONALIZED EMAIL DRIPS

Pay your team with ease and guaranteed accuracy

Manage timesheets, payroll and taxes online

Pay all employees, contractors, contributions and taxes electronically (ACH) with just a few clicks.

- ✓ Payroll taxes are calculated automatically and guaranteed to be accurate.
- ✓ Payments processed through FINSYNC automatically update your accounting records, making it easy to project cash flow and labor cost.

The screenshot displays the FINSYNC Payroll interface. At the top, there's a navigation bar with tabs for Banking, Income, Expenses, Payroll, Projects, and Reports. The 'Payroll' tab is active. Below the navigation bar, the 'Current Pay Run' section shows a summary of the pay run with the following values:

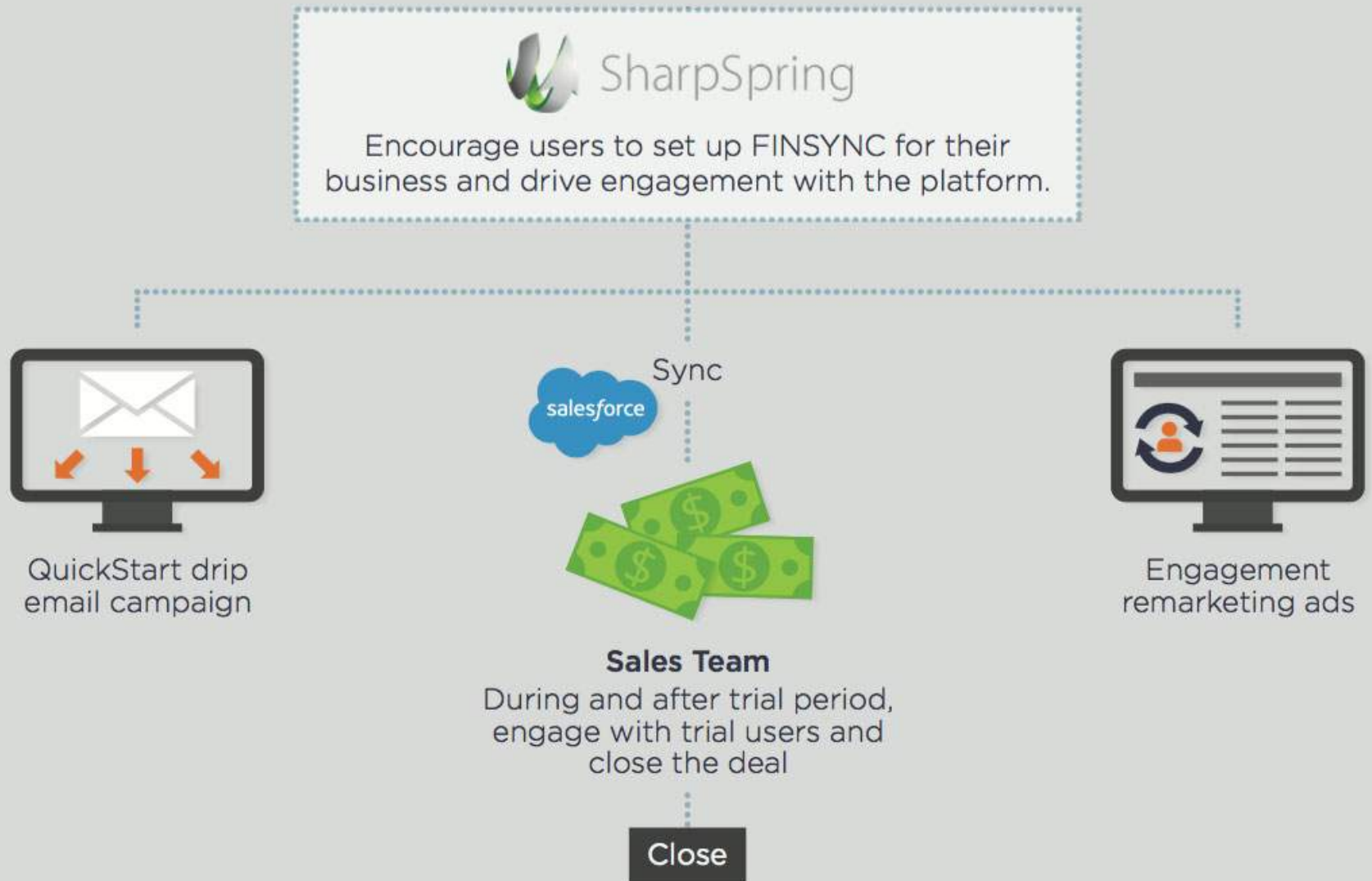
Total W-2 Gross	Taxes, Fees & Other	Total W-2	Total Pay Run
\$57,744.56	\$4,960.84	\$0.00	\$62,705.40

A green 'PROCESS' button is visible next to the total pay run amount. Below this, there's a table listing employees and their pay details for the period 02/12/2016 - 02/25/2016. The table includes columns for Employee, Status, Pay Period, Hours, Gross Pay, Deductions, Taxes, and Net Pay.

Employee	Status	Pay Period	Hours	Gross Pay	Deductions	Taxes	Net Pay
John U Bacon	Approved	02/12/2016 - 02/25/2016	-	\$6,730.76	\$0.00	\$2,107.89	\$4,622.87
Jack Frost	Approved	02/12/2016 - 02/25/2016	-	\$5,769.23	\$0.00	\$1,364.25	\$4,404.98
Craig Harris	Approved	02/12/2016 - 02/25/2016	-	\$1,615.38	\$0.00	\$343.37	\$1,272.01
Anna Martin	Approved	02/12/2016 - 02/25/2016	80.00	\$1,800.00	\$0.00	\$286.10	\$1,513.90
Gerry McNamee	Approved	02/12/2016 - 02/25/2016	80.00	\$960.00	\$0.00	\$186.44	\$773.56
George Michael	Approved	02/12/2016 - 02/25/2016	-	\$1,230.76	\$0.00	\$2,090.14	\$6,140.62
Monica Mouse	Approved	02/12/2016 - 02/25/2016	-	\$6,730.76	\$0.00	\$1,719.89	\$5,010.87
Doug Mulvey	Approved	02/12/2016 - 02/25/2016	80.00	\$760.00	\$0.00	\$141.14	\$618.86
Kenneth Nugent	Approved	02/12/2016 - 02/25/2016	-	\$4,615.38	\$0.00	\$1,353.09	\$3,262.29
Nathan Page	Approved	02/12/2016 - 02/25/2016	-	\$4,423.87	\$0.00	\$958.37	\$3,465.50

PERSONALIZED WEBSITE CONTENT

3. Close





Steve McDonald
Alpha Training & Consulting

Added 10 days ago

Overview

Life of the Lead

20

Memberships

20

Timeline

Event Filter ▾



Form Completed

Steve McDonald filled out the form [Sign Up - Plan Select](#)

[View Form Data](#)

Lead Score Story for Steve McDonald

313

Total

316

Score without Decay

✓ City Provided	1
✓ State Provided	1
✓ Phone Provided	10
✓ Company Name Provided	1
✓ First and/or Last Name Provided	1
✓ Email Provided	10
✓ Website Provided	1
✓ Forms Completed	0
✓ Email Clicks	0
✓ Media Views	0

Done

LEAD SCORE & LIFE OF LEAD

Steve McDonald

« [Back To Lead](#)

« [Back To Lead](#)

Lists

Atlanta
Board of
Realtors

▼ Address Information

Address

Denver, CO

Created By

[Stephen Clark](#), 7/15/2016 4:09 PM

Last Modified By

[Stephen Clark](#), 7/26/2016 2:51 PM

Useful Links

[Google Maps](#)

Edit

Delete

Convert

Clone

Find Duplicates

MailChimp Subscriptions

Open Activities

New Task

New Event

New Meeting Request

[Open Activities Help](#) ?

No records to display

Activity History

Log a Call

Mail Merge

Send an Email

View All

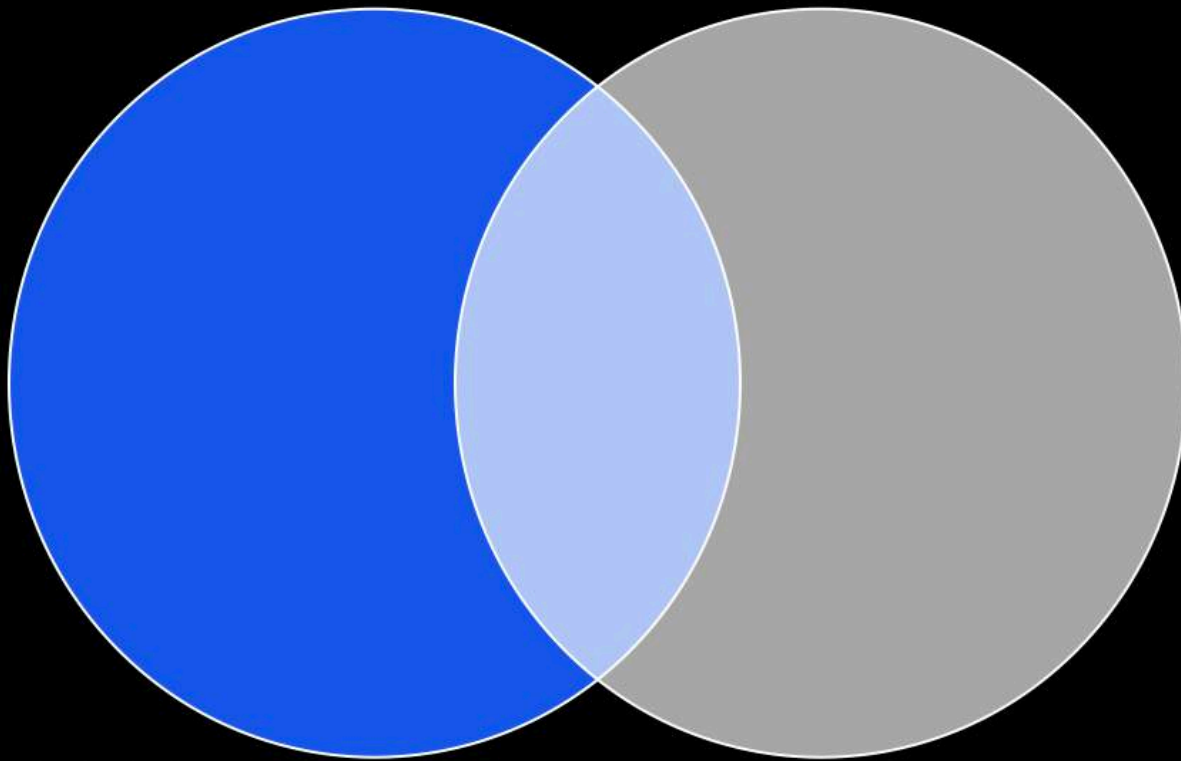
[Activity History Help](#) ?

Action	Subject	Task	Due Date	Assigned To	Last Modified Date/Time
Edit Del	Email: RE: Invoicing	✓	7/23/2016	Stephen Clark	7/23/2016 3:27 PM
Edit Del	User visited page.- finsync.com/company	✓	7/21/2016	Stephen Clark	7/21/2016 12:24 PM
Edit Del	User visited page.- finsync.com	✓	7/21/2016	Stephen Clark	7/21/2016 11:48 AM
Edit Del	User visited page.- finsync.com/pricing	✓	7/21/2016	Stephen Clark	7/20/2016 10:52 PM

SALESFORCE SYNC

Lessons Learned

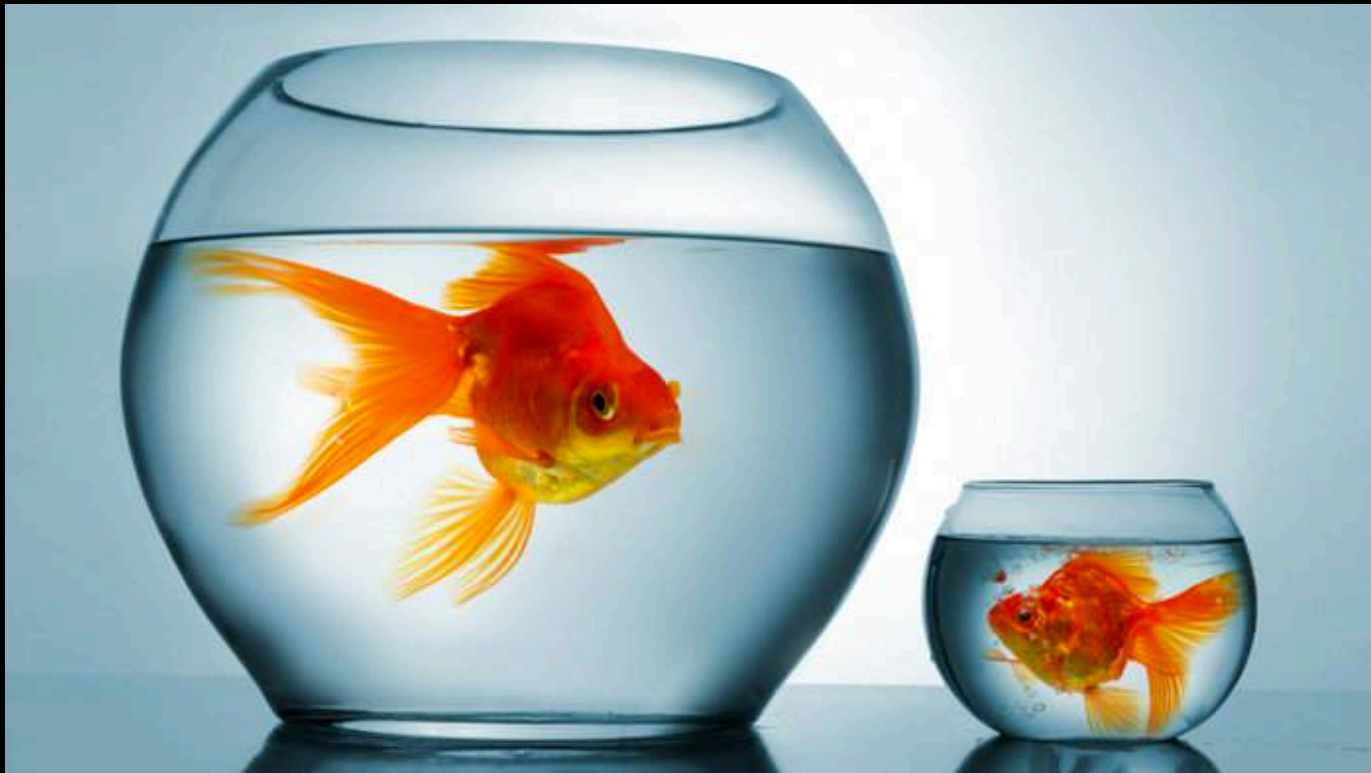
1. Identify a universal pain point



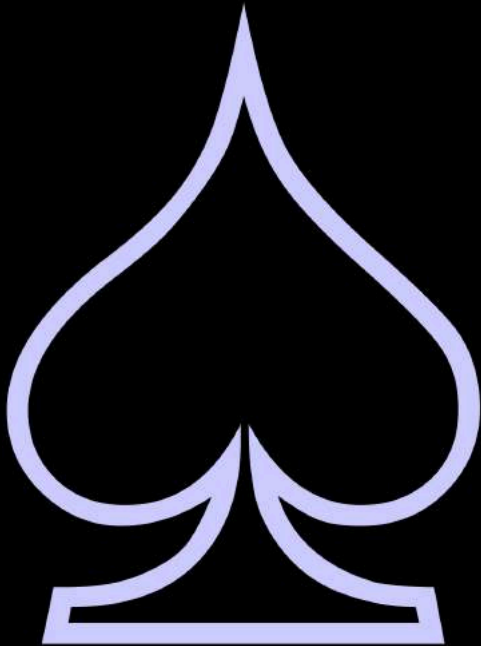
2. Segment your audiences and personalize your communications

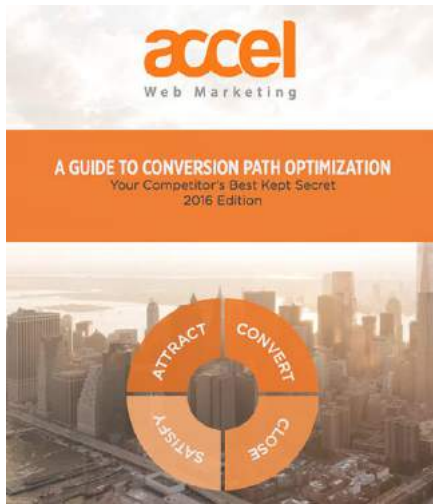


3. Understand your (or your clients') capabilities and capacity



4. Call a spade a spade





Free Guide: Conversion Path Optimization 101

www.accelweb.ca/cpo



SharpSpring Wordpress Plugin

www.accelweb.ca/ssplugin



SharpSpring

www.sharpspring.com

FINSYNC

www.finsync.com



Poll

Questions?

Continue The Conversation

- With SharpSpring:

- Questions?
- 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 John:



John Rau

Founder - Accel Web Marketing

Phone: 888 673 8485 x2

Email: john@accelweb.ca

Web: www.accelweb.ca

With Keith:



Keith McGibbon

Campaign Guru - Accel Web Marketing

Phone: (613) 296-5796

Email: keith@accelweb.ca

Web: www.accelweb.ca

With Bryan:



Bryan Tobin

Usability Manager - SharpSpring

Email: bryan@sharpspring.com

Web: www.sharpspring.com

Thank You



SharpSpring