SharpSpring CORE

The Fab 4: Client Goals You Can Achieve With Marketing Automation

Bryan Tobin
Training and Usability Manager
SharpSpring

**Greg Budrow**
VP Sales and Marketing
Core Integrated Marketing

Greetings

Who's In The Audience

• SharpSpring partners & direct users

• Core Integrated customers

• Businesses considering SharpSpring & Core Integrated Marketing

Why Are We Here?

• Learning from Peers

– Share marketing best practices

– Provide real-world success stories

• Today's focus: Identifying Which Clients Are Candidates for Automation Based on Their Business Needs
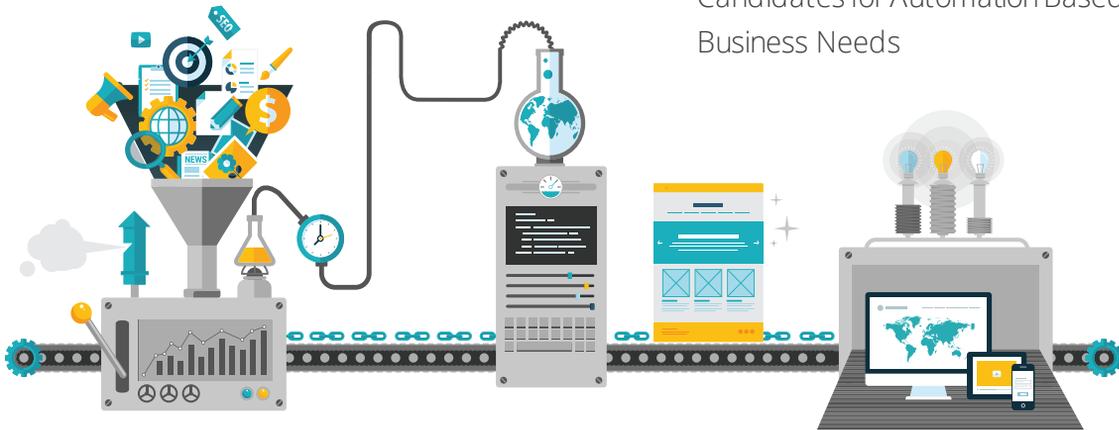
SharpSpring

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
Going Beyond the Basics

November 9, 2016
11 a.m. – 12 p.m. EDT
8 a.m. - 9 a.m. PDT
4 p.m. - 5 p.m. BST

David Schmeltzle
President
BizBudding Inc.

Future Partner Presenters:
Email Nicole Levy at nicole@sharpspring.com

SharpSpring

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.

Greg Budrow
VP Sales and Marketing| Core Integrated Marketing
Greg started his career in direct mail and learned the importance of targeting and reporting. This is the foundation for his success with marketing automation for both his agency and its clients. Core Integrated has been a SharpSpring agency partner for more than two years and currently has 80 clients on the platform.

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The Fab 4

Client Goals You Can Achieve with Marketing Automation

CORE
integrated marketing

www.coreintegrated.com

Why Marketing Automation

✓ **Work Smart**

We all need automation

Find the clients that are simply more **"in need"**

The Fab 4
Ideal Client Goals

Increase Inbound Conversions

Increase Sales Team Accountability

Boost Email Marketing Performance

Improve Lead Distribution Effectiveness

Increase Inbound Conversions

Reactions of Clients when asked about PPC or Inbound Lead Campaigns

Happy **or** **Not Happy**

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Increase Inbound Conversions
Currently Happy Clients

Identify their true results — Time for a little math.

Current Monthly Situation

       100 leads

-   10 leads converting to customers

       90 Missed Opportunities

30% Increase – 3 Extra Leads
50% Increase – 5 Extra Leads
100% Increase – 10 Extra Leads
300% Increase – 30 Extra Leads

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Increase Inbound Conversions Currently Not Happy Clients

Identify Missed Opportunities

1. Not attracting the right audience
2. Low Conversion Rates
3. No Accountability

Marketing Dashboard – Identify Results
Automated Follow Up & Lead Nurture
Sales Team Alerts & Reporting

Boost Email Marketing Performance

Current State of Email Marketing

According to a recent survey of marketing agencies, lead nurturing is a successful tactic for 88% of them. Marketing automation makes lead nurturing simple with drip campaigns to well-segmented lists.

Unsuccessful — 12%

Very Successful — 21%

Somewhat successful — 67%
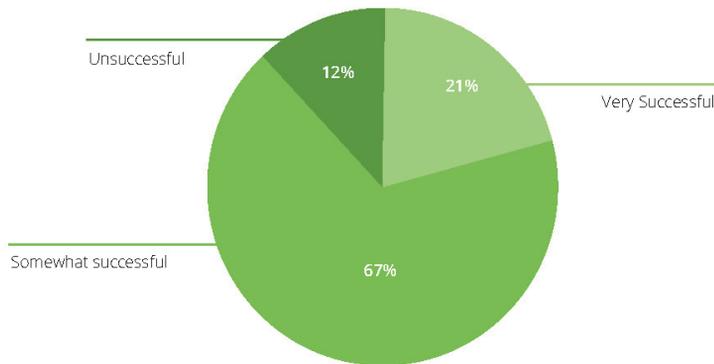
Boost Email Marketing Performance

Inexpensive vs

Better Results

- ✓ Personalized Relationships
- ✓ Relevant Content
- ✓ Automated Nurturing
- ✓ Instant Notifications
- ✓ After the Click Tracking

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Sales Team Accountability

Imagine never missing another opportunity

Marketing Automation Success = Personal Lead Nurturing + Real-Time Sales Notifications

✓ **Speed**
✓ **Persistence**
✓ **Organization**

According to InsideSales, if you reach out to a lead within five minutes of a given interaction, your odds of contacting them are 100 times greater than if you call after 30 minutes, and they're also 21 times more likely to enter the sales cycle.
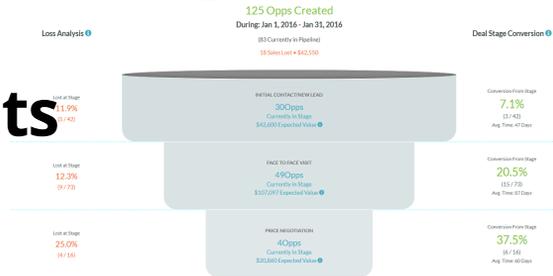

Yes, that's 21 times

Sales Team Accountability

Know Your Clients – Understand Your Results

- ❏ Lead History
- ❏ Follow Up Status
- ❏ Understand Won vs Lost Sales
- ❏ Creating Accountability to

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Lead Distribution Effectiveness

Optimize Your Lead Channel for Success

The Pitch is Key – Know your client

Goals of Lead Distribution

- ❑ Product Type
- ❑ Location
- ❑ Franchisee
- ❑ Skill Set

Lead Distribution Effectiveness

Identify The Best Opportunities

- Organizations & Associations
- Franchises
- Buying Groups
- Manufactures
- Sales Teams
- Multiple Product Categories

Promote the Benefits
- ✓ Real-Time Lead Transfer
- ✓ Personal Relationships
- ✓ Lead Accountability
- ✓ Campaign Reporting
- ✓ Change Distribution Channel on the fly

Real Success vs Perceived Success = Accountability
Reward the highest achiever by number conversions

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Marketing Automation is Greater Than The Sum of Its Components

Simplify Your Message – Focus on the Results

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Thank You

Poll

SharpSpring

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 Greg:

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VP Sales and Marketing
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With Bryan:

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Thank You
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