

# New Year's Resolutions: Agency Strategies in 2017

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VP of Sales  
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**Jen DeVore Richter**  
Co-Founder  
Rock My Image



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President  
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# Introductions



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**Vice President – Sales & Marketing | Core Integrated Marketing**



Mike Jennings

**President | MoreSALES**



Jen DeVore Richter

**Co-Founder | Rock My Image**



Andrew Dod

**CMO | SharpSpring**



#SharpTweet live with us

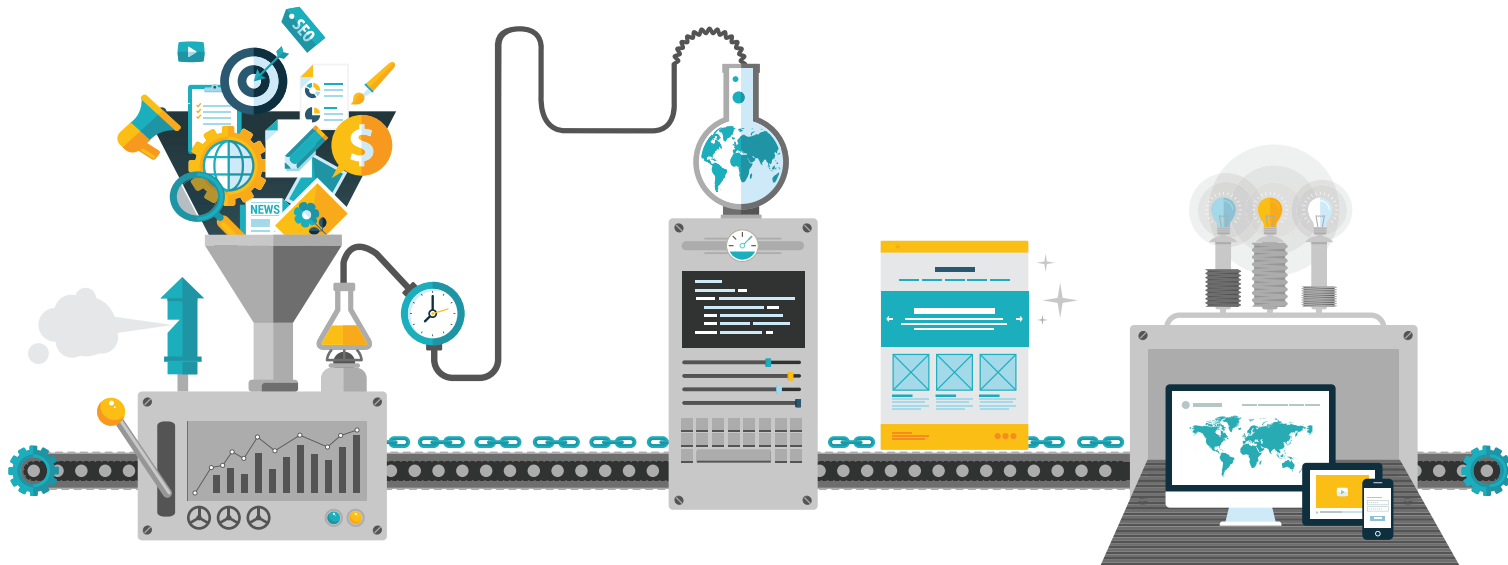
# Greetings

## 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
- Today's focus: Digital marketing learnings and successes from 2016 to bring into 2017



# 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

### Let's Get Personal:

Use Buyer Personas to Send Targeted Messages and Close Deals of Any Size

January 25<sup>th</sup> 2017  
11am EDT



**Zack Pawlosky**  
Owner  
Candeo Creative

## Future Partner Presenters:

Email Nicole Levy at [nicole@sharpspring.com](mailto:nicole@sharpspring.com)

# Topics



Pitching Marketing Automation to Clients



Social Media Strategy



Producing Quality Content



Campaign/Reporting Success



E-Commerce Trend



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# Pitching Marketing Automation to Clients

- Best-in-class companies are 67% more likely to use a marketing automation platform. – Aberdeen Group *“State of Marketing Automation 2014: Processes that Produce”* (2014)
- Companies that have adopted marketing automation perform well compared to companies that haven’t:
  - 45% regularly repurpose content for efficiency, compared with 28% of companies without marketing automation
  - 54% capture intelligence for the sales team, compared to 25% without marketing automation
  - 49% customize content to the buyer journey stages, compared to 21% without marketing automation  
– The Lenskold Group, *“2013 Lead-Generation Marketing Effectiveness Study”* (2013)

# Social Media Strategy

- 27 million pieces of online content shared daily in the U.S.  
60% of content-sharing messages specifically mention a brand or product name.  
- *AOL Research New Release*
- 72% of a brand's Twitter followers are likely to make a future purchase from that brand. - *SocialMediaToday*
- Both B2B and B2C marketers use an average of 6 social media platforms to distribute content.
  - Top B2B platforms: LinkedIn (91%), Twitter (85%), Facebook (81%), YouTube (73%), Google+ (55%), and SlideShare (40%)
  - Top B2C platforms: Facebook (89%), Twitter (80%), YouTube (72%), LinkedIn (71%), Google+ (55%), and Pinterest (53%)- *Content Marketing Institute, 2014 Trends reports for B2B and B2C, Oct 2013*

# Quality Content

- Per dollar spent, content marketing produces 3 times more leads than paid search. Additionally, it costs less than paid search: 31% less for small and mid-sized companies and 41% less for large companies.  
*- Kapost, Content Marketing ROI, Jun 2012*
- Year-over-year growth in unique site traffic is 7.8x higher for content marketing leaders compared to followers (19.7% vs 2.5%). *- Aberdeen Group*
- Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads. *- DemandMetric*



# Campaigns and Reporting Success

- Analytics and reporting (52%), campaign management (46%) and lead nurturing (46%) are considered the most useful marketing automation features.  
– *Ascend2 “Marketing Automation Trends Survey” (2016).*
- 90.2% of global marketers say they’re focused on predictive analytics and segmentation to better target and engage key audiences.  
*The GDMA & The Winterberry Group, 2015.*
- 43% of marketers say proving the ROI of their marketing activities is their top marketing challenge. - *HubSpot, 2016*
- Marketers have noted a 760% increase in revenue from segmented campaigns.  
– *Campaign Monitor*

# E-Commerce Trends

- According to an Econsultancy report, 83% of customers want live support during the shopping and checkout process at an online store. In instances of customers being inept with online shopping or new to the experience, this number increases to 90%. - *Engadget, 2016*
- 75% of B2B buyers are influenced by social. The new B2B buyer is educated, social and doesn't require face to face contact. - *E-Commerce and B2B*

# What's on Tap for 2017?

 Poll

Questions?

# Continuing the Conversation

## With SharpSpring:

Questions?

Email [sharpspring@sharpspring.com](mailto:sharpspring@sharpspring.com)

Want to see more?

Request a demo on [www.sharpspring.com](http://www.sharpspring.com)

## SharpSpring Partners:

Got a great success story?

Email ideas to [nicole@sharpspring.com](mailto:nicole@sharpspring.com)



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*Thank You*



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