



Powerful. Affordable.
Marketing Automation.

Build a Profit Center

Grow Your Agency With Retainer-Based Relationships



Bryan Tobin

Usability Expert | SharpSpring



Paul Bresenden

President | 454 Creative

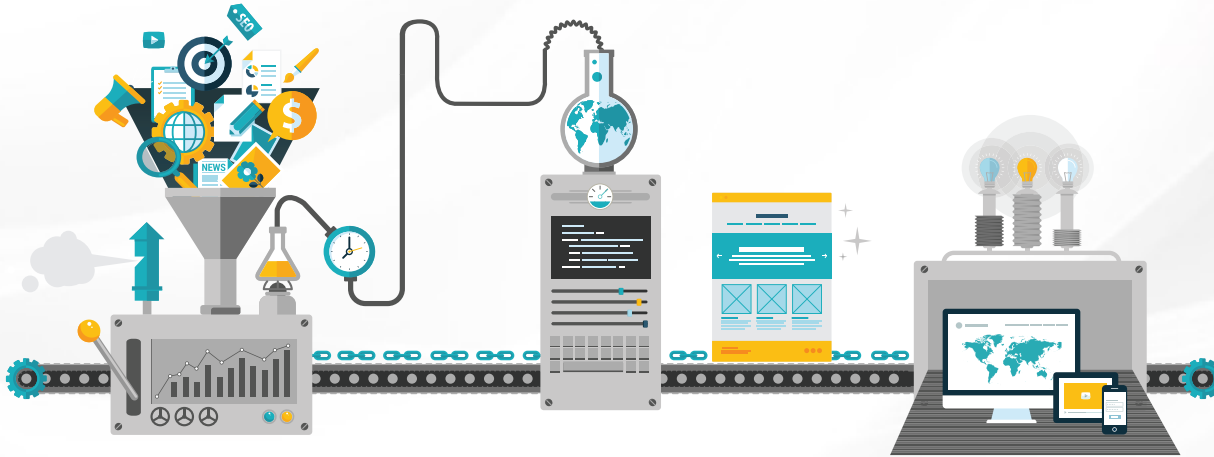
Greetings

Who's In The Audience

- SharpSpring Partner Agencies
- Agencies Considering SharpSpring
- In-House Marketing Professionals

Why Are We Here?

- How to grow your agency with retainer-based relationships
 - Share marketing best practices
 - Provide real-world 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 SpringBoard Live – Partners Only:

Alternative Pipeline Uses

Friday, February 24, 2017

Upcoming Webinar:

Let's Get Personal – Leverage Buyer Personas to Convert Leads to Sales

Wednesday, March 1, 2017

Future Partner Presenters:

Email Nicole Levy at nicole@sharpspring.com



Introductions



Bryan Tobin

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.



Paul Bresenden

PRESIDENT | 454 Creative

Paul is an industry veteran who has designed and strategized for leading organizations around the globe. Paul leads 454 Creative with his broad expertise in web development, digital strategy, marketing automation, lead generation, and conversion optimization. He helps businesses connect marketing, sales, and technology to produce measurable and effective results for success.



Growing Your Agency With Retainer-Based Relationships

Using Marketing Automation and Sales Strategy as a Foundation for Profitable Growth



Want to connect?



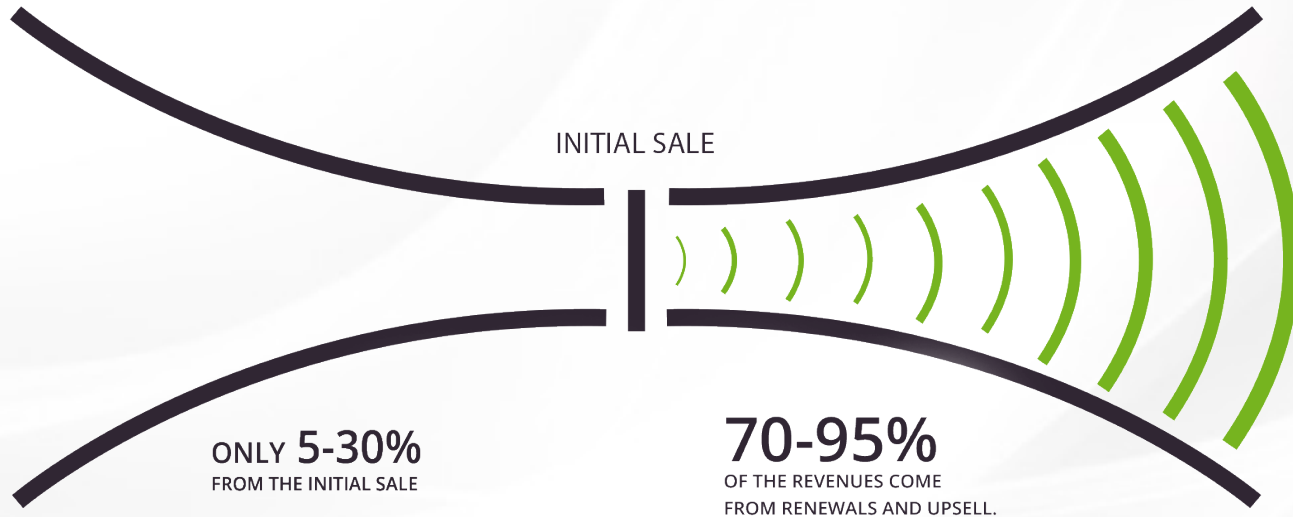
@454creative



[LinkedIn.com/in/pbresenden](https://www.linkedin.com/in/pbresenden)

Poll

Why the big focus on retainer relationships?



Why the big focus on retainer relationships?

Understanding the benefits of retainer relationships from a client perspective is of paramount importance.


Why should a client want a retainer engagement?

Tangible benefits to both parties

Dependability, consistency, trust and efficiency

A rhythm of communication and workflow



A group of people in a meeting, with a quote overlaid. The background is a dark, semi-transparent image of several people sitting around a table, looking at documents or laptops. The text is overlaid in a light green color.

Customer success is when clients achieve their desired outcome through their interactions with your company.

– Lincoln Murphy

How should I approach client relationships?



Define the Problem



Start Small



Set the Expectation



Deliver Results

What can I do to make the process easier?

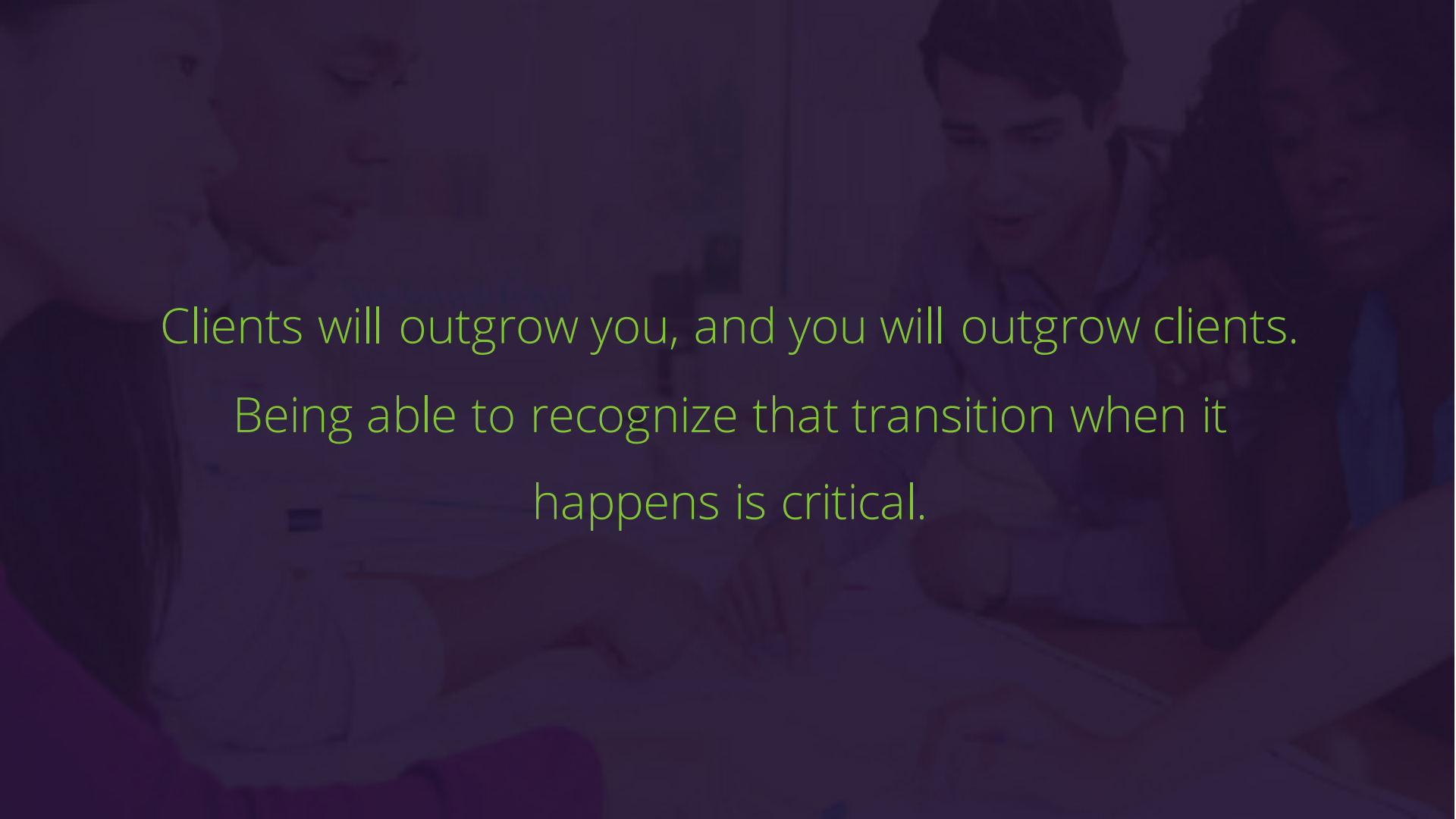


Learn to say no.

We categorize our relationships into three groups:

1. Ideal Clients
2. Needs Nurturing
3. JFTM (Just For The Money)



A group of people in a meeting, overlaid with a dark purple semi-transparent filter. The text is centered in a light green color.

Clients will outgrow you, and you will outgrow clients.
Being able to recognize that transition when it
happens is critical.

454
CREATIVE

10:41 AM

Tuesday
5 Jan 2016

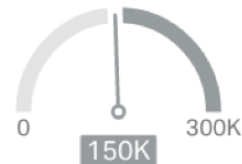
Opportunities - This Month

13



\$ of Opportunities - This Month

146.57K



Leads - This Month

4



Monthly Recurring Revenue

30.3K

61%

50K

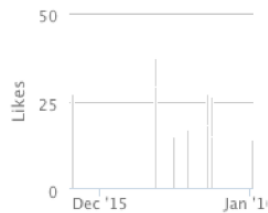
Projects Revenue Goal

44K

115%

38.4K

Instagram Likes



Instagram Followers

101

▲ 1

Current Website Visitors

1



Poll

Questions?

Continue 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 Bryan:



Bryan Tobin

Usability Expert
SharpSpring

Email: bryan@sharpspring.com

Web: www.sharpspring.com



#SharpTweet live with us

