



More Leads, More Sales: **How to Make Your Funnel Wider**

What We'll Cover Today:

- 1) The phases of a sales and marketing funnel.
- 2) Tools and features in each phase.
- 3) How to drive more leads, convert them, and optimize the marketer's spend.
- 4) How marketing automation expands the marketing funnel, increasing both sales and revenue.



More Leads, More Sales

How to Make Your Funnel Wider



Presented by:

Bryan Tobin

Product Manager, SharpSpring

Housekeeping

Questions?

- Phone lines are muted
- Submit via Chat Box

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming SharpSpring Webinar:

The 5 Pillars of Marketing Automation Success

March 15, 2017

11 a.m. – 12:00 p.m. EST

8-8:30 a.m. PDT

4-4:30 p.m. BST



Bryan Tobin

Product Manager
SharpSpring

Agenda

- What is Marketing Automation?
- Who is SharpSpring?
- How is this partnership helpful?
- Growing the Funnel
- Testimonials
- Special Offer



Powerful. Affordable.
Marketing Automation.

What is Marketing Automation?

What is Marketing Automation?

Marketing technology that empowers marketers to drive revenue, close more sales and optimize your ROI.

The Three Key Benefits



Drive more leads

More than just more.
Drive relevant leads that convert.



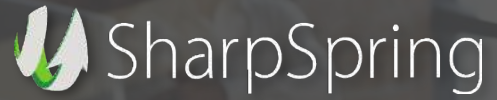
Convert leads to sales

Close business by sending exactly
the right message at exactly the
right time using powerful,
behavioral-based communication.



Optimize ROI

Double down on what works and
axe what doesn't. Comprehensive
reports make it easy.



Powerful. Affordable.
Marketing Automation.

Who is SharpSpring?



Marketing Automation Built for Agencies



Launched in 2014



More than 1,100 Marketing Agencies



Agency Focused Features

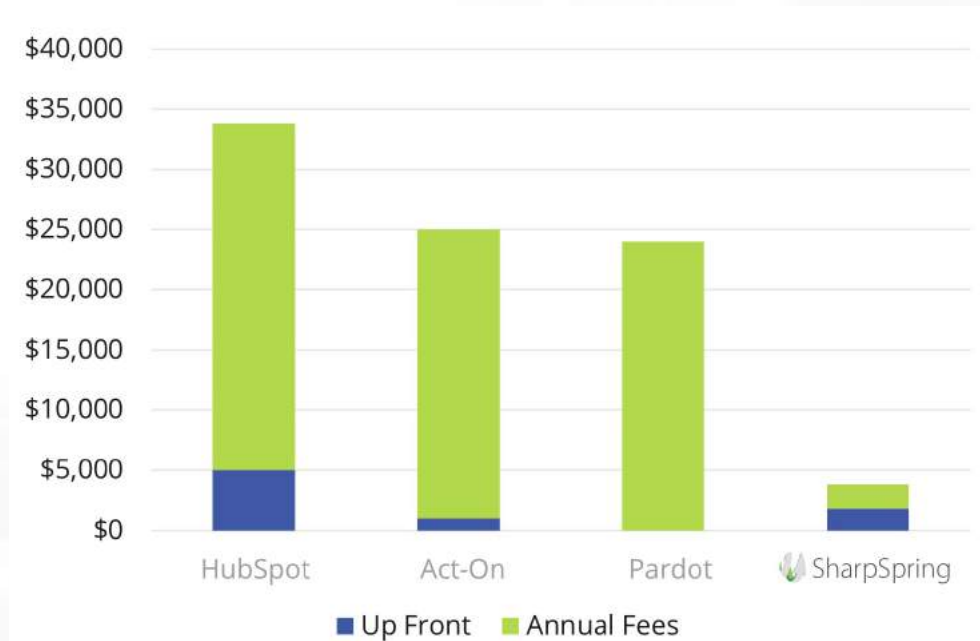


Agency Pricing Model

Why do businesses choose SharpSpring?



Premium Platform at Affordable Price



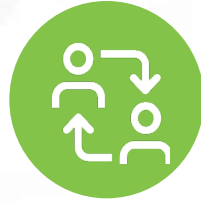
SharpSpring offers similar functionality at a fraction of the price

Why do agencies offer marketing automation to their clients?



Build higher value relationships

Grow your agency by becoming an integrated and indispensable partner to your clients



Increase monthly recurring revenue

Move from unpredictable project work to retainer-based relationships



Demonstrate provable ROI

Show clients measurable results with comprehensive lead-to-revenue reporting

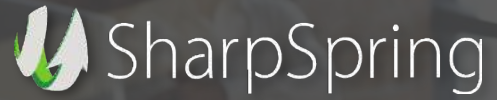


Powerful. Affordable.
Marketing Automation.

How is this partnership helpful?

Integration Benefits

- Seamlessly add prospects to SharpSpring that come in by phone
- Learn which campaigns generate the most sales, not just the most calls
- Pull phone, email and web tracking together by prospect
- See full sales and marketing pipeline, regardless of lead origin



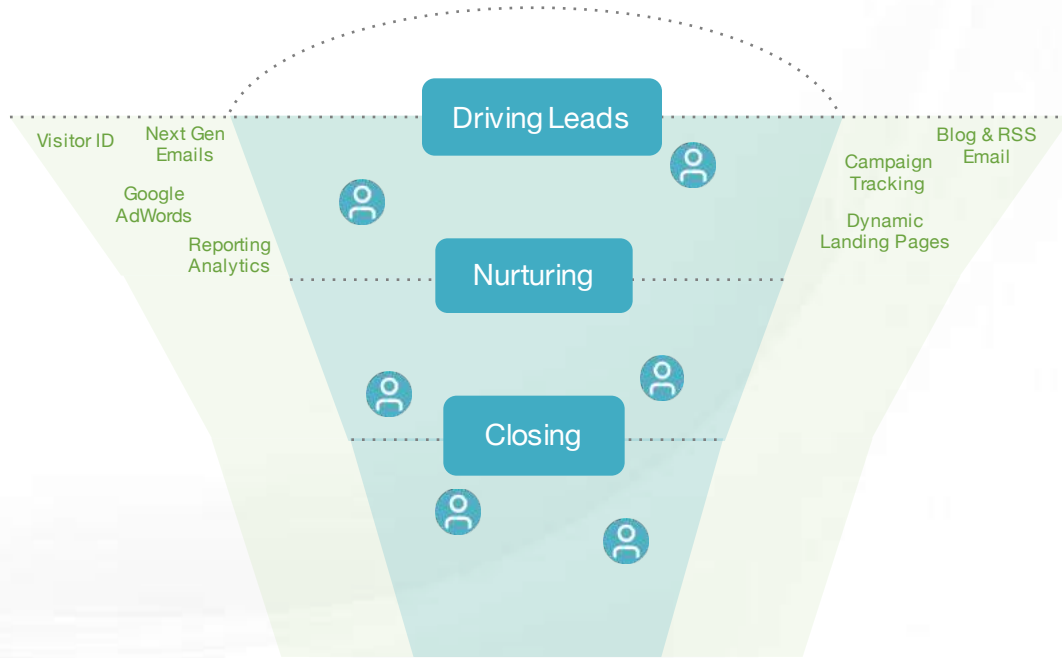
Powerful. Affordable.
Marketing Automation.

Growing the Funnel

Everyone Wants a Wider Funnel

Let's see how the features of SharpSpring make it happen...

Traditional Marketing



DRIVING



Next Generation Email Campaigns



Google AdWords Integration



Blogging and RSS Email Integration



Campaign Tracking



Dynamic Landing Pages & Forms

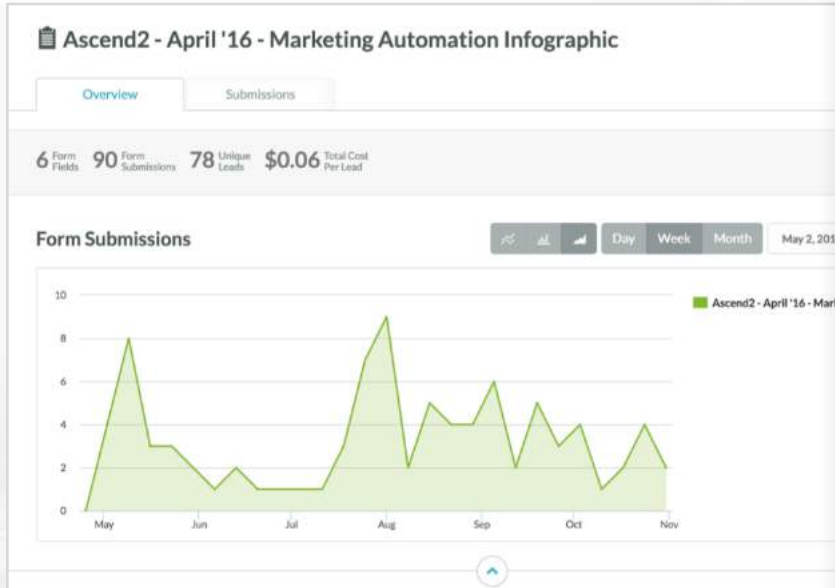


VisitorID (Anonymous Site Visitor Identification)



Reporting/Analytics

Dynamic Forms



Preview

First Name *

Last Name *

Email *

Company *

Phone Number

Do you work for a marketing agency? *

Yes No

Send It To Me

Dynamic Landing Pages



Explore the beauty of Alaska.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lobortis enim ac nunc pulvinar, sed egestas tellus fringilla. Suspendisse vulputate nulla mauris quis, aliquet tortor. Etiam sit amet nisi vel nisi imperdiet malesuada. Etiam luctus tellus non justo elementum, ac varius ante et fringilla sapien, vel sollicitudin turpis. Quisque sit amet nisi augue. Donec vestibulum commodo metus.



FOOD



SIGHT SEEING



TOURS

BOOK MY TRIP



Explore the beauty of Egypt.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lobortis enim ac nunc pulvinar, sed egestas tellus fringilla. Suspendisse vulputate nulla mauris quis, aliquet tortor. Etiam sit amet nisi vel nisi imperdiet malesuada. Etiam luctus tellus non justo elementum, ac varius ante et fringilla sapien, vel sollicitudin turpis. Quisque sit amet nisi augue. Donec vestibulum commodo metus.



HOTELS



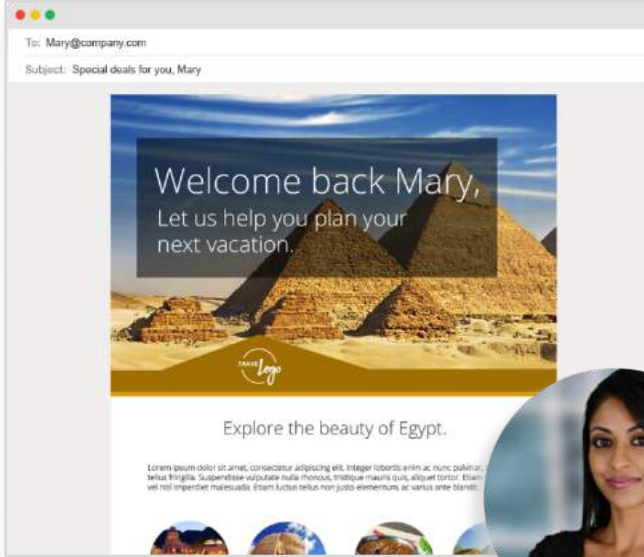
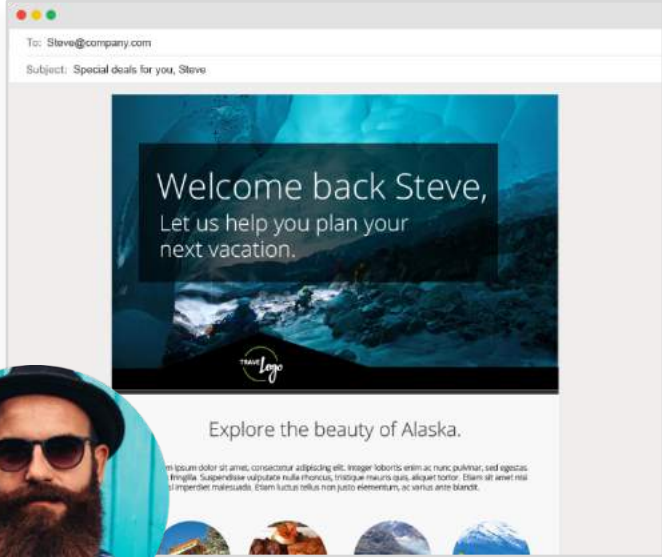
SIGHT SEEING



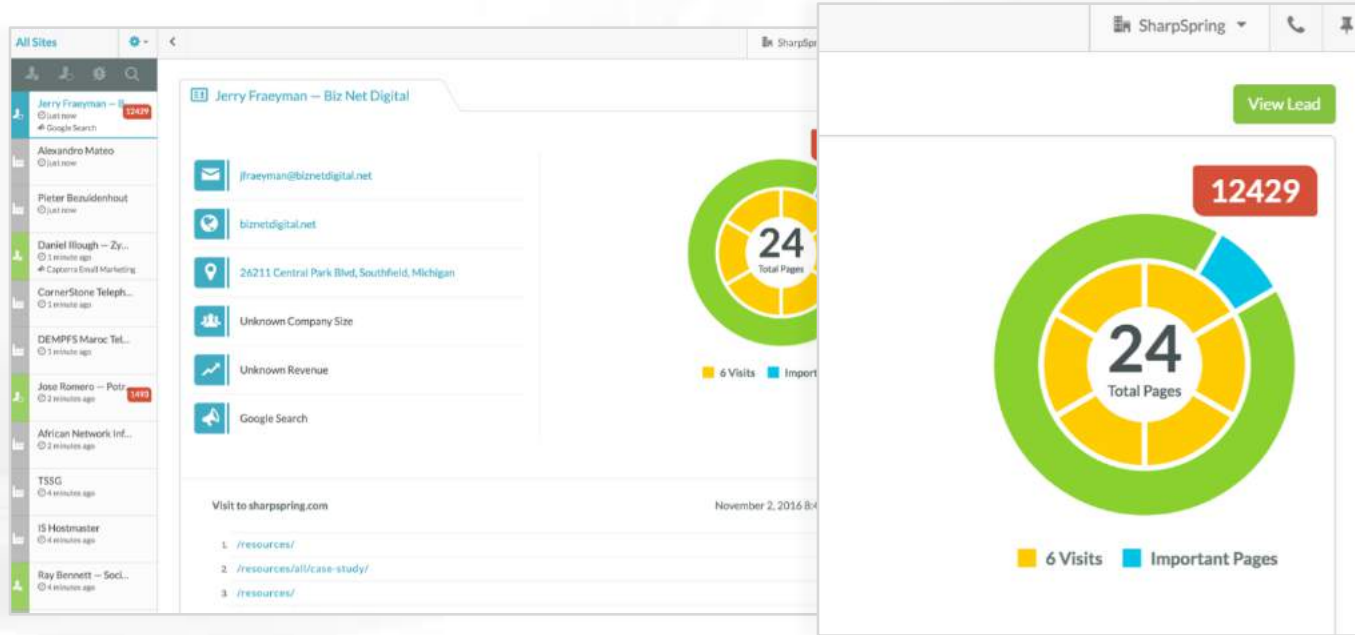
FOOD

BOOK MY TRIP

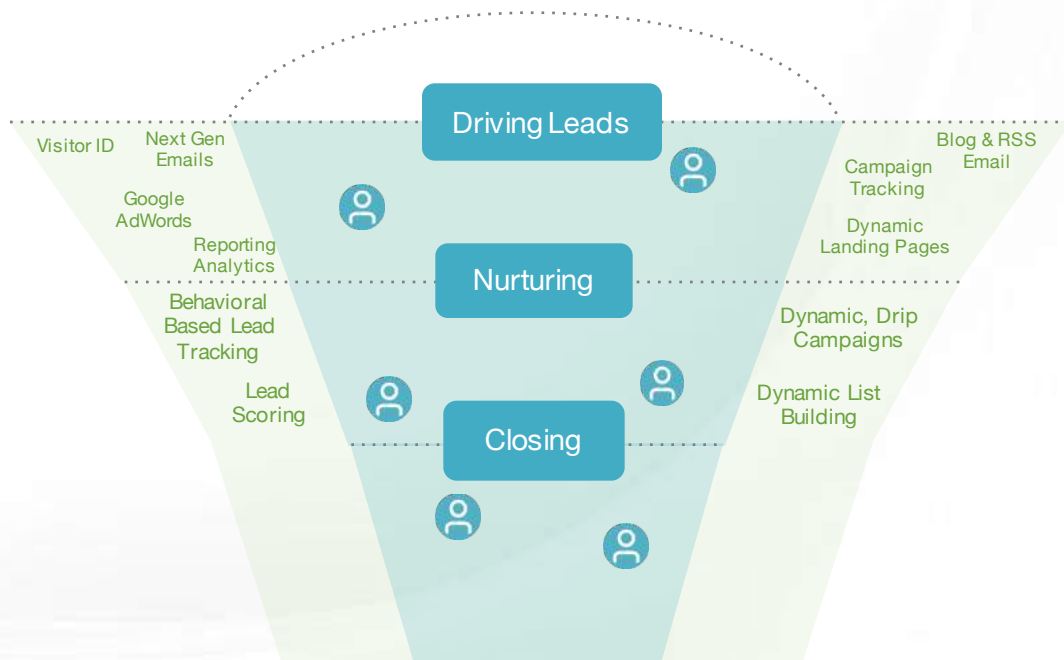
Dynamic Emails



VisitorID (Anonymous Site Visitor Tracking)



Traditional Marketing




NURTURING

 Behavioral Based Lead Tracking (Life of the Lead)

 Dynamic List Building /Segmentation

 Lead Scoring

 Dynamic, Behavior-Based Email Drip Campaigns for Nurturing

Behavioral Based Lead Tracking (Life of the Lead)

The screenshot displays a lead profile for Rob Thomas, a contact at WSI eMarketing. The profile includes a profile picture, name, company, and social media links. Below the profile information, there are tabs for 'Overview', 'Life of the Lead' (with a count of 300), and 'Memberships' (with a count of 264). The 'Life of the Lead' tab is active, showing a timeline of events. A zoomed-in view of the timeline highlights a specific event on 9/16, which is 'Email was opened'. The event details include a thumbnail of the email content, the text 'The email Dynamic Landing Pages: Agency Partner Email was opened.', and the timestamps: 'Initially sent September 16, 2016 11:01 AM EDT.' and 'Initially opened September 16, 2016 5:12 PM EDT.'.

Rob Thomas
WSI eMarketing

Added 12 months ago

Overview Life of the Lead 300 Memberships 264

Timeline Event Filter

9/16

Email was opened
The email Dynamic Landing Pages: Agency Partner Email was opened.
Initially sent September 16, 2016 11:01 AM EDT.
Initially opened September 16, 2016 5:12 PM EDT.

Lead Scoring

Lead Score Rules

Lead Scores are built nightly on all new or recently updated leads.

Lead Score Ranges

Specify the lead score ranges you would like to highlight. This is useful when you can only get to a limited set of leads a day.

Mark leads importance with the following ranges. Total Leads: 238,553

Lead Score	Count
> 30	8,565
228,021	1

Completeness

Rules to measure a lead's information (e.g. address, phone, email).

- Add 1 point If a First and/or Last
- Add 1 point If a Company Name
- Add 1 point If a Title is provided.
- Add 1 point If a Street is provided.
- Add 1 point If a City is provided.
- Add 1 point If a State is provided.
- Add 1 point If a Zip Code is provided.
- Add 5 points If a Website is provided.

Mark leads importance with the following ranges. Total Leads: 238,553

Lead Score	Count
> 125	1,967
> 30	8,565
228,021	1

Dynamic List Building

[Edit Tags](#)

Chicago - 12/16 - Invite 2 Unopened 1 / Editing

Last changed by Olivia Williams 2016-10-31 12:57:27 ([View revision history...](#))

Lists HELP

Lists are great ways to keep in contact with your customers.

List Name

Chicago - 12/16 - Invite 2 Unopen

A short description of your list. (~ 500 characters)

Add a description

Dynamic or Static

Should your list build over time? And should the rules be applied to all current leads?

Dynamic List (Contacts are automatically added as they meet the criteria)

Build only once

When determining how to select your triggers and filters, consider what will trigger someone to the list in the future.

Group Options

[+ New Group](#)

when all of the following conditions are met. RULE GROUP 1

Add the Trigger : When a contact fills out the form

Select a Form at any time [Add Rule](#)

Triggers

Filters

1. When a contact is not a member of the list **Chicago 12-16 Registered**
2. When a contact has been sent the email **City Event- Chicago - Invite 1 - Sent to All**
3. When a contact has not opened the email **City Event- Chicago - Invite 1 - Sent to All**
4. When a contact has not visited the page <https://sharpspring.com/event/chicago/>

[Save Changes](#)

Traditional Marketing



CLOSING



CRM/CRM Integration - B2B



Lead Scoring



Social Integration (Life of the Lead)



Sales Management/Notification



Smart Emails and Trackable Media



Sales Email Automations for Post-contact Nurturing



End-to-end ROI/Reporting and Analytics



Shopping Cart Integration /Abandonment - B2C

Contact Insights

The image displays a CRM contact profile for Rob Thomas. The profile includes a profile picture, name, company (WSI eMarketing), and social media links. The lead score is 2872. Contact information includes an email address and two phone numbers. Company information lists WSI eMarketing. A lead importance range chart shows the number of leads in different score ranges: 228,021 leads with scores > 30, 8,565 leads with scores > 125, and 1,967 leads with scores > 125. The total number of leads is 238,553.

Rob Thomas
WSI eMarketing
Added 12 months ago

Overview | Life of the Lead 300 | Memberships 264

Lead Score 2872

Customer

- Rob Thomas
- MD

Contact Information

- Rob.thomas@wsi-e-marketing.com
- +44 1454 261111
- +44 7788 916505
- Fax Not Provided

Company Information

- WSI eMarketing
- Industry Not Provided
- Office Phone Not Provided
- Extension Not Provided

Description

No Description Provided.

Dru Martin | Select Opportunity

Add a Comment

Robert Morgan | 3 weeks ago

October 11, 2016
Referred Kevin Triggler from Qjo Solutions

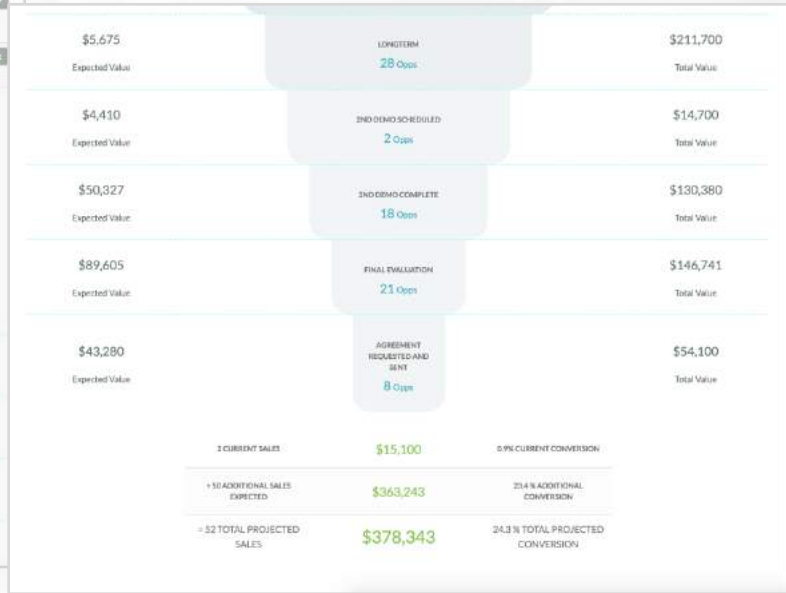
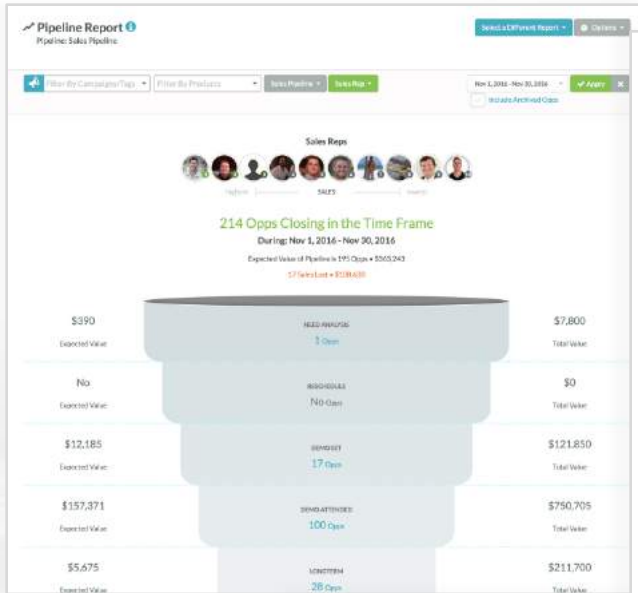
Reminders | New

Rob Thomas
WSI eMarketing
Added 12 months ago

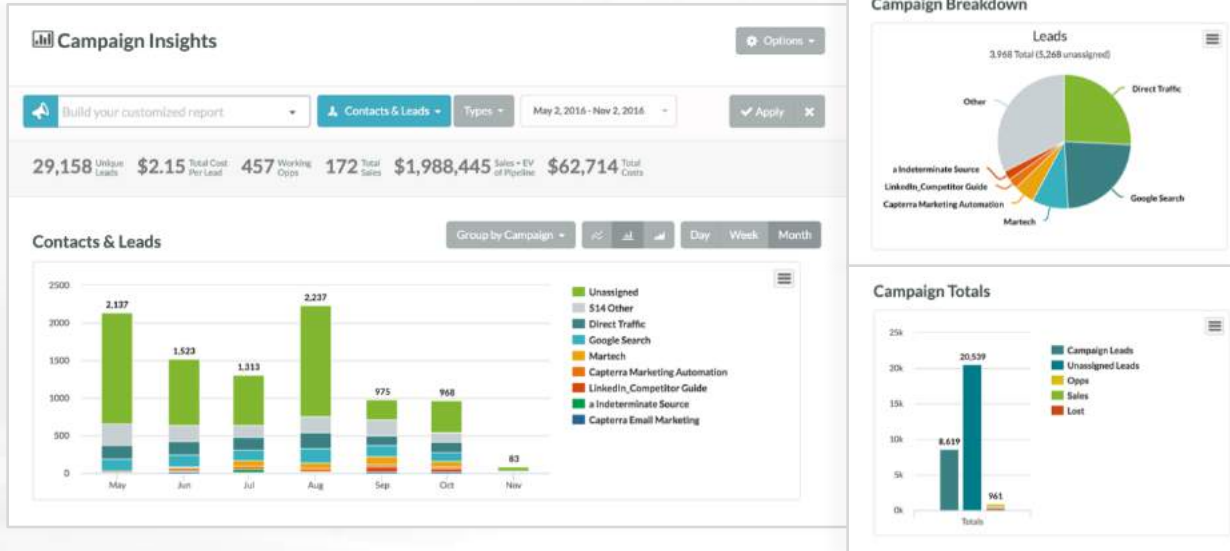
Mark leads importance with the following ranges. Total Leads: 238,553

Lead Score Range	Number of Leads
> 30	228,021
> 125	8,565
> 125	1,967

Sales Pipeline



Campaign Insights





Powerful. Affordable.
Marketing Automation.



Real Results



“SharpSpring has been at the core of our business growth for about the past year. The system is simpler & more cost effective.”

Lou Covey, Footwasher Media
Redwood City, CA



“We partnered with SharpSpring because we want the best-in-class for our team. Great people, great service, awesome product.”

Carlos Amavat, Studio C5
Maplewood, MO



A Boutique Digital Marketing Agency

“Other automated marketing platforms I’ve used are wildly expensive and geared towards large business. SharpSpring is affordable...but it’s the product as a whole that really made us choose SharpSpring.”

Steve Buck, Black Tie Digital Marketing
Melbourne, FL

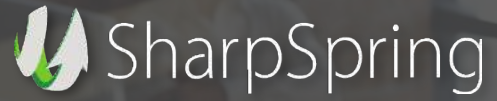


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Special Offer

\$500

off onboarding for
webinar attendees



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Poll



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Questions?

