



Powerful. Affordable.
Marketing Automation.

Let's Get Personal

Leverage Buyer Personas to Convert Leads to Sales



Bryan Tobin

Usability Expert | SharpSpring



Zack Pawlosky

President | Candeo Creative

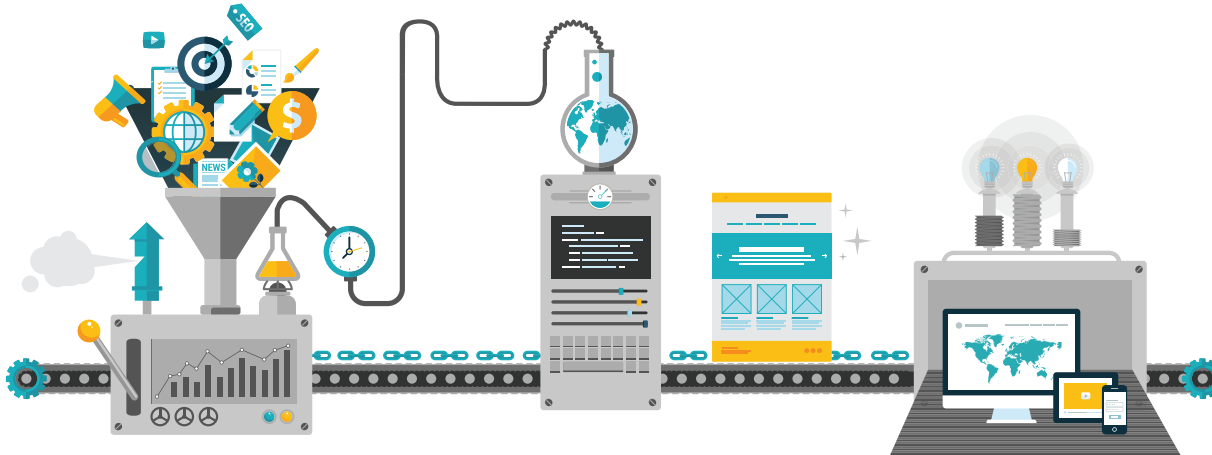
Greetings

Who's In The Audience

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

Why Are We Here?

- Learn how to leverage buyer personas
 - 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:

Turn Your Newsletter into a Winner

Friday, March 3, 2017

Upcoming Webinar:

The 5 Pillars of Marketing Automation Success

Wednesday, March 15, 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.



Zack Pawlosky

PRESIDENT | Candeo Creative

Zack Pawlosky brings years of experience working in marketing, advertising, branding and web development with local, regional and national brands. He was recognized as one of the 3 Overachievers Under 30 in the state of Wisconsin, and he's won numerous awards for his entrepreneurial and marketing skills.



#SharpTweet live with us

From \$5 to \$5,000,000 with SharpSpring

A story about scaling marketing automation to meet your
needs and your customers needs



Our Plan For The Day

More about Zack and Candeo:

Zack is the owner of a mid-size advertising agency based in Oshkosh, WI. With approximately 300 clients and 30 team members, SharpSpring has played an integral role in Candeo's growth and their client growth.

Candeo Creative is a full scale integrated marketing agency serving clients around the nation. Candeo Creative primarily deals with clients that are in the 50-150m revenue range.

Our Objective For Today:

1. The tactics, content and strategy used to promote the \$5 items and \$5,000,000 items
2. To learn more about scaling marketing automation
3. How marketing automation helped grow a niche business globally
4. How marketing automation integrates into global customer service



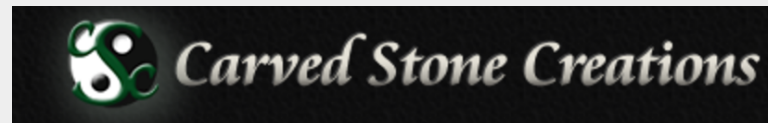
What We'll Cover

1. Follow the journey of 3 customers and how they integrated into the Carved Stone
2. How we catered the user content and the automation experience to each target audience
3. The metrics and benchmarks that are important to Carved Stone Creations
4. How SharpSpring has impacted operations and finance at Carved Stone Creations
5. Question and answer



More About The Client

Carved Stone Creations, a Wisconsin based brand with a global reach that reaches the ultra-wealthy.



Following Three Average Customers with Carved Stone Creations



New Nozzle Nelly

Nelly is a mid to high tier income household, looking to replace a broken part or order a new part for existing stonework. She is not an existing customer.

Tactics and strategies used:

Customized landing pages with fast pass throughs and quick email follow up.

Customized remarketing and email follow up

Little to no operational impact or follow up.

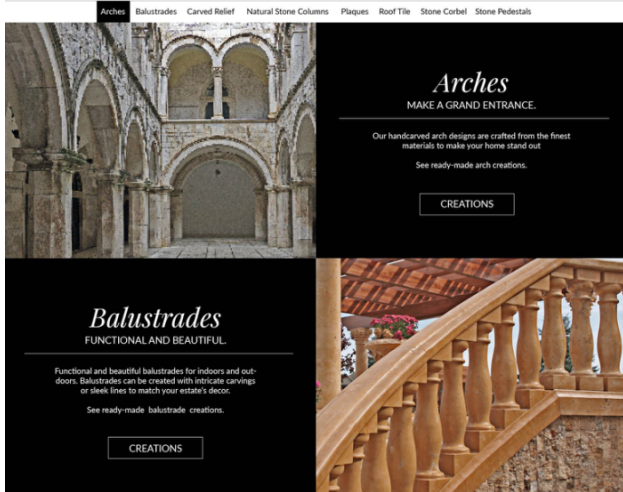
12-24 month nurture path





Transform your estate with stone architecture elements. From columns to arches, there are endless ways to incorporate stone into your home's architectural design.

IDEAS GALLERY

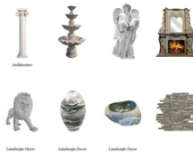


Classical Fountains include columns, urns, statues, fountains and pedestals.

See our Collections: Urns & Pedestals, Fountains, Statues, Columns, Pedestals, Fountains

Collections

We believe nothing is impossible with stone. Custom designs are our specialty. Explore design ideas:



Classical Fountains include columns, urns, statues, fountains and pedestals.

See our Collections: Urns & Pedestals, Fountains, Statues, Columns, Pedestals, Fountains

Collections

We believe nothing is impossible with stone. Custom designs are our specialty. Explore design ideas:



Thank you for your interest in Fountains

We look forward to hearing from you and providing more information to help you create your dream creation. We will be in touch again as soon as we have more information to help you with your stone creation.



Luxury architecture demands the best design, craftsmanship and quality. We specialize in custom architectural stone and water fountains for the most discerning homeowners, designers and architects. »



Assistant Andy

Andy works for either a wealth driven organization or a well off family. Andy is tasked with researching and managing projects related to the products Carved Stone Produces.

Tactics and strategies used:

Sales and operational impact and follow up (phone number tracking and pipeline tracking)

Close lead score monitoring and salesperson escalation

Closely monitored page interaction and email campaign engagement



Edit Tags



Mark Whitehouse ★



Added 3 years ago

Overview

Life of the Lead

43

Memberships

34

Timeline

Event Filter



Edit Tags



Christian Sanchez

Added 12 hours ago

Overview

Life of the Lead

7

Memberships

11

Memberships

MARKETING CONTENT & TRACKING



3 Emails



0 Media



1 Campaigns



1 Devices

LISTS, AUTOMATION & SALES



0 Lists



4 Workflows



0 Opps



2 Forms

Email History 2

Filter...

Contact Us Thank You Email #1
Subject: Thank you for contacting us!

11 hours ago

Picture/Product Inquiry Thank You Email #1
Subject: Thanks For Your interest in Our Products!

12 hours ago

Pending Emails 1

Contact Us Email #2
Subject: Take a look at our popular blogs!

6 days



#SharpTweet live with us

Millionaire Marty

Marty is the check signer. Marty is often over the age of 60 and care more about the history and the aesthetic of the final product. Marty often tasks his assistants to work through the details.

Tactics and strategies used:

Visual landing pages and engage Marty to learn more, read about past customers.

Slow email campaign media is delivered to Marty with soft call to actions

Easy to understand details are presented for Marty to give to his help

Escalated to the top tier sales person



Measuring Success

Business Results

1. Sales forecasting and the financial impact
2. Win and loss rate
3. Volume by sales team member
4. Revenue gained from the three pipeline streams
5. Cost per acquisition

Marketing results

1. Qualified list additions
2. Traffic+conversion rate ratios
3. Social and remarketing analytics correlations
4. Reach and page engagement
5. Additional tool engagement such as heat mapping



Operational and Sales Integration

Finance and operations

1. Allows for sales forecasting and greater finance engagement
2. Operations and inventory can anticipate product and order needs
3. The CSC team is trained on updates and new features each quarter

Sales and customer service

1. Service leaders sweep through to verify follow ups and communications
2. Specific sales teams are triggered based off the volume or value of the lead
3. Entire CSC team is trained and equipped to work in SharpSpring to engage the end user



Thank you!



Poll

Questions?



#SharpTweet live with us



SharpSpring

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 Zack:



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