



More Leads, More Sales



Bryan Tobin

Product Manager, SharpSpring



Alla Bogdan

Chief Content Marketer, PromoRepublic



Alla Bogdan is

- Content Marketer for PromoRepublic
- Blogger
- Content Contributor



Introduction



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.

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:

Happier Clients, Higher Profits – How to Create a Client Onboarding Process at your Agency

March 23, 2017

11 a.m. – 12:00 p.m. EDT

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.



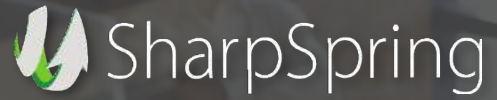
Convert leads to sales

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

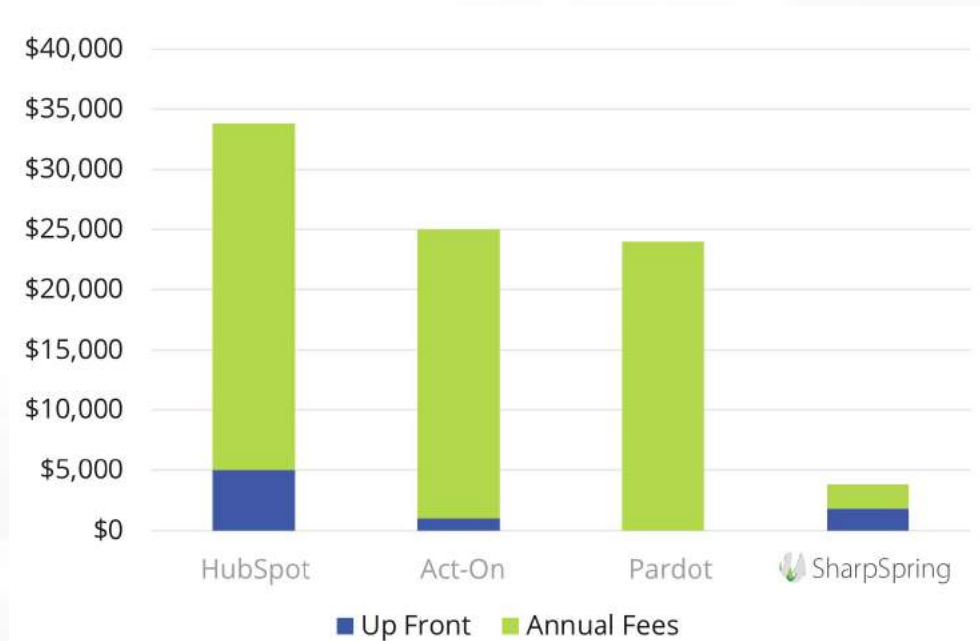


Agency Pricing Model

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



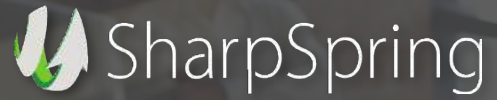
Increase monthly recurring revenue

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?

Get More Out of Your Content

- Get the right content to the right prospect, at the right time
- Automatic nurturing
- See what happens next – track with campaigns
- Which content generates the most sales?
- Double down on what works



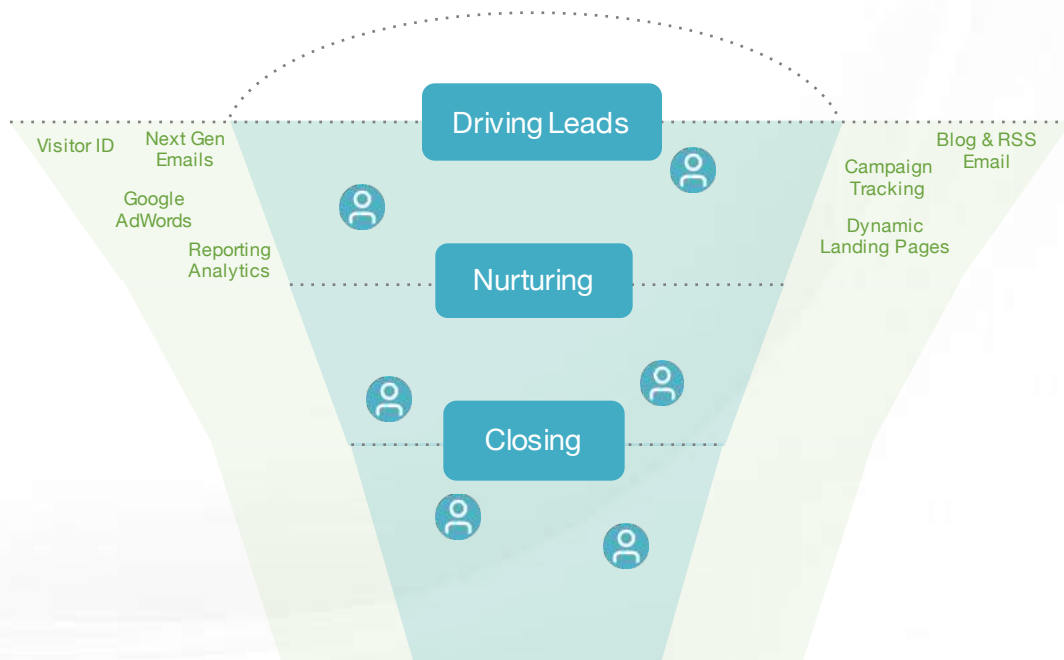
Powerful. Affordable.
Marketing Automation.

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

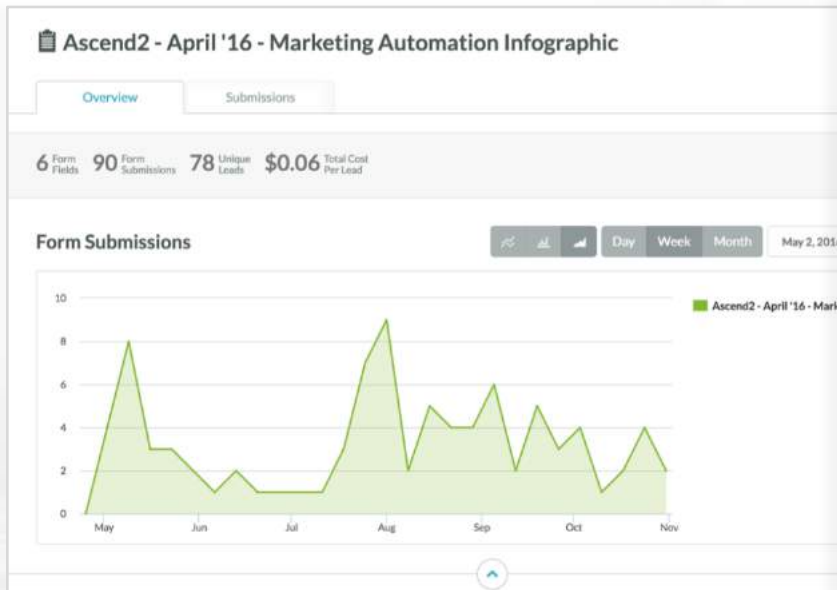


VisitorID (Anonymous Site Visitor Identification)



Reporting/Analytics

Dynamic Forms



Preview

First Name *

Last Name *

Email *

Company *

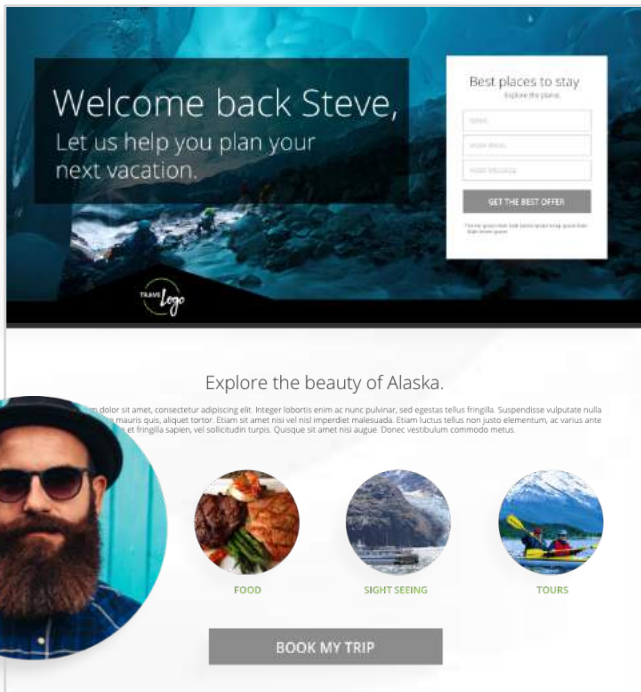
Phone Number

Do you work for a marketing agency? *

Yes No

Send It To Me

Dynamic Landing Pages



Welcome back Steve,
Let us help you plan your next vacation.

Best places to stay
Explore the planet.

NAME:

PHONE NUMBER:

EMAIL ADDRESS:

GET THE BEST OFFER

Explore the beauty of Alaska.

FOOD

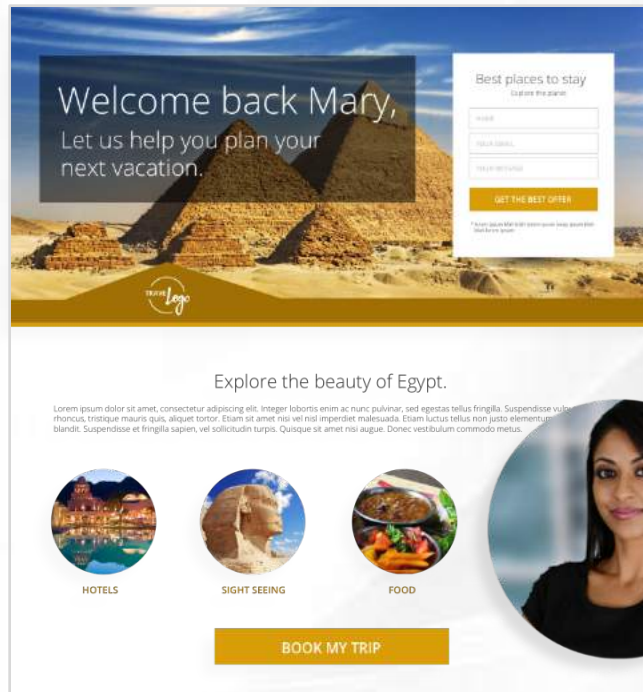
SIGHT SEEING

TOURS

BOOK MY TRIP

Travel Logo

Placeholder text: 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.



Welcome back Mary,
Let us help you plan your next vacation.

Best places to stay
Explore the planet.

NAME:

PHONE NUMBER:

EMAIL ADDRESS:

GET THE BEST OFFER

Explore the beauty of Egypt.

HOTELS

SIGHT SEEING

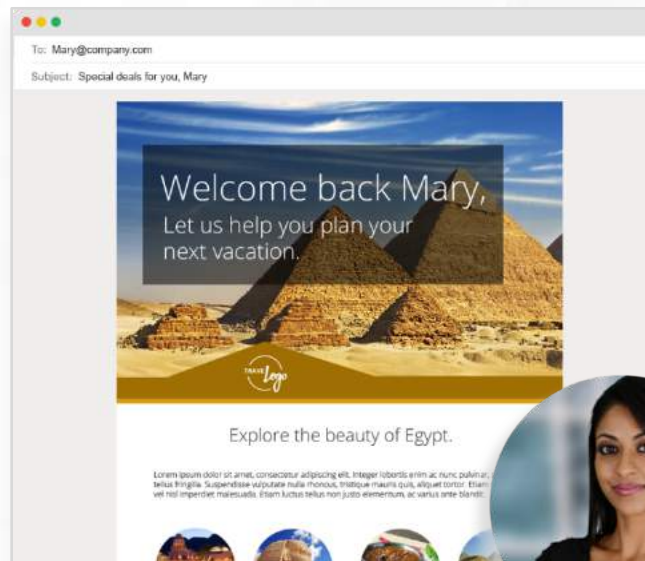
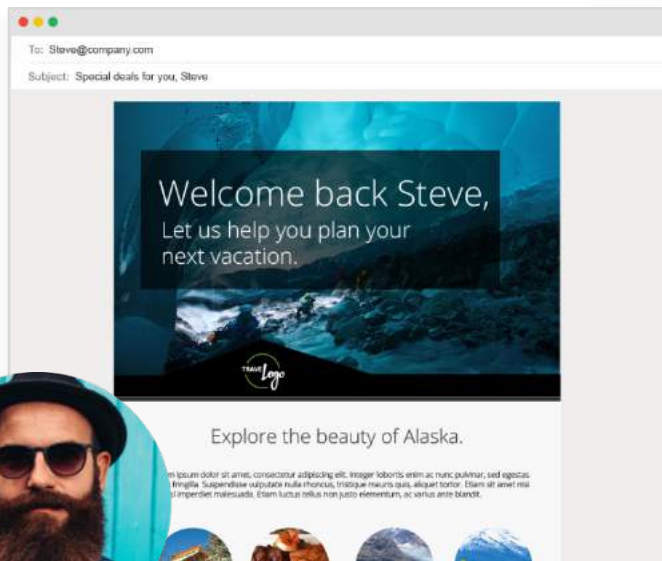
FOOD

BOOK MY TRIP

Travel Logo

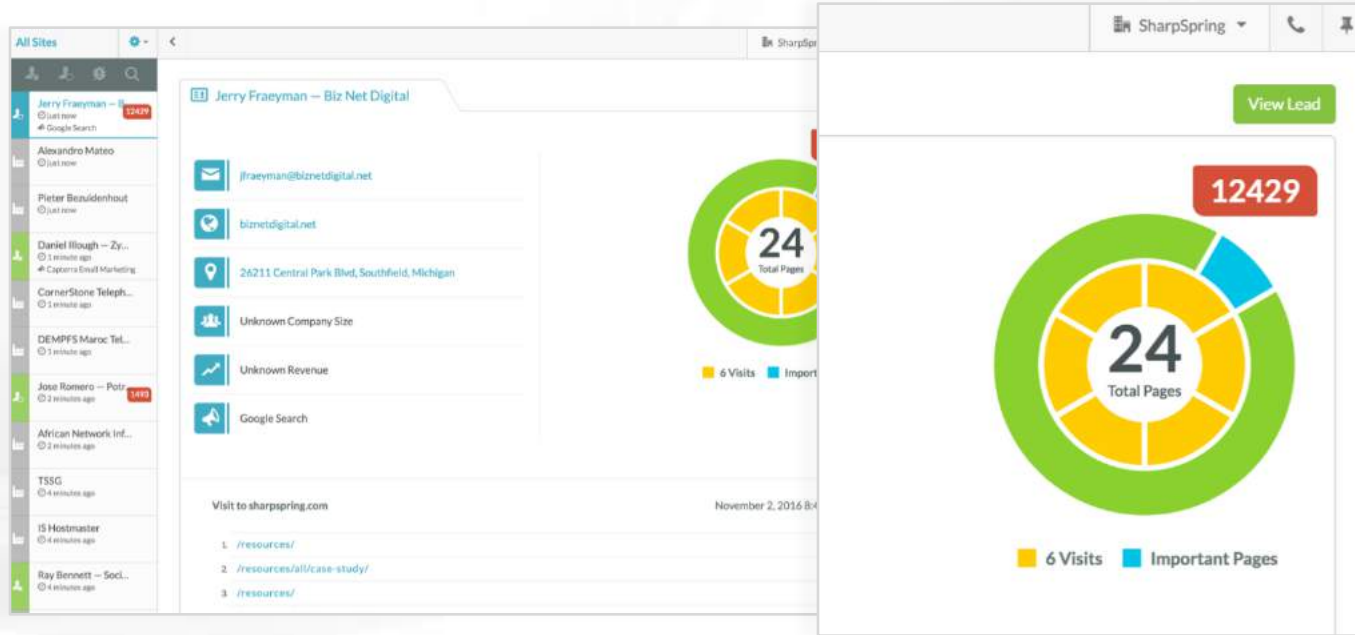
Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lobortis enim ac nunc pulvinar, sed egestas tellus fringilla. Suspendisse vulputate nulla mauris quis, aliquet tortor. Etiam sit amet nisi vel nisi imperdiet malesuada. Etiam luctus tellus non justo elementum, ac varius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

Dynamic Emails

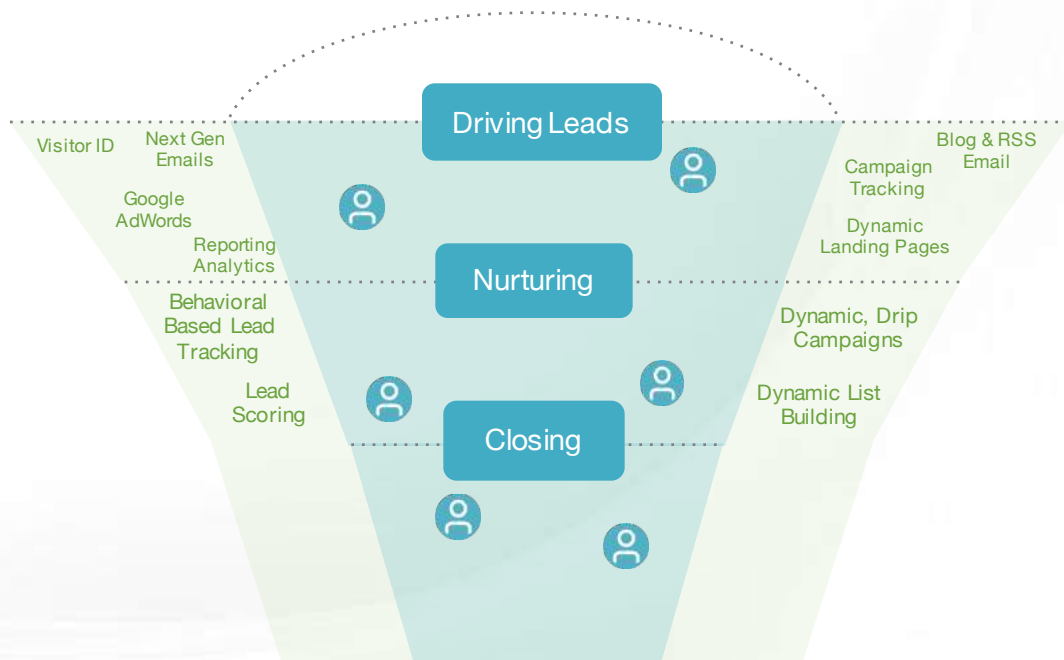


VisitorID


(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 specific event is highlighted with a callout box, showing a sequence of icons representing various marketing actions: a globe, a list, a globe, a funnel, an envelope with a gear, a download icon with a person, another download icon with a person, a target icon with a person, and another globe. The date '9/16' is displayed below the callout box. Below the timeline, an event titled 'Email was opened' is shown, with a thumbnail of the email content and the text: '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

> 30
228,021 8,565

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

> 30 > 125
228,021 8,565 1,967

The image shows a configuration interface for lead scoring. It features two visualizations of lead score ranges on a horizontal scale from 0 to 238,553. The first visualization shows a range starting at 0 and ending at 30, with 228,021 leads below and 8,565 leads above. The second visualization shows two ranges: one from 0 to 30 (228,021 leads) and another from 125 to 238,553 (1,967 leads). Below these are seven rules for adding points based on lead completeness, such as 'Add 1 point if a First and/or Last' and 'Add 5 points if a Website is provided'.

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

Tip 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 total number of leads in different score ranges.

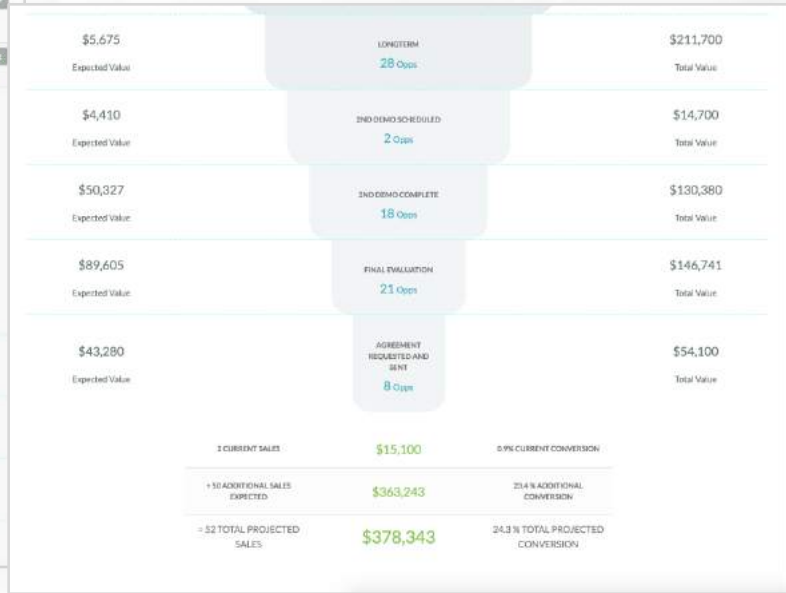
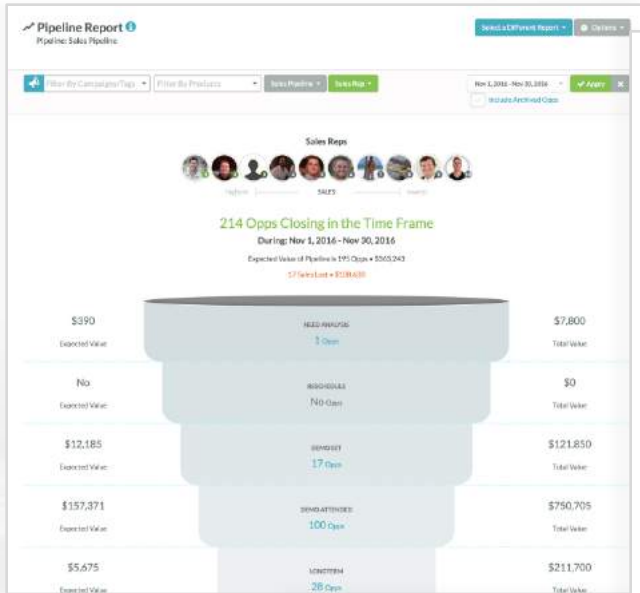
Lead Score: 2872

Contact Information:
Email: Rob.thomas@wsi-e-marketing.com
Phone: +44 1454 261111
Phone: +44 7788 916505
Fax: Not Provided

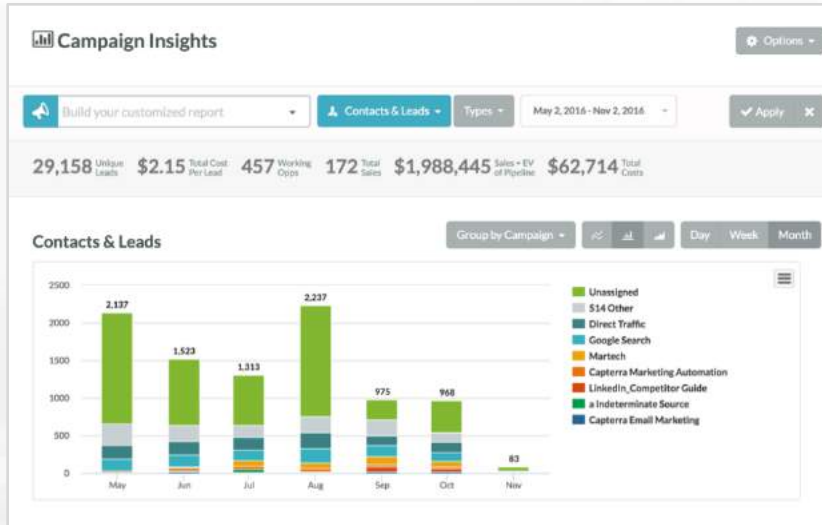
Company Information:
Company: WSI eMarketing
Industry: Not Provided
Office Phone: Not Provided
Extension: Not Provided

Lead Importance Ranges:
Total Leads: 238,553
Range > 30: 228,021 leads
Range > 125: 8,565 leads
Range > 1967: 1,967 leads

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, Footwisher 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

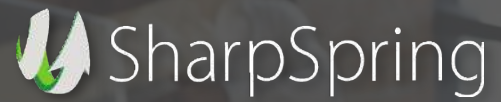


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Special Offer

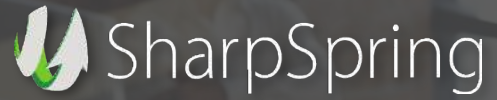
\$500

off onboarding for
webinar attendees



Powerful. Affordable.
Marketing Automation.

Poll



Powerful. Affordable.
Marketing Automation.



Questions?

