SharpSpring

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

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Agenda

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

What is Marketing Automation?

What is Marketing Automation?

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

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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.

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Who is SharpSpring?

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- 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?

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Premium Platform at Affordable Price

SharpSpring offers similar functionality at a fraction of the price

Source: company websites as of January 2016 and internal pricing program per license through agency partners.

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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

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How is this partnership helpful?

Get More Out of Your Content

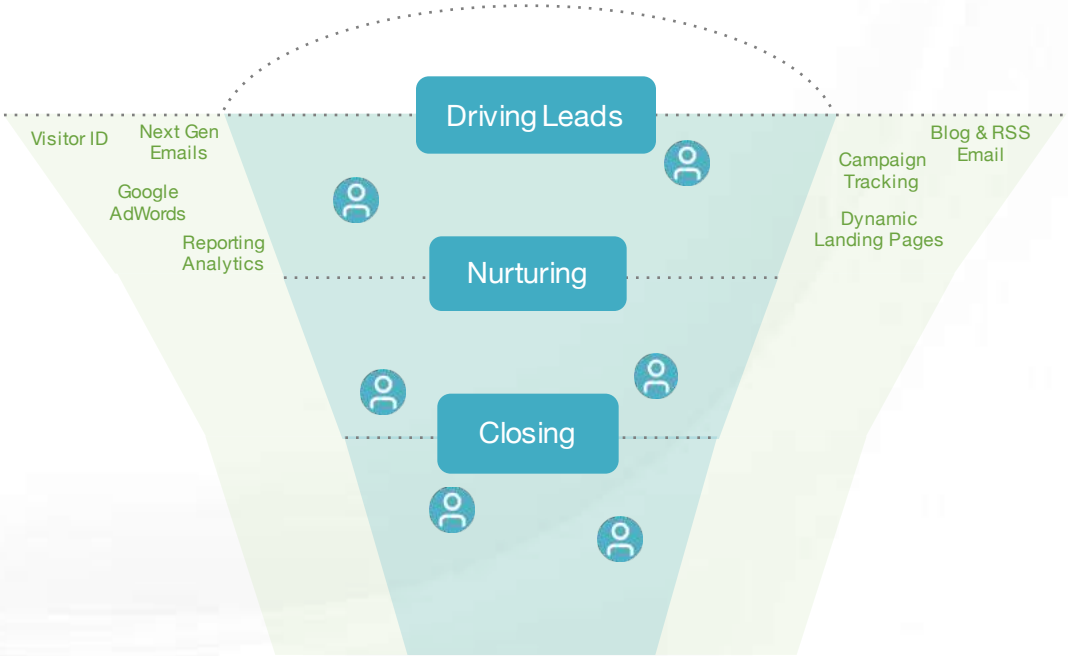
- Get the right content to the right prospect, at the right time
- Automatic nurturing
- See what happens next – track with campaigns
- Which content generates the most sales?
- Double down on what works

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

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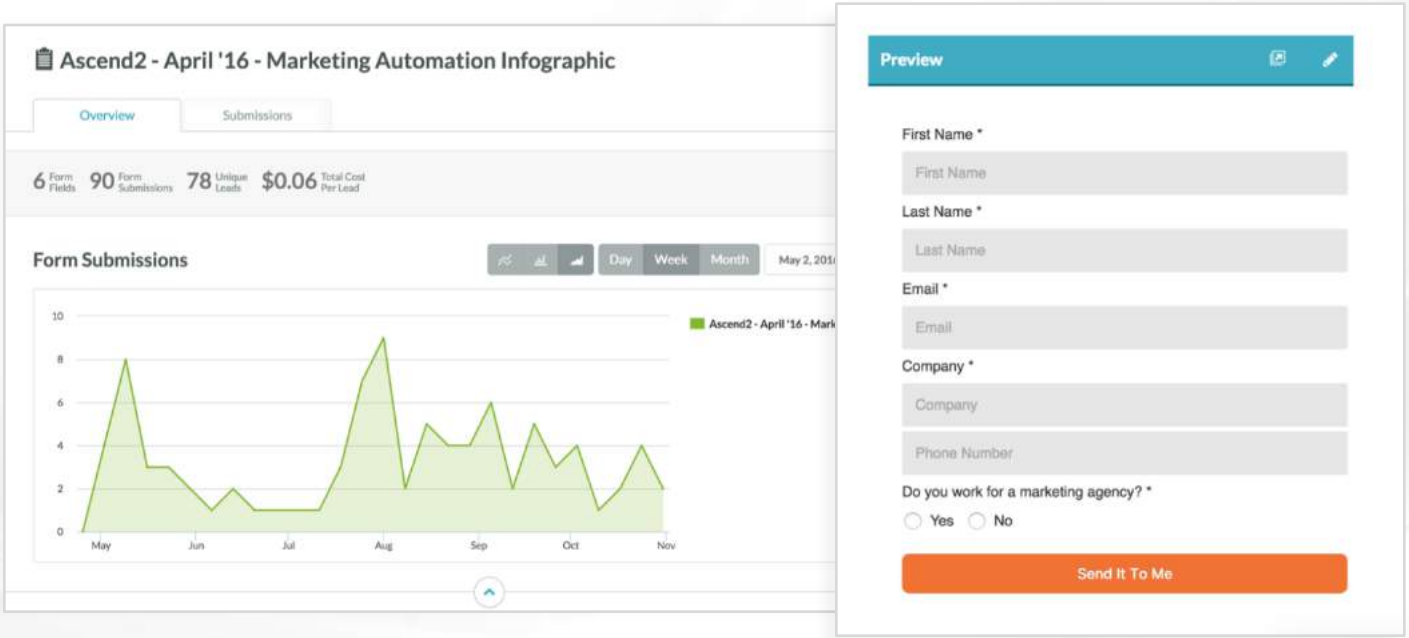
Dynamic Forms



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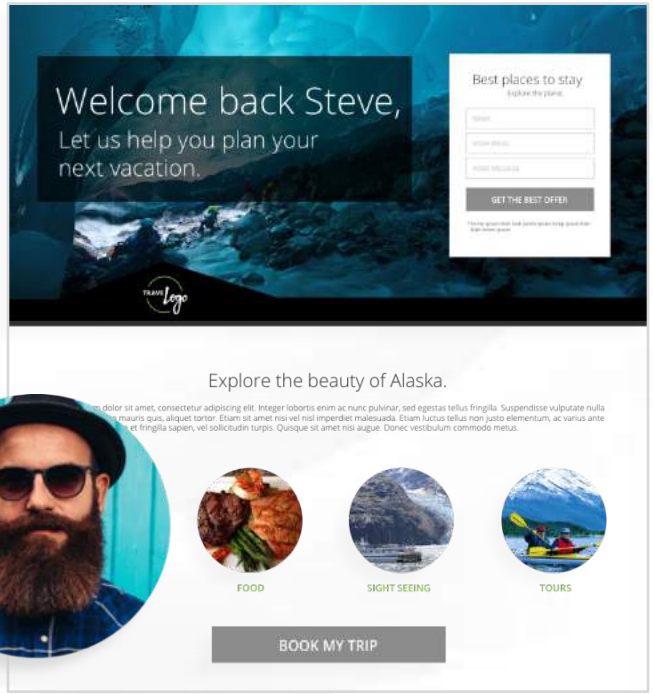
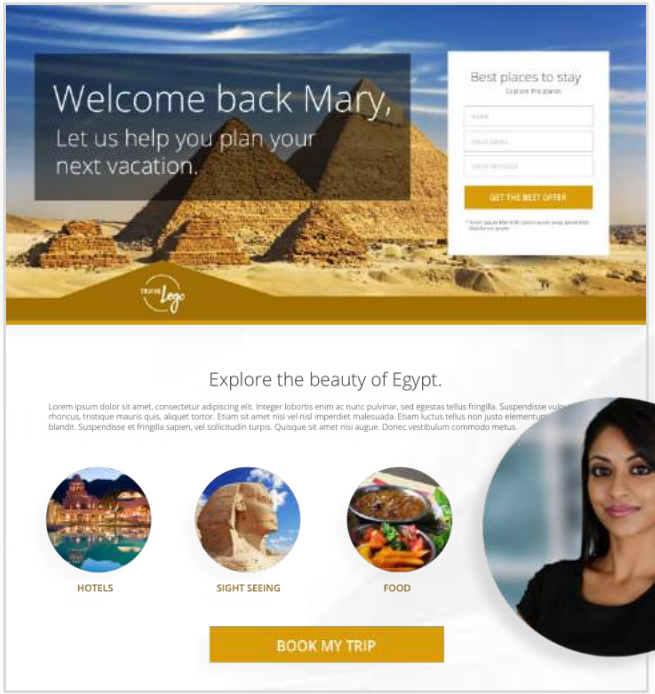
Dynamic Landing Pages





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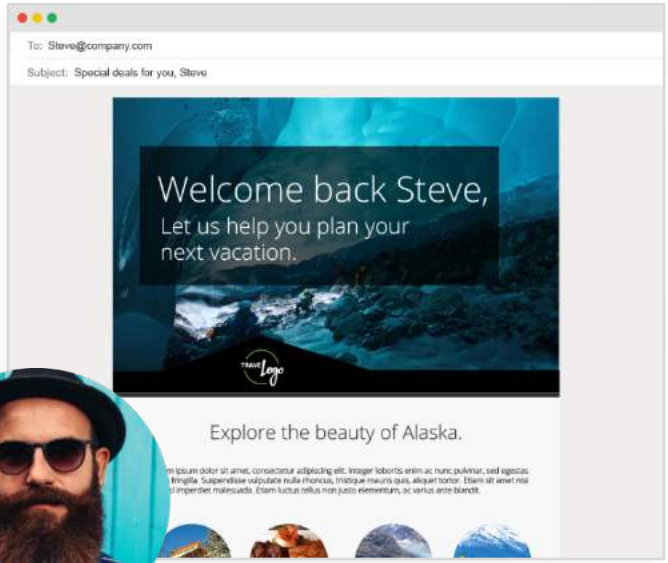
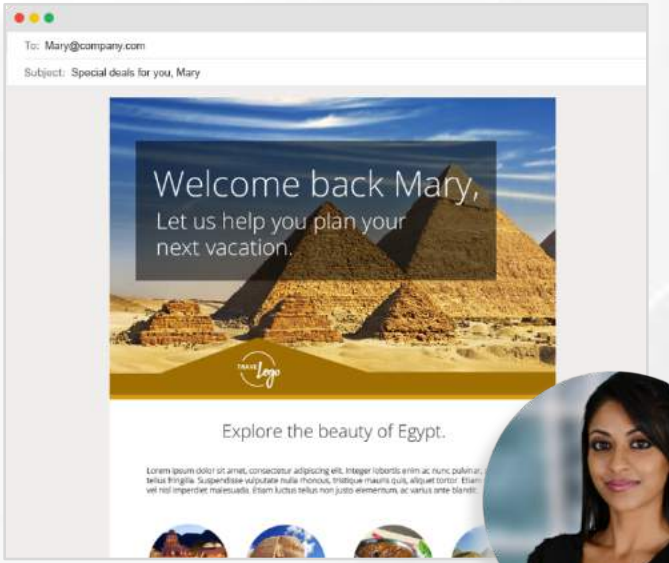
Dynamic Emails





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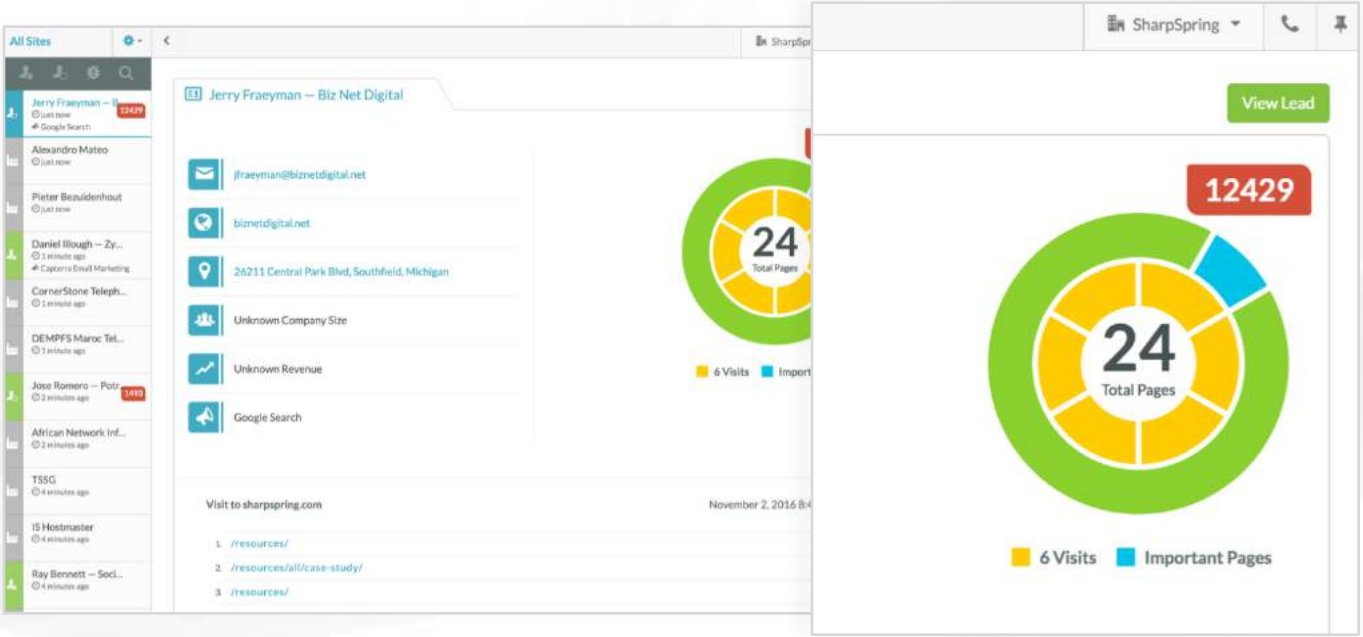
VisitorID
(Anonymous Site Visitor Tracking)



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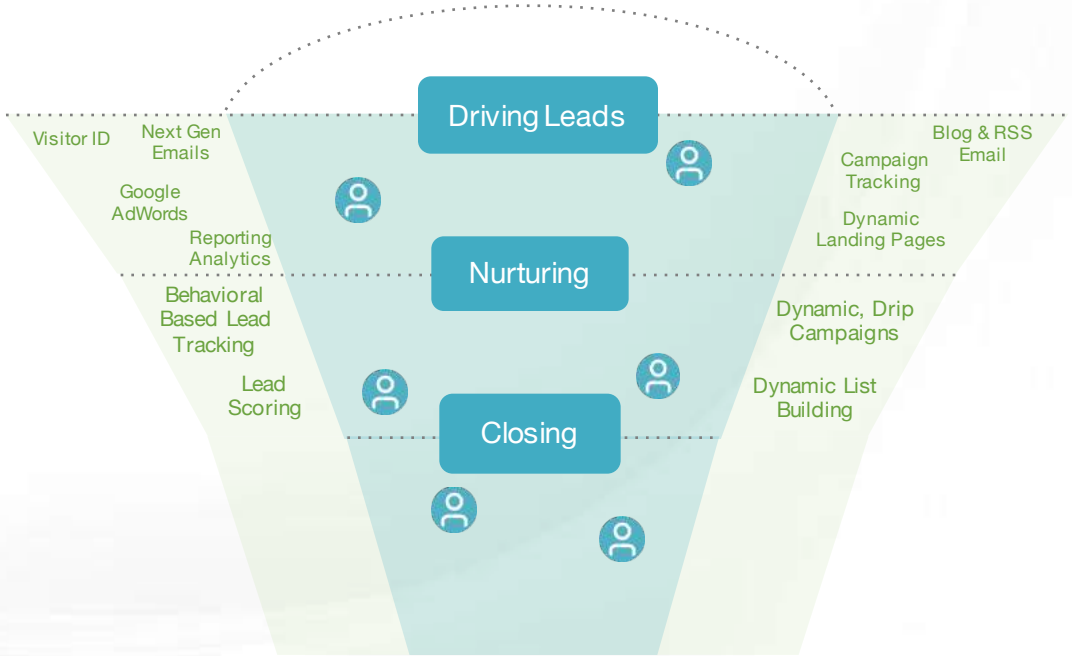
Traditional Marketing



NURTURING

- Behavioral Based Lead Tracking (Life of the Lead)
- Dynamic List Building /Segmentation
- Lead Scoring
- Dynamic, Behavior-Based Email Drip Campaigns for Nurturing

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Behavioral Based Lead Tracking
(Life of the Lead)

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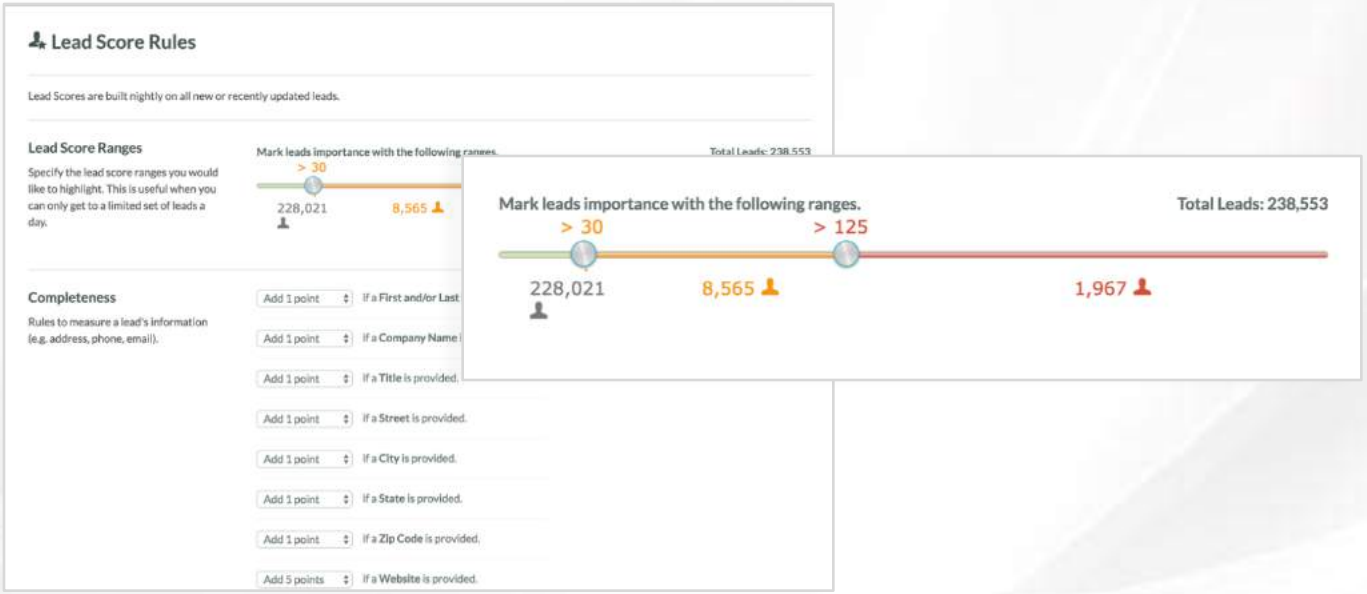
Lead Scoring



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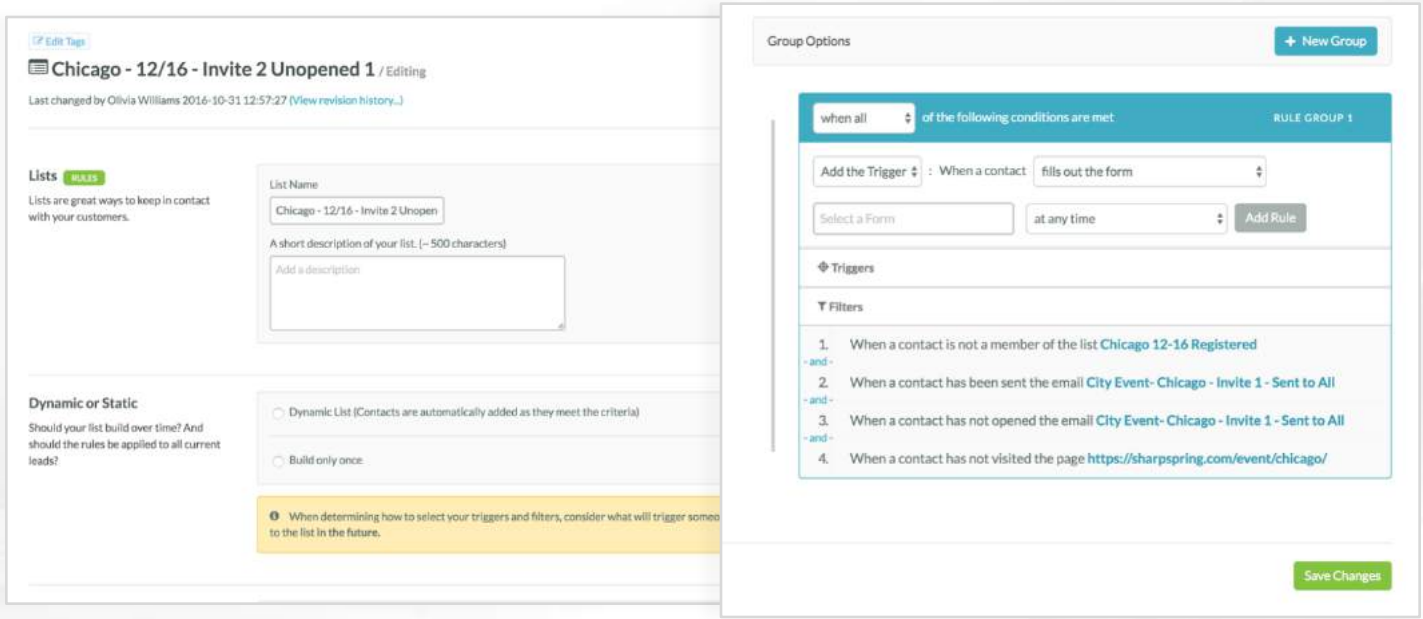
Dynamic List Building



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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

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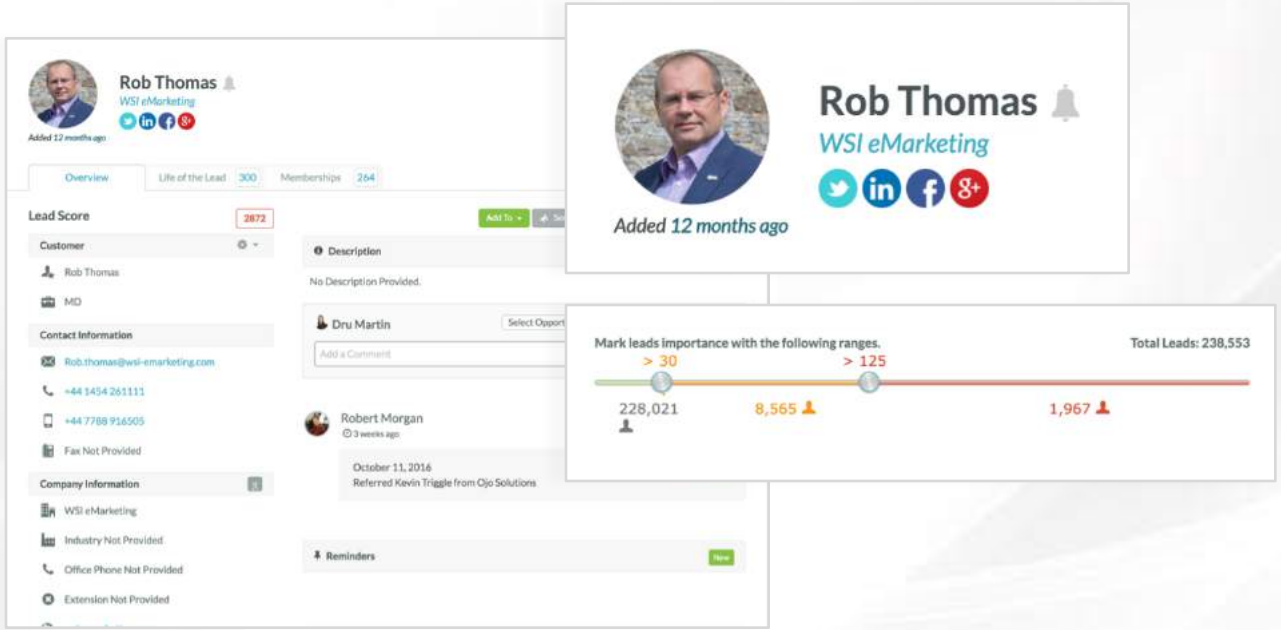
Contact Insights



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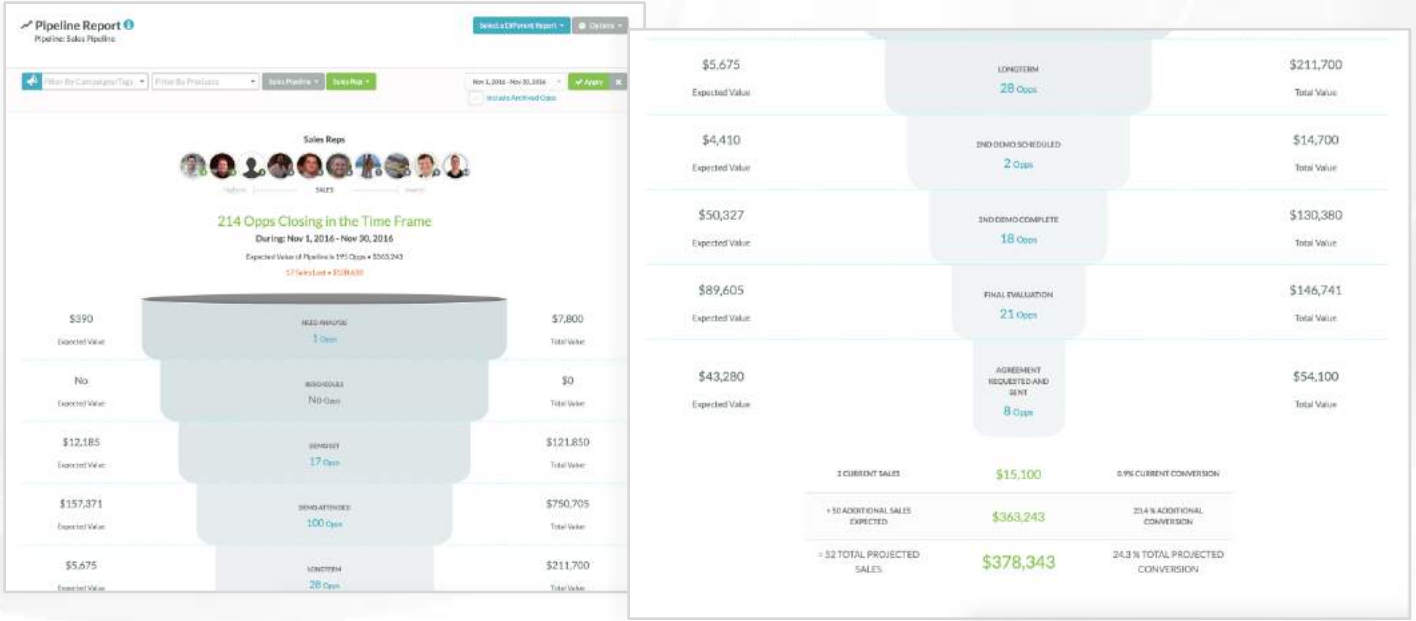
Sales Pipeline



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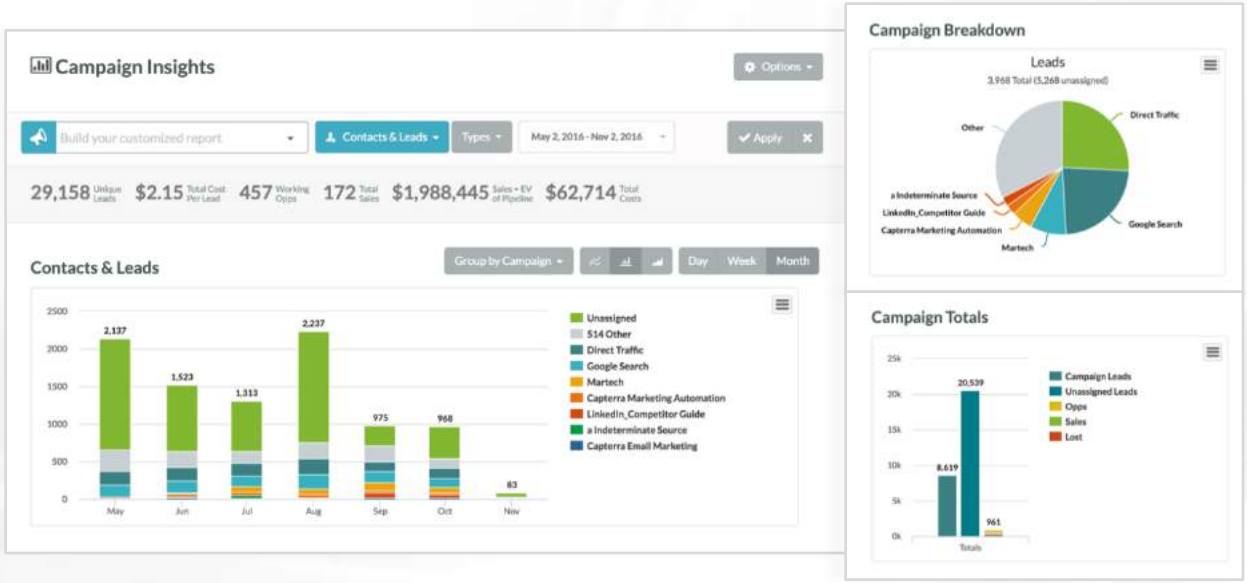
Campaign Insights



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Real Results

FooTwasher Media Corporation

"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

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

Carlos Arnavat, Studio C5
Maplewood, MO

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"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

Poll

Questions?

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