Brandpoint

Introduction

Claire Berge

Director of Marketing, Brandpoint

More Leads, More Sales

Presented by:

Bryan Tobin

Product Manager, SharpSpring

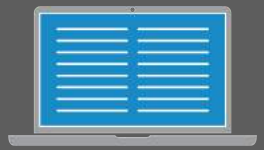
SharpSpring

A COMPLETE

CONTENT MARKETING SERVICES AND SOFTWARE SOLUTION

Content Strategy

Content Creation



Media

Content Marketing Platform

HUB

Brandpoint®

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:

Mission Possible: Quality Content Marketing

April 19, 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

SharpSpring

Agenda

- What is Marketing Automation?
- Growing the Funnel
- Who is SharpSpring?
- 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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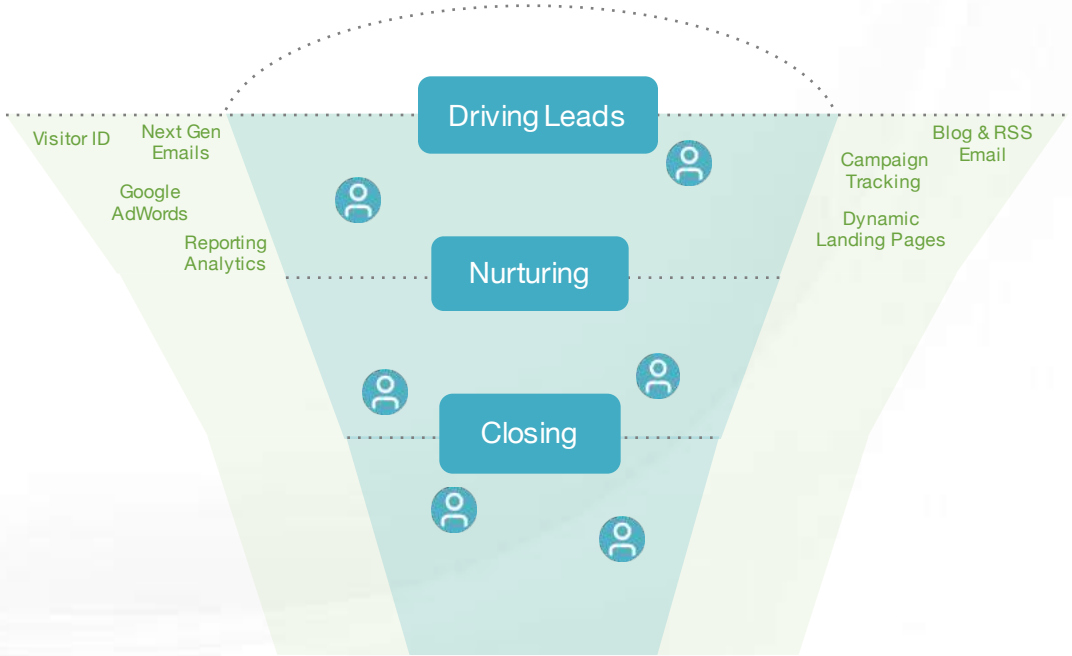
Growing the Funnel

Everyone Wants a Wider Funnel

Let's see how the features of marketing automation make it happen…

Traditional Marketing



DRIVING

- Next Generation Email Campaigns
- Google AdWords Integration
- Blogging and RSS Email Integration
- Campaign Tracking
- Dynamic Forms, Landing Pages and Emails

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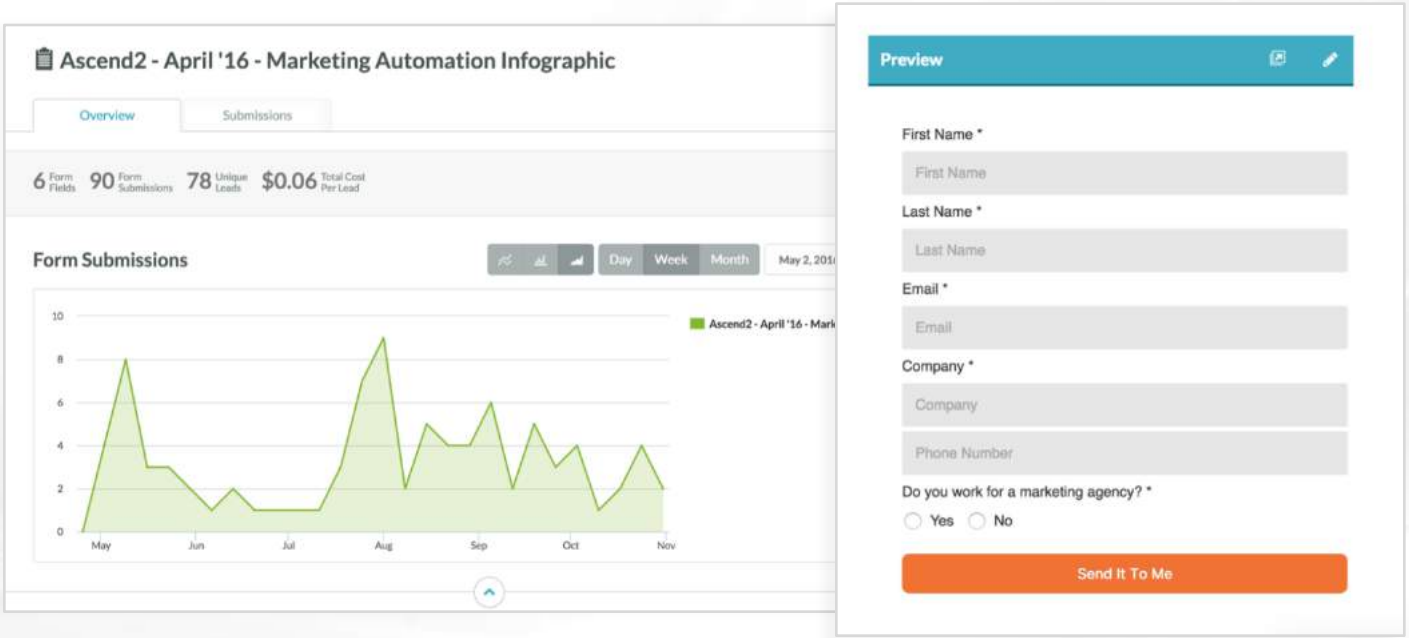
Dynamic Forms



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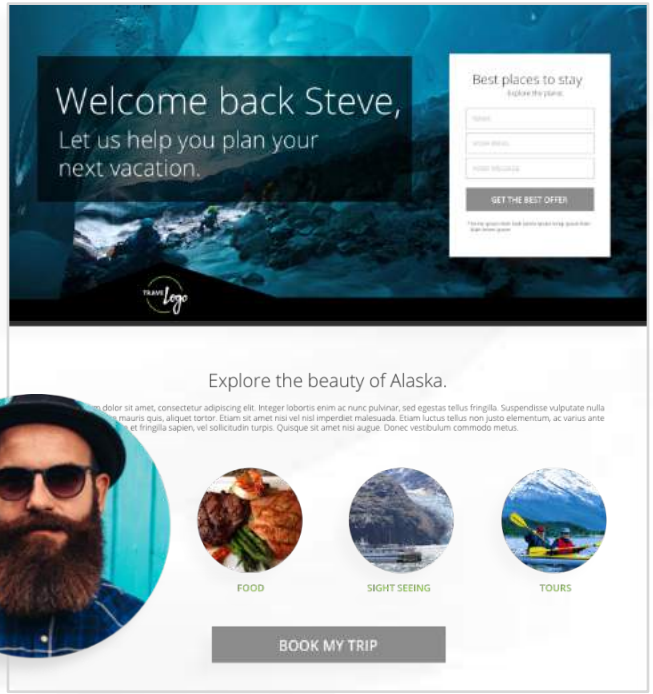
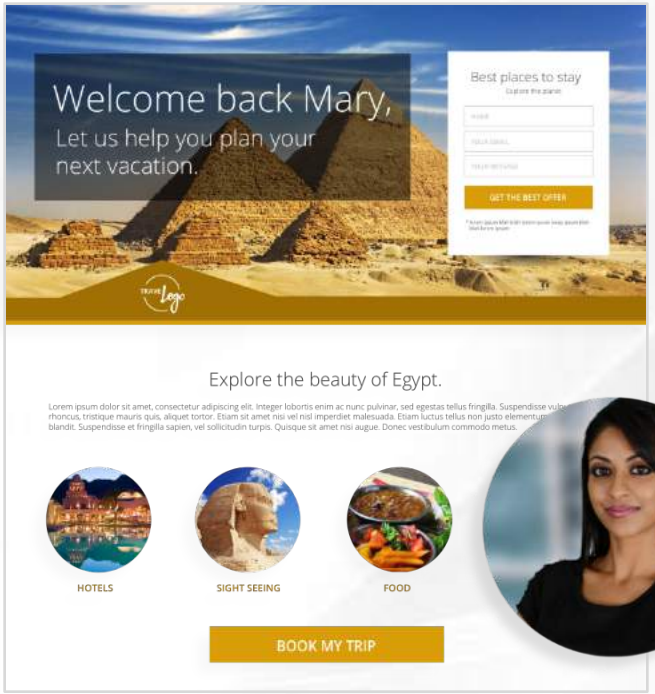
Dynamic Landing Pages





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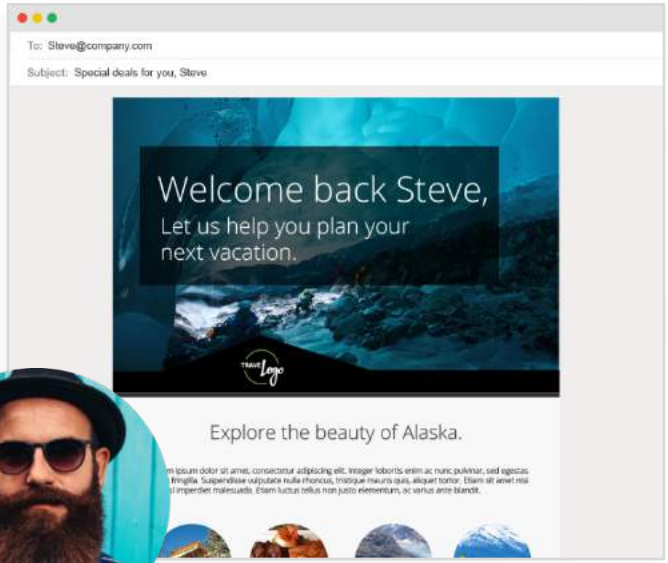
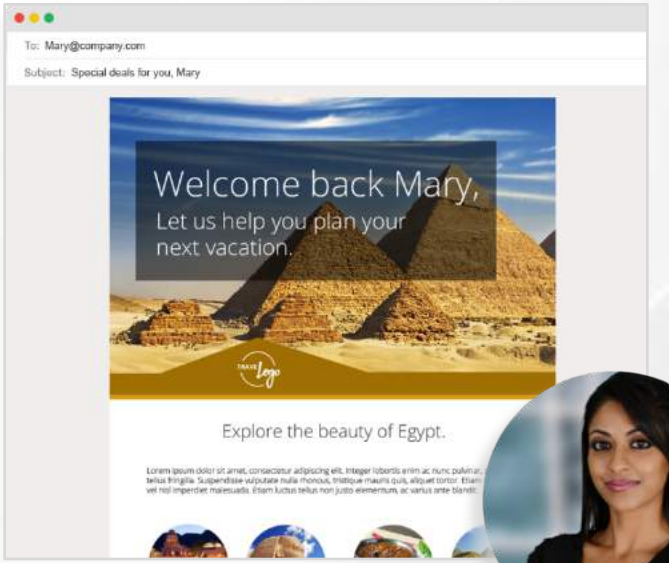
Dynamic Emails





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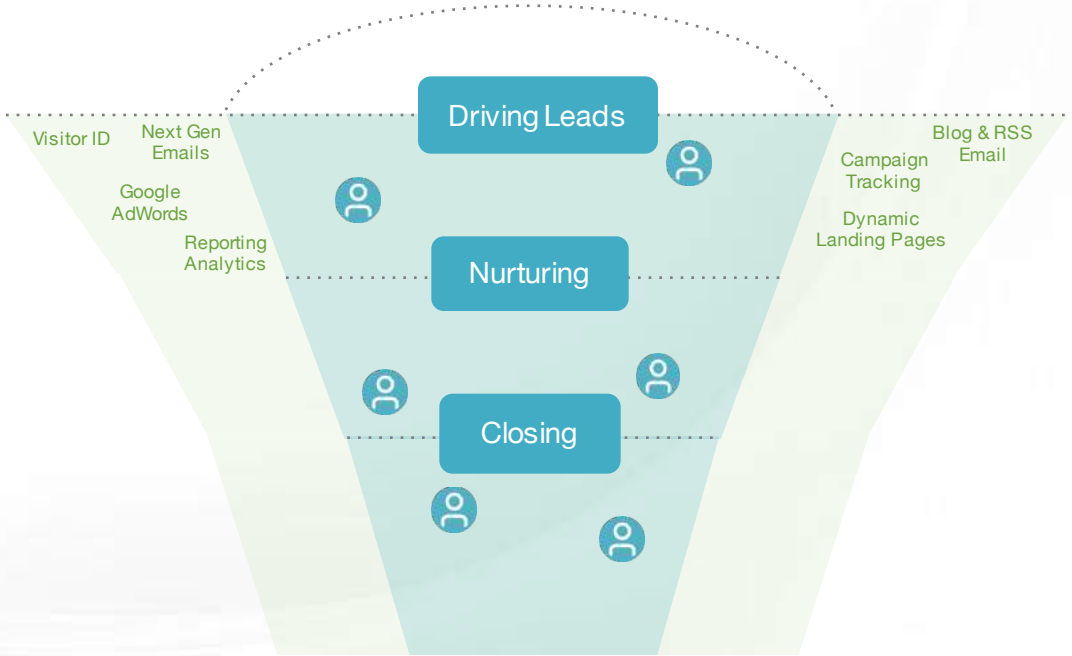
Traditional Marketing



DRIVING

- Next Generation Email Campaigns
- Google AdWords Integration
- Blogging and RSS Email Integration
- Campaign Tracking
- Dynamic Landing Pages & Forms
- VisitorID (Anonymous Site Visitor Identification)

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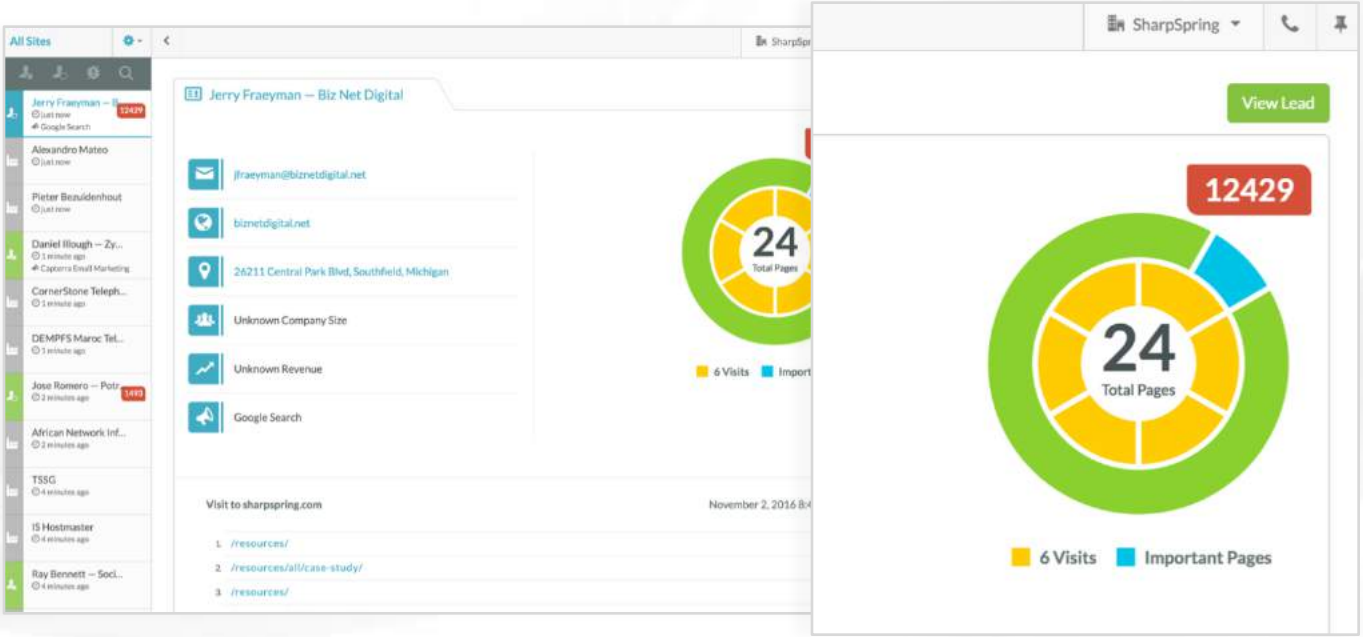
VisitorID
(Anonymous Site Visitor Tracking)



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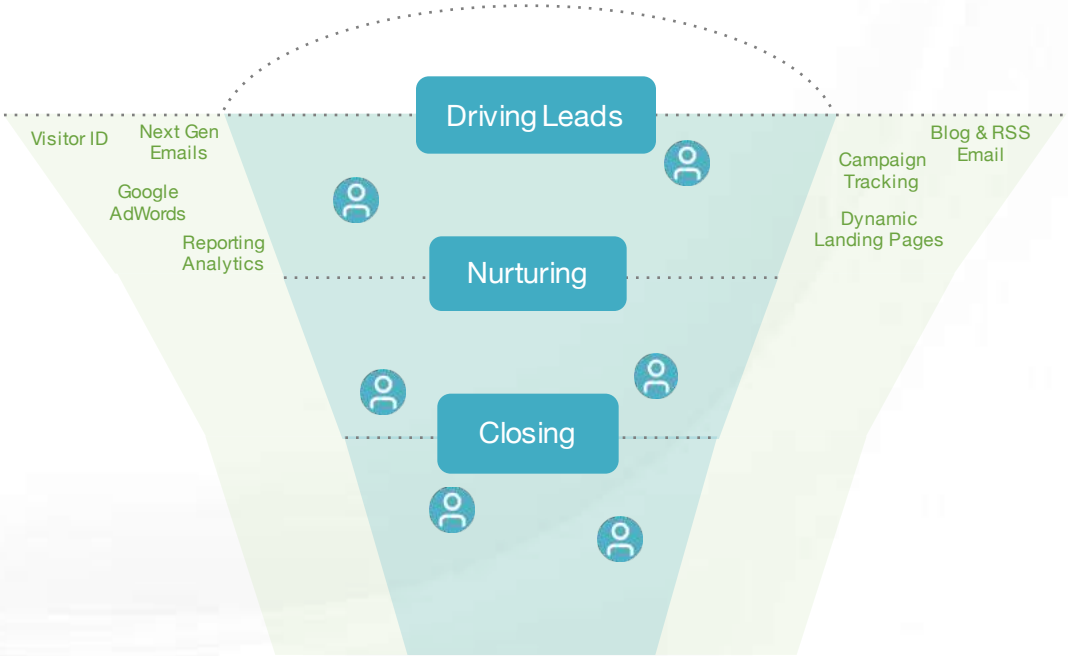
Traditional Marketing



DRIVING

- Next Generation Email Campaigns
- Google AdWords Integration
- Blogging and RSS Email Integration
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- Dynamic Landing Pages & Forms
- VisitorID (Anonymous Site Visitor Identification)
- Reporting/Analytics

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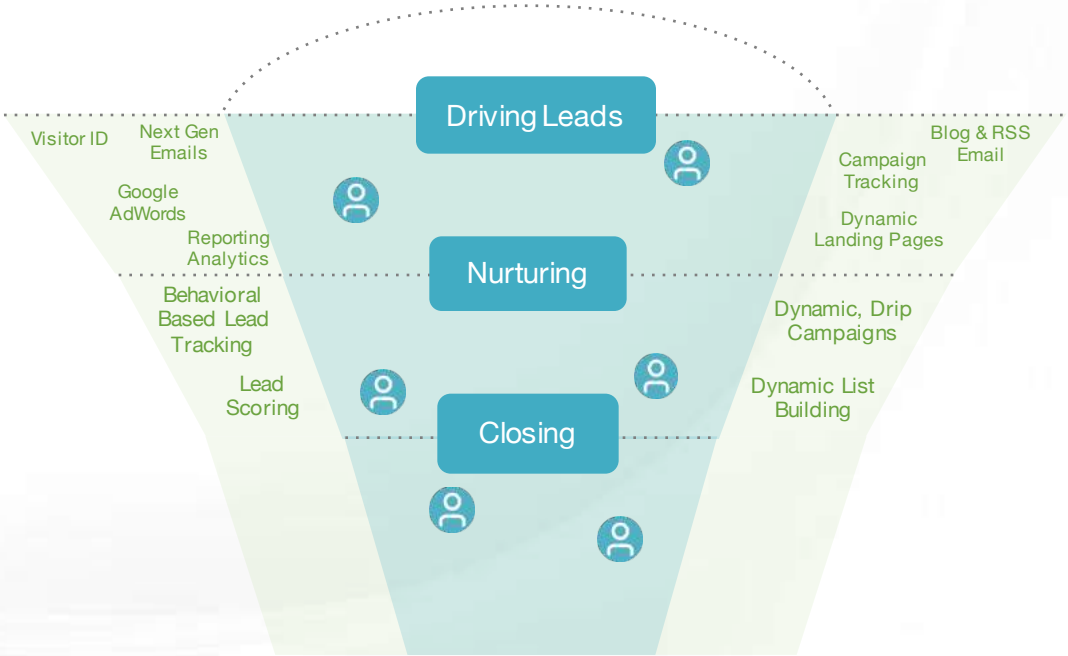
Traditional Marketing



NURTURING

- Behavioral Based Lead Tracking (Life of the Lead)

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Behavioral Based Lead Tracking
(Life of the Lead)

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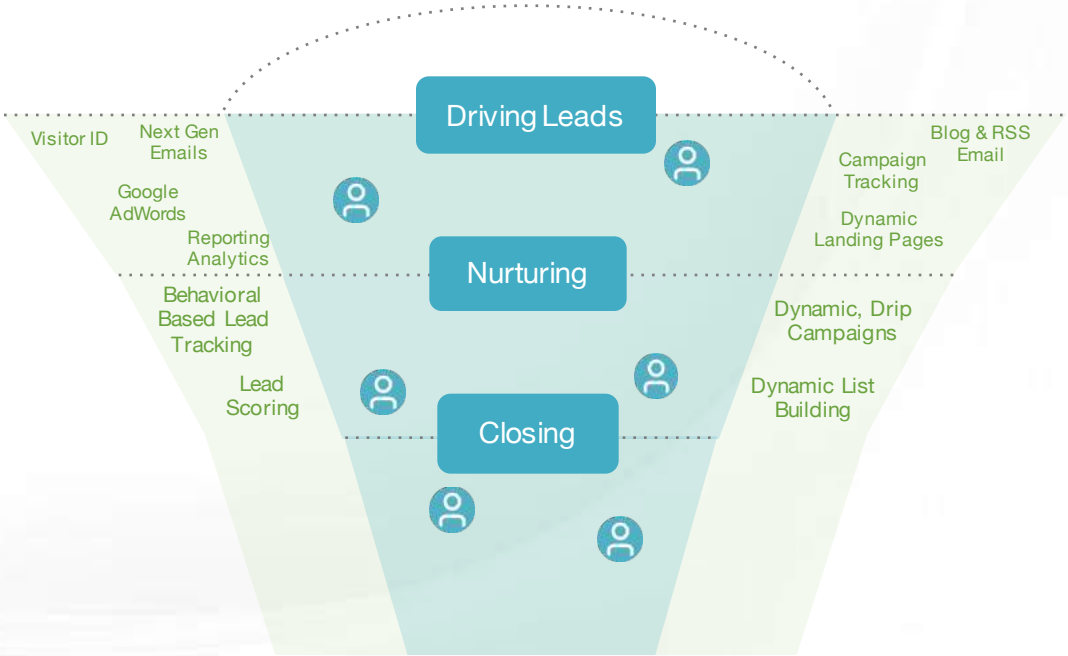
Traditional Marketing



NURTURING

- Behavioral Based Lead Tracking (Life of the Lead)
- Dynamic List Building /Segmentation

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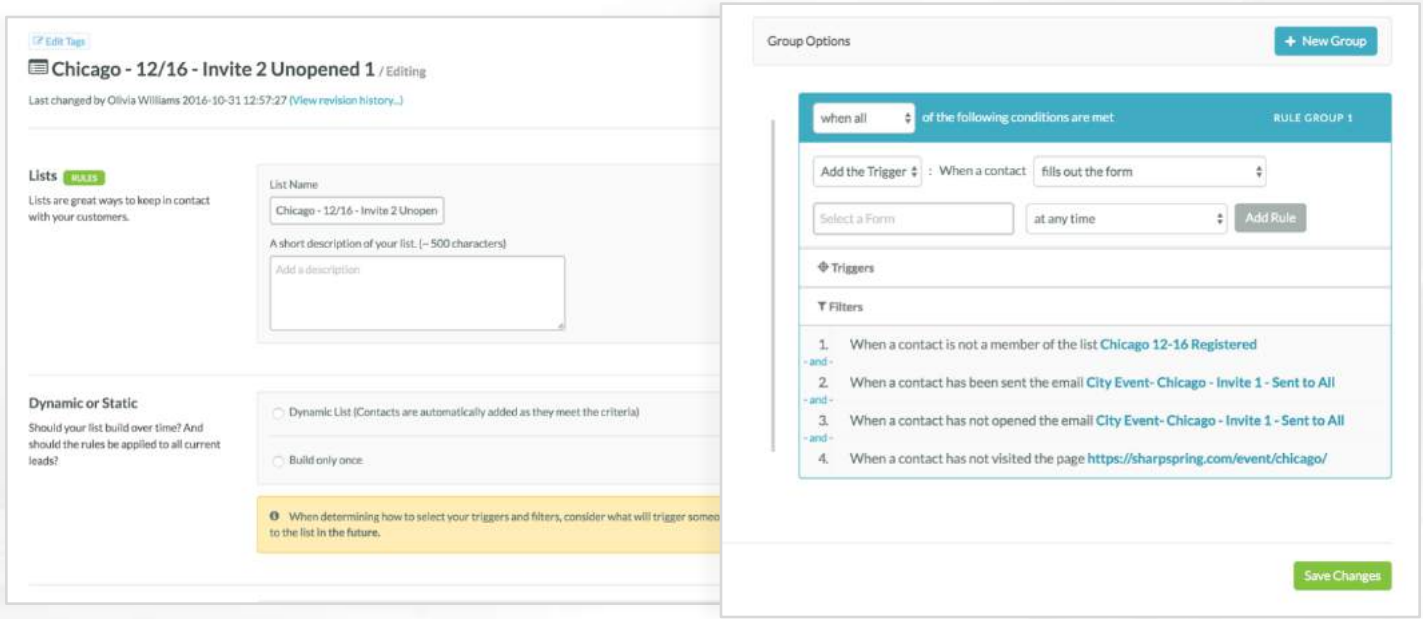
Dynamic List Building



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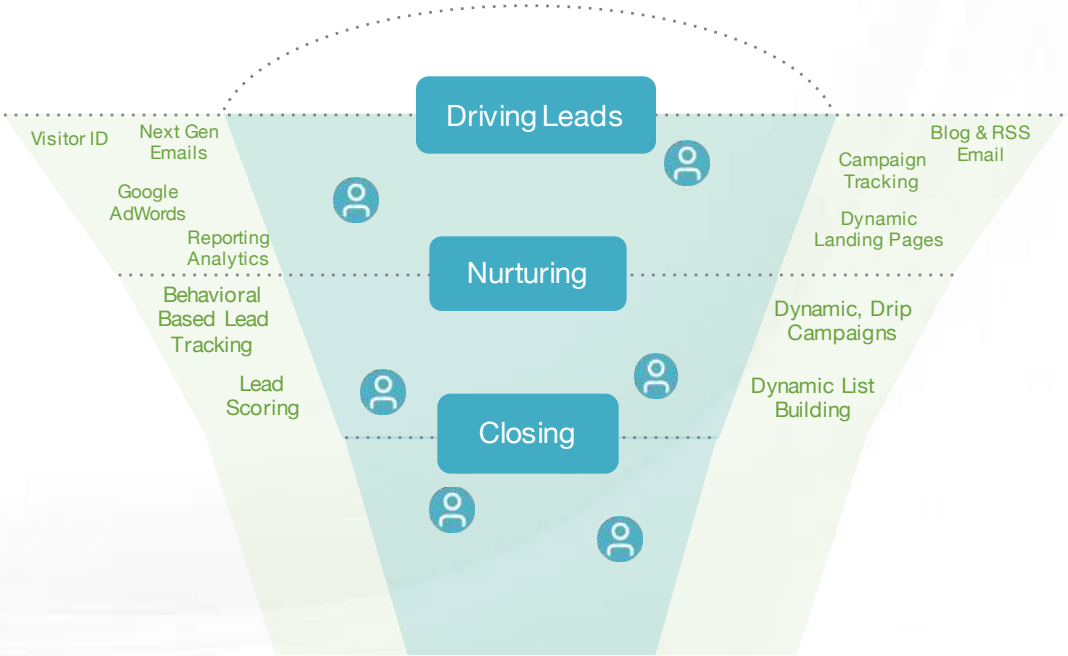
Traditional Marketing



NURTURING

- Behavioral Based Lead Tracking (Life of the Lead)
- Dynamic List Building /Segmentation
- Lead Scoring

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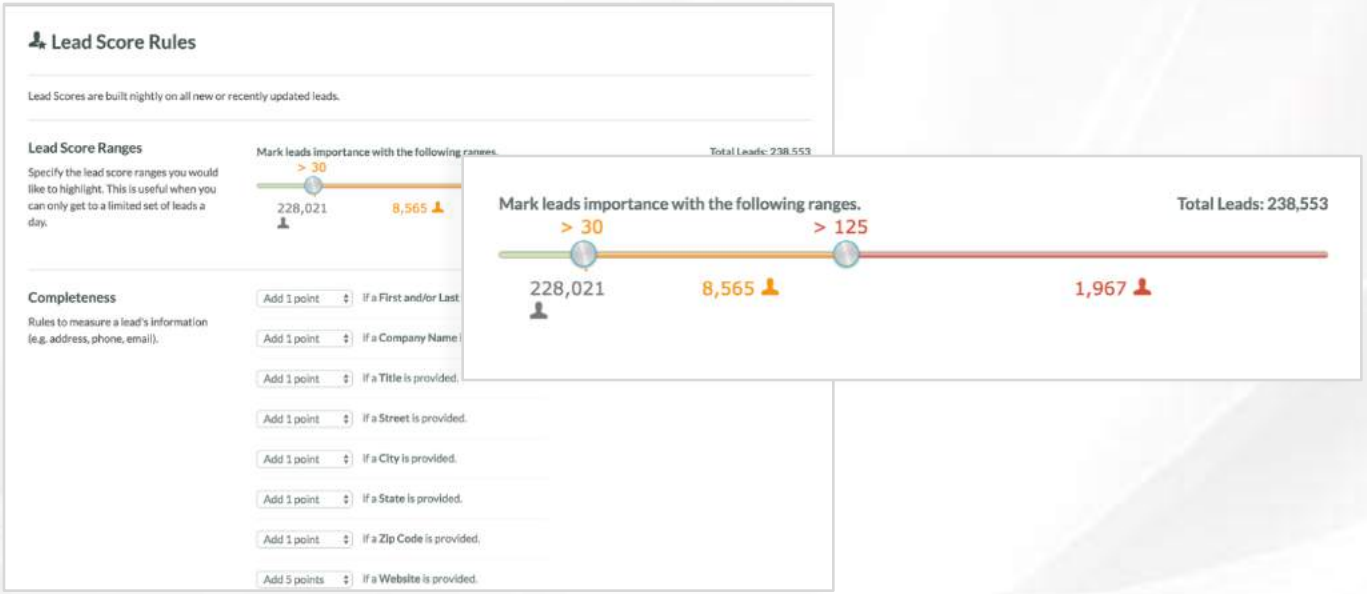
Lead Scoring



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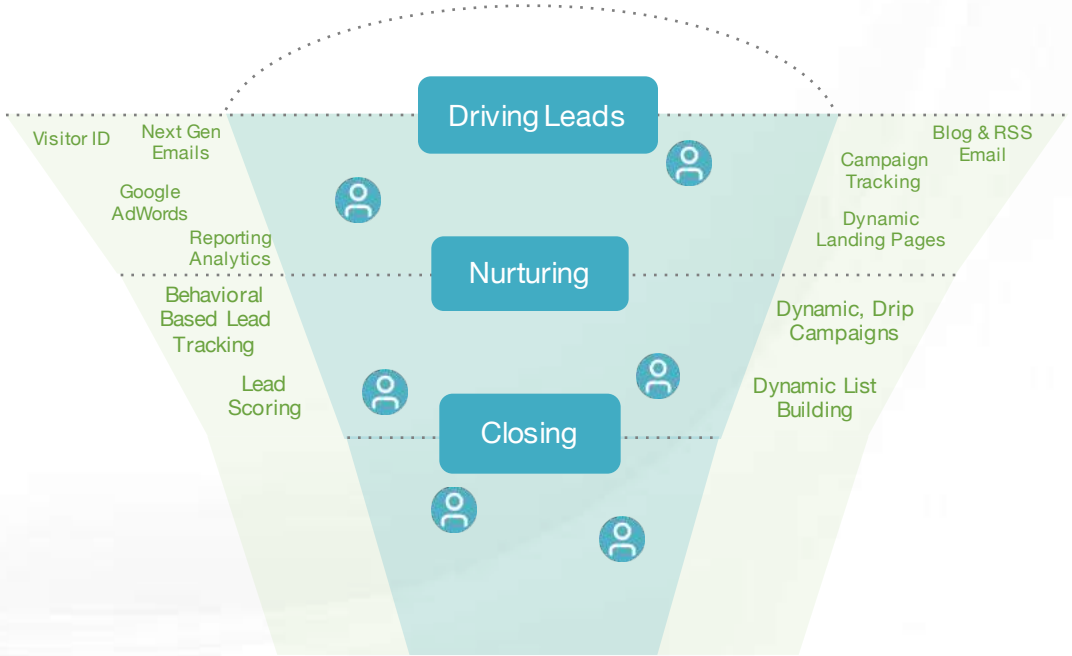
Traditional Marketing



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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CLOSING

- CRM/CRM Integration - B2B
- Lead Scoring
- Social Integration (Life of the Lead)

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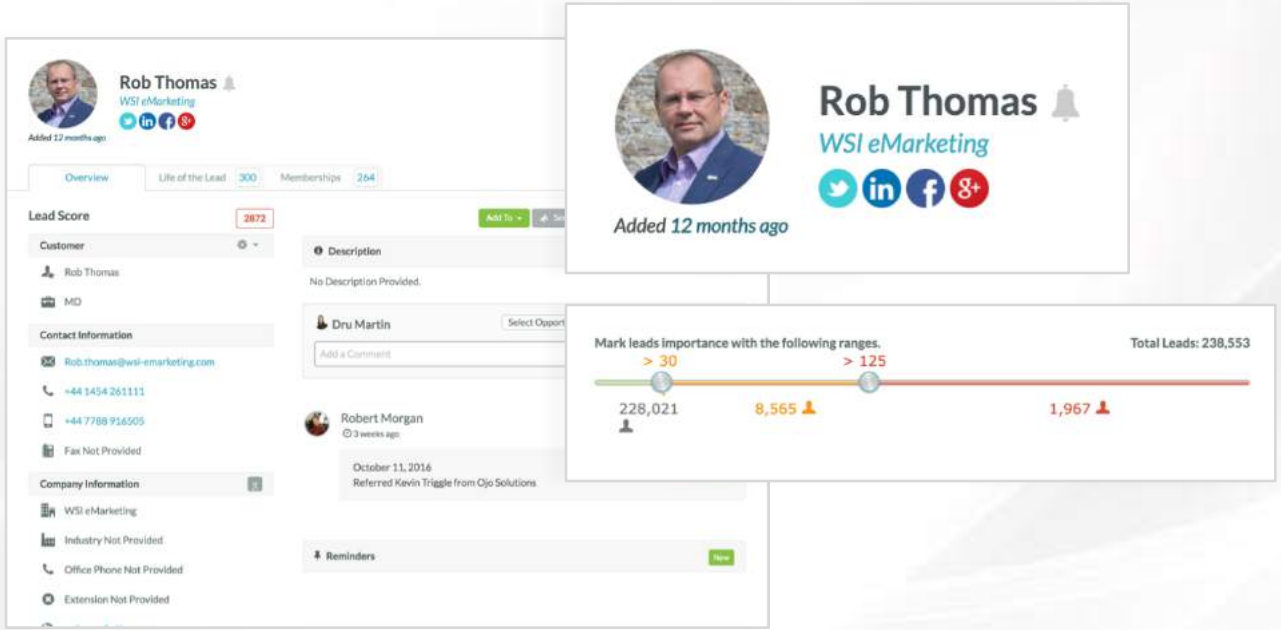
Contact Insights



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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

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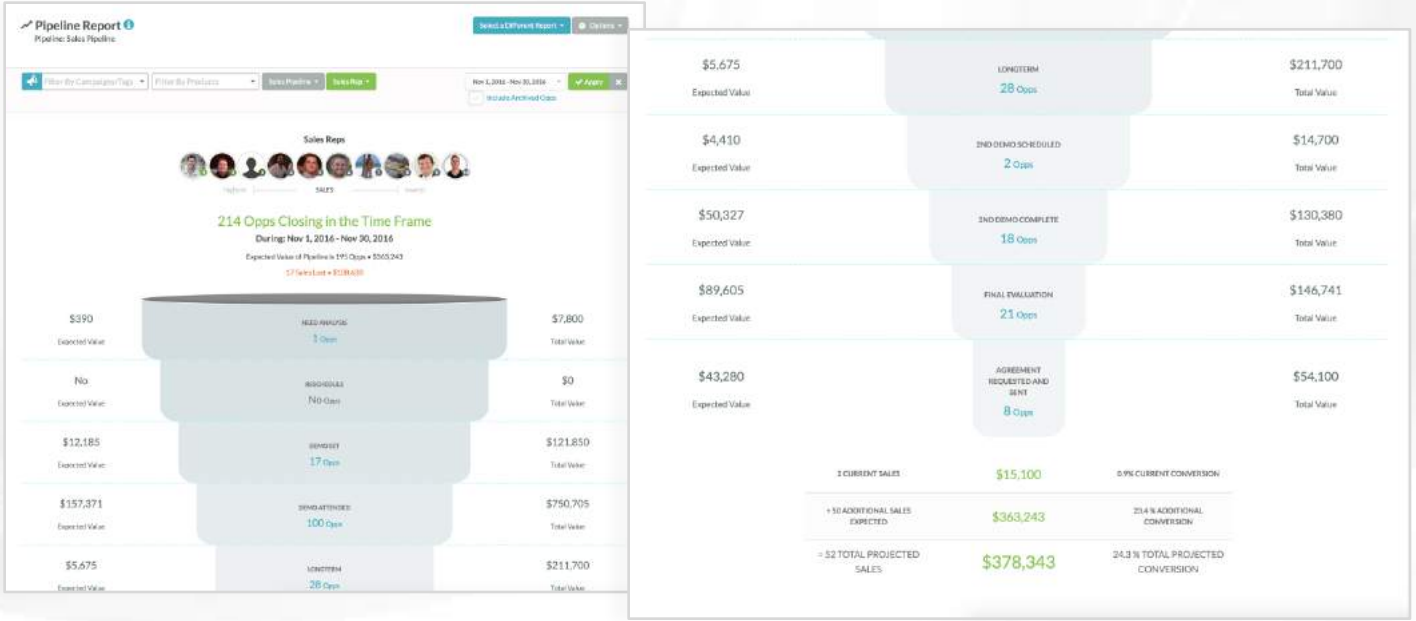
Sales Pipeline



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Traditional Marketing

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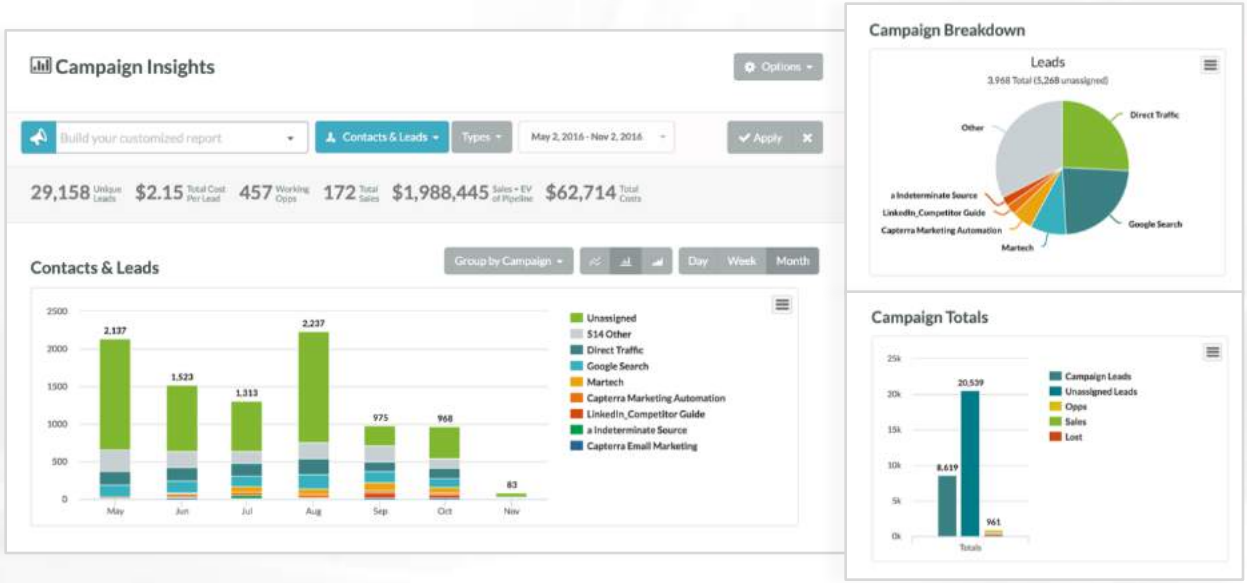
Campaign Insights



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Traditional Marketing

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- Shopping Cart Integration /Abandonment - B2C

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Who is SharpSpring?

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Marketing Automation Built for Businesses Like Yours

- Launched in 2014
- 1,200+ Marketing Agencies and 6,000+ Businesses
- Same Features as Top Competitors – at a Fraction of the Cost
- Month-to-Month Billing: No Annual Contract

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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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

SharpSpring

"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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Questions?

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