

Brandpoint®



Introduction

Claire Berge

Director of Marketing, Brandpoint

More Leads, More Sales



Presented by:

Bryan Tobin

Product Manager, 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

Agenda

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



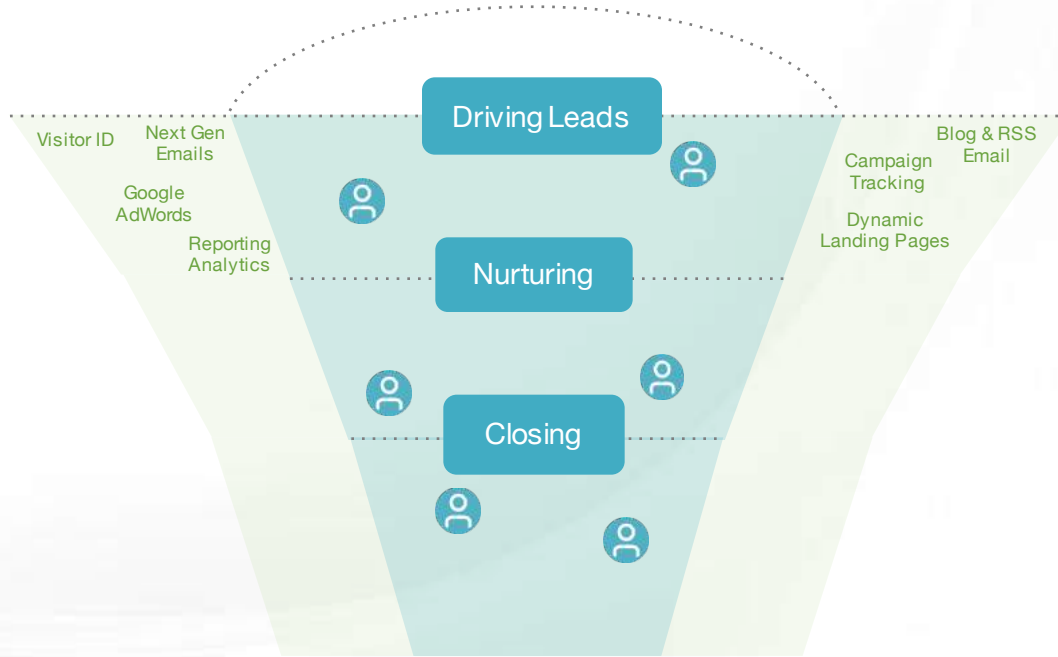
Powerful. Affordable.
Marketing Automation.

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

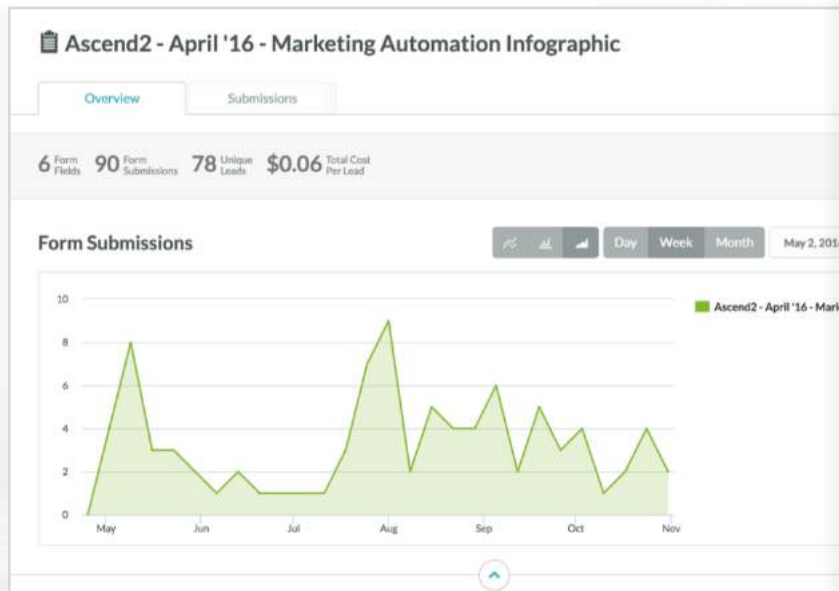


Campaign Tracking



Dynamic Forms, Landing Pages and Emails

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 place:

NAME:
PHONE NUMBER:
TRAVEL PREFERENCE:

GET THE BEST OFFER


Explore the beauty of Alaska.

FOOD

SIGHT SEEING

TOURS

BOOK MY TRIP



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

Best places to stay
Explore the place:

NAME:
PHONE NUMBER:
TRAVEL PREFERENCE:

GET THE BEST OFFER

Explore the beauty of Egypt.

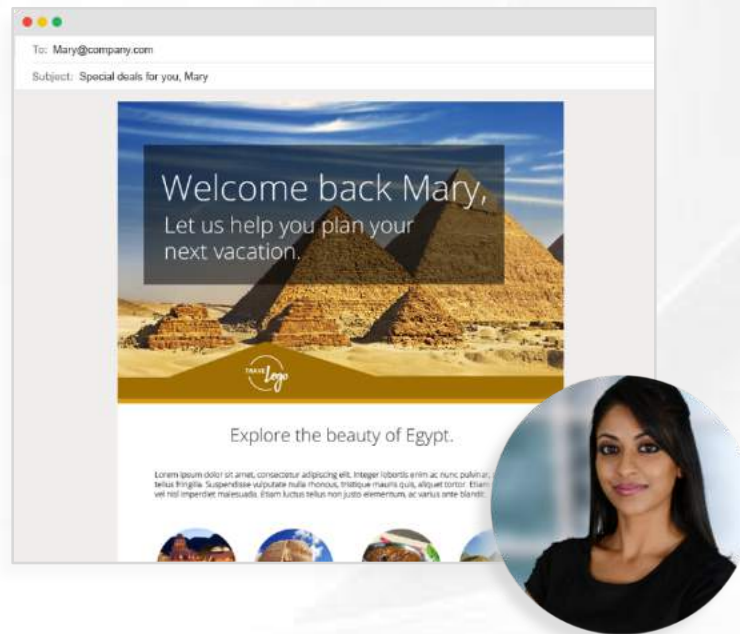
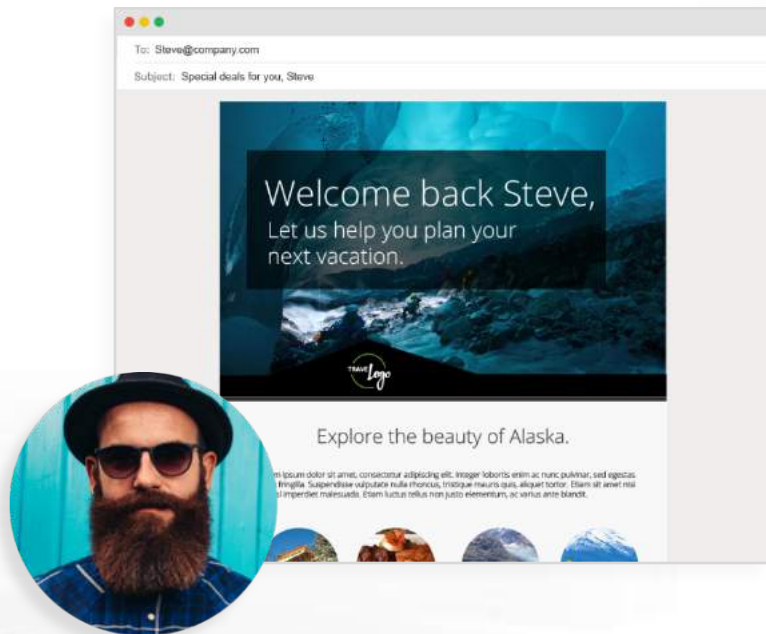
HOTELS

SIGHT SEEING

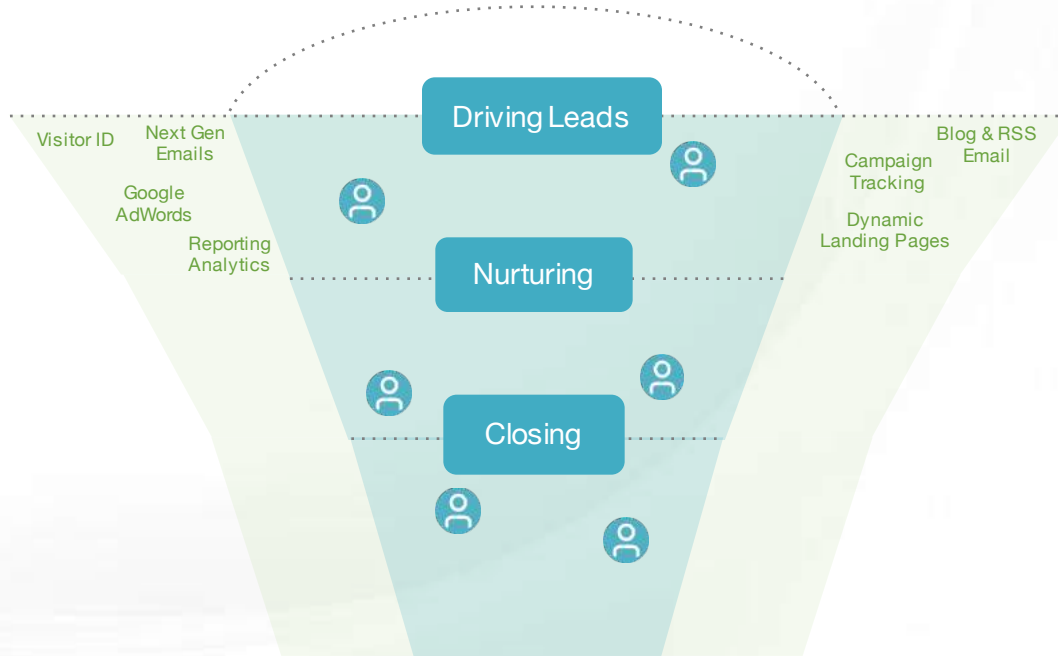
FOOD

BOOK MY TRIP

Dynamic Emails



Traditional Marketing



DRIVING



Next Generation Email Campaigns



Google AdWords Integration



Blogging and RSS Email Integration



Campaign Tracking



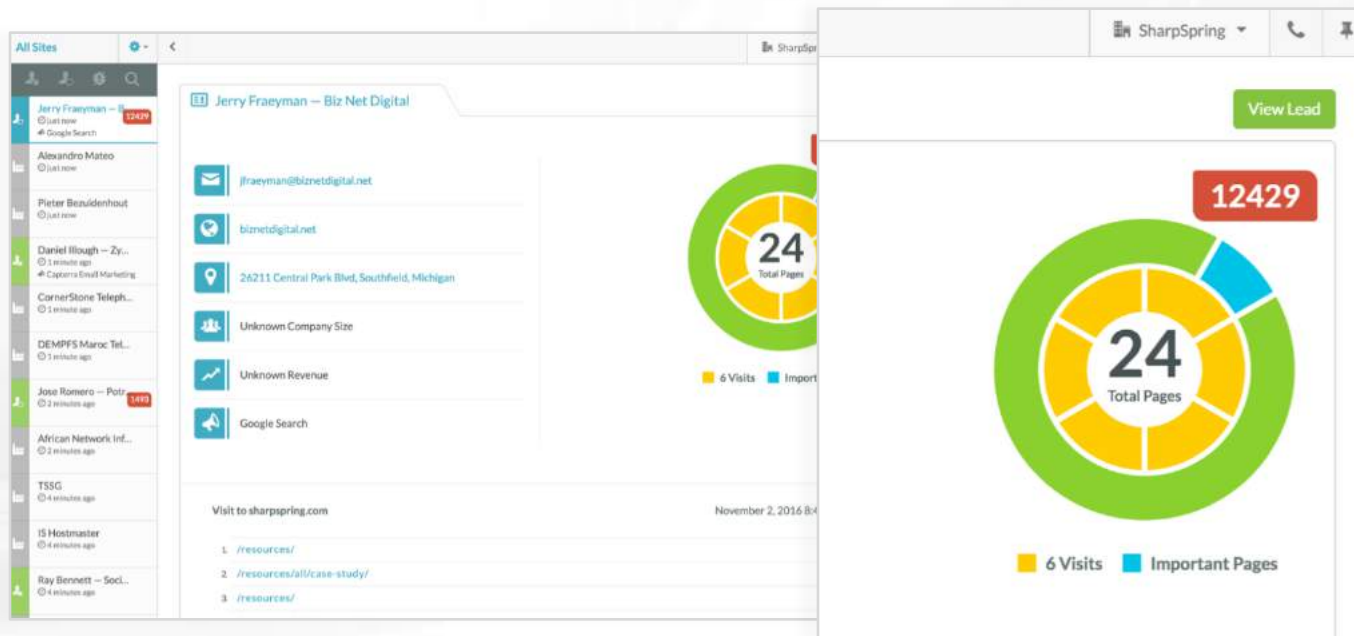
Dynamic Landing Pages & Forms



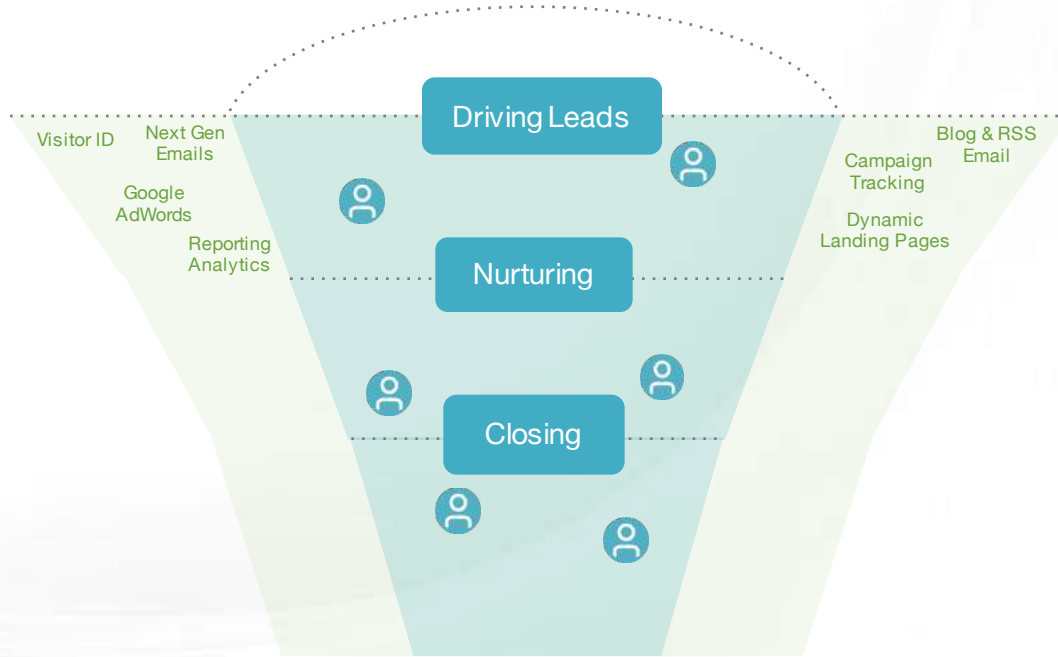
VisitorID (Anonymous Site Visitor Identification)

VisitorID

(Anonymous Site Visitor Tracking)



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

Traditional Marketing



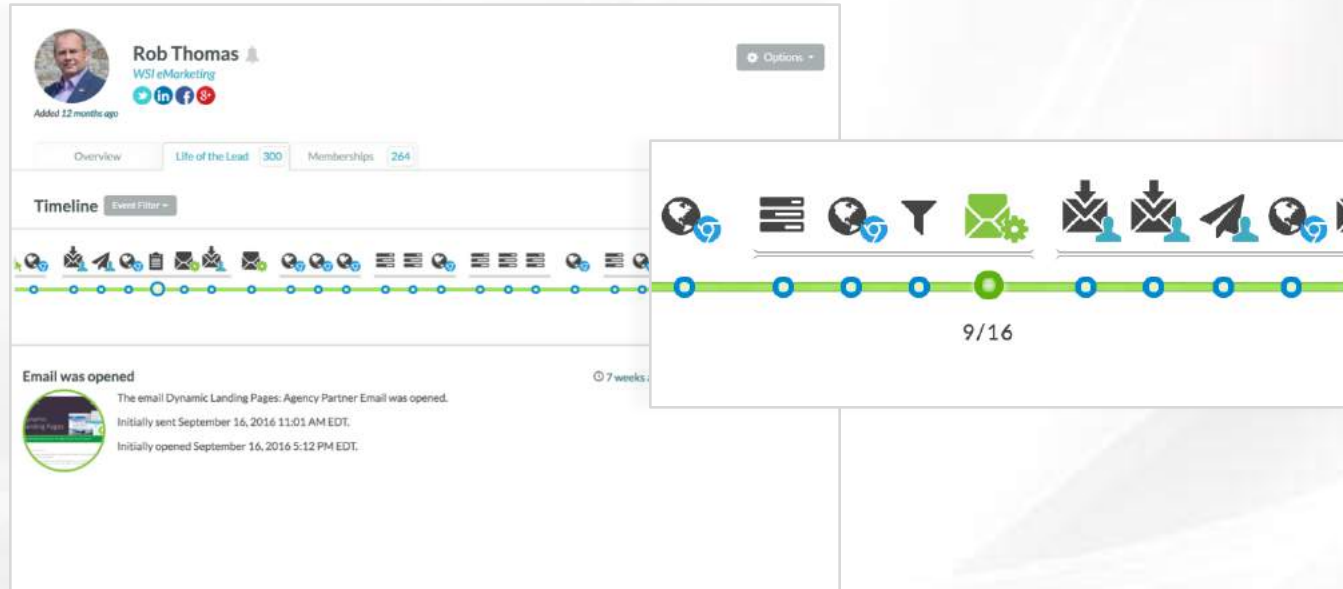
NURTURING



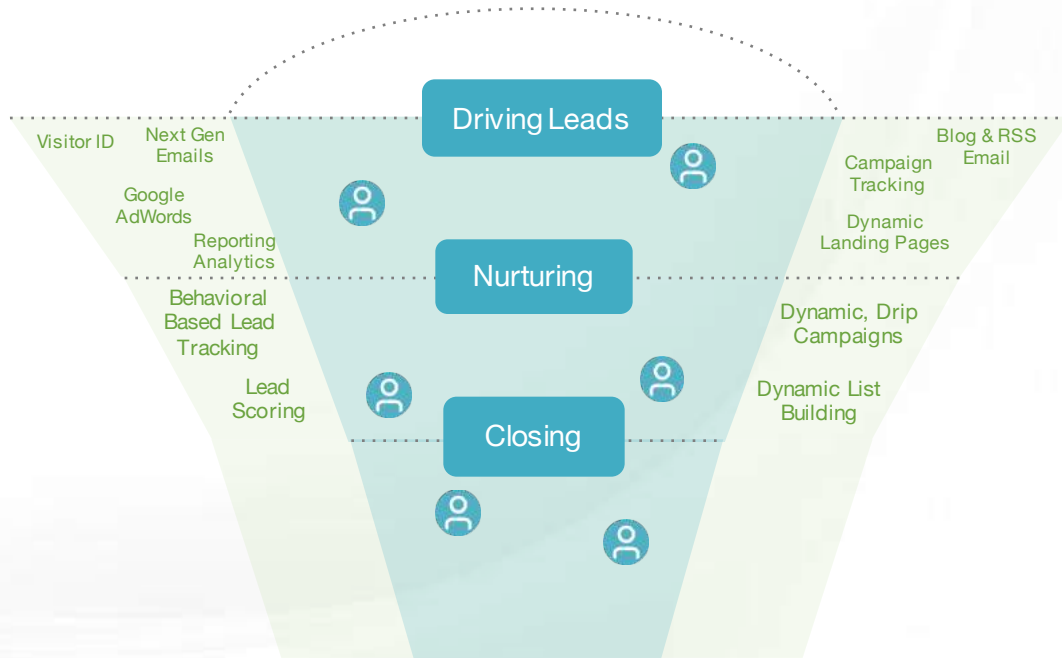
Behavioral Based Lead
Tracking (Life of the Lead)

Behavioral Based Lead Tracking

(Life of the Lead)



Traditional Marketing



NURTURING



Behavioral Based Lead Tracking (Life of the Lead)



Dynamic List Building / Segmentation

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 WALTS

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

- and -

2. When a contact has been sent the email City Event- Chicago - Invite 1 - Sent to All

- and -

3. When a contact has not opened the email City Event- Chicago - Invite 1 - Sent to All

- and -

4. When a contact has not visited the page https://sharpspring.com/event/chicago/


Save Changes

Traditional Marketing



NURTURING

 Behavioral Based Lead Tracking (Life of the Lead)

 Dynamic List Building /Segmentation

 Lead Scoring

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.

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


228,021 8,565 1,967

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

Traditional Marketing



CLOSING



CRM/CRM Integration - B2B

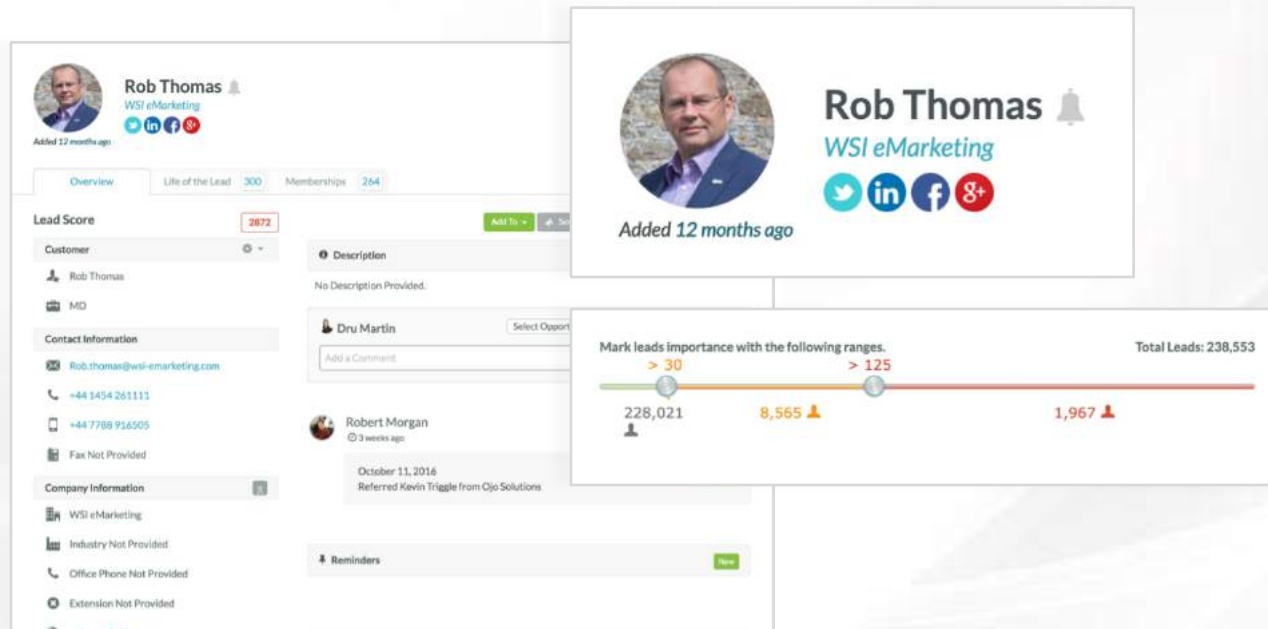


Lead Scoring



Social Integration (Life of the Lead)

Contact Insights



Traditional Marketing



CLOSING



CRM/CRM Integration - B2B



Lead Scoring



Social Integration (Life of the Lead)



Sales Management/Notification

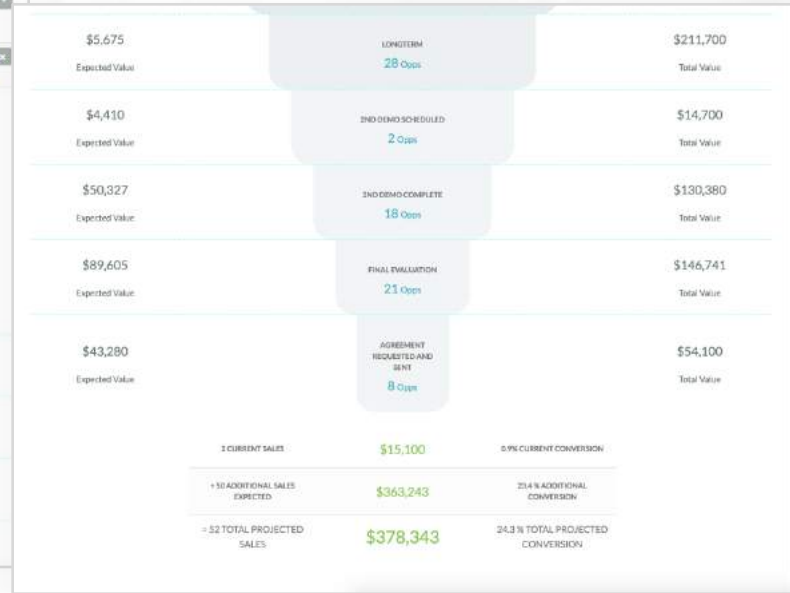
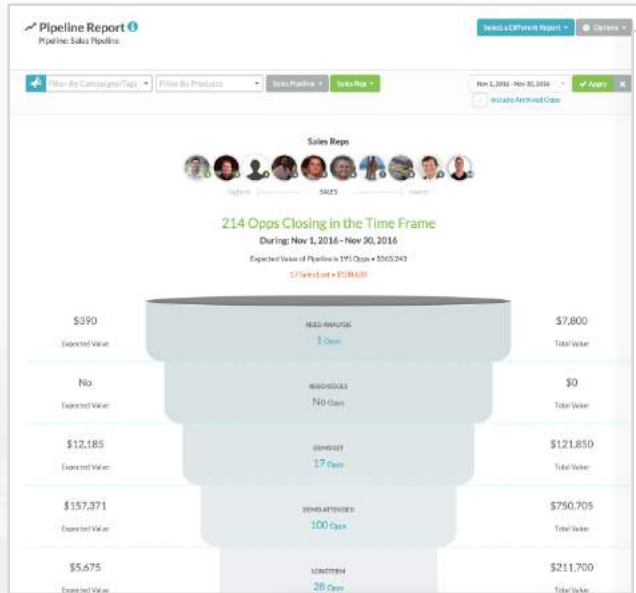


Smart Emails and Trackable Media



Sales Email Automations for Post-contact Nurturing

Sales Pipeline



Traditional Marketing



CLOSING



CRM/CRM Integration - B2B



Lead Scoring



Social Integration (Life of the Lead)



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Smart Emails and Trackable Media

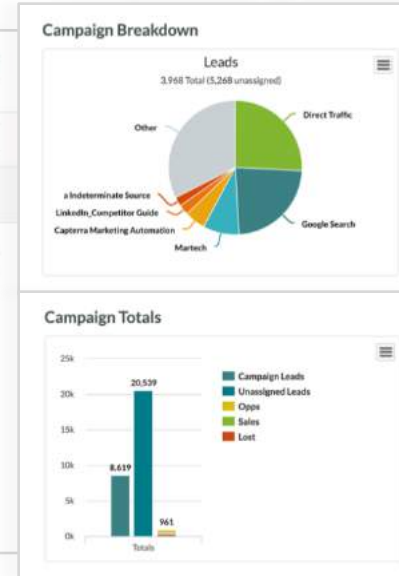
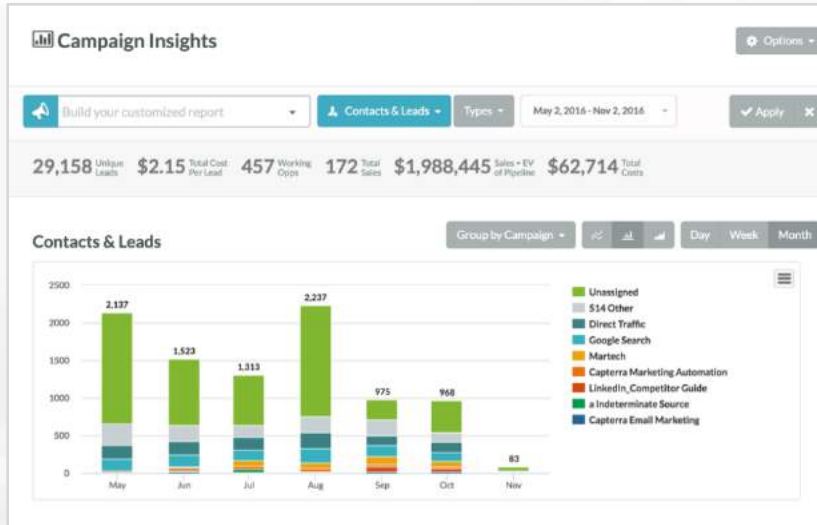


Sales Email Automations for Post-contact Nurturing

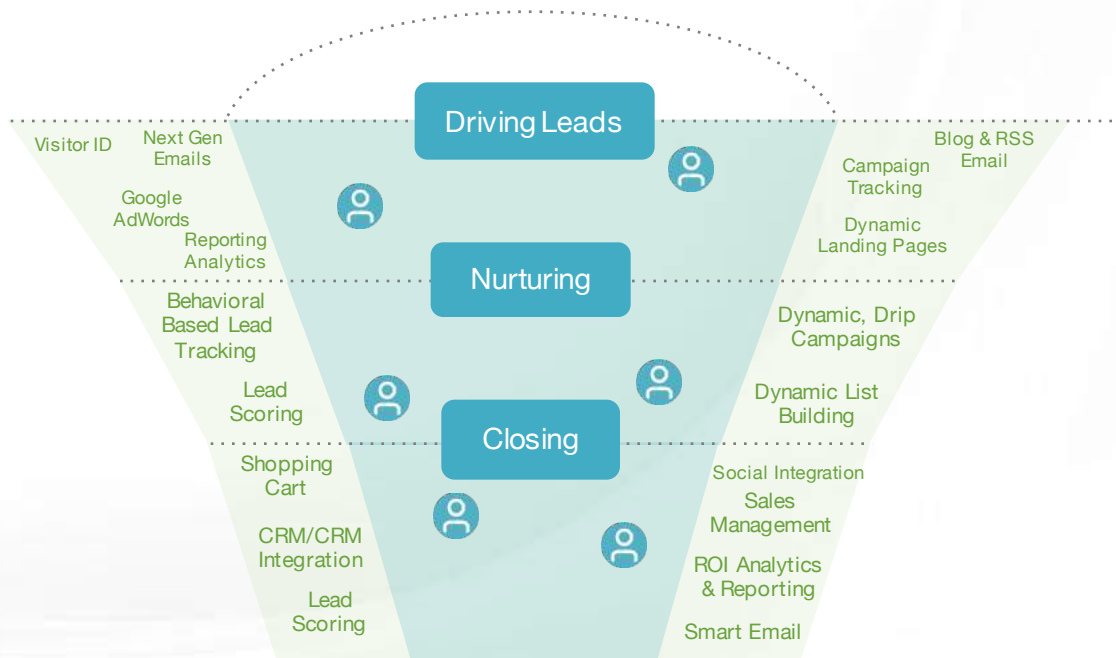


End-to-end ROI/Reporting and Analytics

Campaign Insights



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



Powerful. Affordable.
Marketing Automation.

Who is SharpSpring?



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

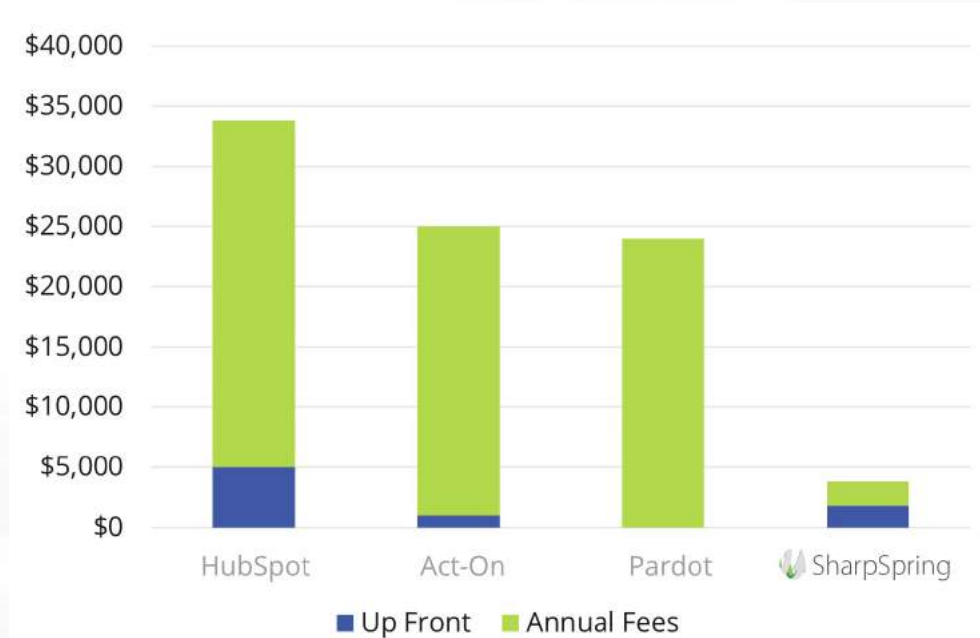


Month-to-Month Billing: No Annual
Contract

Why do businesses choose SharpSpring?



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.

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.



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



“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



Powerful. Affordable.
Marketing Automation.



Questions?

