Powerful. Affordable.
Marketing Automation.

The DNA of Effective Marketing: Content and Automation

Bryan Tobin
Product Manager
SharpSpring

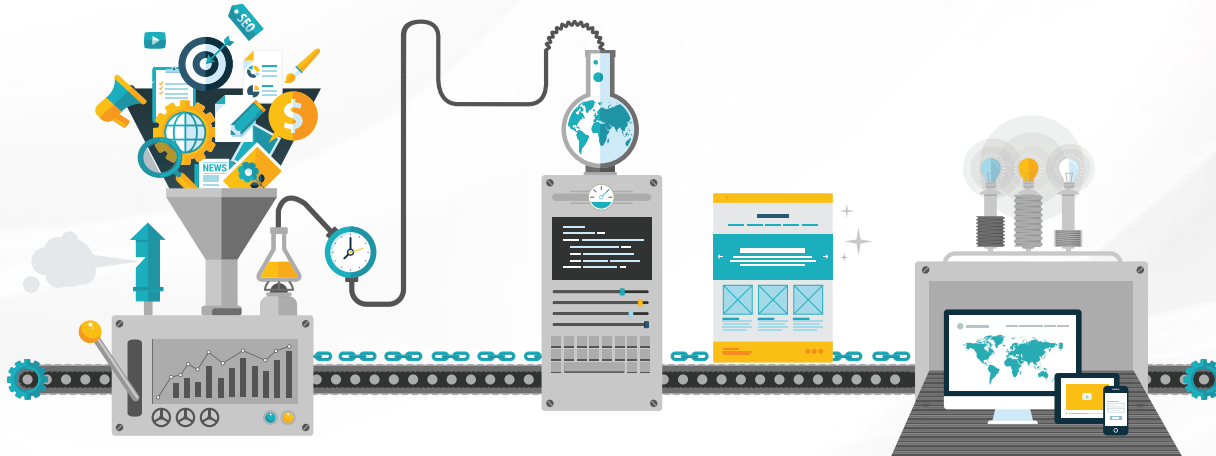**Scott Severson**
President
Brandpoint

Greetings

Who's In The Audience

- SharpSpring Partner Agencies

Why Are We Here?

- Learning about Brandpoint
  - Share content development best practices
  - Personalized messages for the buyer's journey

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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:

Zapier II – The Sequel

May 6, 2016
11 a.m. – 11:30 p.m. EDT
8-8:30 a.m. PDT
4-4:30 p.m. BST

Bryan Tobin
Product Manager
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Future Partner Presenters:
Email Nicole Levy at nicole@sharpspring.com

SharpSpring

Scott Severson
President of Brandpoint

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#MarketingDNA

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Marketing Automation & Content

THE LEADPAGES
EXPERIMENT

Leadpages

Leadpages bet big on this principle:

That a content team of 4 could outperform an 80-person sales team
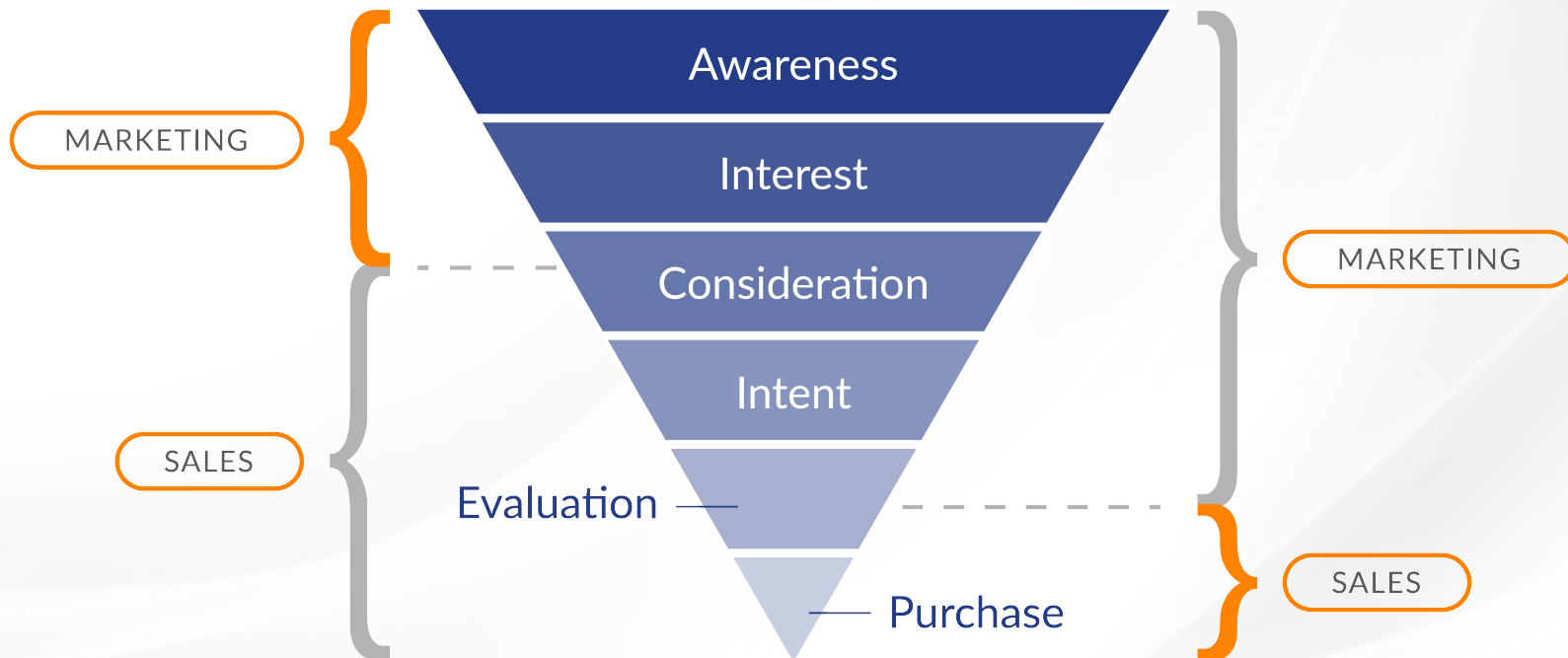at most companies at 1/20th the cost

THE RESULT?

They saw an almost immediate payback period and acquired customers
at 5% of typical Enterprise SaaS companies.

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BEFORE Marketing Automation | **AFTER** Marketing Automation

MARKETING

SALES

Awareness

Interest

Consideration

Intent

Evaluation

Purchase

MARKETING

SALES

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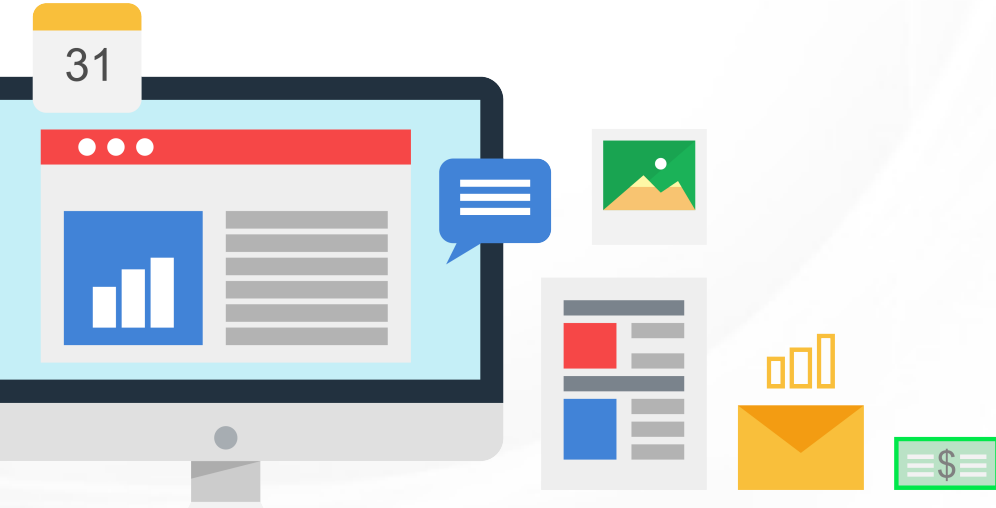
1. Don't have the right team in place to make it succeed

2. Not investing in the requisite content to power the platform

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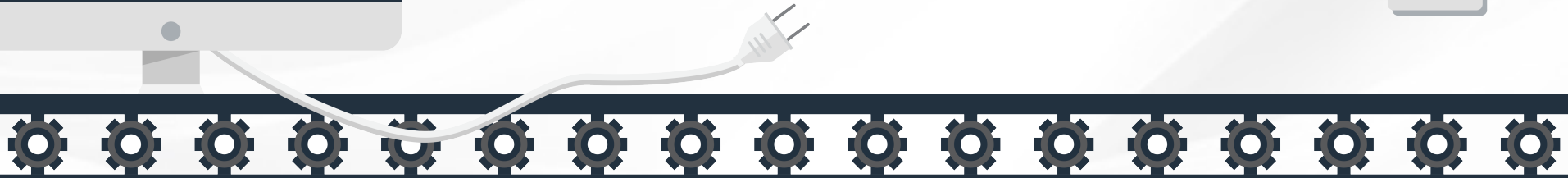
TIP 1:
HIRE A PRO

THERE IS ALWAYS SOMEONE

WILLING TO DO IT CHEAPER

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THE DREAM TEAM

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The CRM Software Admin

- Heavily involved in configuration
- Maps out how the platform integrates with other tools
- Trains internal team

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The Marketing Automation Specialist

- Works closely with implementation partner
- Helps incorporate configuration into daily use
- Will eventually own internal Marketing Automation process

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The Sales Leader

- Establishes database and lead quality
- Establishes lead-scoring strategy with marketing-automation specialist
- Provides feedback throughout engagement process

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The Marketing Leader

- Establishes success metrics
- Defines buyer's journey and marketing-automation strategy
- Ensures marketing and sales alignment

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The Content Developer(s)

- Creates multiple content types to power the automation
- Works closely with sales and marketing leaders
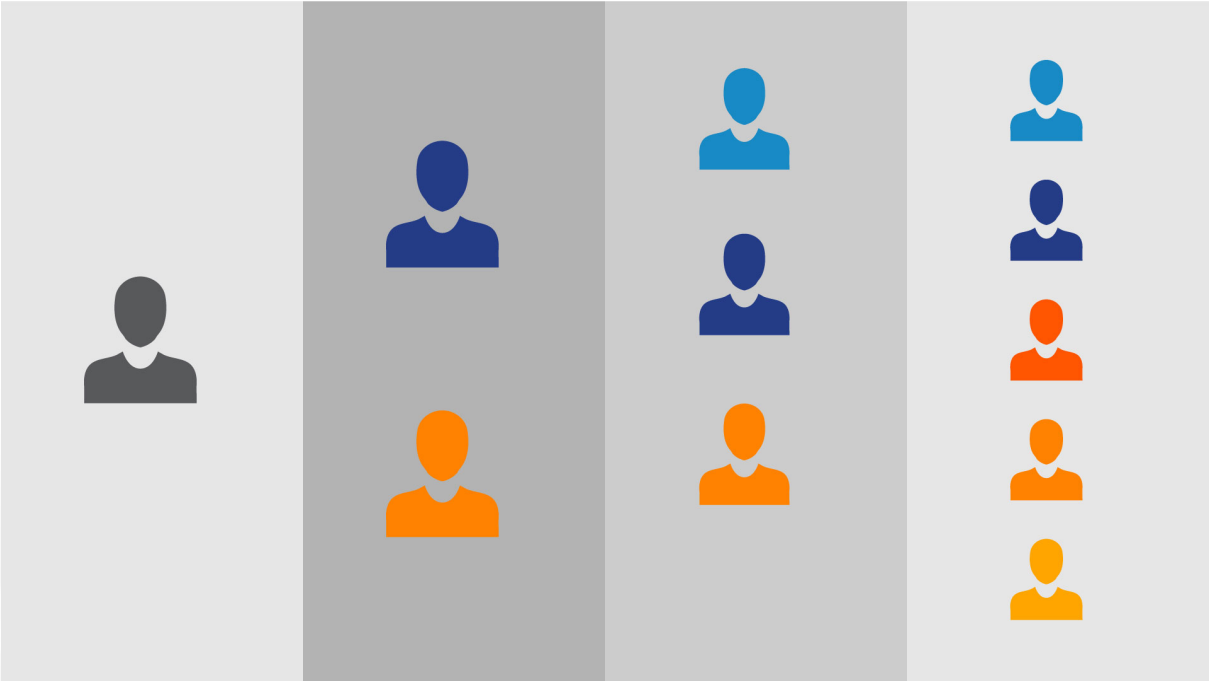- Can be either internal or external resources (or both)

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TIP 3:
UNDERSTAND YOUR AUDIENCE

AUDIENCE SEGMENTATION

CONTENT HEAT MAP

CONTENT	C-SUITE	VPS	MANAGERS
Creating immediate value	X		
Solving your problems		X	X
Saving you money	X		
XYZ said it was the best thing they bought		X	
Why we can help			X
Deeper dive			X

Credit: Redpath Consulting Group

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THE MARKETING AUTOMATION FUNNEL

Buyers Journey

CONTENT GOALS

Content Assets

Answer High Level Questions — Blogs

Establish Trust

Generate NEW Lead — Gated Content

Awareness Stage

Introduce Organization's Positioning Statement

Address Common Sales Questions — Automated Emails with Supporting Content

Provide Product & Service Information — Brand Filter Offer

Consideration Stage

Address Objections — Automated Emails with Selling Content

SALES READY

Decision Stage — Sales Offer

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Downloaded
E-Book on
Analytics

Downloaded
Buyer Persona
Template

Engaged
with us at
Tradeshow

Connected
with
Sales Rep

Registered
for Analytics
Webinar

Attended
"Top 10 Marketing Reports"
Webinar

3 MONTHS

Prospects receive an average of

10

marketing touches before becoming
a closed-won customer

Source: Aberdeen Group

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Blogs

- Generate traffic
- Answer high level questions
- Establish trust

Gated Content (Ebooks, white papers, case studies)

- Provide useful information to your prospects
- Introduce organization's positioning
- Generate leads
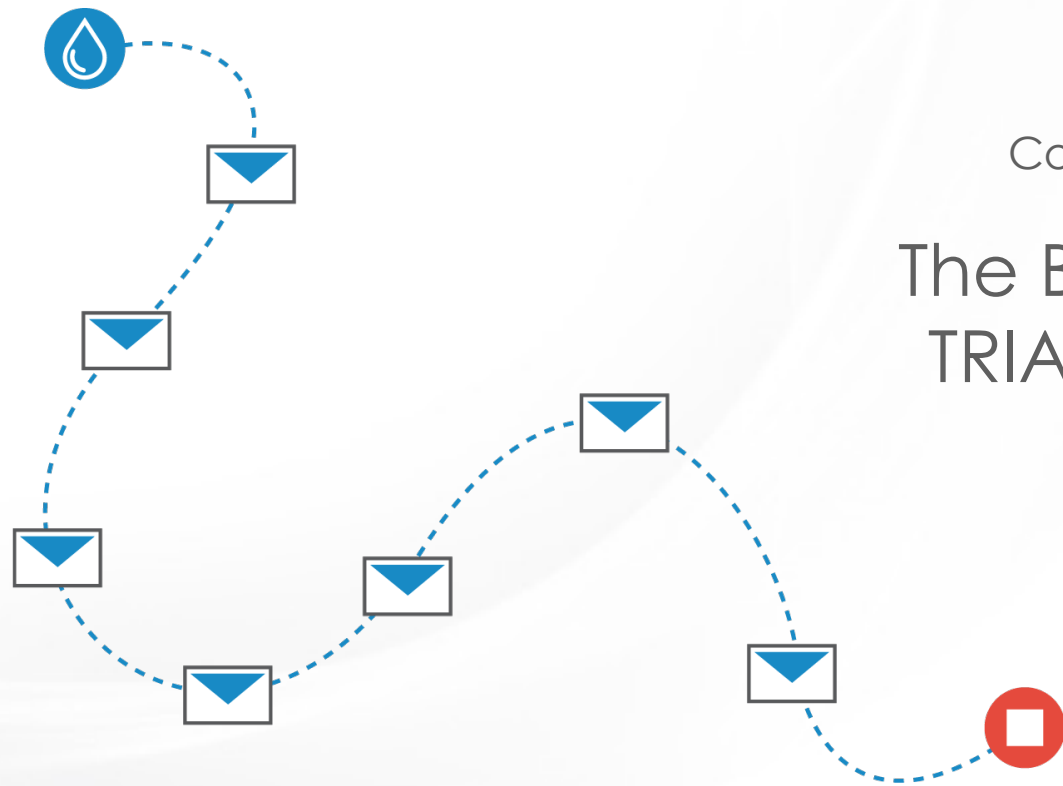
Automated Emails With Supporting Content

- AKA "Drips"
- Address common sales questions
- Engagement advances lead score

Brand Filter Offer

- Provides product/service specific information
- Engagement advances lead score

Automated Emails with Selling Content

- Reinforces your USP
- Proactively addresses objections
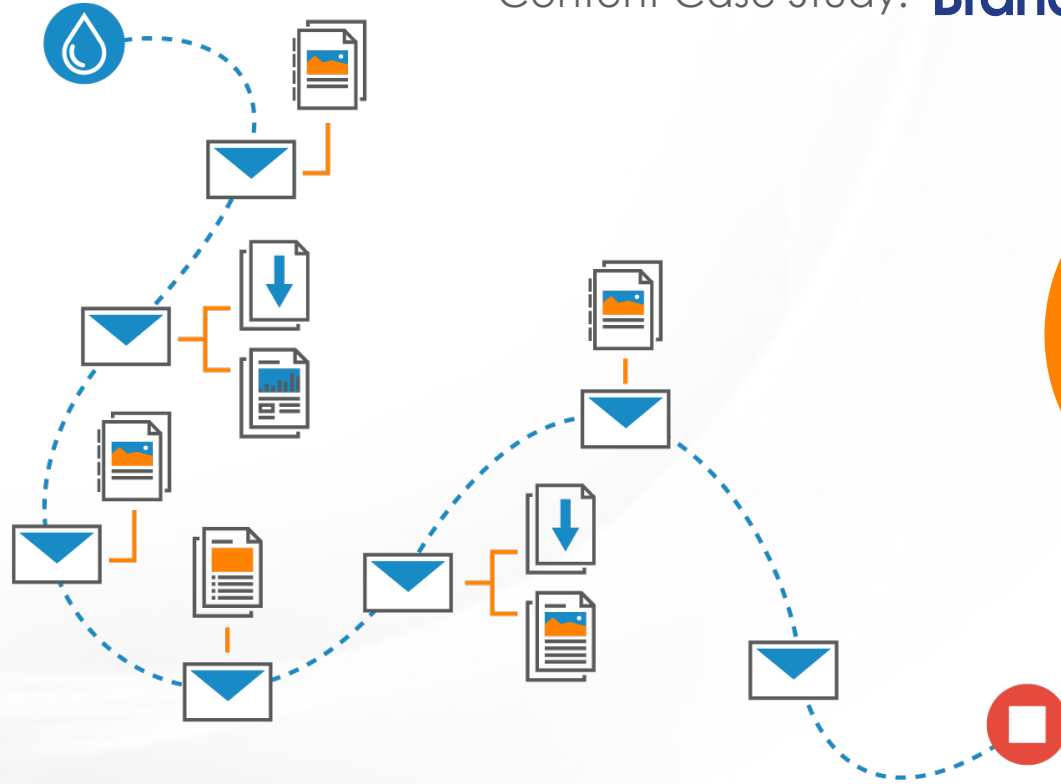- Engagement advances lead score

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Content Case Study:

The BrandpointHUB
TRIAL CAMPAIGN

Content Case Study: **Brandpoint HUB** TRIAL CAMPAIGN

15 Pieces of content

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Customers will manage

85%

of the relationship with a company without even talking to a human

Source: Gartner

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Marketing automation **can** be a transformational tool, but it's not a plug-and-play solution.

How to make it work:
- A comprehensive implementation strategy
- A firehose of content
- A highly aligned and integrated "Dream Team"

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Questions?

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Continue The Conversation

With Bryan:

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