



Powerful. Affordable.
Marketing Automation.

The State of Marketing Automation 2017



Bryan Tobin

Usability Manager | SharpSpring



Todd Lebo

Partner/CMO | Ascend2

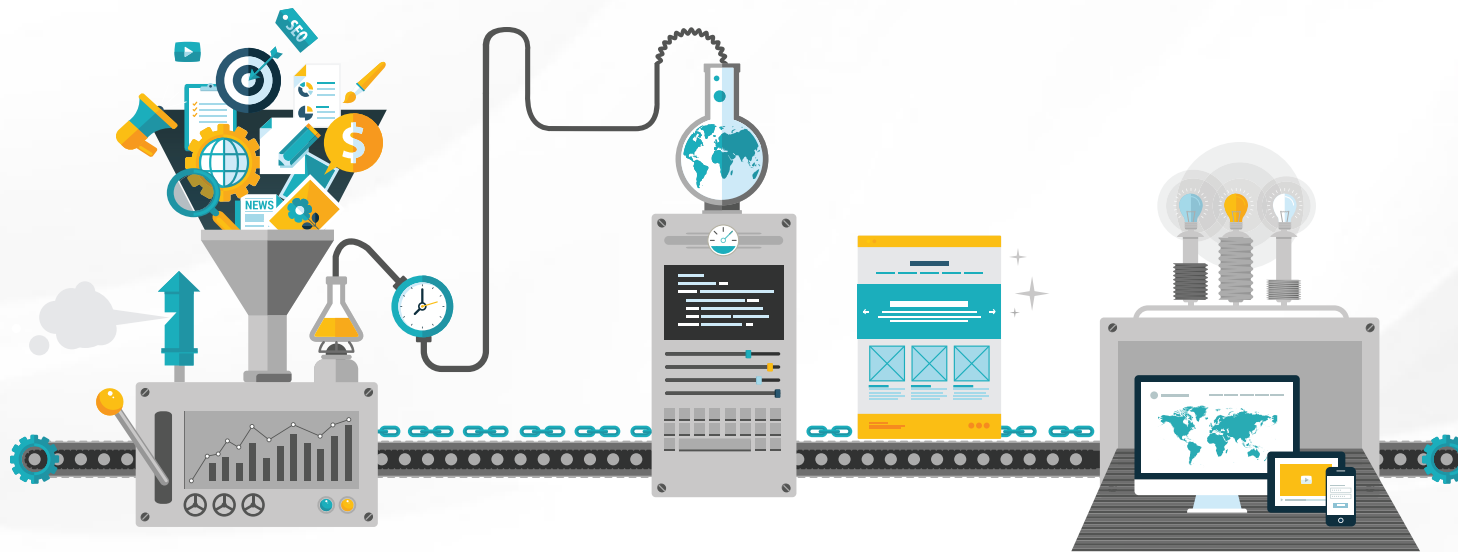
Greetings

Who's In The Audience

- SharpSpring Partner Agencies
- Agencies Considering SharpSpring
- In-House Marketing Professionals

Why Are We Here?

- Dive into the current state of MA
 - Share marketing best practices
 - Provide real-world stories



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:
See It To Believe It: Organize Your Workflows
Friday, May 19, 2017

Upcoming Webinar:
Power Up Your MarTech With Zapier
Wednesday, June 7, 2017

Future Partner Presenters:
Email Koertni Adams at
koertni.adams@sharpspring.com

Introductions



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.



Todd Lebo

Partner/CMO | Ascend2

Todd is passionate with discovering what really works in marketing and helping marketers apply those findings to their marketing programs. At Ascend2, Todd helped develop a research-based marketing methodology that is used by marketing technology firms and agencies to generate demand and supplement content. Prior to joining Ascend2, Todd led the MarketingSherpa marketing, content, research and business

 #SharpTweet live with us



2017 State of Marketing Automation

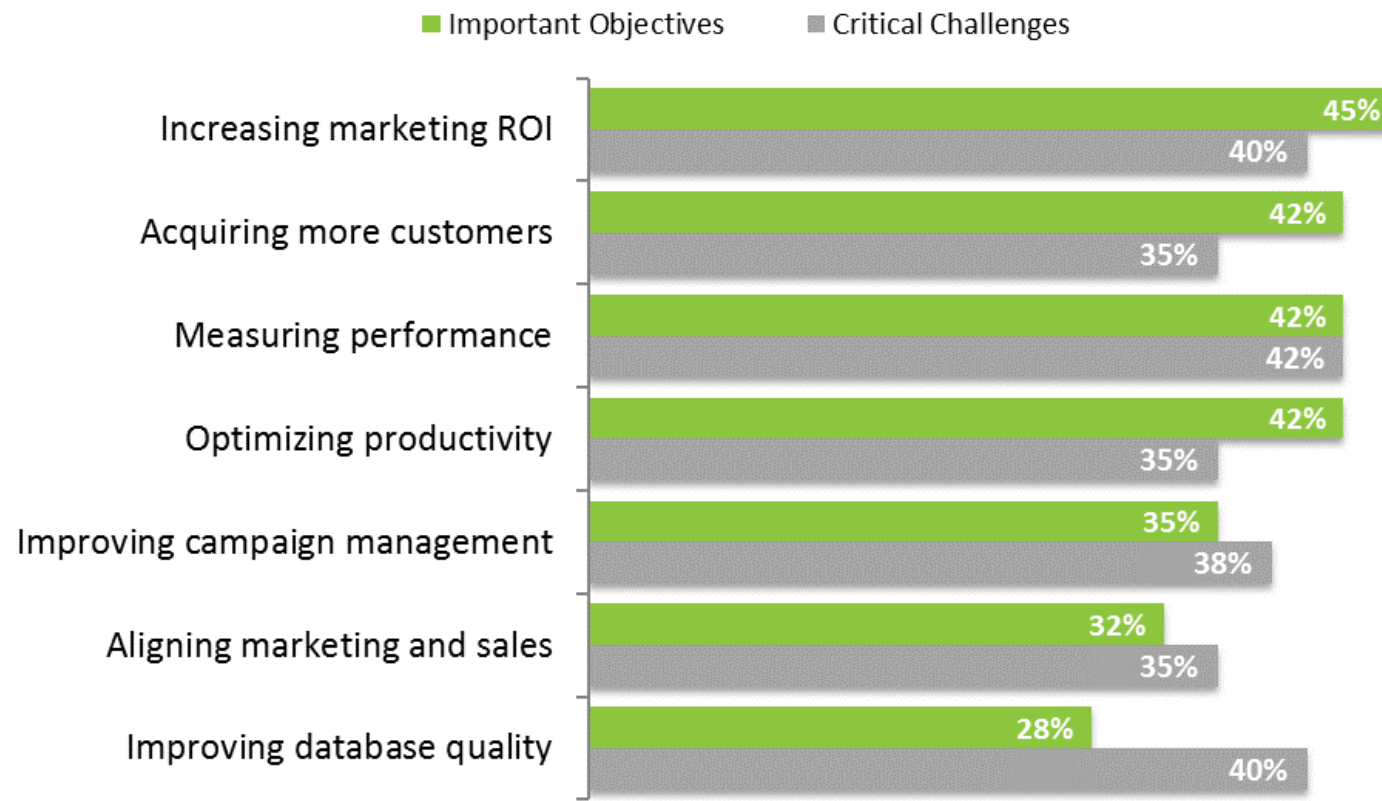
SharpSpring Webinar



START

Define Your Objectives and Challenges

Important objectives versus critical challenges.



Must Have Features...

What are MOST USEFUL FEATURES of a marketing automation system?

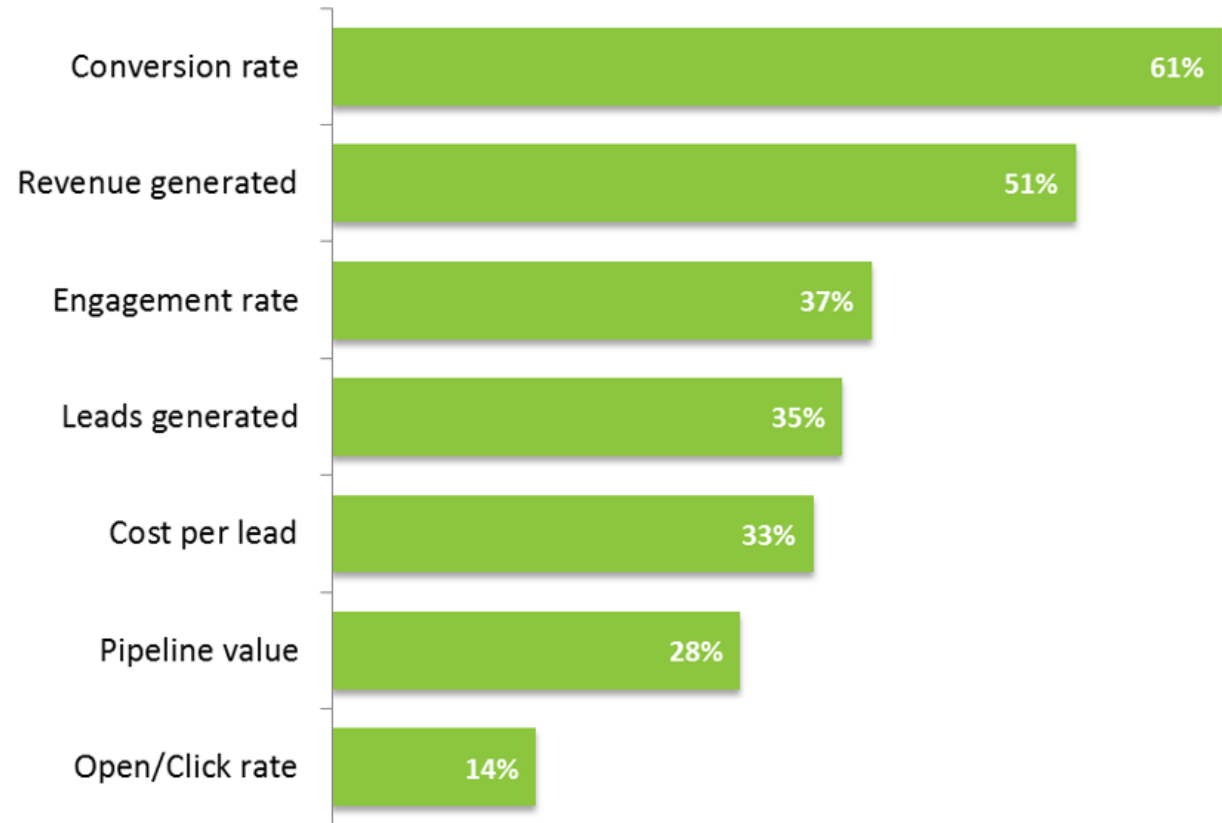


If you can't measure it, it doesn't exist.



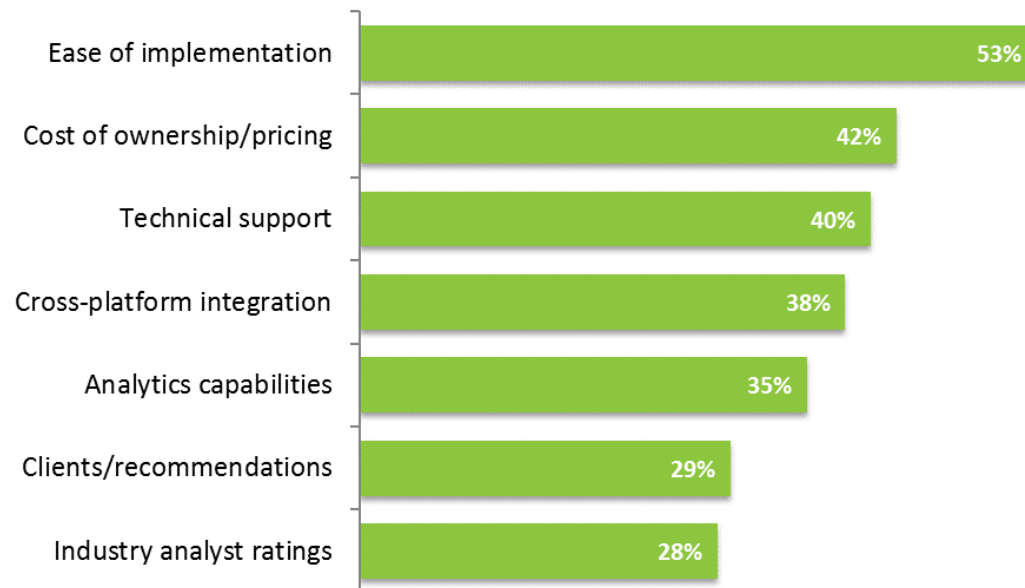
Metrics that Matter

What are the MOST USEFUL METRICS for measuring marketing automation performance?





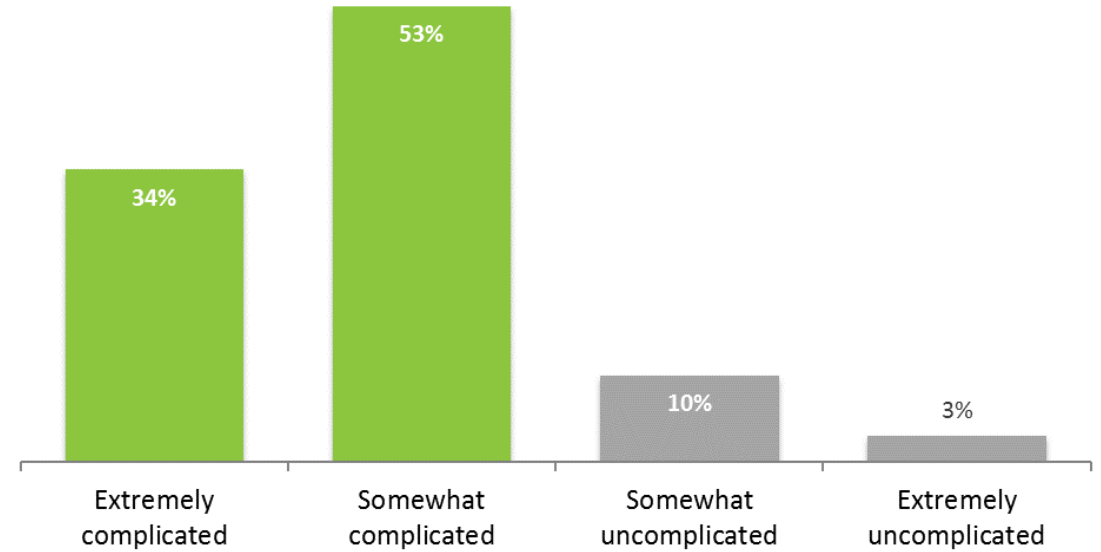
What are the most important EVALUATION CRITERIA for selecting a marketing automation system?



Evaluation Criteria – Check the Boxes

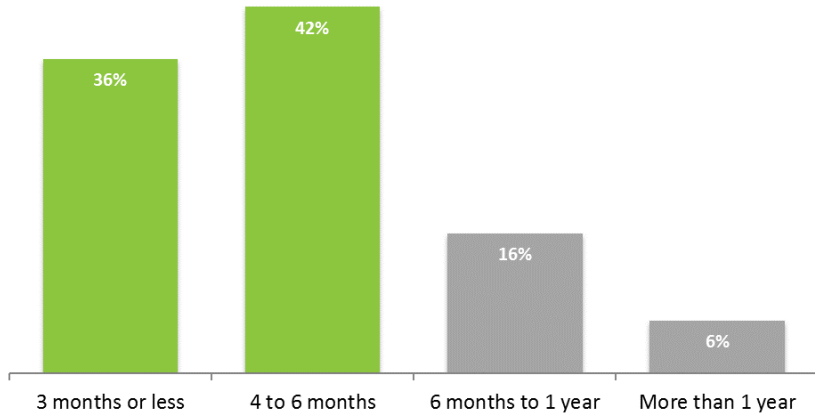


How complicated is the IMPLEMENTATION of a marketing automation system?



Strategies to Make it Simple

What is a reasonable TIME-FRAME for completing the implementation of a marketing automation system?



Time is Money & Lost Opportunity

Poll

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Questions?

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Continue The Conversation

With Todd:



Todd Lebo
Partner/CMO
Ascend2

Email: todd@ascend2.com
Web: www.ascend2.com

With Bryan:



Bryan Tobin
Usability Manager
SharpSpring

Email: bryan@sharpspring.com
Web: www.sharpspring.com

