



Powerful. Affordable.  
Marketing Automation.

# Integrating Offline and Online Communications



**Bryan Tobin**  
Product Manager  
SharpSpring



**Angela Medlar**  
Director of Technology  
Enthusem



**Mac McAvoy**  
Director of Sales  
Enthusem

# Greetings

## Who's In The Audience

- SharpSpring Partner Agencies

## Why Are We Here?

- Learning about Enthusem
  - Share offline to online best practices
  - Connecting personalized messages for the buyer's journey



# Housekeeping

## Questions?

- Phone lines are muted
- Submit via Chat Box

## Upcoming SpringBoard Live – Partners Only:

Set It, Forget It: Create Effective Workflows

May 26, 2017

11 a.m. – 11:30 a.m. EDT

8-8:30 a.m. PDT

4-4:30 p.m. BST



# TODAY'S AGENDA

- **Enthusem Overview**
- **What is Hyper-Personalization?**
- **Why Direct Mail?**
- **Scale with Enthusem & SharpSpring Integration**
- **Case Studies / Buyer Journey**
- **Demo of Software & Integration**
- **Special Offer for Today's Attendees**

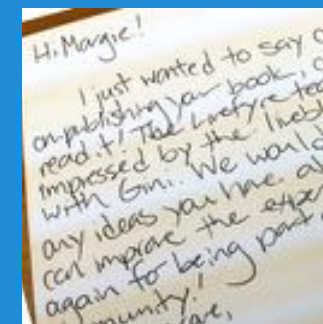


# What is Enthusem?

---

An offline to online vehicle that leverages personalization at scale to tee up perfectly timed next steps.

# TRADITIONAL LEVELS OF PERSONALIZATION



OFFSET PRINTING

MAIL MERGE

VARIABLE DATA

HANDWRITTEN

HIGH VOLUME

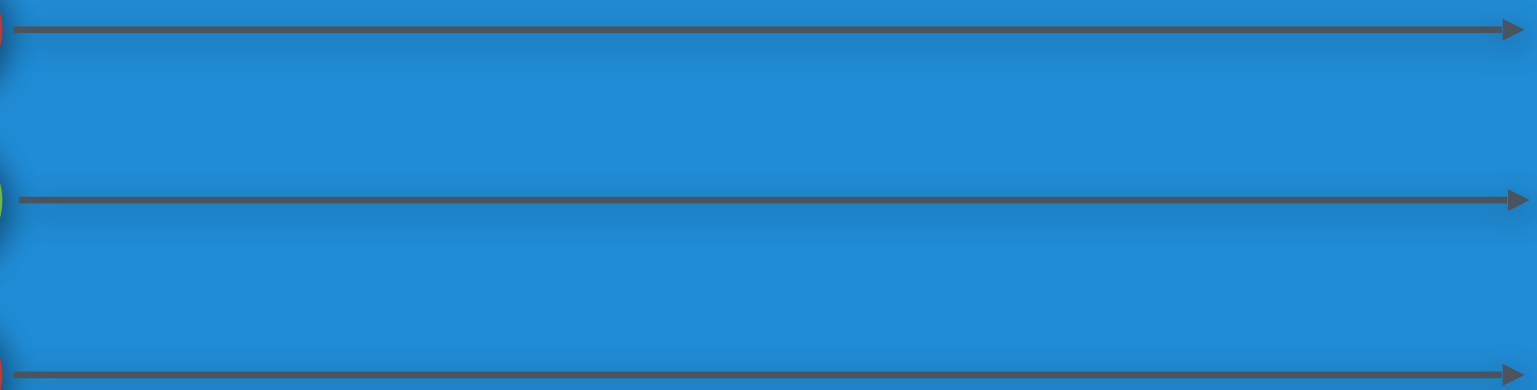
LOW EFFORT

NOT PERSONAL

LOW VOLUME

HIGH EFFORT

VERY PERSONAL



# HYPER-PERSONALIZATION AUTOMATED AT SCALE

**ANY  
VOLUME**

**UBER  
PERSONAL**

**LOW  
EFFORT**

**enthusem™**



# HYPER-PERSONALIZATION EXAMPLES

What is hyper-personalization?

Images about the recipient  
NOT the sender...

- THEIR house
- THEIR profile image
- THEIR company logo
- THEIR website







## WHY DIRECT MAIL?

- Avoids spam blockers
- Is tangible, can't be unseen
- Very effective...when done right

# 10%

### AVG RSP RATE

Traditional direct mail averages 1-3%, Enthusem's average across all users is 10%.

IWCO study, 2015

# 18-34

### YR OLDS PREFER MAIL

Younger consumers prefer to learn about offers via postal mail rather than online sources.

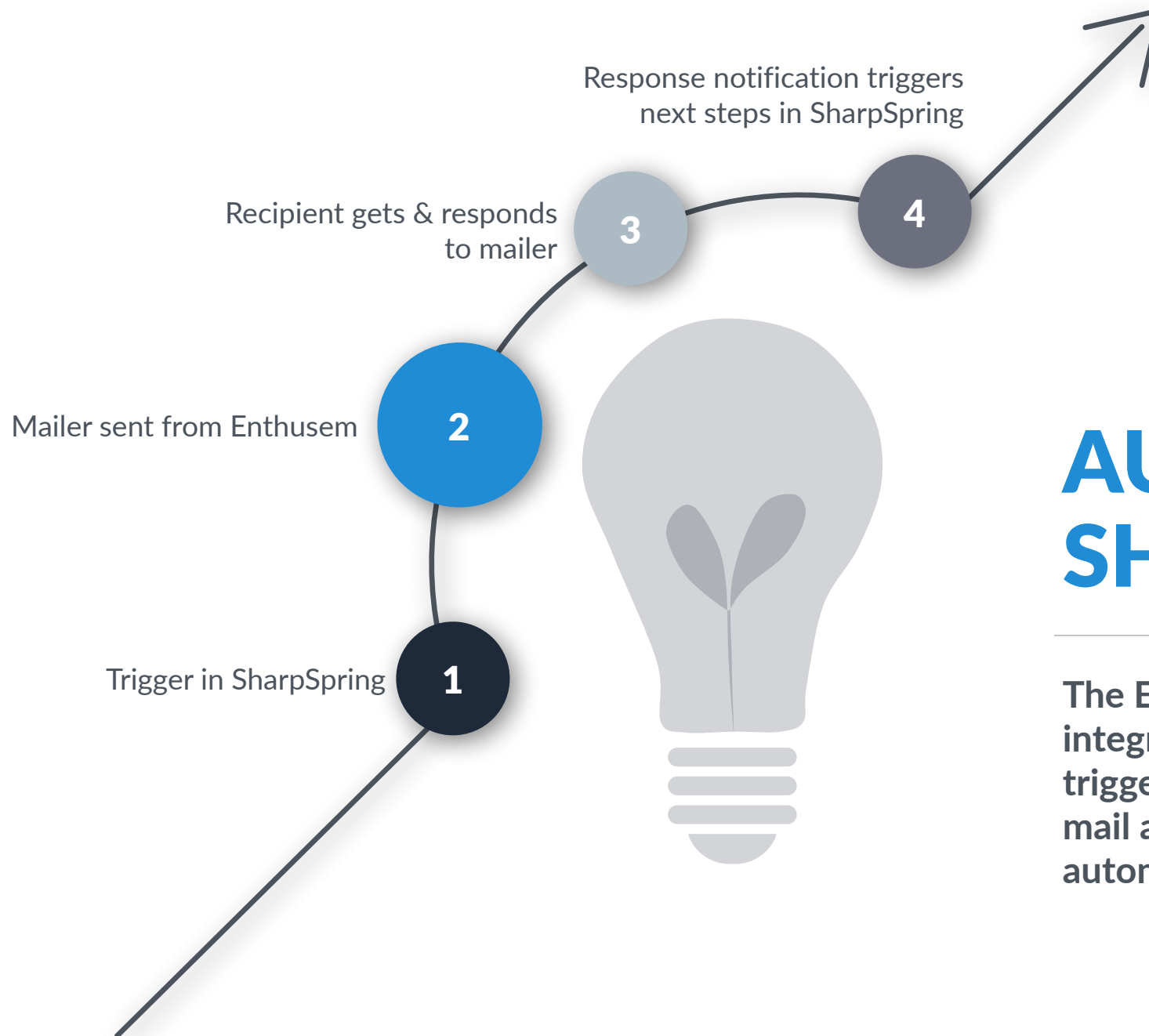
National survey research from ICOM

# 44%

### USING OMNI-CHANNEL

Marketers are using multiple channels to get their message to stand out. You can't be in just 1 place.

IWCO study, 2015



# AUTOMATE WITH SHARPSRING

The Enthusem and SharpSpring integration makes it seamless to send trigger based, hyper-personalized direct mail as part of your marketing automation process.



# TIMING IS EVERYTHING

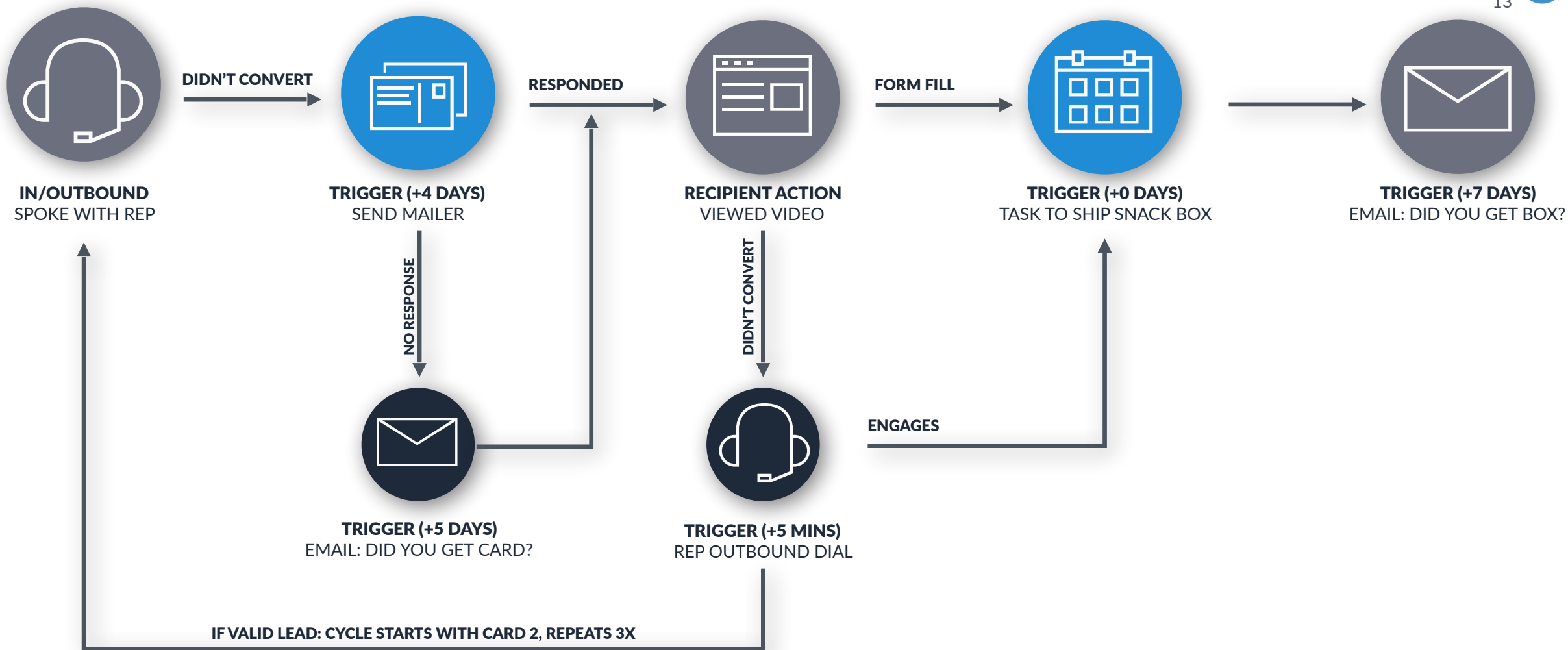
1. **SEND** - when leads meet criteria
2. **RESPOND** - when the time is right for them
3. **ENGAGE** - when you're top of mind



# BUYER JOURNEY EXAMPLE

## About this Campaign:

- Subscription based snack delivery service for businesses.
- Previously sent actual sample snack boxes to all prospects - low ROI.
- Wanted to **brand company culture** through their marketing.
- **Target cold leads** that previously didn't convert, had spoken to a sales rep.
- Easily replicable for all sales reps and **scalable using marketing automation**.



# BUYER JOURNEY: SNACKNATION

# ENTHUSEM CREATIVE



**View Your Video**

Visit:  
enthusem.codes/snacknation

**Enter Access Code**  
4JJQA


Amy,

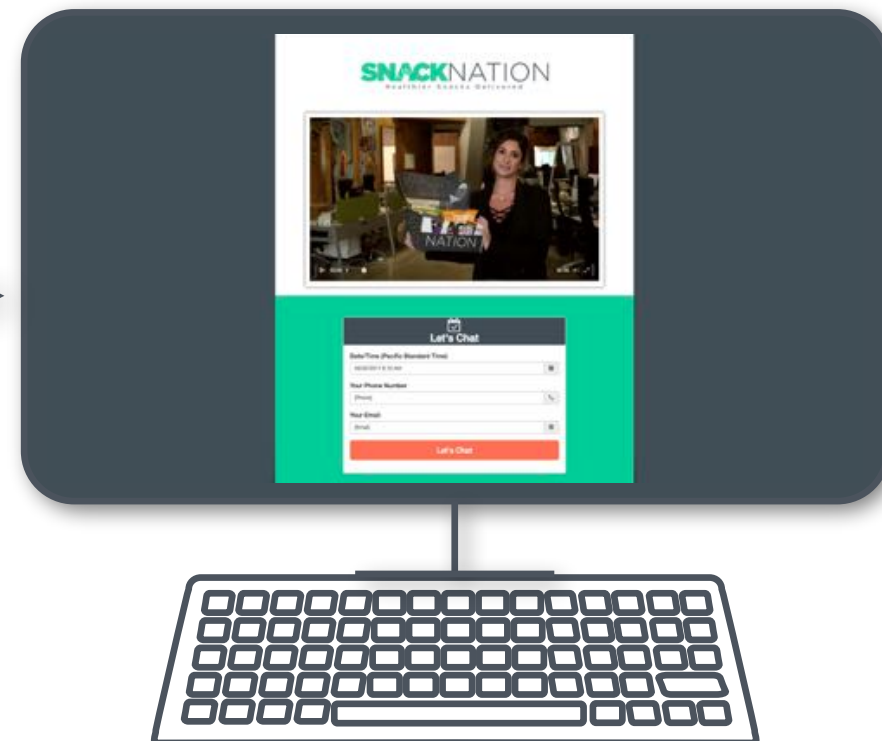
I have a snack box with your name on it! Just follow the instructions above to claim it now!

Best,

*Jennifer Eisenberg*

Director of Sales  
jennifer@snacknation.com  
(310) 845-7739





- Mailer design included **recipient's own** headshot or company logo -> generated programmatically
- Mailers sent from their sales rep -> triggered from marketing automation
- Video is of their sales rep -> easily recorded in Enthusem with webcam

[View Video Landing Page](#)







# POLL



# DEMO SOFTWARE DEMO INTEGRATION

# IDEAL USERS OF ENTHUSEM



**USES MARKETING  
AUTOMATION**



**CURRENTLY DON'T  
WORK TOGETHER**



**SENDS DIRECT  
MAIL**



**SPECIAL OFFER FOR  
TODAY'S ATTENDEES**

---

**50% OFF  
ONBOARDING**



# POLL

Questions?

# Continue The Conversation

## With Bryan:



Bryan Tobin  
Product Manager  
SharpSpring

Email: [bryan@sharpspring.com](mailto:bryan@sharpspring.com)

## With Angela:



Angela Medlar  
Director of Technology  
Enthusem

Email: [angela.medlar@enthusem.com](mailto:angela.medlar@enthusem.com)

## With Mac:



Mac McAvoy  
Director of Sales  
Enthusem

Email: [mac.mcavoy@enthusem.com](mailto:mac.mcavoy@enthusem.com)



