



Powerful. Affordable.  
Marketing Automation.

# Hyper-Personalized Conversations



**Bryan Tobin**  
Product Manager  
SharpSpring



**Angela Medlar**  
Director of Technology  
Enthusem

# 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:

Power Up your MarTech with Zapier

June 7, 2017

11 a.m. – 12:00 p.m. EDT

8-8:30 a.m. PDT

4-4:30 p.m. BST

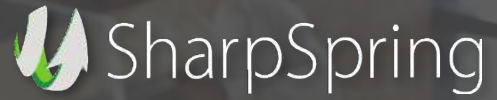


**Bryan Tobin**

Product Manager  
SharpSpring

# Agenda

- Who is SharpSpring?
- What is Marketing Automation?
- Enthusem Integration
- Growing the Funnel
- Special Offer



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



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Marketing Automation.

# What is Marketing Automation?

# What is Marketing Automation?

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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

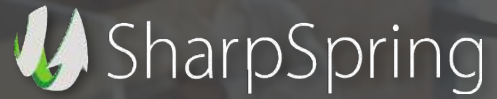
Close business by sending exactly  
the right message at exactly the  
right time using powerful,  
behavioral-based communication.



## Optimize ROI

Double down on what works and  
axe what doesn't. Comprehensive  
reports make it easy.





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# SharpSpring & Enthusem Integration

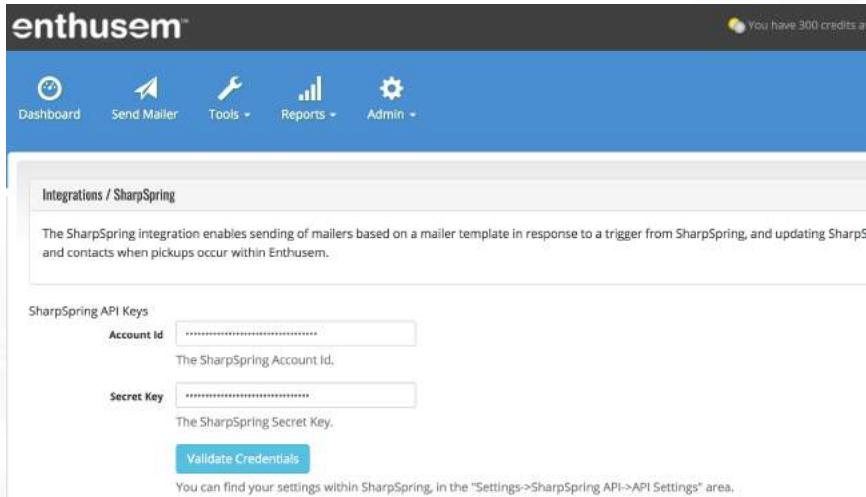
# Bridge the Gap Between Direct & Digital Marketing

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1. Deliver **personalized direct mail** with **Enthusem**
2. When recipient **views online message**, send event to **SharpSpring**
3. Automate notifications, drip campaigns, lead management and more

# Bridge the Gap Between Direct & Digital Marketing

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**enthusem** You have 300 credits at

Dashboard Send Mailer Tools Reports Admin

### Integrations / SharpSpring

The SharpSpring integration enables sending of mailers based on a mailer template in response to a trigger from SharpSpring, and updating SharpS and contacts when pickups occur within Enthusem.

SharpSpring API Keys

**Account Id**

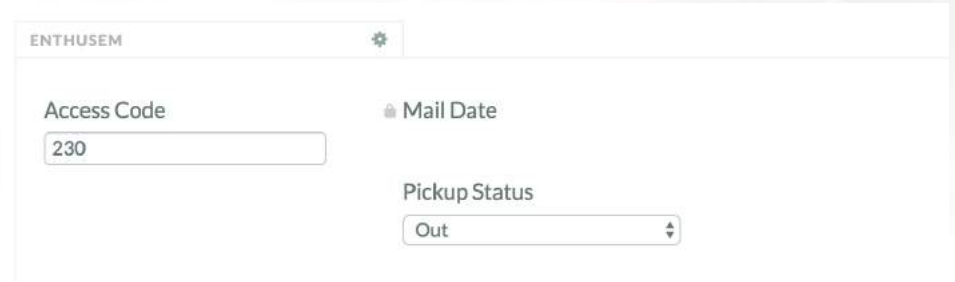
The SharpSpring Account Id.

**Secret Key**

The SharpSpring Secret Key.

[Validate Credentials](#)

You can find your settings within SharpSpring, in the "Settings->SharpSpring API->API Settings" area.

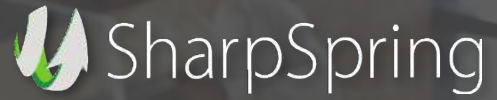


ENTHUSEM

Access Code

Mail Date

Pickup Status



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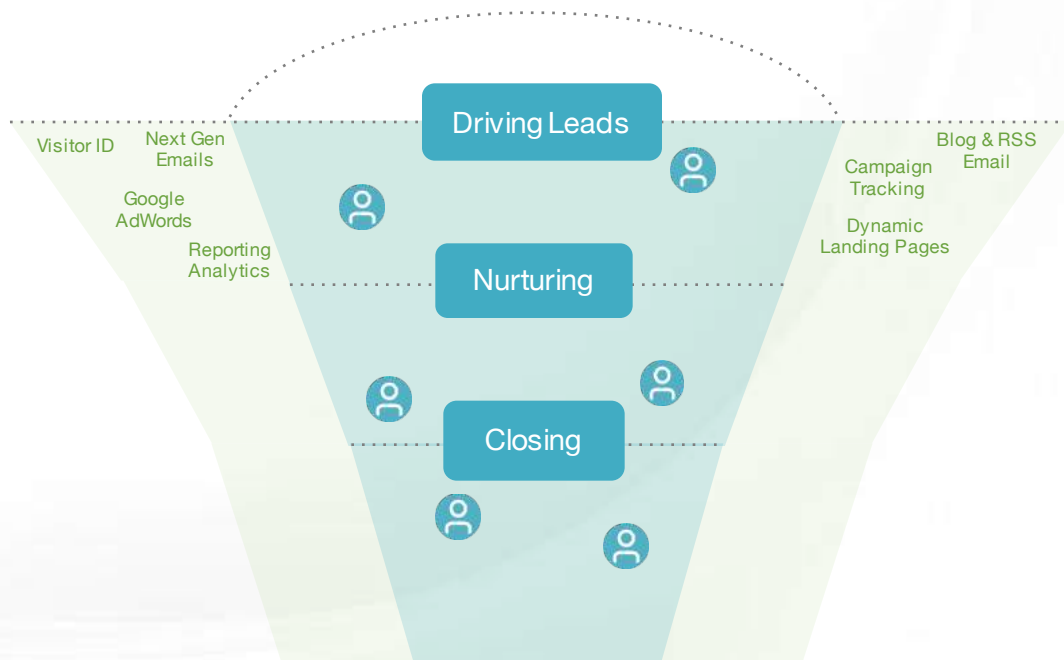
# Growing the Funnel

# Everyone Wants a Wider **Funnel**

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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 Landing Pages & Forms

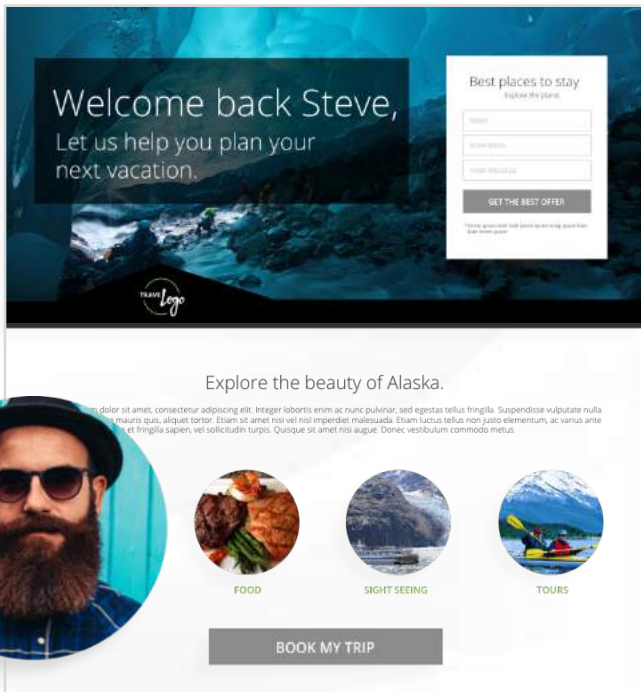


VisitorID (Anonymous Site Visitor Identification)

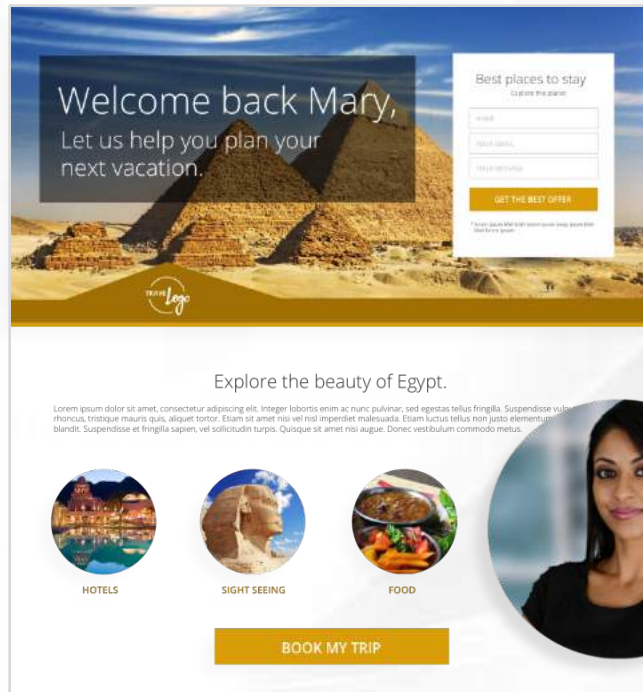


Reporting/Analytics

# Dynamic Landing Pages

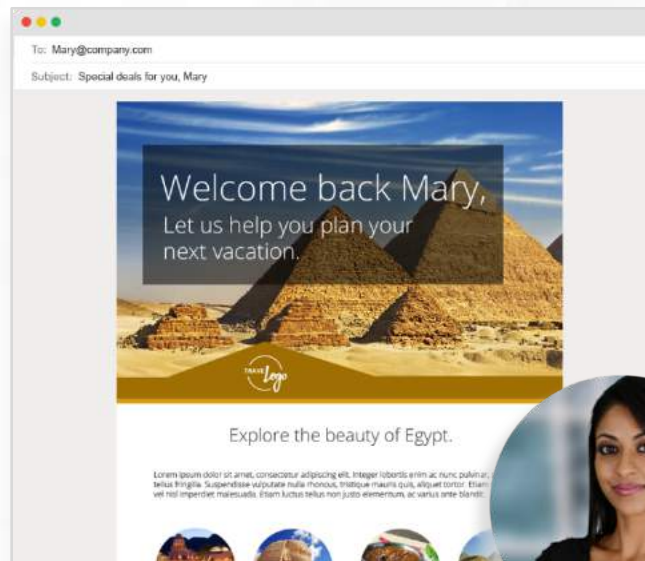
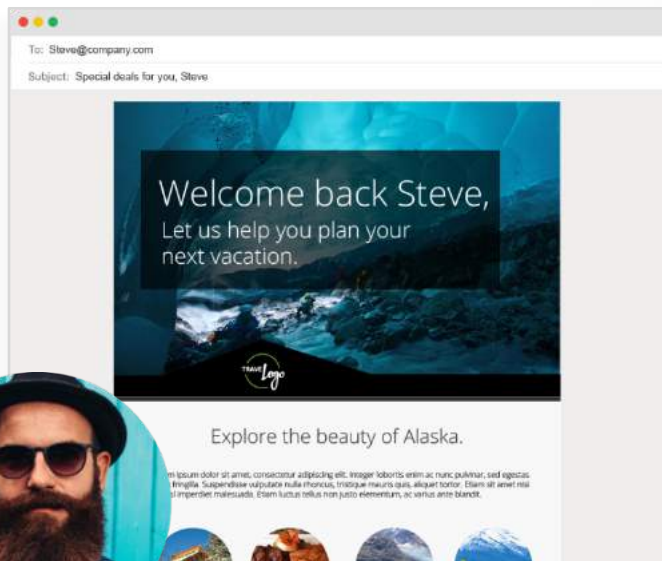


Dynamic landing page for Steve. The header features a blue background with a mountain range and a river. The text reads: "Welcome back Steve, Let us help you plan your next vacation." A white sidebar contains a form titled "Best places to stay" with fields for "Name", "Phone Number", and "Email Address", and a "GET THE BEST OFFER" button. Below the header, the text says "Explore the beauty of Alaska." followed by a paragraph of placeholder text. Three circular icons represent "FOOD", "SIGHT SEEING", and "TOURS". A "BOOK MY TRIP" button is at the bottom. A circular profile picture of Steve, a man with a beard and sunglasses, is on the left.



Dynamic landing page for Mary. The header features a blue background with the Great Pyramids of Giza. The text reads: "Welcome back Mary, Let us help you plan your next vacation." A white sidebar contains a form titled "Best places to stay" with fields for "Name", "Phone Number", and "Email Address", and a "GET THE BEST OFFER" button. Below the header, the text says "Explore the beauty of Egypt." followed by a paragraph of placeholder text. Three circular icons represent "HOTELS", "SIGHT SEEING", and "FOOD". A "BOOK MY TRIP" button is at the bottom. A circular profile picture of Mary, a woman with long dark hair, is on the right.

# Dynamic Emails





# 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

# Behavioral Based Lead Tracking (Life of the Lead)

The screenshot displays a lead profile for Rob Thomas, associated with WSI eMarketing. The profile includes a profile picture, name, company, and social media links. Below the profile information, there are tabs for 'Overview', 'Life of the Lead' (with a count of 300), and 'Memberships' (with a count of 264). The 'Life of the Lead' tab is active, showing a timeline of events. A specific event is highlighted with a callout box, showing a sequence of icons representing various marketing actions: a globe, a document, a funnel, an envelope with a gear, a download icon, a mail icon, a target icon, and another globe. The date '9/16' is displayed below the timeline. Below the timeline, an event titled 'Email was opened' is shown, with a thumbnail of the email content and the text: 'The email Dynamic Landing Pages: Agency Partner Email was opened. Initially sent September 16, 2016 11:01 AM EDT. Initially opened September 16, 2016 5:12 PM EDT.'

# 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** HELP

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
2. When a contact has been sent the email City Event- Chicago - Invite 1 - Sent to All
3. When a contact has not opened the email City Event- Chicago - Invite 1 - Sent to All
4. When a contact has not visited the page <https://sharpspring.com/event/chicago/>

[Save Changes](#)

# 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.

Mark leads importance with the following ranges. Total Leads: 238,553

**Range 1:** > 30  
228,021 (person icon) | 8,565 (person icon)

### 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.

### Range 2:

Mark leads importance with the following ranges. Total Leads: 238,553

**Range 1:** > 30  
228,021 (person icon)

**Range 2:** > 125  
8,565 (person icon) | 1,967 (person icon)

# 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

# Contact Insights

**Rob Thomas**  
WSI eMarketing  
Added 12 months ago

Overview | Life of the Lead: 300 | Memberships: 264

**Lead Score** 2872

**Customer**  
Rob Thomas  
MD

**Contact Information**  
Rob.thomas@wsi-e-marketing.com  
+44 1454 261111  
+44 7788 916505  
Fax Not Provided

**Company Information**  
WSI eMarketing  
Industry Not Provided  
Office Phone Not Provided  
Extension Not Provided

**Description**  
No Description Provided.

**Dru Martin**  
Add a Comment

**Robert Morgan**  
3 weeks ago  
October 11, 2016  
Referred Kevin Triggler from Qjo Solutions

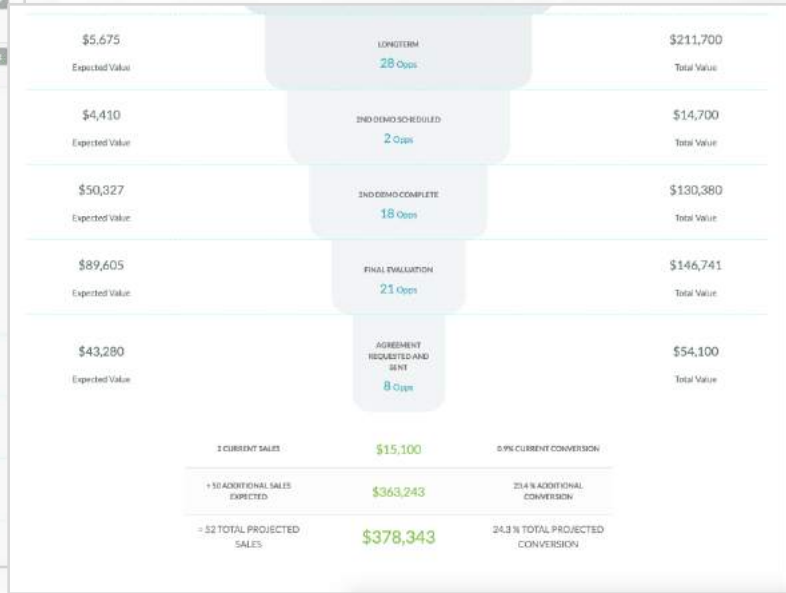
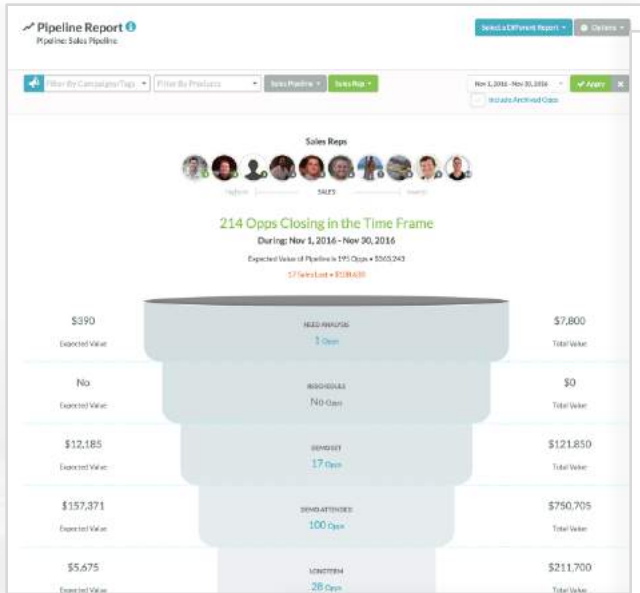
**Reminders** New

**Rob Thomas**  
WSI eMarketing  
Added 12 months ago

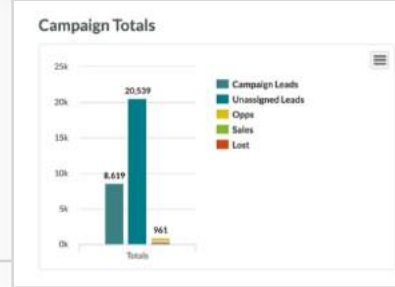
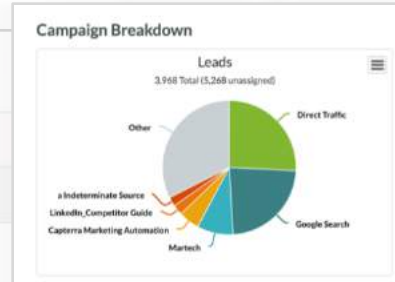
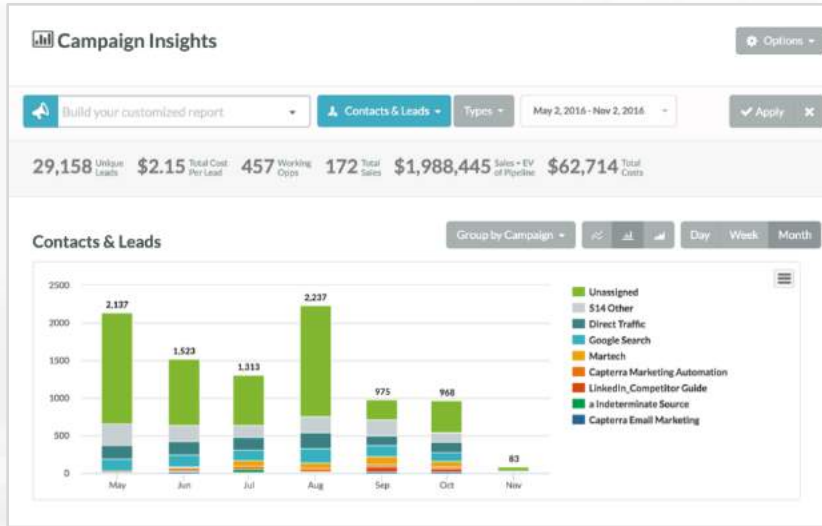
Mark leads importance with the following ranges. Total Leads: 238,553

Importance Range	Lead Count
> 30	228,021
> 125	8,565
> 1967	1,967

# Sales Pipeline



# Campaign Insights





# Traditional Marketing

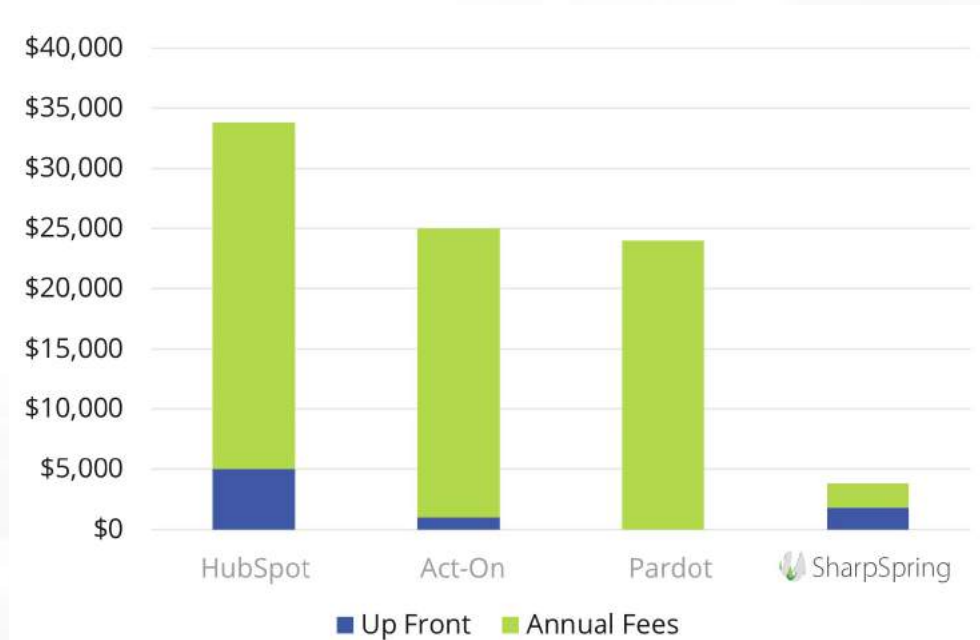


DRIVING  
NURTURING  
CLOSING

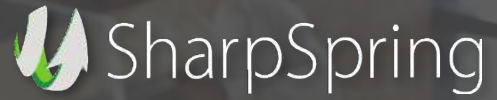
# Why do businesses choose SharpSpring?



# Premium Platform at Affordable Price



**SharpSpring offers similar functionality at a fraction of the price**



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Marketing Automation.



Questions?

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