SharpSpring

Powerful. Affordable.
Marketing Automation.

# Hyper-Personalized Conversations

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SharpSpring

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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

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# Agenda

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

# Who is SharpSpring?

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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

# What is Marketing Automation?

# What is Marketing Automation?

Marketing technology that empowers marketers to drive revenue, close more sales and optimize your ROI.

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# 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

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

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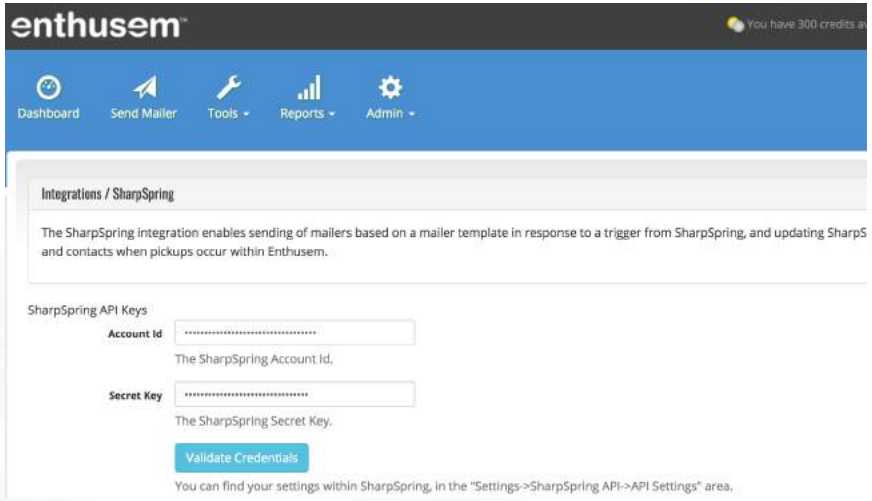
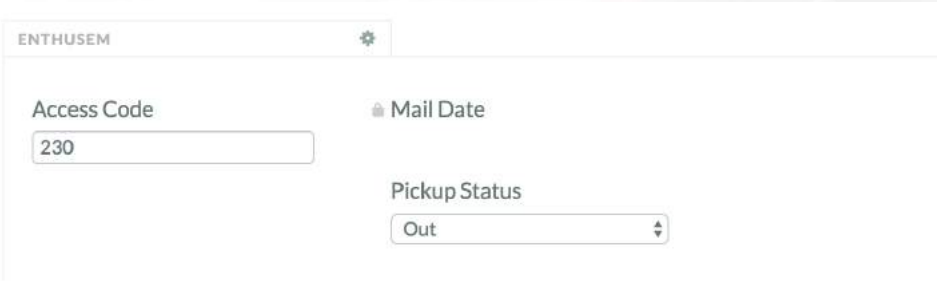
# Bridge the Gap Between Direct & Digital Marketing

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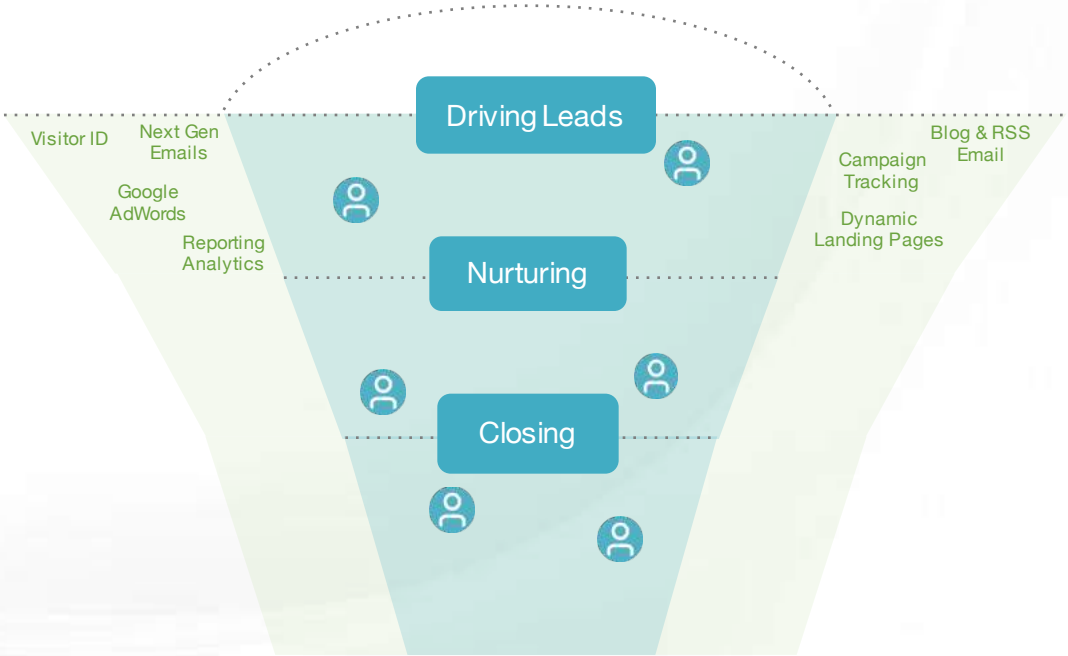
# Growing the Funnel

# 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 Landing Pages & Forms
- VisitorID (Anonymous Site Visitor Identification)
- Reporting/Analytics

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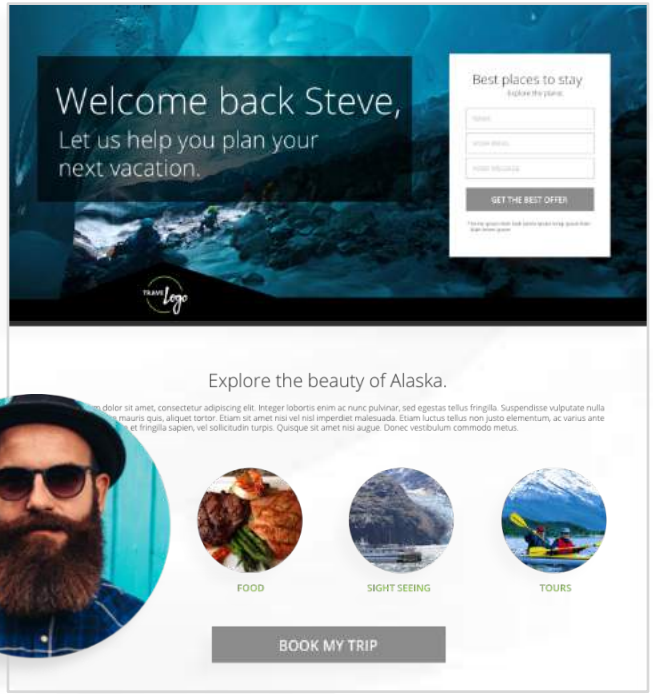
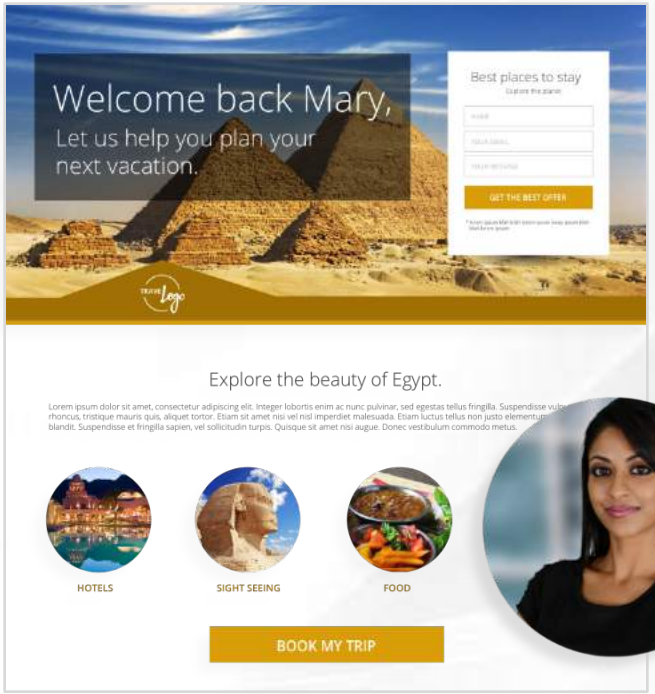
# Dynamic Landing Pages

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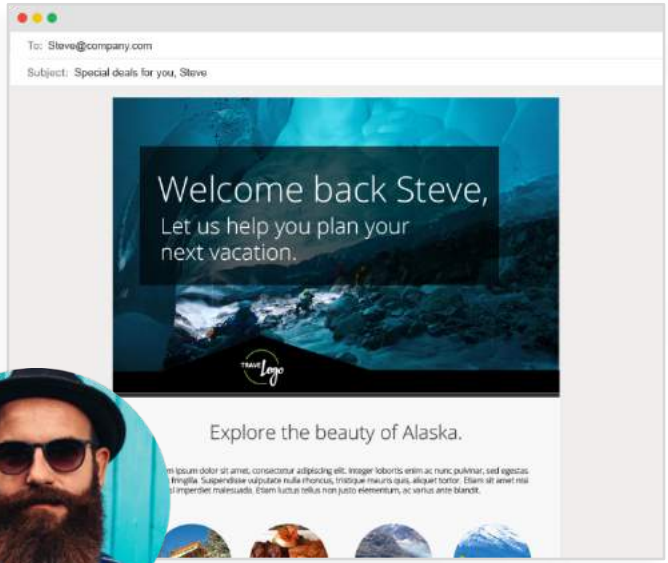
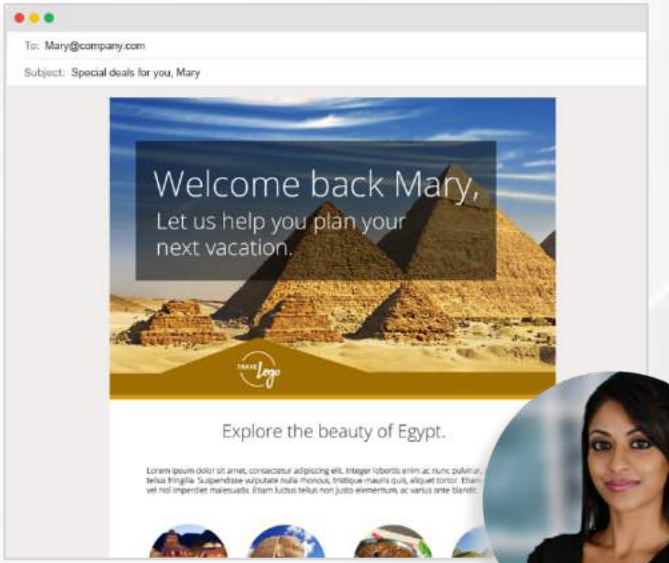
# Dynamic Emails





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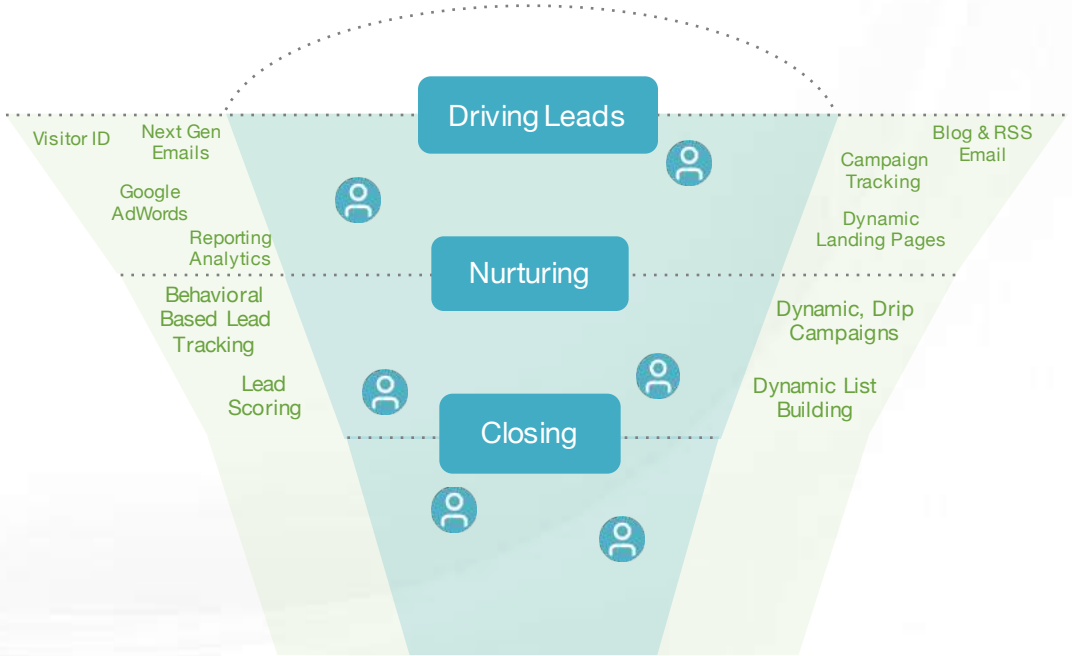
# Traditional Marketing




# NURTURING

- Behavioral Based Lead Tracking (Life of the Lead)
- Dynamic List Building /Segmentation
- Lead Scoring
- Dynamic, Behavior-Based Email Drip Campaigns for Nurturing

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# Behavioral Based Lead Tracking
## (Life of the Lead)

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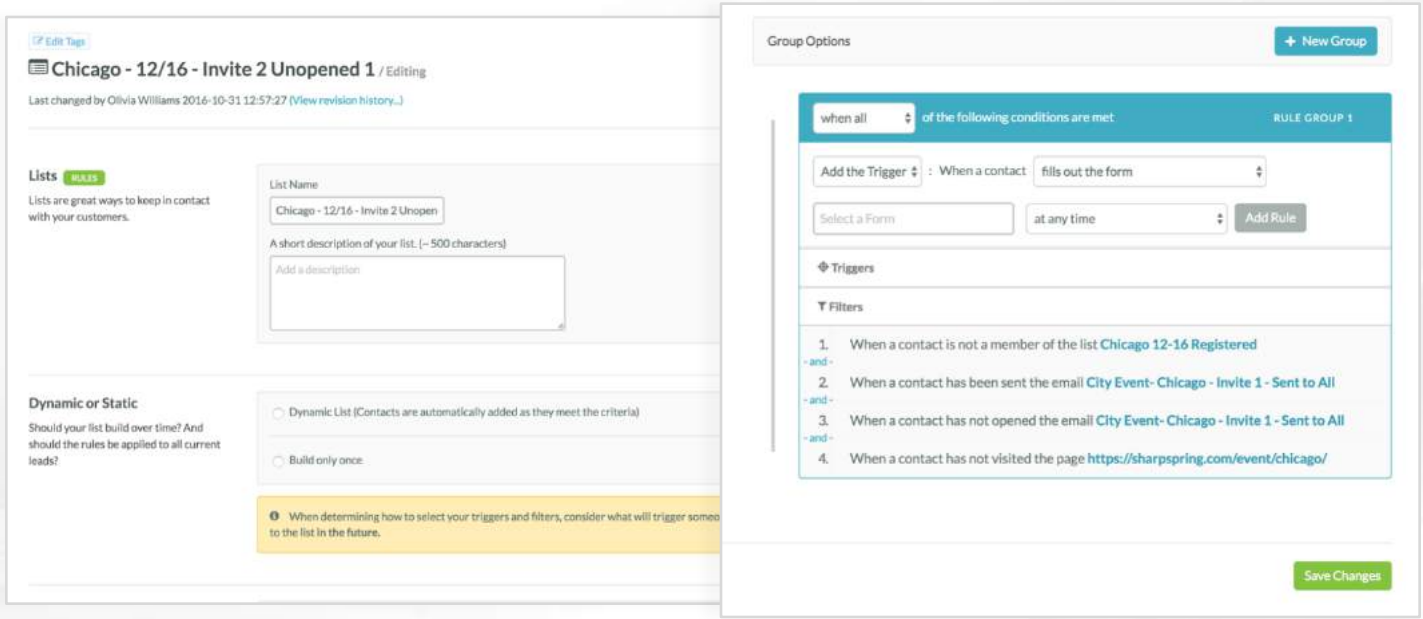
# Dynamic List Building

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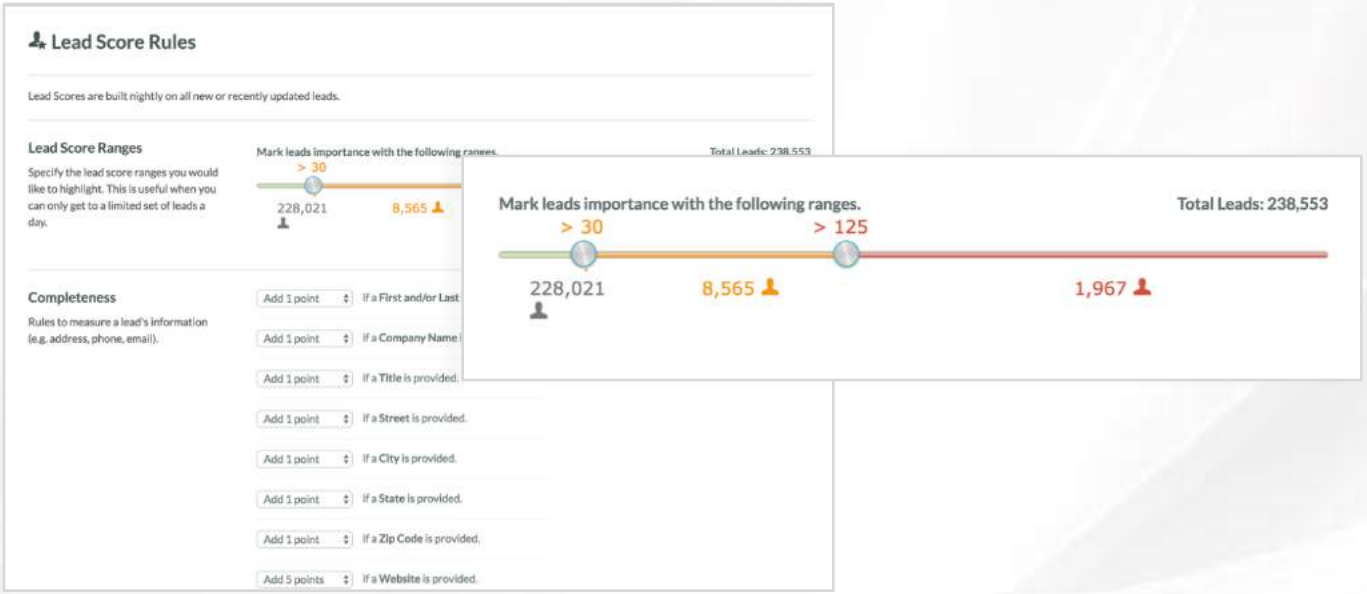
# Lead Scoring

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# 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

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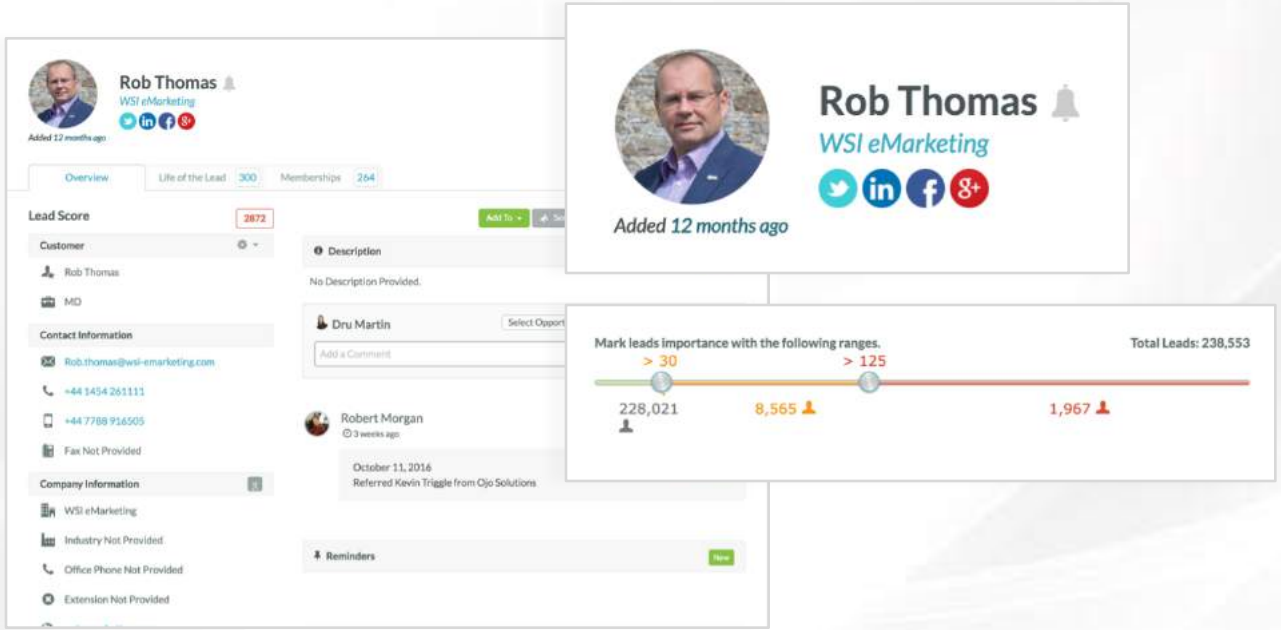
# Contact Insights

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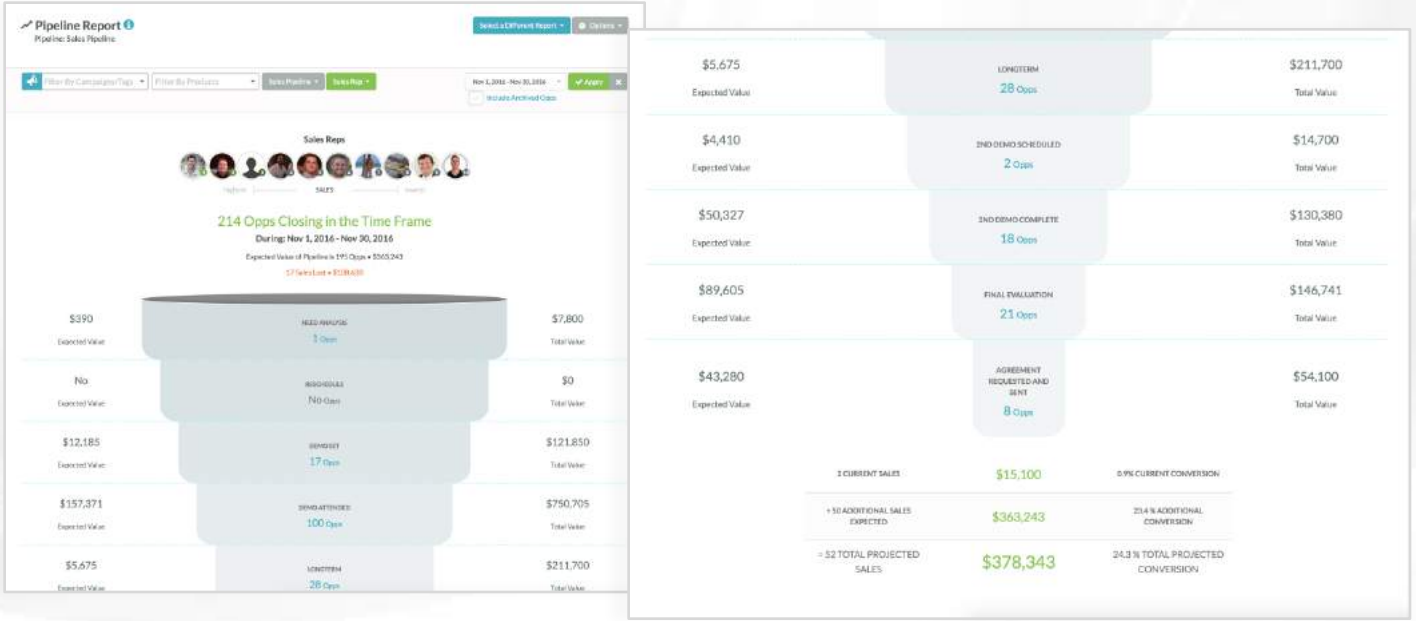
# Sales Pipeline

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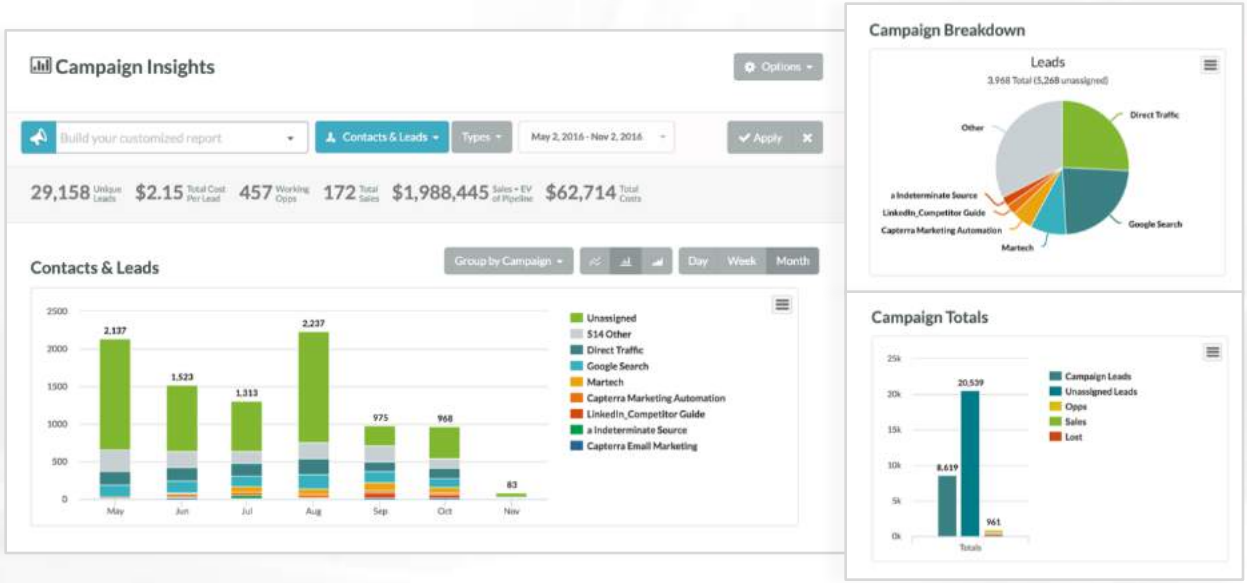
# Campaign Insights

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# DRIVING

# NURTURING

# CLOSING

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# Why do businesses choose SharpSpring?

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# 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.

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# Questions?

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