



Powerful. Affordable.
Marketing Automation.

Boost Leads 5x With Marketing Automation

The Secrets to Doubling Revenue in Six Months



Omar Barraza

Marketing Strategist
PlanStartGrow.com



Koertni Adams

Partner Enablement Manager
SharpSpring

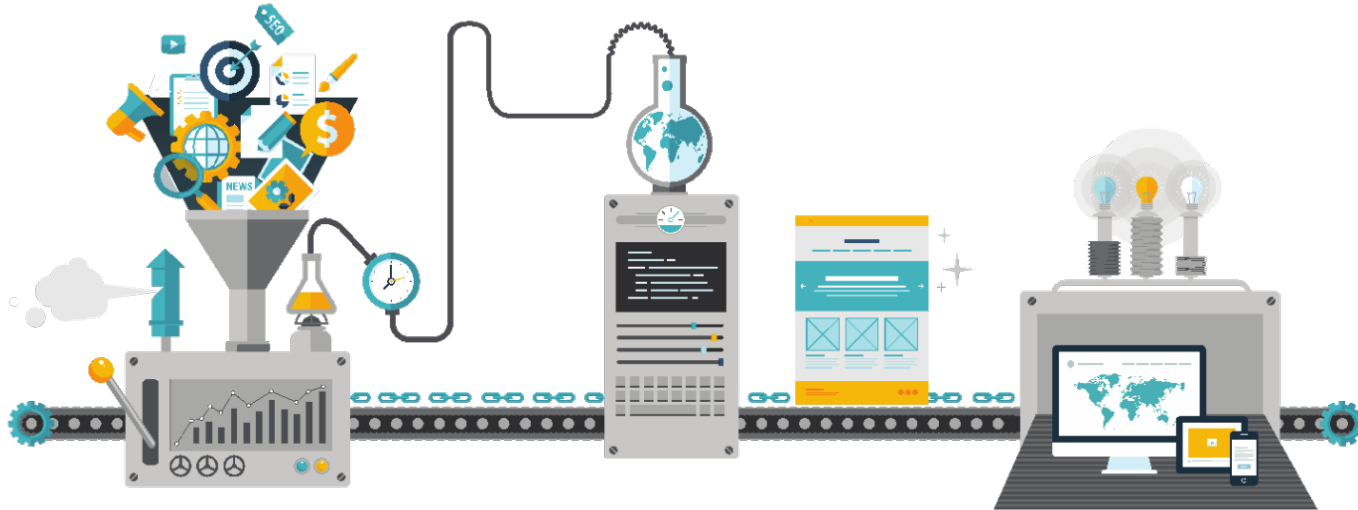
Greetings

Who's In The Audience

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

Why Are We Here?

- Learn how to boost leads and revenue using SharpSpring with a simple 3-step approach
 - Make it happen without increasing budgets
 - Hear the details of a real-world success story



#SharpTweet live with us

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 Webinar

Grow Your Agency With Retainer-Based Relationships
Thursday, July 13

Future Presenters:

- Email Koertni Adams
- koertni.adams@sharpspring.com



Introductions



Omar Barraza

Marketing Strategist | PlanStartGrow.com

Omar Barraza is a certified SharpSpring Silver Partner recently recognized by LinkedIn with a trio of ProFinder “Best of 2016” awards for marketing consulting, digital marketing, and lead generation. He is responsible for facilitating more than \$1 billion in revenue for small and medium businesses (SMBs).



Koertni Adams

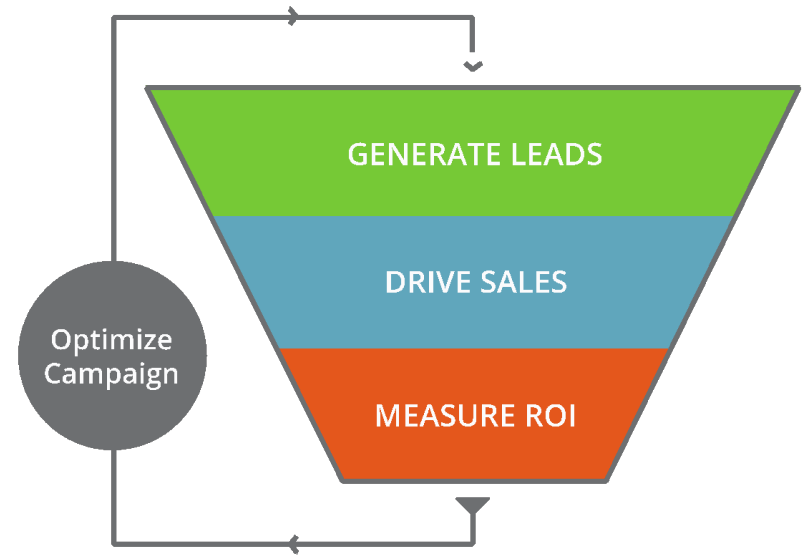
Partner Enablement Manager | SharpSpring

Koertni came to SharpSpring from a partner agency. She has walked in your shoes pitching and using marketing automation. She now develops content, programs, events and other resources to help agency partners become even more proficient at growing revenues and serving clients.

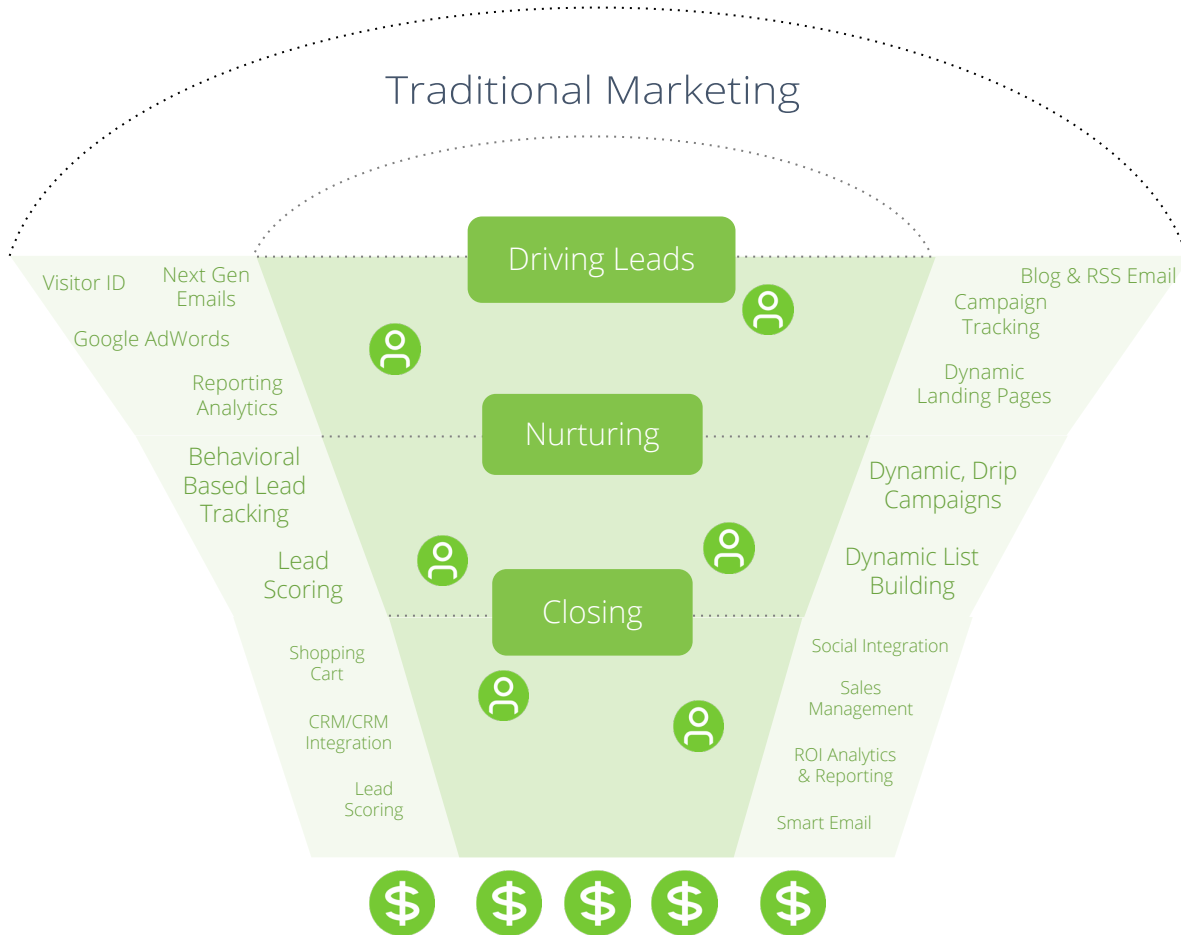
What is SharpSpring?

Marketing automation and CRM tool

- Generate more leads
- Nurture leads with personalized content
- Drive more sales
- Improve up-selling and cross-selling
- See comprehensive ROI



Marketing Automation



Marketing Automation

+

Hyper-Personalization

=

Wider Funnel

The Formula for Success

Marketing Automation + **PlanStartGrow** 3-step Approach + **PlanStartGrow** Almost Free Marketing™

Marketing automation makes it possible.
PlanStartGrow makes it happen.

SharpSpring's Analytics

Group Tags
Useful for comparing similar campaigns. Add as many as you need.

Select a Group

In House x July Marketing Conference x Country Partners x SMTPRSS PR x

[Learn more](#)

Contacts & Leads

Group by Campaign | Day | Week | Month

Cohort Report - Leads and Contacts between Sep 10, 2014 to Mar 10, 2015

Performance | Leads | Opportunities | View All

Campaigns	Total Costs	Leads	Cost/Lead	Sales	Lost	Revenue	Working Opps	Total Value	Expected Value	Sales + EV	Projected Rev/Lead
Root Beer	\$0	667	\$0.00	0	0	\$0	2	\$15,000	\$2,250	\$2,250	\$3.37

Google Adwords

710 Total Clicks | 46 Total Leads | 6% Lead Conversions | 21 Working Opps | \$10,859.75 Total Cost | \$0.00 Total Sales

Feb 10, 2015 - Mar 10, 2015

Form Insights

Select a Form

3,536 Total Leads | \$1.80 Total Cost Per Lead

Leads

Day | Week | Month | Sep 10

Showing Contacts, Qualified Leads, Unqualified Leads, Opportunity Contacts from 4 Active Campaigns

Build your customized report | Contacts & Leads | Types | Aug 20, 2014 - Feb 20, 2015 | Apply

443 Unique Leads | \$0.81 Total Cost Per Lead | 282 Working Opps | 61 Total Sales | \$838,430 Sales + EV of Pipeline | \$360 Total Costs

Contacts & Leads

Group by Campaign | Day | Week | Month

Performance & Projection Report

Pipeline: Sales Pipeline | Performance/Projection | Options

Filter By Campaigns/Tags | Owners | Jan 1, 2015 - Jun 30, 2015 | Apply

\$630,701 In Sales | \$1,002,784 Sp Val of Pipeline | \$4,776,205 Total Value of Pipeline

Sales by Month

PlanStartGrow's 3-step Approach

PLAN

Step One

Reveal the profits and losses of your current marketing program.

START

Step Two

Protect your budget against wasteful marketing campaigns.

GROW

Step Three

Automate and improve your existing and new marketing activities.

PlanStartGrow's Almost Free Marketing™



- While it sounds too-good-to-be-true, it's plain common sense.
- Almost Free Marketing funds our marketing work with budget dollars recovered from wasteful campaigns.
- Clients get SharpSpring marketing software and PlanStartGrow marketing services without increasing budgets.

Same budget. Better outcomes. Guaranteed Results.

Case Study: Technical College



Omar Barraza

Visit me at www.PlanStartGrow.com

At PlanStartGrow, we focus on creating automated marketing solutions for small and medium businesses.

Let's explore how PlanStartGrow combined SharpSpring with our 3-step approach and Almost Free Marketing™ to multiply lead generation and revenue for a multi-campus technical college located in southern California.

Boosting Leads 5x With Marketing Automation

PlanStartGrow

Secrets to Doubling a Client's Revenue in Six Months

Before SharpSpring and PlanStartGrow

Client's Top 3 Challenges

1. Spending \$50,000 monthly budget on marketing
2. No accurate visibility of marketing campaign ROI
3. Guessing to determine sources of leads and revenue



PRINT ADVERTISING (\$\$\$\$)



EMAIL MARKETING (\$\$)

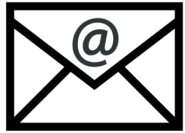


PPC ADVERTISING (\$)



ON-SITE EVENTS (\$)

Day Zero: Implement SharpSpring Tracking



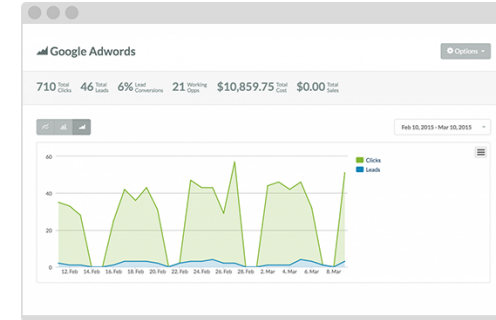
```
<!-- Your SharpSpring Tracking Code Starts -->
<script type="text/javascript">

var _ss = _ss || {};

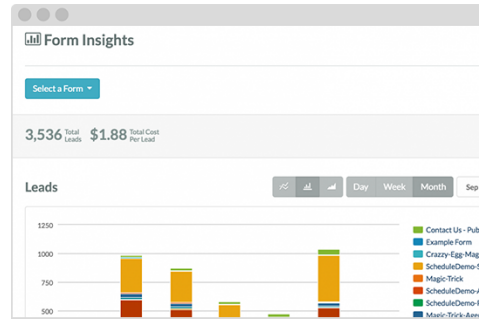
_ss.push(['_setDomain', 'http://app.sharpspring.com/net/']);
_ss.push(['_setAccount', 'K0I-724KI']);
_ss.push(['_setResponseCallback', callThisOnReturn]);
_ss.push(['_trackPageView']);

(function() {
var ss = document.createElement('script');
```

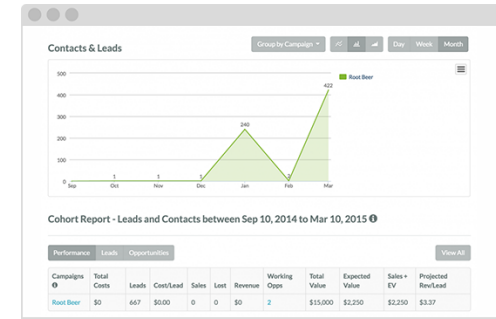
Website Tracking



AdWords Tracking



Form Tracking



Contacts & Leads Tracking

Key Finding: Wasteful Budget Allocation



PRINT ADVERTISING (\$\$\$\$)

- Low response rate
- Low conversion rate
- Low lead generation



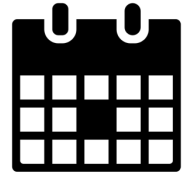
EMAIL MARKETING (\$\$)

- Very low response rate
- Low click-through rate
- Zero lead generation



PPC ADVERTISING (\$)

- Low response rate
- High visit-to-contact rate
- Low lead generation



ON-SITE EVENTS (\$)

- Moderate response rate
- Low visit-to-contact rate
- Almost zero leads

94 Leads. \$532 Per Lead.

Initial Action: Re-balance Campaign Budgets



PRINT ADVERTISING (\$\$\$\$)

- Permanent Cancellation



EMAIL MARKETING (\$\$)

- Temporary Pause
- Reallocate some budget



PPC ADVERTISING (\$+\$)

- Increase Using Email Marketing and On-site Event Budget



ON-SITE EVENTS (\$)

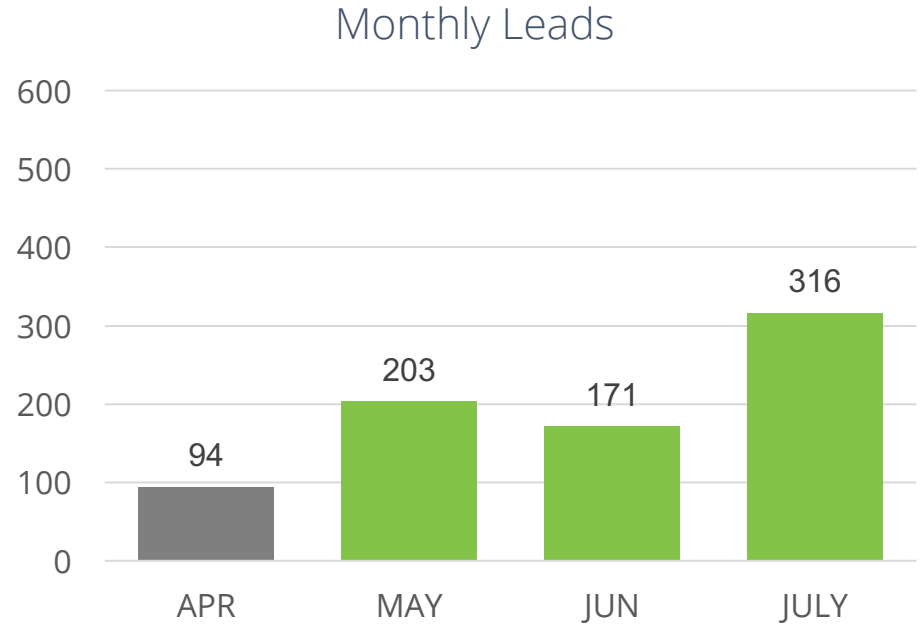
- Temporary Pause

Doubled Leads From 94 to 203 in First Month

Lead Generation Results: Months 1 to 3

Notes

- April shown as initial baseline
- June reflects seasonality due to school year ends
- July overcame 3-month summer slow-down seasonality
 - Adapted to June “surprise”

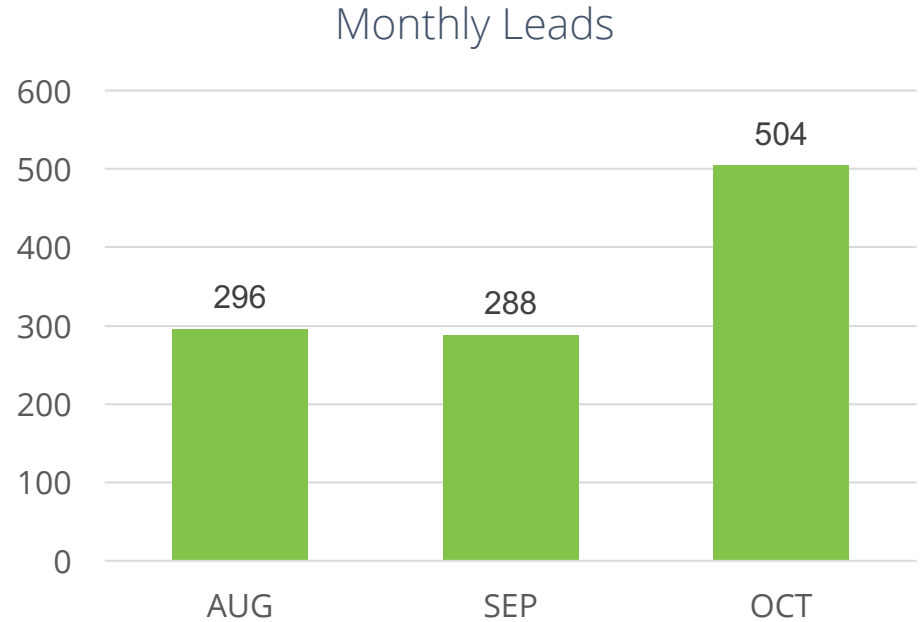


690 Leads. \$217 Per Lead.

Lead Generation Results: Months 4 to 6

Notes

- Mitigated typical September seasonality due to school starts
 - Flat AUG-SEP versus decline
- Large increase in October due to major new campaigns

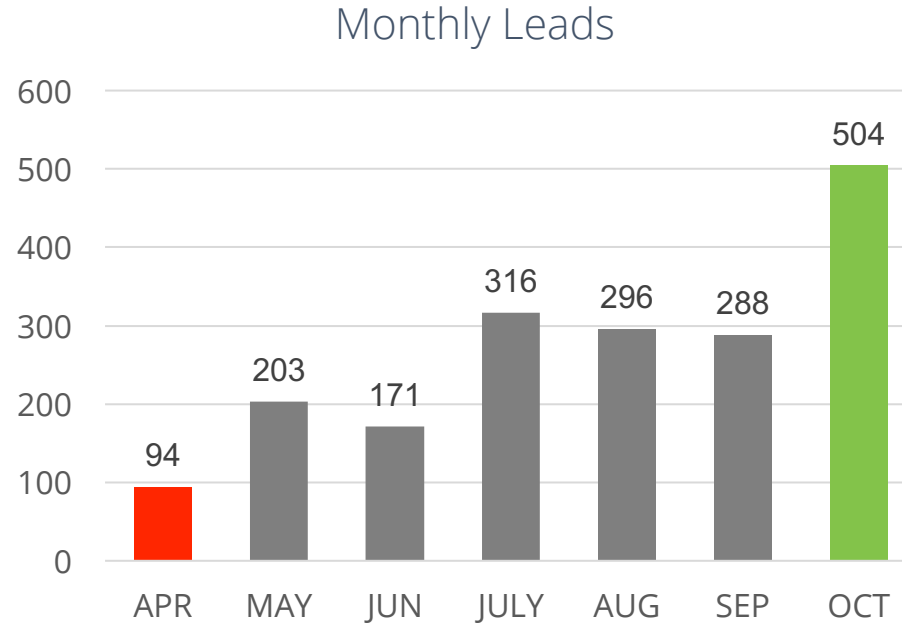


1,088 Leads. \$138 Per Lead.

Lead Generation Results Over 6 Months

April

- \$50K budget
- 94 leads
- \$532 CPL



October

- \$50K budget
- 504 leads
- \$99 CPL

5x Improvement. Same Monthly Budget.

Real Results with SharpSpring and PlanStartGrow



Achieved a **5x increase in monthly lead generation** by reallocating budget toward campaigns that produced superior results.



Reduced cost per lead by 80% in just six months by creating targeted campaigns and optimizing the marketing pipeline.



Doubled client's revenue without increasing marketing budget thanks to SharpSpring's agency-focused business model.

Read the Complete Case Study Online

"We more than doubled a client's revenue within six months without increasing their total monthly marketing budget. Our strategy involved a myriad of SharpSpring features related to analytics, automation, the sales pipeline and more."

Omar Barraza, Marketing Strategist, PlanStartGrow

"With SharpSpring, we quickly consolidate a client's marketing systems to deliver a natively unified solution. SharpSpring is faster and easier to learn and implement than any other multi-system alternative. It allows us to immediately increase profits for clients while rapidly reducing marketing expenses."

Omar Barraza, Marketing Strategist, PlanStartGrow

The screenshot shows a case study page for SharpSpring. At the top, it says 'SharpSpring CASE STUDY'. The main title is 'Boosting Leads 5x With Marketing Automation'. Below the title, it says 'PlanStartGrow | Secrets to Doubling a Client's Revenue in Six Months'. There are three key metrics: '↑5x More Leads Per Month', '↑100% Increased Client's Revenue', and '↓80% Reduced Cost Per Lead'. Below this is a section titled 'About the Agency' which describes PlanStartGrow (PSG) as a digital marketing solutions provider for SMBs. At the bottom of the screenshot, there is a small version of the quote and attribution from Omar Barraza, Marketing Strategist, PlanStartGrow, and a footer with the SharpSpring logo and social media icons.

<https://sharpspring.com/resources/boosting-leads-5x-marketing-automation/>

Summary

Focus on importance of Marketing Automation (MA)

- Many businesses can automate parts of their marketing.
- MA saves money by decreasing costs.
- MA makes money by increasing wins.

Personalize with Expert Content Marketing

- Lead generation campaigns with general guides (scholarships).
- Nurture campaigns with specific guides (careers of interest).

Prove ROI and Reallocate Budget to Winning Campaigns

- Demonstrate ROI using an alternative tool (SharpSpring) for comparison.
- Start with one small reallocation and show rapid benefit.



Poll

Questions?

Continue The Conversation



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