

# VIDEO + MARKETING AUTOMATION

## THE KEY TO A W I D E R MARKETING FUNNEL

PRESENTED BY ANIMOTO & SHARPSRING



**Jeff Kahsen**

Animoto  
Senior Director of Partnerships



**Ryan Butler**

SharpSpring  
Business Development Manager

# GREETINGS

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## Who's in the Audience?

- Animoto business customers
- Small business owners, marketing professionals

## What are we going to learn?

- How marketers use video and marketing automation to generate leads
- Methods of attracting leads with video content
- Best practices of converting leads with marketing automation

# HOUSEKEEPING

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Have questions? Submit via Chat Box

Webinar recording & slides emailed after webinar

# INTRODUCTIONS

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## Jeff Kahsen

SENIOR DIRECTOR OF PARTNERSHIPS | Animoto

Jeff Kahsen is the Senior Director of Strategic Partnerships and business customer advocate with Animoto. With over 15 years experience in video production and video marketing, he's now on a mission to help everyone understand and leverage of the power of video for business, both large and small.



## Ryan Butler

BUSINESS DEVELOPMENT MANAGER | SharpSpring

As Business Development Manager, Ryan is responsible for developing partnerships and integration plans with platforms complementary to SharpSpring. This includes managing SharpSpring's App Marketplace and tech partners. Working in collaboration with Marketing and Development, Ryan works to develop and promote platform cross-functionality.





# Video + Marketing Automation

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The Key to a Wider Marketing Funnel



Presented by:

**Ryan Butler**

Business Development Manager  
SharpSpring

# 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:

David Baker : Slim Down Your Services, Bulk Up Your Revenue

July 27, 2017

11 a.m. – 12:00 p.m. EDT

8-8:30 a.m. PDT

4-4:30 p.m. BST

# Agenda

- What is Marketing Automation?
- Growing the Funnel With Video & Marketing Automation
- Why is this Partnership Useful?
- Special Offer



Powerful. Affordable.  
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

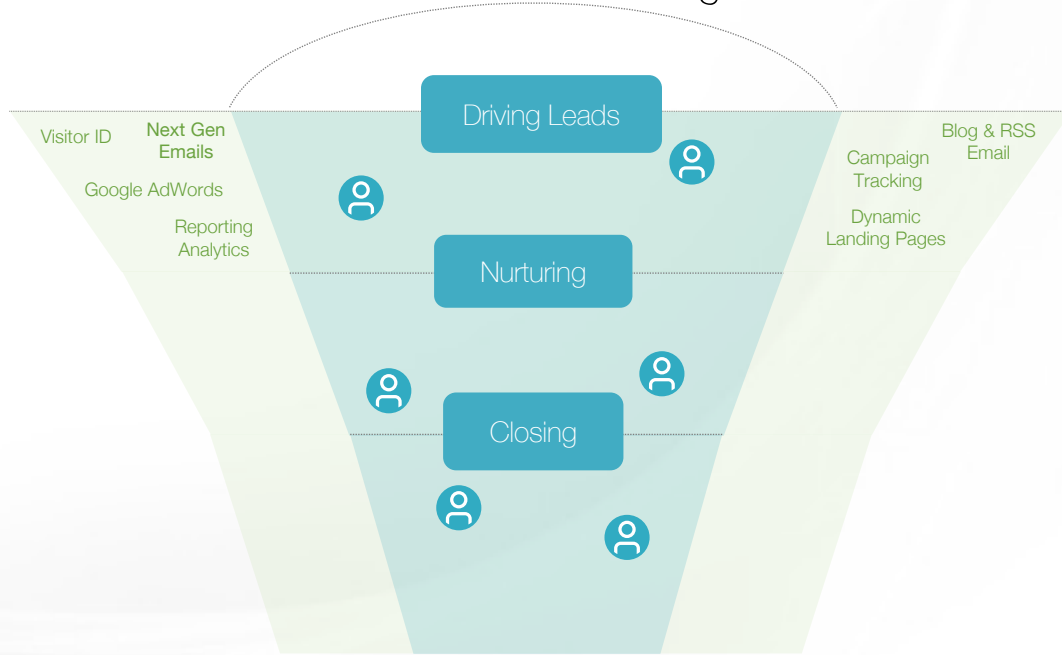
Double down on what works and  
axe what doesn't. Comprehensive  
reports make it easy.



Powerful. Affordable.  
Marketing Automation.

# Growing the Funnel With Video & Marketing Automation

# 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)

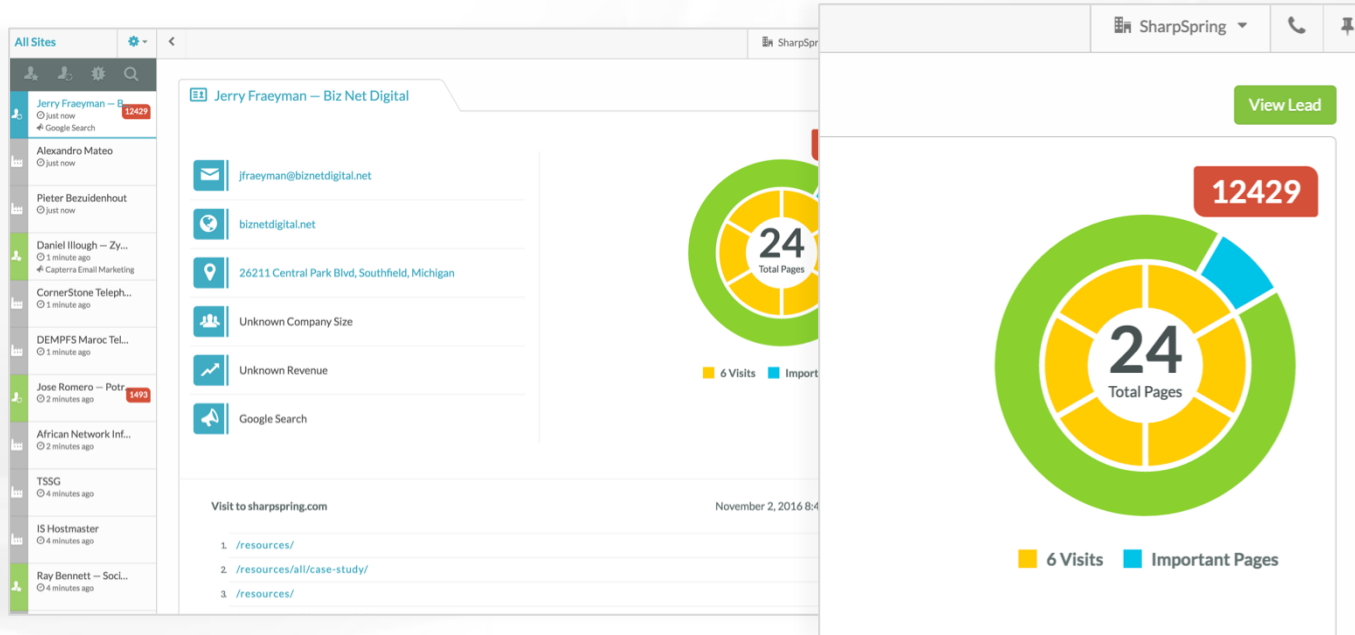


Reporting/Analytics



# — VisitorID —

(Anonymous Site Visitor Tracking)



# Dynamic Forms

## Ascend2 - April '16 - Marketing Automation Infographic

Overview Submissions Options

6 Form Fields 90 Form Submissions 78 Unique Leads \$0.06 Total Cost Per Lead

### Form Submissions

Day Week Month May 2, 2016 - Nov 2, 2016

Month	Submissions
May	8
Jun	2
Jul	1
Aug	9
Sep	4
Oct	3
Nov	2

Ascend2 - April '16 - Marketing Automation

First \*  
Rachel

Last \*  
Satow

Email \*  
rachel.satow@sharpspring.com



Company \*  
SharpSpring

Phone \*  
555555555

Do you work at a marketing agency? \*  
 Yes  No

[Schedule Now](#)

# Dynamic Landing Pages



Best places to stay  
Explore the planet

NAME

YOUR EMAIL

YOUR MESSAGE

GET THE BEST OFFER

\* Search Query: Best Places to Stay in Alaska. Search Query: Best Places to Stay.


Explore the beauty of Alaska.

Alaska is the best state in the union by size at least, and has many other fun features I'm sure. We really should have gotten someone who has been to Alaska to write this copy. Oh well, at least our embedded videos are dope.



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BOOK MY TRIP



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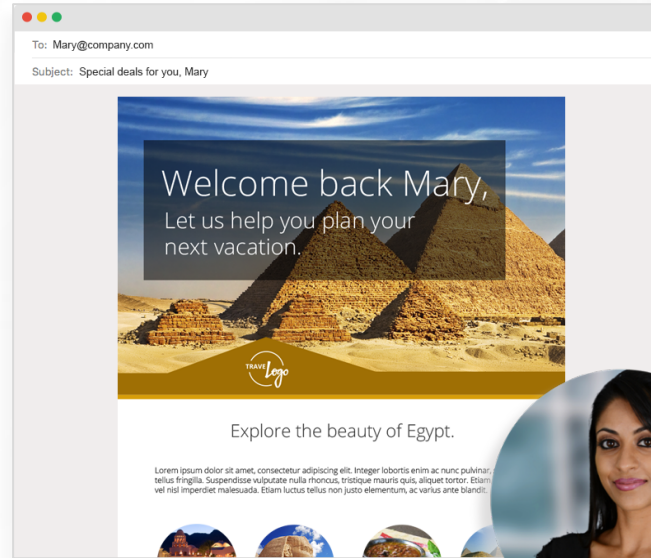
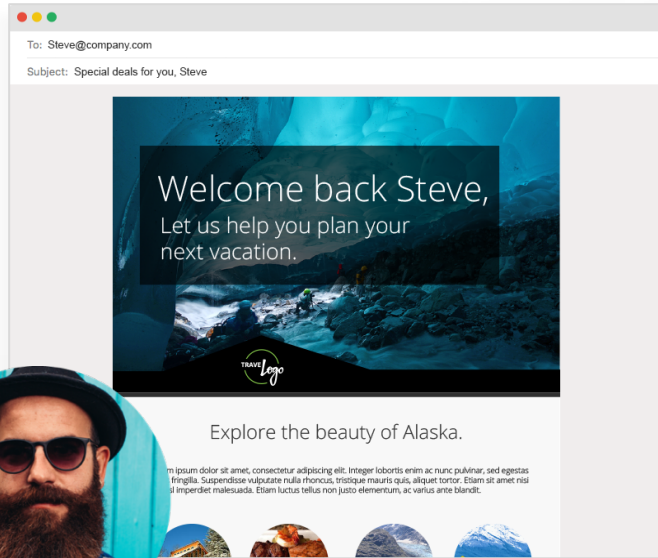
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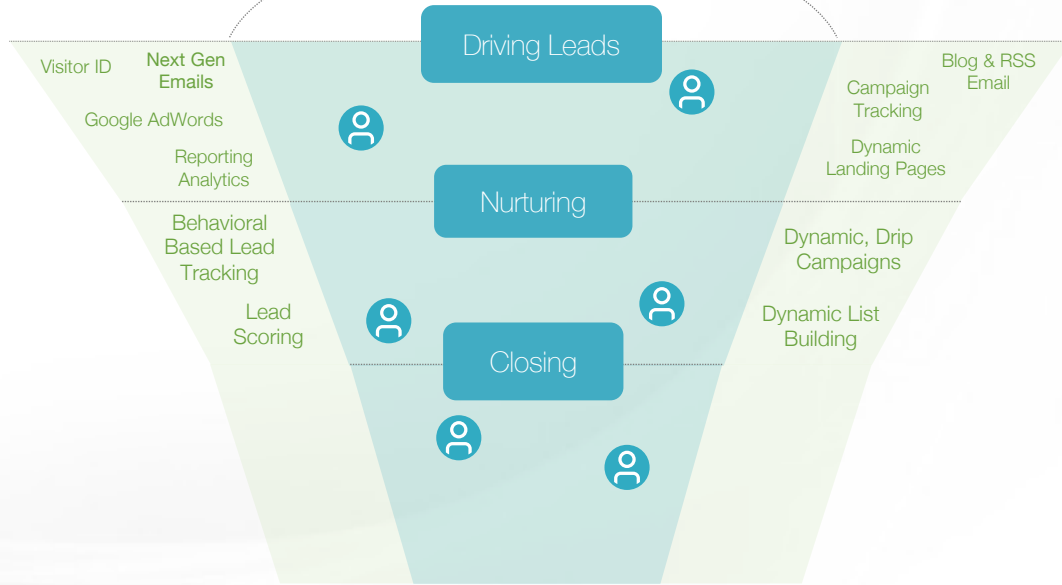


BOOK MY TRIP

# 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, a contact at WSI eMarketing. The profile includes a profile picture, name, company, and social media links. Below the profile, there are tabs for 'Overview', 'Life of the Lead' (with 300 items), and 'Memberships' (with 264 items). The 'Life of the Lead' tab is active, showing a timeline of events. A zoomed-in view of the timeline highlights a specific event: 'Email was opened'. The event details are as follows:

- Event:** Email was opened
- Description:** 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.





The timeline itself is a horizontal line with circular markers representing events. A green circle highlights the 'Email was opened' event, which is dated 9/16. Above the timeline, various icons represent different types of events, such as globe, document, funnel, film strip, envelope, and person.

# Behavioral Based Lead Tracking







(Life of the Lead)

## Memberships

MARKETING CONTENT & TRACKING




 183 Emails	 12 Media
 45 Campaigns	 8 Devices

LISTS, AUTOMATION & SALES

 45 Lists	 88 Action Groups
 0 Opps	 0 Projects
 88 Forms	 0 Referrals

## Viewed Media 12

[Send New Media](#)

	<b>Direct Customer Testimonials</b> <a href="https://ss-usa.s3.amazonaws.com/c/3/media/58091d1c3670a/What%20SharpSpring%20Customers%20Say.pdf">https://ss-usa.s3.amazonaws.com/c/3/media/58091d1c3670a/What%20SharpSpring%20Customers%20Say.pdf</a>	11 weeks ago
	<b>Mirren Annual Report 2016</b> <a href="https://ss-usa.s3.amazonaws.com/c/3/media/5887dfa16c11f/Mirren-R5WUS-2016-New-Business-Tools-Report_MA%20ONLY.pdf">https://ss-usa.s3.amazonaws.com/c/3/media/5887dfa16c11f/Mirren-R5WUS-2016-New-Business-Tools-Report_MA%20ONLY.pdf</a>	6 days ago
	<b>Marketing Automation in the Nonprofit Sector - Agency Perspectives Issue 11</b> <a href="https://ss-usa.s3.amazonaws.com/c/3/media/588a0d1686178/Agency%20Perspectives%20Issue%2011-%20Marketing%20Automation%20in%20the%20Nonprofit%20Sector.pdf">https://ss-usa.s3.amazonaws.com/c/3/media/588a0d1686178/Agency%20Perspectives%20Issue%2011-%20Marketing%20Automation%20in%20the%20Nonprofit%20Sector.pdf</a>	9 weeks ago

# Lead Scoring

**Media** [+ New Media Rule](#)

You can assign lead scores for when a lead views a particular media.

Add 10 points	if a lead views the media	The Marketing Automation Playbook
Add 10 points	if a lead views the media	Case Study: Sweet Success of Customer Segmentation
Add 10 points	if a lead views the media	Case Study: Sachs Media
Add 10 points	if a lead views the media	Demodia Case Study - T
Add 10 points	if a lead views the media	Case Study - Think Glob
Add 10 points	if a lead views the media	Pitching MA to clients - c
Add 10 points	if a lead views the media	The Fab 4: Client Goals You Can Achieve with Marketing Autor
Add 10 points	if a lead views the media	6 Easy Steps to Pitching Marketing Automation
Add 10 points	if a lead views the media	Growing Your Agency With Retainer-Based Relationships
Add 10 points	if a lead views the media	Check Your 'Alignment' - Aligning Business & Revenue Models
Add 10 points	if a lead views the media	The Three 'Gets' for Signing More Clients

Mark leads importance with the following ranges.

Total Leads: 238,553

A horizontal bar chart showing lead score ranges. The bar is divided into three segments: green (0-30), orange (30-125), and red (125-238,553). Two sliders are positioned on the bar at 30 and 125. Below the bar, the number of leads in each range is shown with person icons: 228,021 for the green range, 8,565 for the orange range, and 1,967 for the red range.

Score Range	Number of Leads
> 30	228,021
> 125	8,565
> 125 (Total)	1,967



# 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** RULES

Lists are great ways to keep in contact with your customers.

**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

**Triggers and Filters**

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

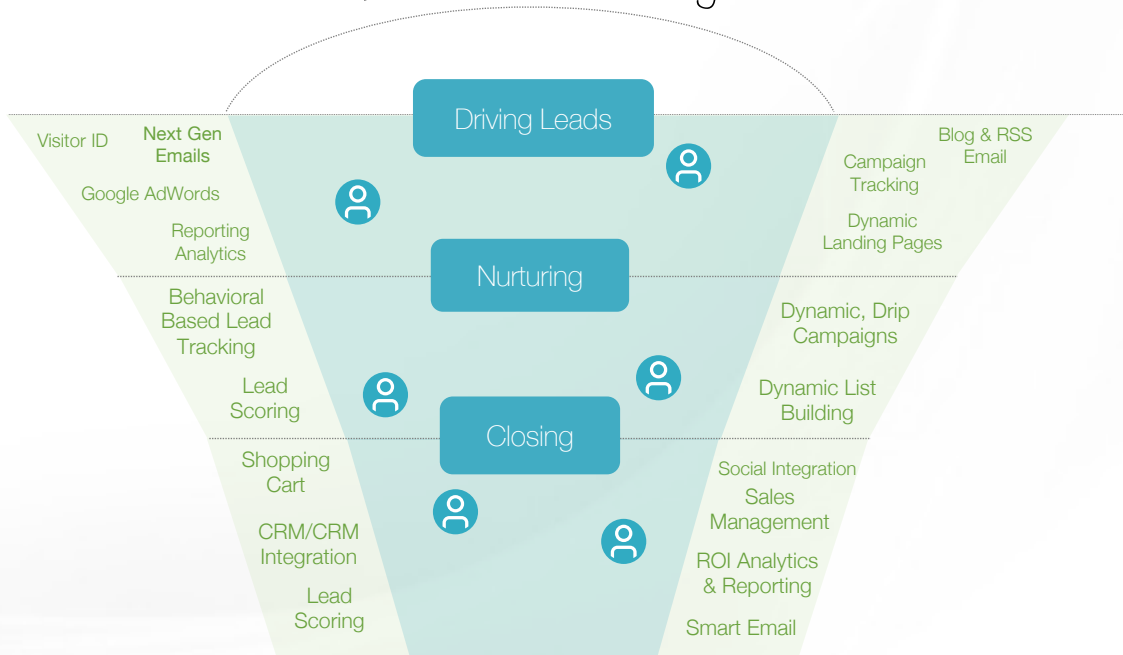
**Triggers**

**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

# 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

The image shows a CRM contact profile for Rob Thomas. The profile includes a profile picture, name, company (WSI eMarketing), and social media icons. A lead score of 2872 is displayed. The contact information section lists an email address, two phone numbers, and a fax number. The company information section lists the company name and industry. A callout box highlights the profile picture, name, company, and social media icons. Another callout box highlights a lead importance scale with three ranges: > 30 (228,021 leads), > 125 (8,565 leads), and > 125 (1,967 leads). The total number of leads is 238,553.

**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**

Select Opportunity

Add a Comment

**Robert Morgan**  
3 weeks ago

October 11, 2016  
Referred Kevin Triggler from Ojo Solutions

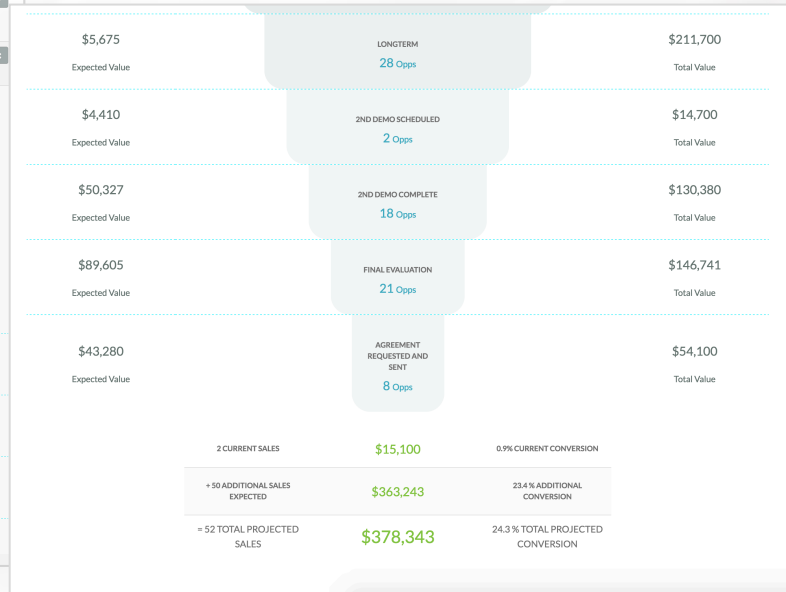
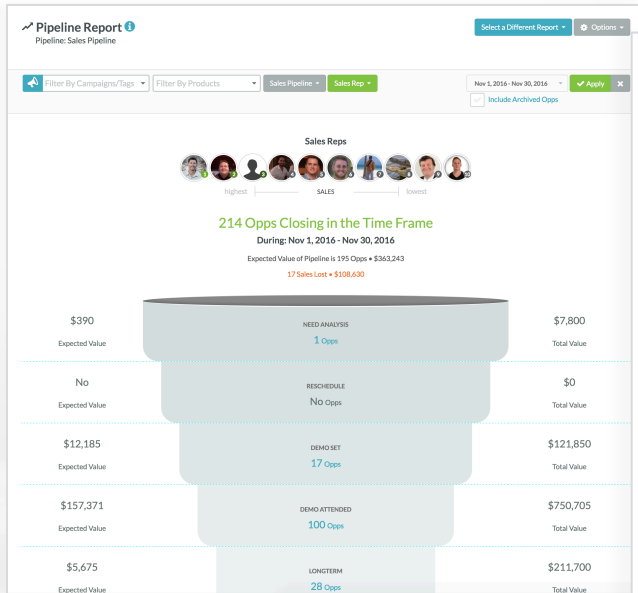
**Reminders** New

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

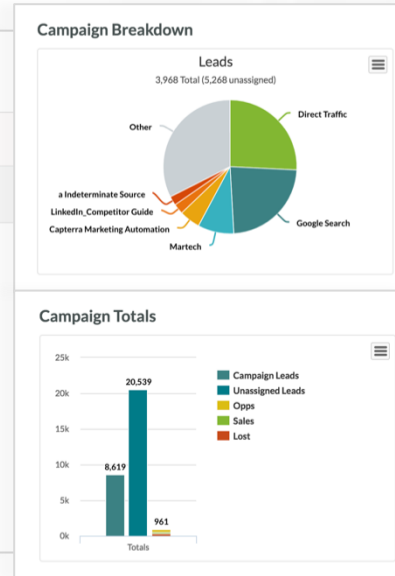
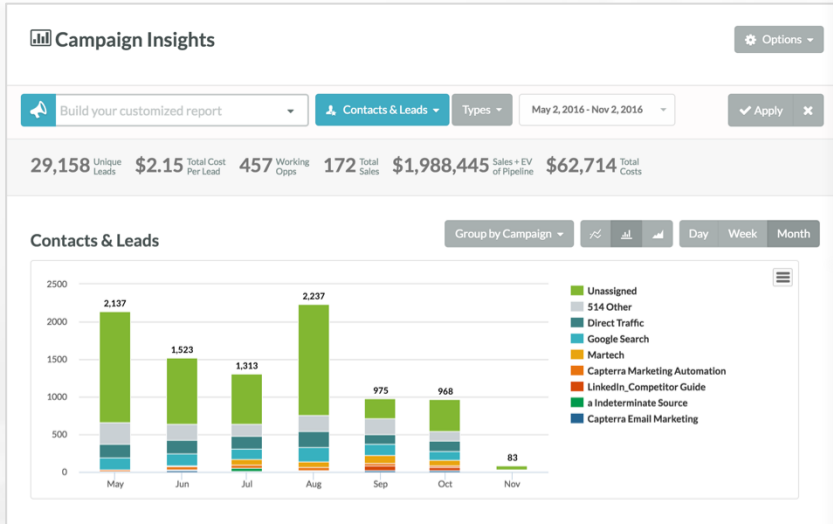
Mark leads importance with the following ranges. Total Leads: 238,553

- > 30: 228,021
- > 125: 8,565
- > 125: 1,967

# Sales Pipeline



# Campaign Insights

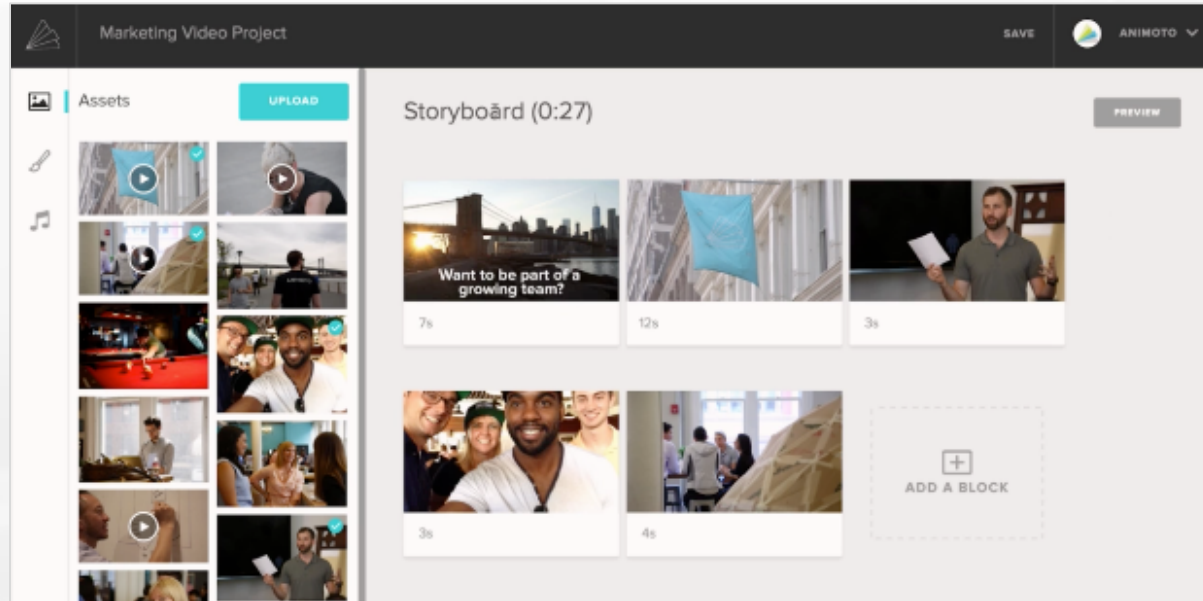




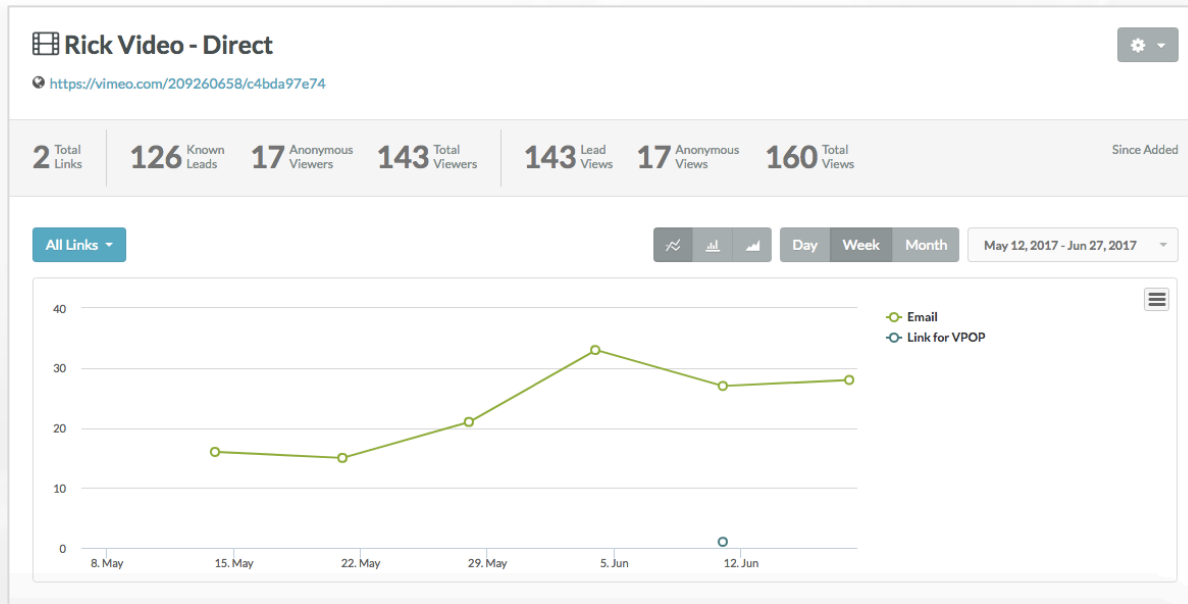
Powerful. Affordable.  
Marketing Automation.

Why is this partnership  
important?

Create multiple videos in Animoto to personalize your message to each of your market segments.

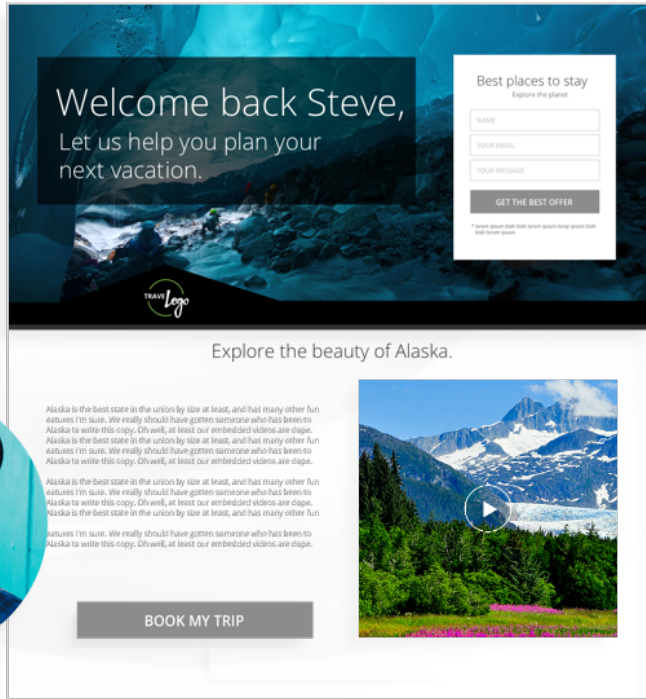



# Track who is viewing your videos and which video campaigns are driving the most leads.





# Deliver a personalized message via email and landing pages to drive more leads into your marketing funnel.



Welcome back Steve,  
Let us help you plan your next vacation.

Best places to stay  
Explore the planet

NAME

YOUR EMAIL

YOUR MESSAGE

GET THE BEST OFFER

\*Based upon data that has been shared through your account. We have been great.

Explore the beauty of Alaska.

Alaska is the best state in the union by size at least, and has many other fun features I'm sure. We really should have gotten someone who has been to Alaska to write this copy. Oh well, at least our embedded videos are dope.

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BOOK MY TRIP



Welcome back Mary,  
Let us help you plan your next vacation.

Best places to stay  
Explore the planet

NAME

YOUR EMAIL

YOUR MESSAGE

GET THE BEST OFFER

\*Based upon data that has been shared through your account. We have been great.

Explore the beauty of Egypt.

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BOOK MY TRIP



Powerful. Affordable.  
Marketing Automation.

Who is SharpSpring?



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

Why do  
businesses  
choose  
SharpSpring?





Powerful. Affordable.  
Marketing Automation.



Questions?

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— Continue The Conversation —



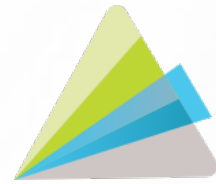
Ryan Butler

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ANIMOTO