



Hyper-Personalized Conversations

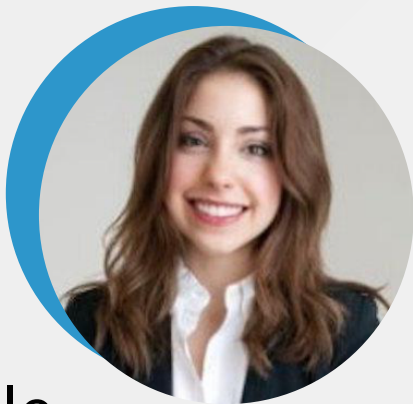


SharpSpring



accelo 

Your Hosts



Arielle

Product Marketing



Ryan

Business Development



Housekeeping

Questions?

Phone lines are muted
Submit via Chat Box

Webinar Recording & Slides

Emailed after webinar

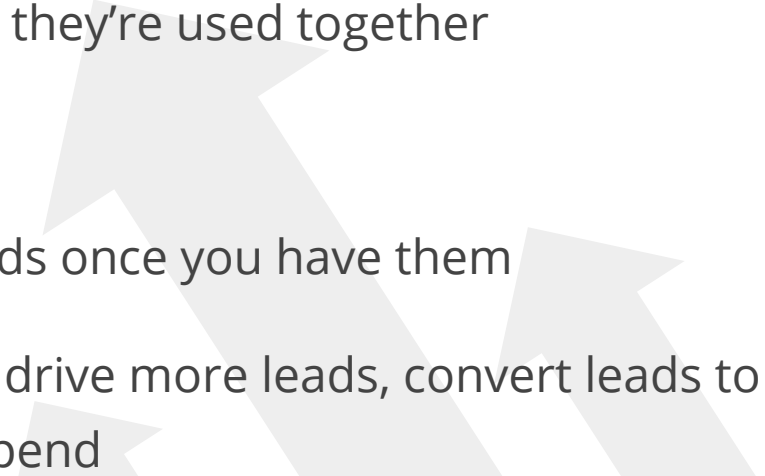
Webinar Survey

We need your feedback



Agenda

Hyper-personalized conversations

- ◆ Explore the latest tools marketers are using
 - ◆ See how results are multiplied when they're used together
 - ◆ Look at methods of attracting leads
 - ◆ Best practices of what to do with leads once you have them
 - ◆ See how features work in concert to drive more leads, convert leads to sales, and optimize the marketer's spend
- 



Hyper-Personalized Conversations



Presented by:

Ryan Butler

Business Development Manager
SharpSpring



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.

What is
Marketing Automation?

What is Marketing Automation?

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

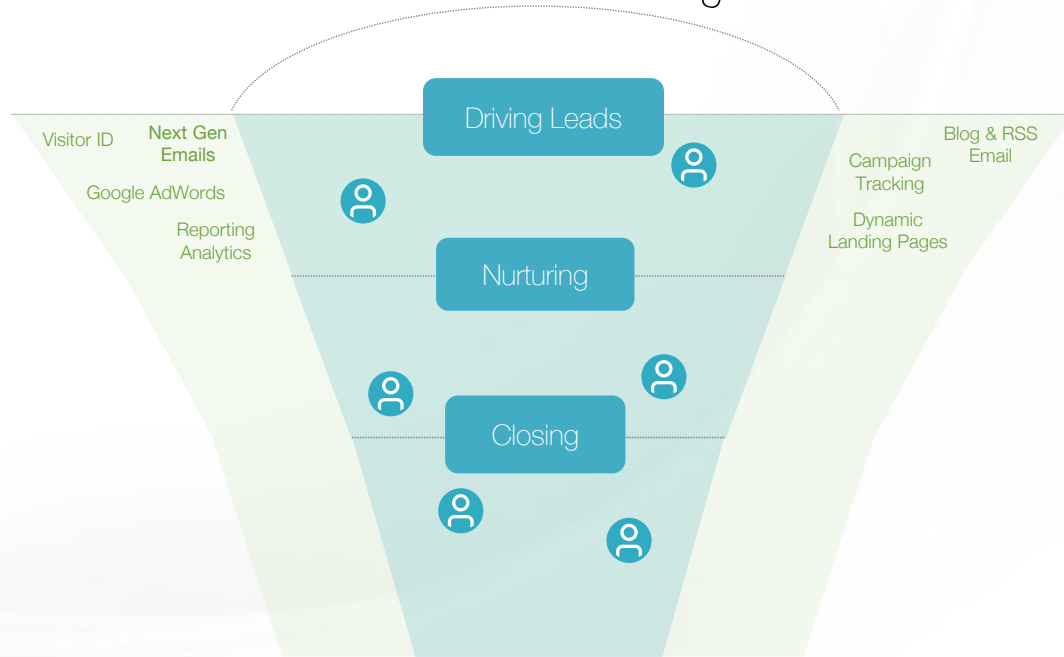
Double down on what works and
axe what doesn't. Comprehensive
reports make it easy.



Powerful. Affordable.
Marketing Automation.

Growing the Funnel With Marketing Automation

Traditional Marketing



DRIVING



Next Generation Email Campaigns



Google AdWords Integration



Personas (Market Segmentation)



Dynamic Landing Pages & Forms



VisitorID (Anonymous Site Visitor Identification)

VisitorID

(Anonymous Site Visitor Tracking)

The screenshot displays the SharpSpring VisitorID interface. On the left, a sidebar lists various sites. The main area shows a lead profile for Jerry Fraeyman from Biz Net Digital, with contact information and a central circular visualization of 24 total pages (6 visits, 18 important pages). A modal window titled 'We Found the Following People' is open, suggesting contacts to convert to a lead.

Lead Profile: Jerry Fraeyman — Biz Net Digital

- Contact Info:** jfraeyman@biznetdigital.net, biznetdigital.net
- Address:** 26211 Central Park Blvd, Southfield, Michigan
- Company:** Unknown Company Size
- Revenue:** Unknown Revenue
- Source:** Google Search

Visitor Statistics: 24 Total Pages (6 Visits, 18 Important Pages)

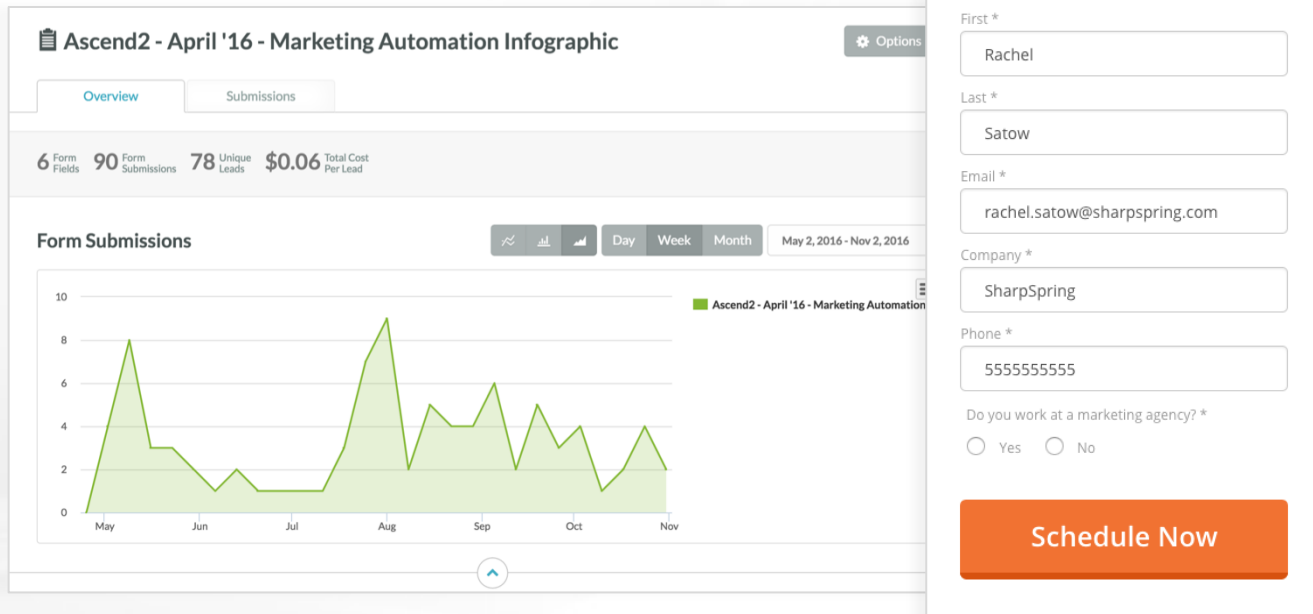
We Found the Following People

Select a contact to convert to a lead.



- ☒ Anonymous Web Lead
- ☐ Ryan Butler, Operations Coordinator (ryan.butler@sharpspring.com * (336) 422-4419)
- ☐ Kim Jamerson, Director of Marketing (rachel.satow@sharpspring.com * (123) 456-7899)

Convert to Lead

Dynamic Forms









Personas

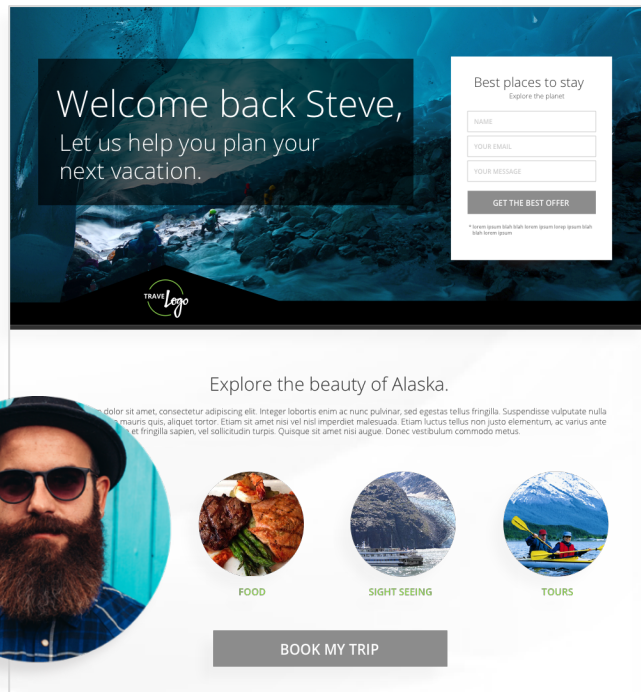
 **Manage Personas** 

Personas are designed to help you tailor your message and produce higher conversions. [See the help docs for ways to use personas.](#)

All Personas

	Adam Agency AGENCY PRINCIPAL	Membership:  Contacts 16  Leads 2
<p>Key Differentiators Agency pricing, features & support. SharpSpring as profit center. Flexible platform.</p> <p>Pain Points Maintain/increase revenue streams. Easily adding new clients. Increase retainer-based relationships.</p>	<p>I'm best described as... The principal of a marketing agency.</p> <p>Bio This agency owner persona is focused on revenue growth, net profit, new client acquisition, and, if interested in selling her agency someday, valuation multiples. While the Agency Principal may have started his career as an account director or creative director, this persona is all business all the time now. Agency growth, ROI, end-to-end reporting, revenue. Mid 40-50s, grown kids.</p>	
	Carla Creative CREATIVE LEAD	Membership:  Contacts 1  Leads 0
<p>Key Differentiators WYSIWYG landing page & email designer. No coding required. Create and share templates.</p> <p>Pain Points Producing results from creatives. Managing multiple campaigns. Adding new tools and apps.</p>	<p>I'm best described as... The head of creative and design.</p> <p>Bio Carla is focused on conceiving, developing and executing on creative vision for her agency and her clients. She is artistic and is constantly coming up with new ideas/concepts. Mid 30-40s.</p>	

Dynamic Landing Pages



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

*Lorem ipsum blah blah lorem ipsum long ipsum blah blah lorem ipsum

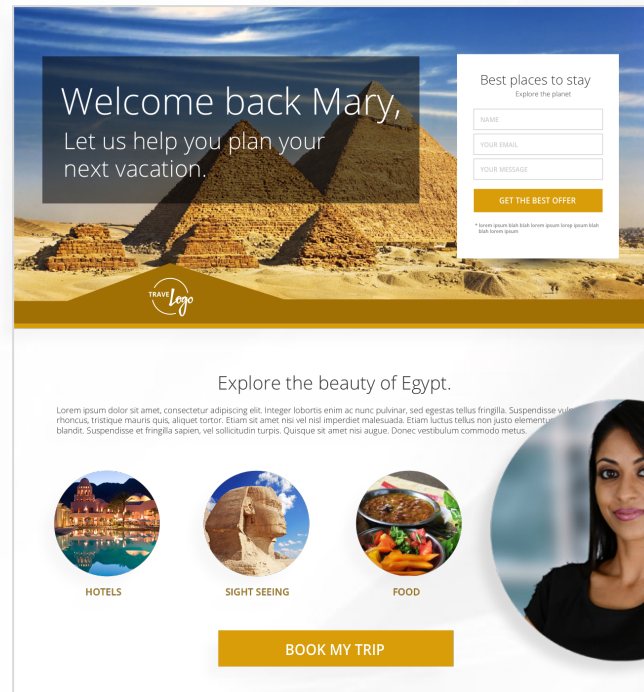
TRAVEL Logo

Explore the beauty of Alaska.

dolor sit amet, consectetur adipiscing elit. Integer lobortis enim ac nunc pulvinar, sed egestas tellus fringilla. Suspendisse vulputate nulla mauris quis, aliquet tortor. Etiam sit amet nisi vel nisi imperdiet malesuada. Etiam luctus tellus non justo elementum, ac varius ante et fringilla sapien, vel sollicitudin turpis. Quisque sit amet nisi augue. Donec vestibulum commodo metus.

FOOD
SIGHT SEEING
TOURS

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

*Lorem ipsum blah blah lorem ipsum long ipsum blah blah lorem ipsum

TRAVEL Logo

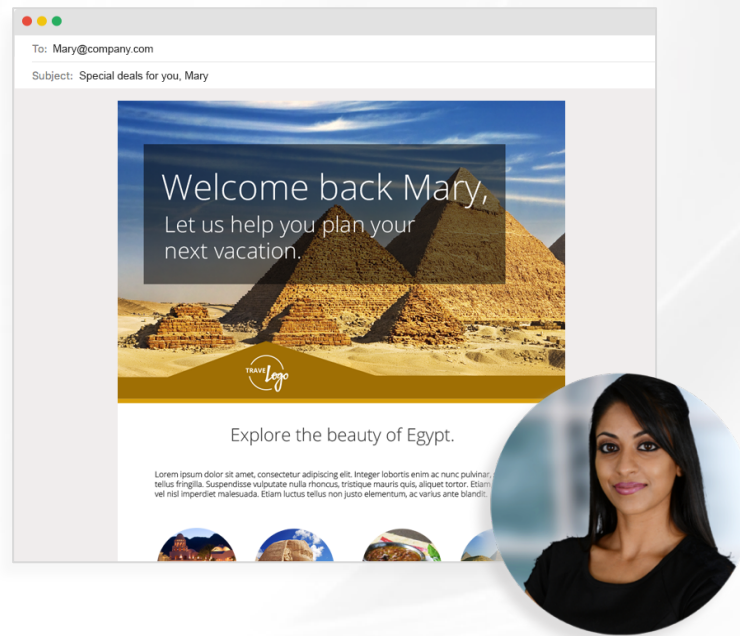
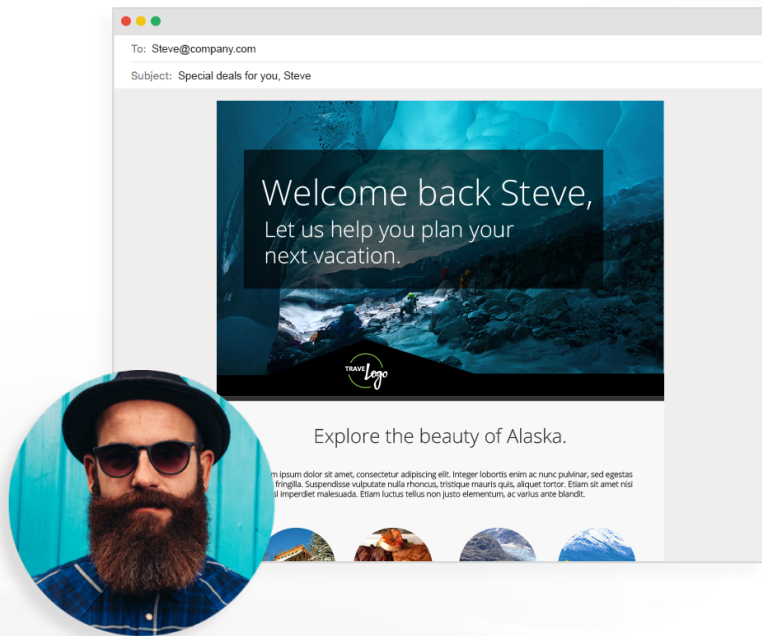
Explore the beauty of Egypt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lobortis enim ac nunc pulvinar, sed egestas tellus fringilla. Suspendisse vulputate nulla mauris quis, aliquet tortor. Etiam sit amet nisi vel nisi imperdiet malesuada. Etiam luctus tellus non justo elementum, ac varius ante et fringilla sapien, vel sollicitudin turpis. Quisque sit amet nisi augue. Donec vestibulum commodo metus.

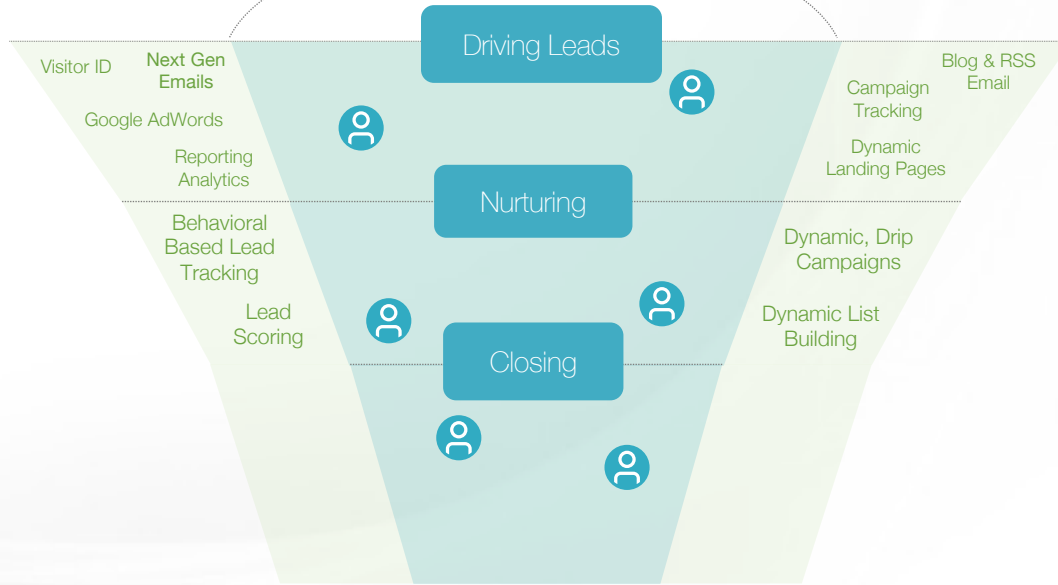
HOTELS
SIGHT SEEING
FOOD

BOOK MY TRIP

Dynamic Emails



Traditional Marketing



NURTURING

 Behavioral Based Lead Tracking (Life of the Lead)

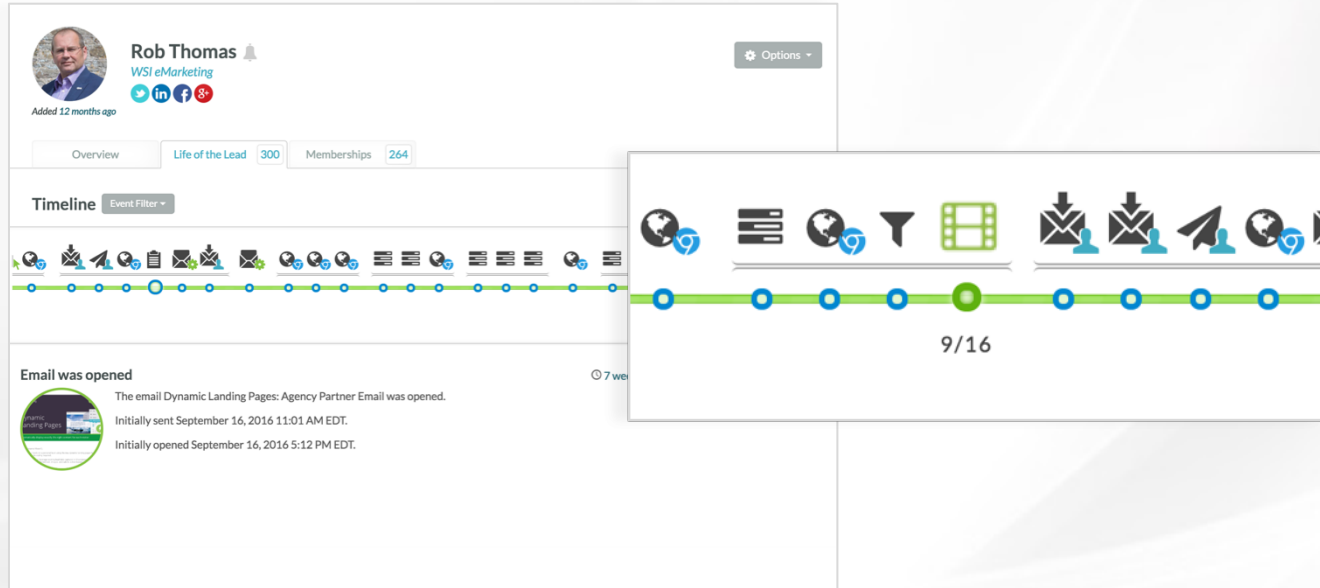
 Dynamic List Building /Segmentation

 Lead Scoring

 Dynamic Nurturing Campaigns

Behavioral Based Lead Tracking

(Life of the Lead)



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.



Completeness

Rules to measure a lead's information (e.g. address, phone, email).

Mark leads Importance with the following ranges.

Total Leads: 238,553



> 30


228,021  8,565 


Mark leads importance with the following ranges.


Total Leads: 238,553


> 30


228,021  8,565  > 125


1,967 


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.

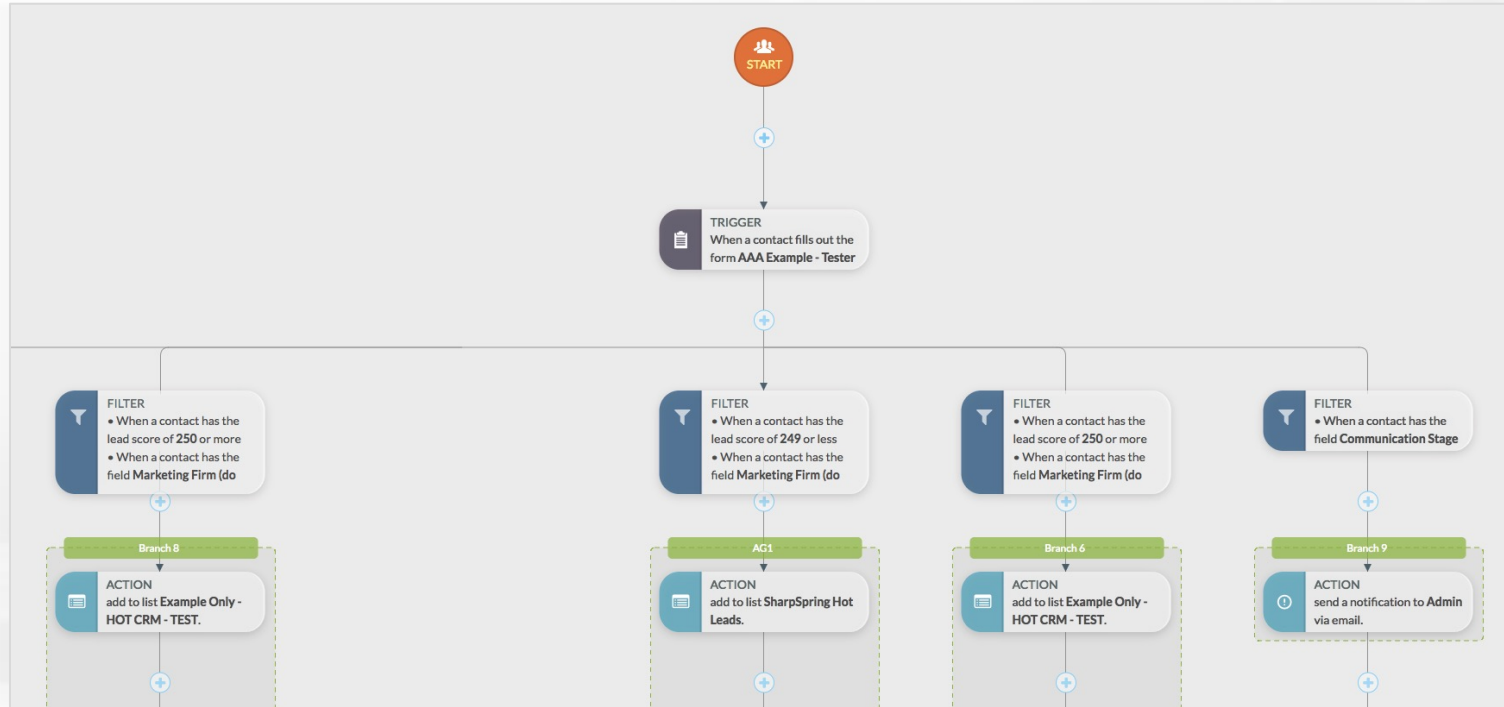
Add 1 point  if a City is provided.

Add 1 point  if a State is provided.

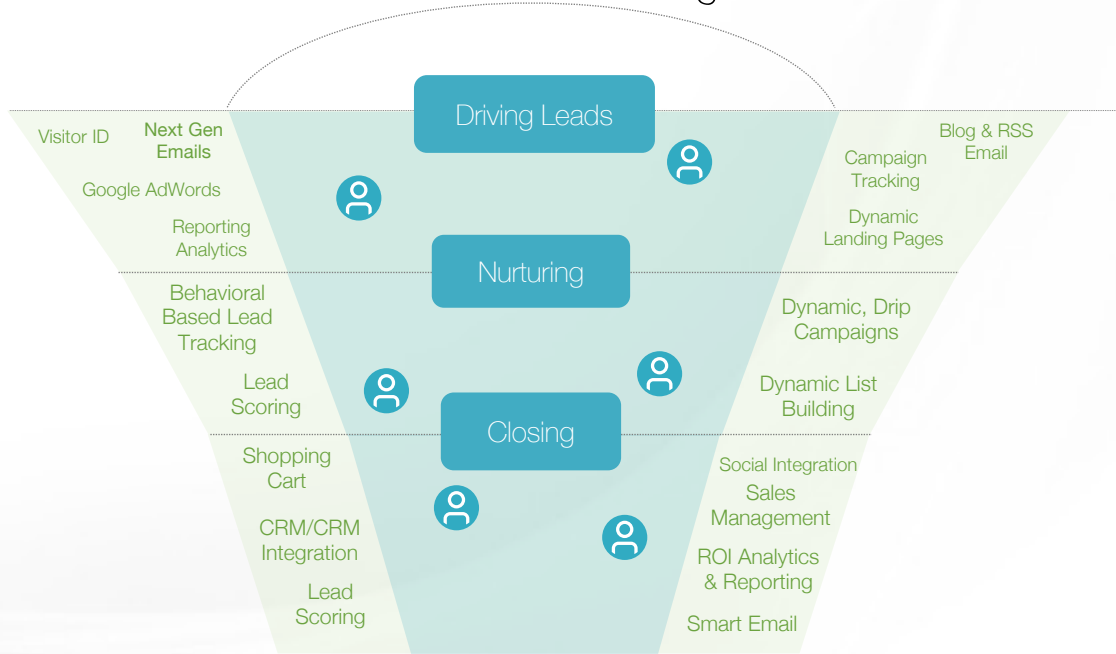
Add 1 point  if a Zip Code is provided.

Add 5 points  if a Website is provided.

Automating Workflows



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

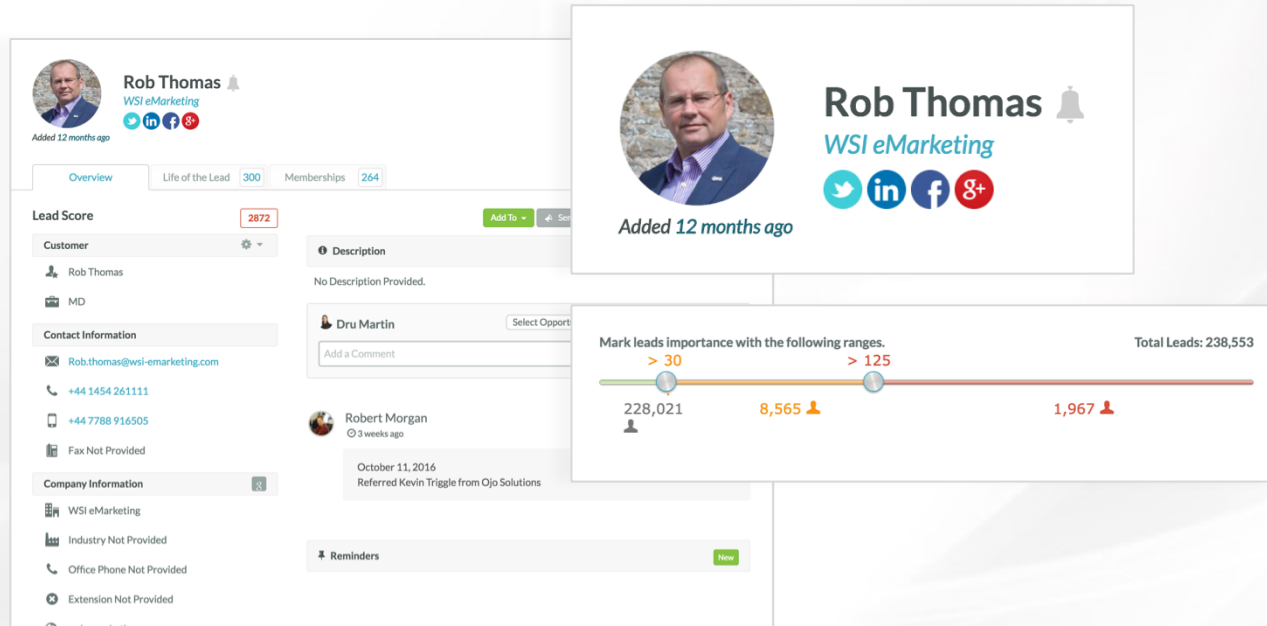


End-to-end ROI/Reporting and Analytics

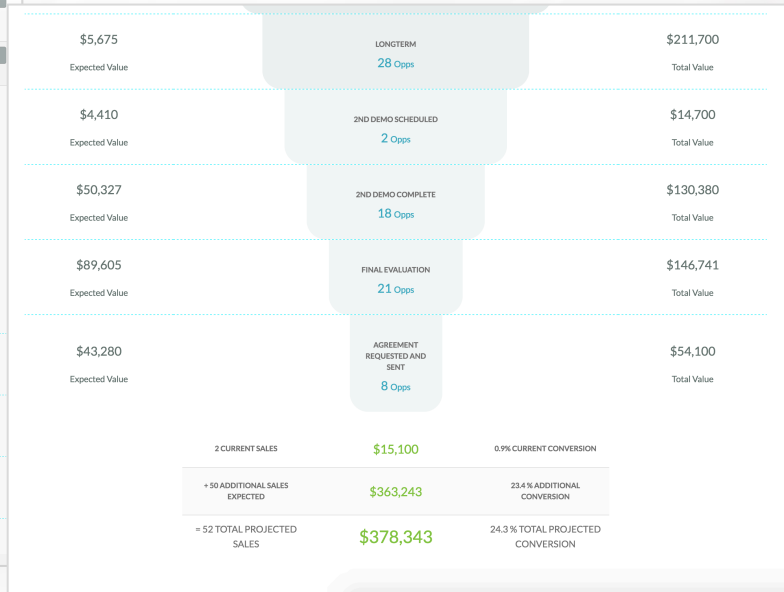
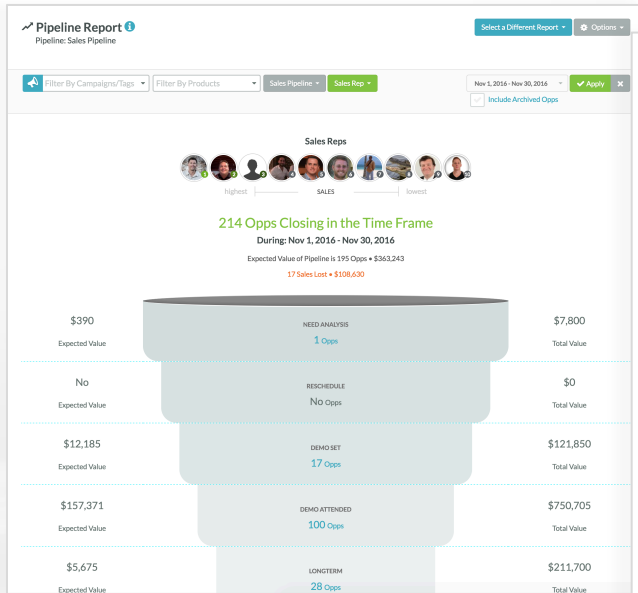


Shopping Cart Integration /Abandonment - B2C

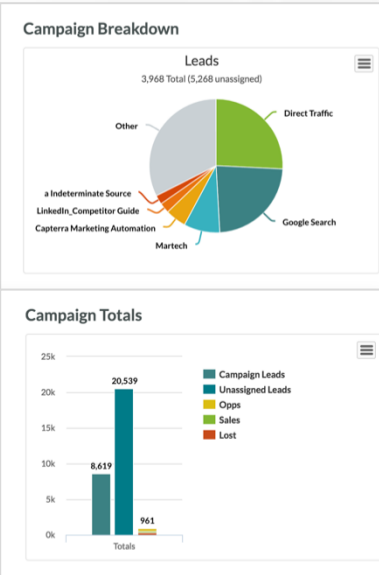
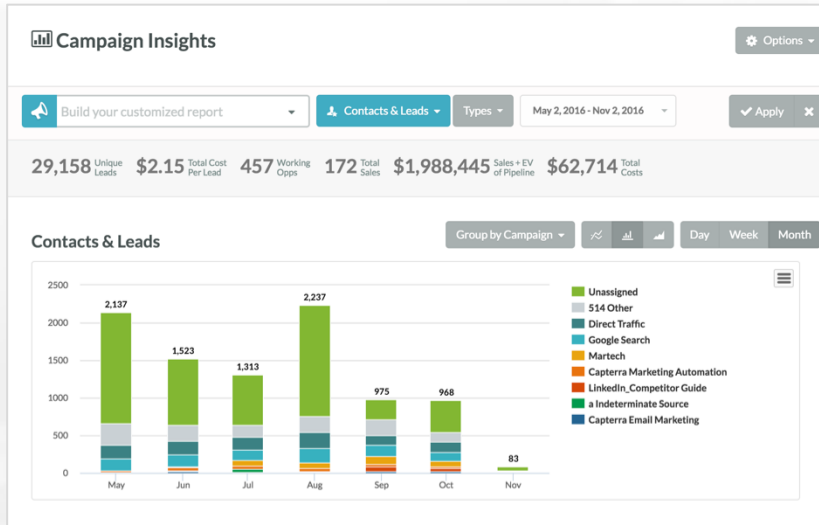
Contact Insights



Sales Pipeline



Campaign Insights







Powerful. Affordable.
Marketing Automation.



SharpSpring + Accelo

Why is this Partnership Useful?




Automated Contact Sync via Zapier

  Send new SharpSpring leads to Accelo [Use this Zap](#)

  Create requests in Accelo for new opportunities in SharpSpring [Use this Zap](#)

See more [SharpSpring integrations](#) powered by **zapier**




 **CRM**


The leading CRM software for web agencies.

 **Projects**

Project management for everyone on your team

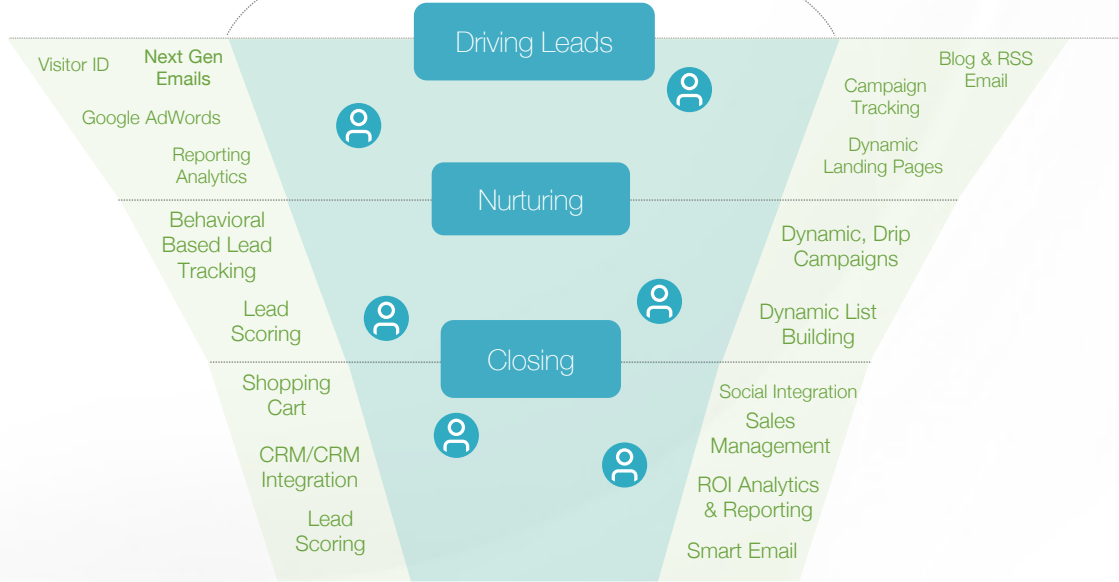
 **Service**

Make client support easy, organized and billable

 **Retainers**

Manage ongoing projects and services automatically

Traditional Marketing



accelo



CRM

The leading CRM software for web agencies.



Projects

Project management for everyone on your team



Service

Make client support easy, organized and billable



Retainers

Manage ongoing projects and services automatically

Widen Your Sales Funnel with Hyper-Personalized Conversations

Drive More Leads into Accelo's Project Management Workflows



Powerful. Affordable.
Marketing Automation.



Questions?

Continue the Conversation

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SharpSpring

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