



Powerful. Affordable.
Marketing Automation.

Grow Your Agency With Retainer-Based Relationships

Foster long-term relationships with marketing automation



Paul Bresenden

President | 454 Creative



Koertni Adams

Partner Enablement Manager | SharpSpring

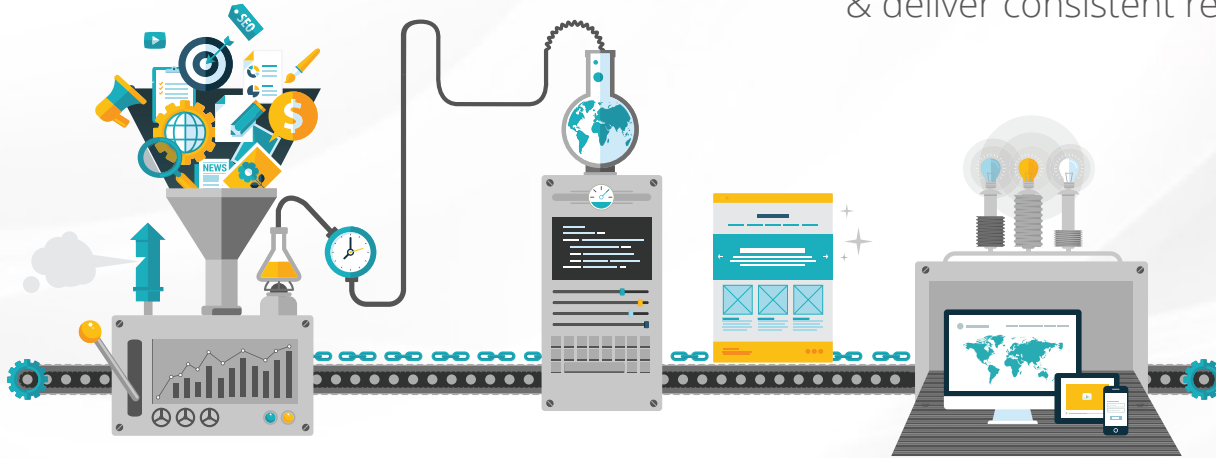
Greetings

Who's In The Audience

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

Why Are We Here?

- Learn how to obtain more retainer clients
 - Hear tips and real-world examples
 - Discuss how to use marketing automation to identify ideal clients & deliver consistent results



#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 SpringBoard Live – Partners Only:

The Basics of Data Migration

Friday, July 14

Upcoming Webinar:

Slim Down Your Services, Bulk Up Your Revenue

Thursday, July 27

Future Partner Presenters:

Email Koertni Adams

koertni.adams@sharpspring.com



Introductions



Paul Bresenden

PRESIDENT | 454 Creative

Paul is an industry veteran who has designed and strategized for leading organizations around the globe. Paul leads 454 Creative with his broad expertise in web development, digital strategy, marketing automation, lead generation, and conversion optimization. He helps businesses connect marketing, sales, and technology to produce measurable and effective results for success.



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.



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Growing Your Agency With Retainer-Based Relationships

Using Marketing Automation and Sales Strategy as a Foundation for Profitable Growth





Want to connect?



@454creative



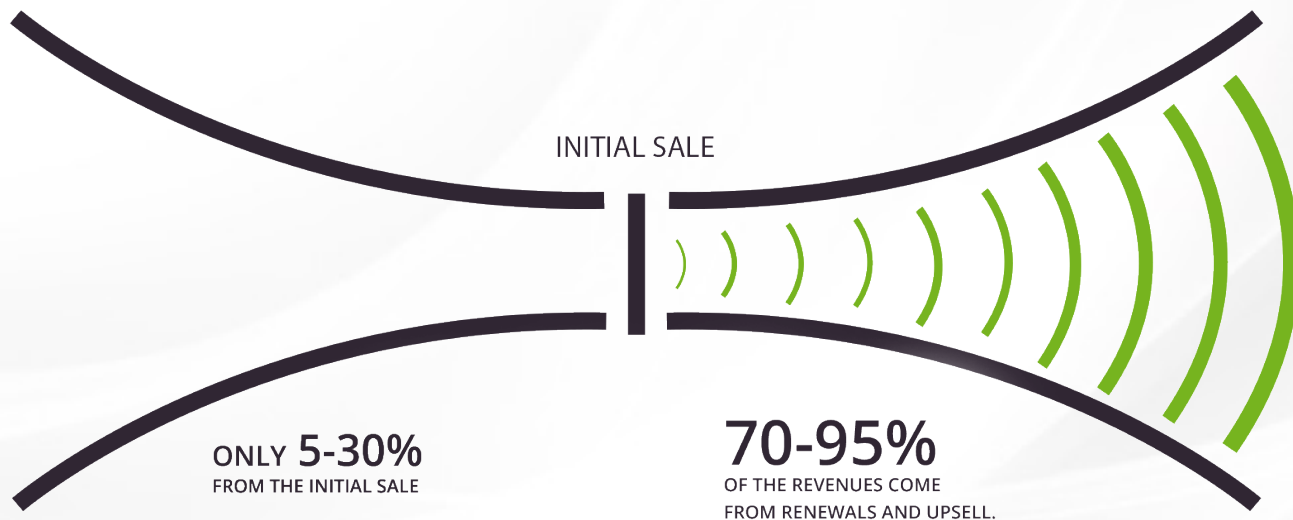
[LinkedIn.com/in/pbresenden](https://www.linkedin.com/in/pbresenden)



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Poll

Why the big focus on retainer relationships?



Why the big focus on retainer relationships?

Understanding the benefits of retainer relationships from a client perspective is of paramount importance.



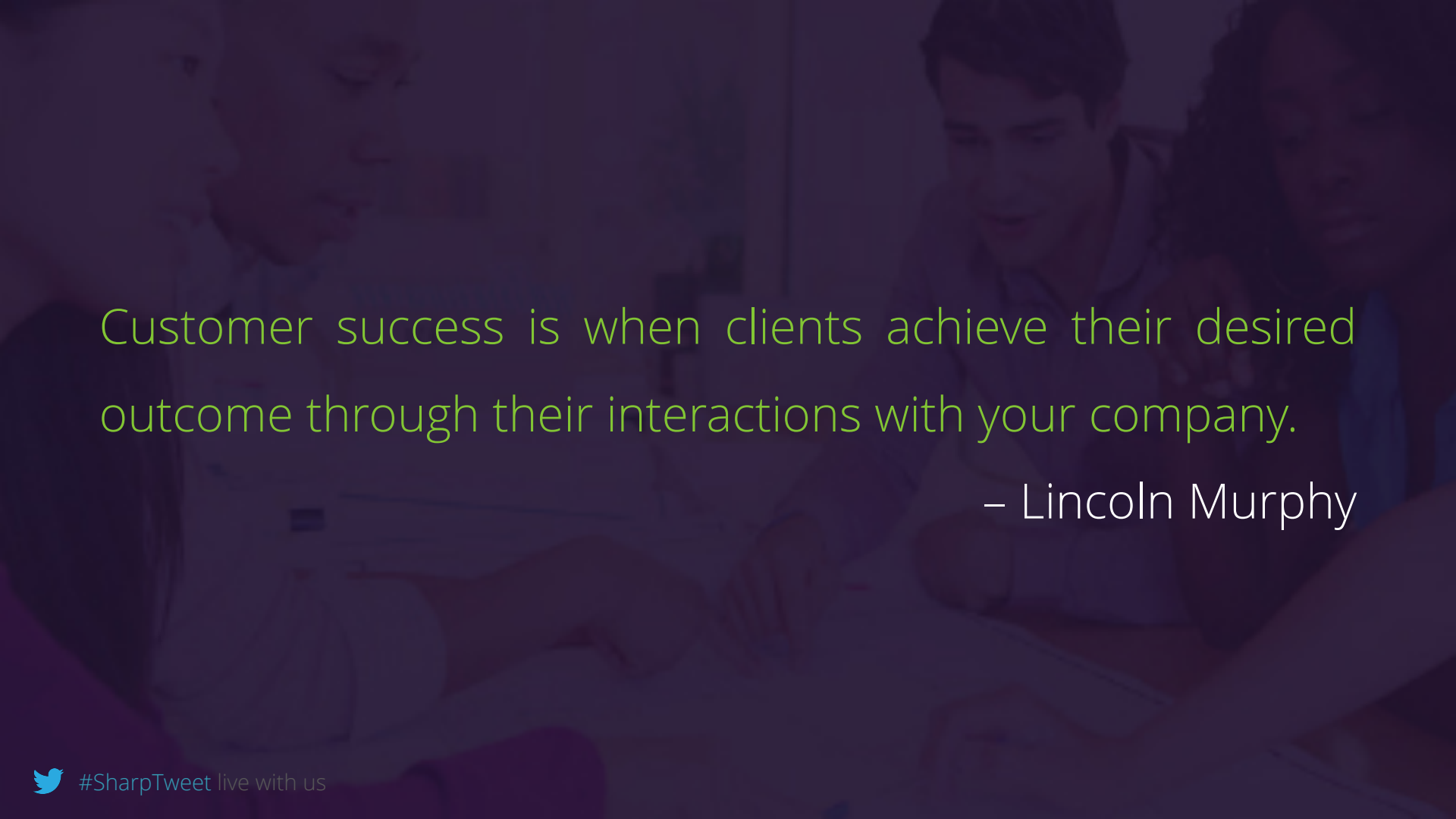
Why should a client want a retainer engagement?

Tangible benefits to both parties

Dependability, consistency, trust and efficiency

A rhythm of communication and workflow



A group of people in a meeting, with a dark blue overlay. The text is centered on the image.

Customer success is when clients achieve their desired outcome through their interactions with your company.

– Lincoln Murphy



How should I approach client relationships?



Define the Problem



Start Small



Set the Expectation



Deliver Results



What can I do to make the process easier?



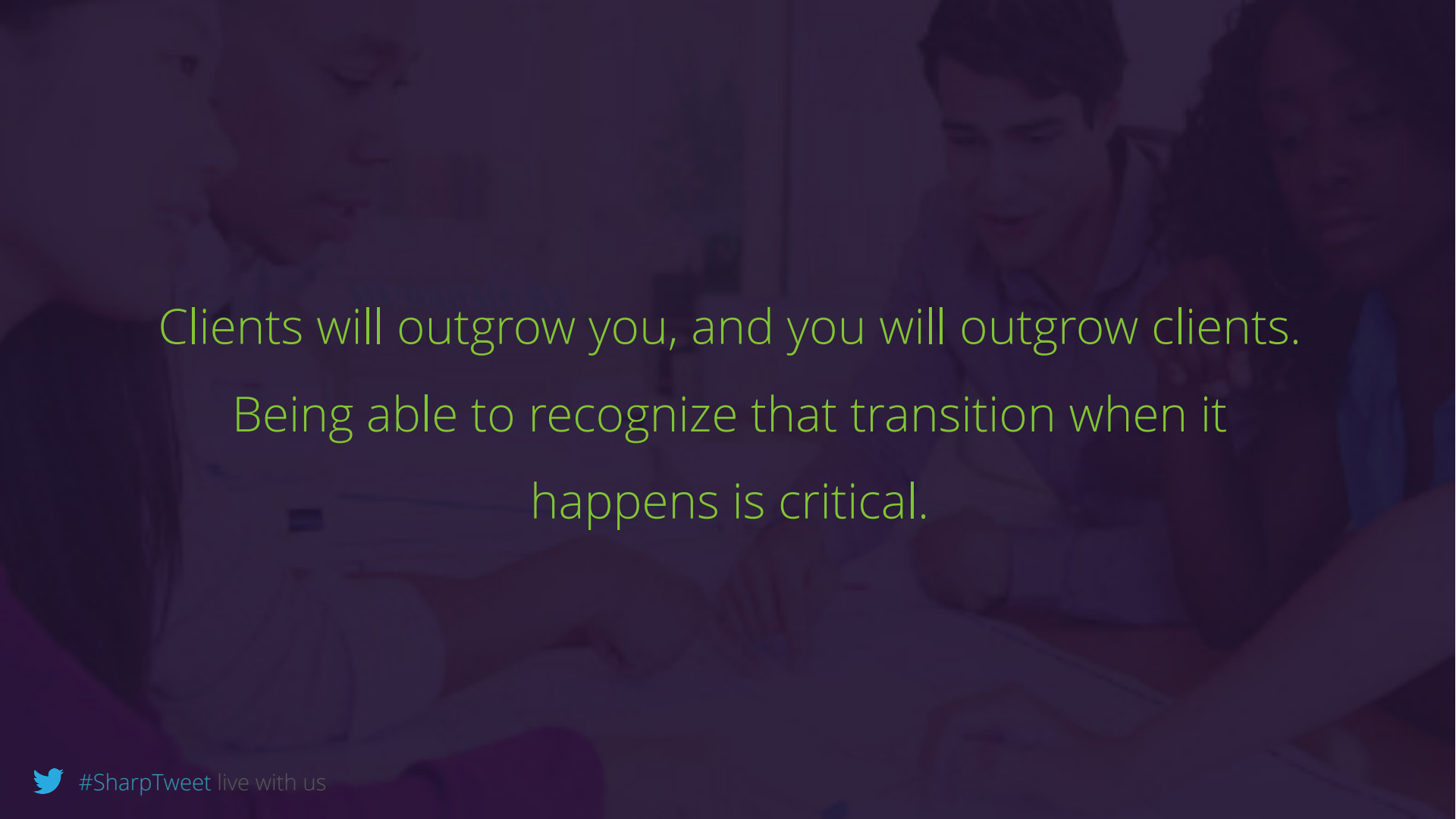
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Learn to say no.

We categorize our relationships into three groups:

1. Ideal Clients
2. Needs Nurturing
3. JFTM (Just For The Money)





Clients will outgrow you, and you will outgrow clients.
Being able to recognize that transition when it
happens is critical.



454
CREATIVE

10:41 AM

Tuesday
5 Jan 2016

Opportunities - This Month

13



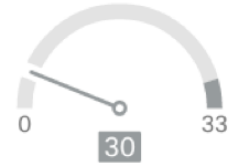
\$ of Opportunities - This Month

146.57K



Leads - This Month

4



Monthly Recurring Revenue

30.3K

61%

50K

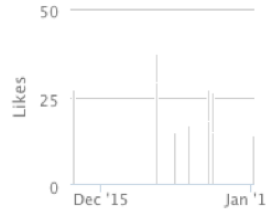
Projects Revenue Goal

44K

115%

38.4K

Instagram Likes



Instagram Followers

101

▲ 1

Current Website Visitors

1



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Poll

Questions?

Continue The Conversation

With SharpSpring:



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Partner Enablement Manager
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With 454 Creative:



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