



Powerful. Affordable.  
Marketing Automation.

# Tips & Tactics for Your Small Brick-and-Mortar Clients

How to bring small business into the digital age



**Rafael Zabala**

Chief Strategy Officer | Interactive Marketing



**Koertni Adams**

Partner Enablement Manager | SharpSpring

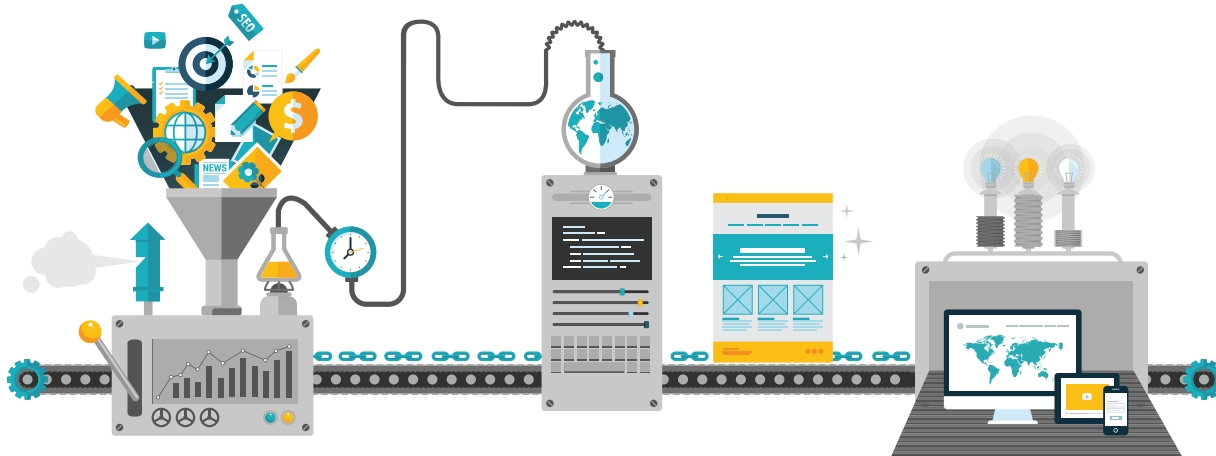
# Greetings

## Who's In The Audience

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

## Why Are We Here?

- Learn how to successfully pitch and implement marketing automation for small businesses
- Hear tips and real-world examples



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# 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:

### Integrate Your Marketing Stack With Zapier

Friday, August 18

## Upcoming Webinar:

### Streamline Your Operations With Marketing Automation

Tuesday, August 29

## Future Partner Presenters:

Email Koertni Adams

[koertni.adams@sharpspring.com](mailto:koertni.adams@sharpspring.com)



# Introductions



## Rafael Zabala

**CHIEF STRATEGY OFFICER | Interactive Marketing**

Rafael leads the Interactive Marketing (IM) team in overall execution of online marketing. Specialized services include web design, search engine optimization, Google Adwords pay per click, marketing automation, demand generation, and Salesforce consulting.



## 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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# From 'Brick-and-Mortar' to 'Click-and-Mortar'

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Helping Small Businesses Adapt & Grow  
With Marketing Automation



Rafael Zabala

Chief Strategy Officer, Interactive Marketing





*husband & wife team...married 17 years!*



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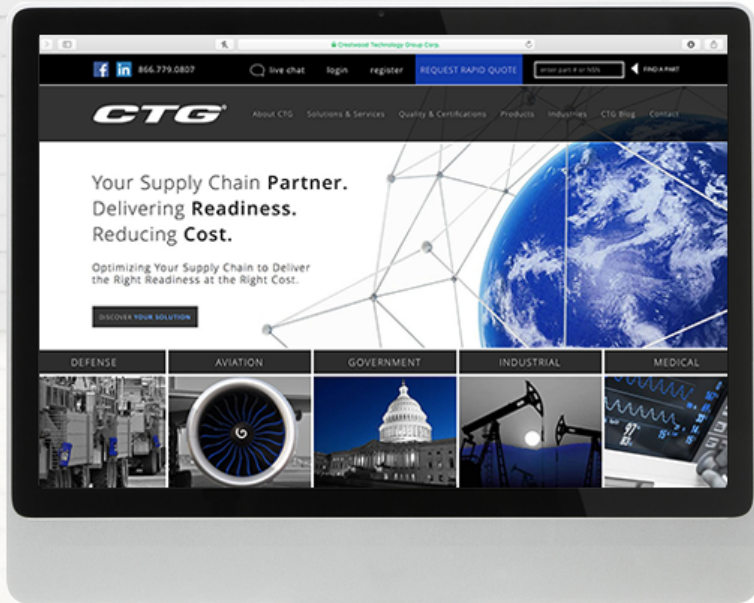
[www.interactivemarketing.net](http://www.interactivemarketing.net)

SALES-DRIVEN



MARKETING

industry | **Supply Chain Solutions**  
company | **Crestwood Technology Group**



industry | **Food & Beverage Supply**  
company | **Custom Beverage Concepts**







WEB DESIGN

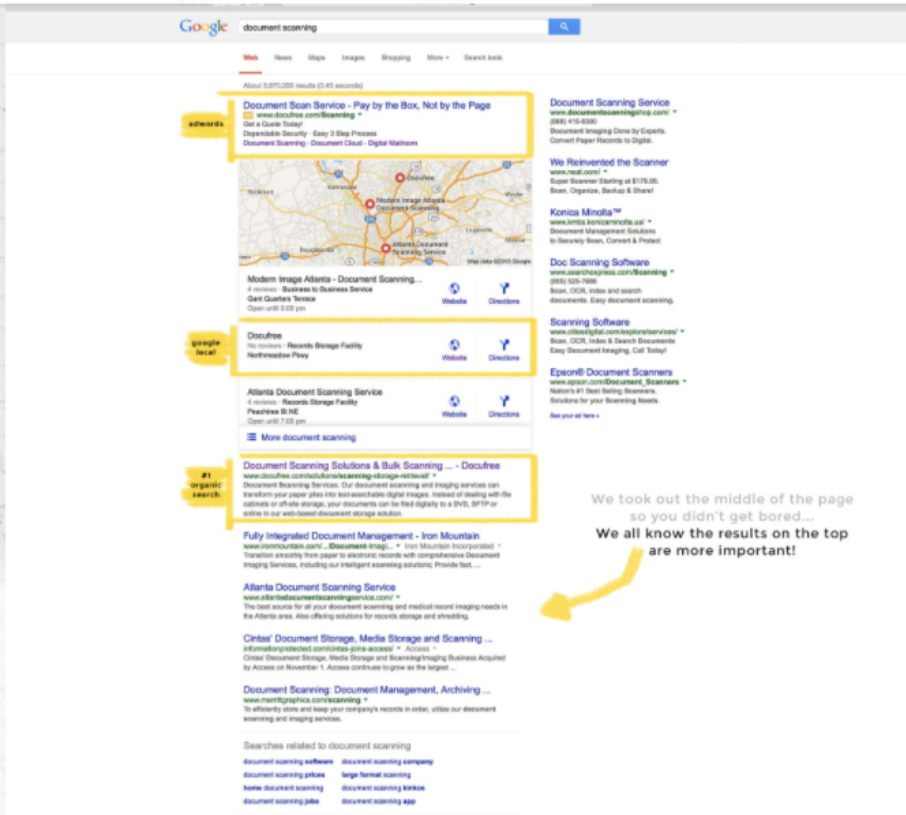
TRAFFIC GENERATION

RESULTS

MASTER CLASS

678-582-1053

FREE QUOTE



# docufree®

## Dominating the Search Engines for 7 Years Running

LOCAL BUSINESS ACHIEVED NATIONAL #1 RESULTS

**organic traffic increase:**

416%

**google rankings:**

#1 for 'document scanning'

214 page 1 rankings

**search conversion rate:**

17.9%

**Client for 7 years**

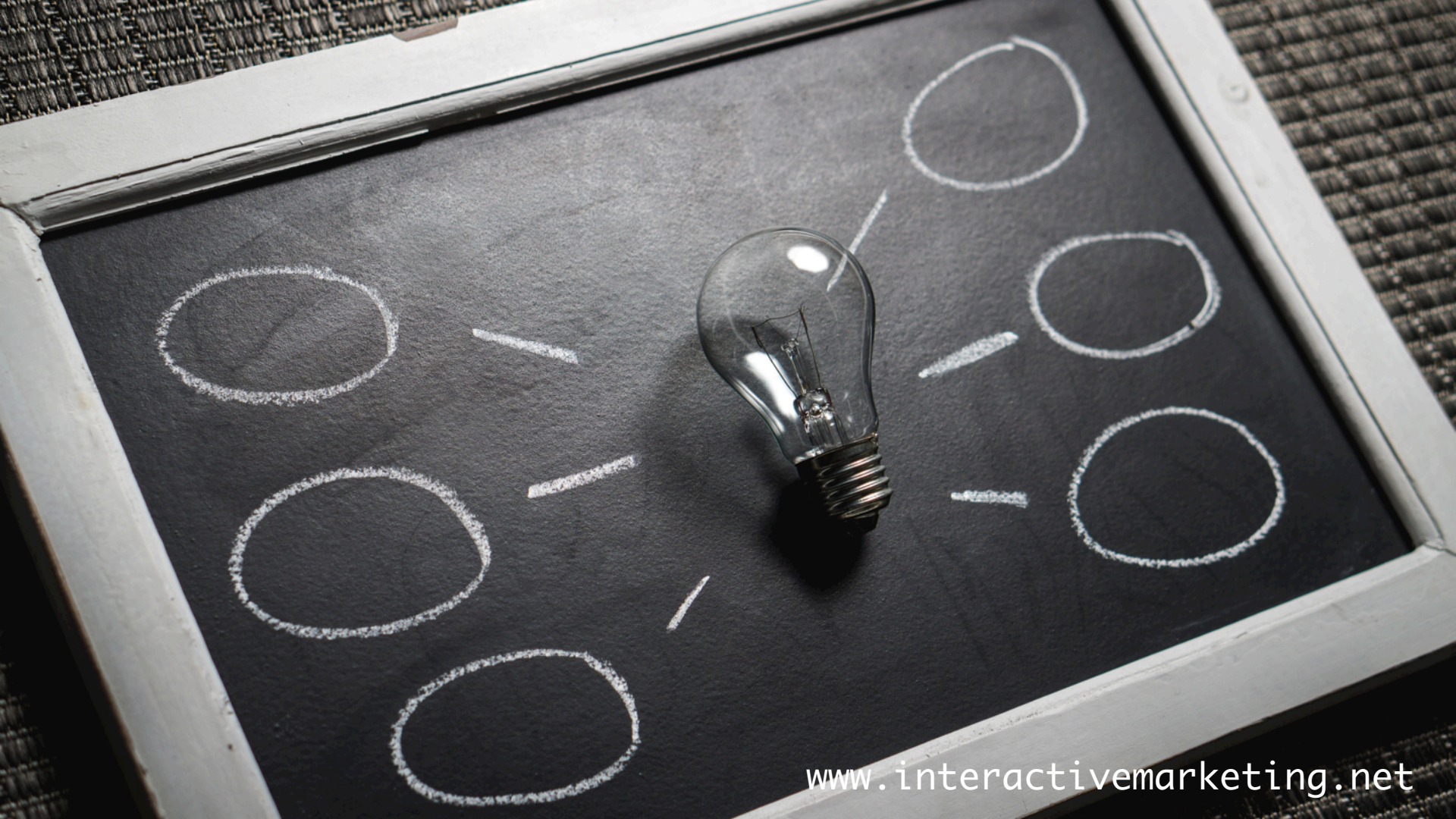
Why? Because we continue to bring them results.



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www.interactivemarketing.net







# Turning “Brick-and-Mortar” Into “Click-and-Mortar” Without Confusing Them...

*Step 1: A customer walks into your establishment and is offered free wifi.*



*Step 2: To log into your wifi, the customer has to provide her name and email*



*Step 3: You get to sit back and watch how quickly your contact list grows.*

- How could we help traditional businesses easily transition into digital marketing?
- What services could we provide that were a natural lead-in to all of our other online marketing services?
- How could I track results in a way that was easy to understand and increased my perceived value to my clients?



# Tired of using fishbowls or other archaic ways to gather info from customers?





**How to generate more leads**



# Grow Your WiFi



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## Here's how it works:

1. A customer walks into your establishment and is offered free wifi. (Most businesses already do this, so the first step is easy.)
2. Here is the twist – To log into your wifi, the customer has to provide his or her name and email address.
3. You get to sit back and watch how quickly your contact list grows.





## CUSTOM PORTAL

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# Customize your brand experience.

Delight your guests with free WiFi and do more than just check the amenity box.

## A premium in-house experience

Upload your logo, choose your color scheme and post specials, promotions and messages to make your login portal yours.

## Instant engagement

Include special offers, reviews and social media on your login portal to drive engagement while your guest is in your establishment!



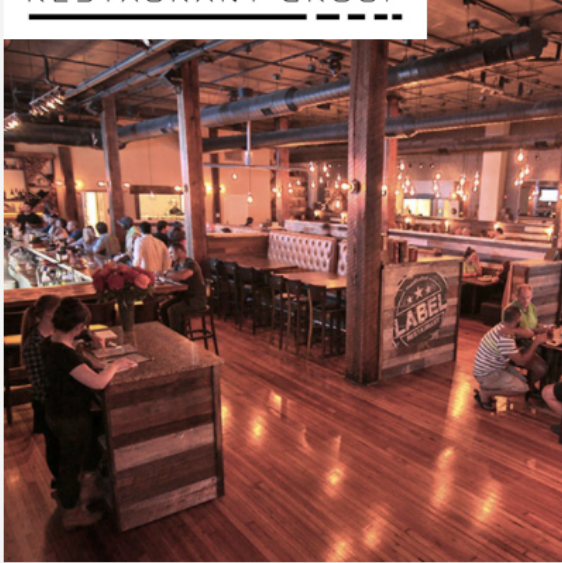


## What could I do with these leads...

- **Fill slow periods:** Whether it's a slow time of day, week or year, set up a campaign to automatically send offers for those times.
- **Promote secondary revenue streams:** If your client is a restaurant that offers catering or a salon that does parties, communicate that with email campaigns.
- **Promote seasonal events:** Set up campaigns that launch to coincide with special events or seasons to stay top-of-mind during the holidays or other peak times.







LABEL



620 STATE



STIRFRY CAFE

## Contacts Collected



14777

contacts collected all time



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*Step 1: A customer walks into your establishment and is offered free wifi.*



*Step 2: To log into your wifi, the customer has to provide her name and email*



*Step 3: You get to sit back and watch how quickly your contact list grows.*



Thanks so much for visiting Label Restaurant.

We appreciate your business and hope your visit was a great one. We are always striving to improve and provide the best dining experience in the Tri-Cities, and would love your help...

*How did we do?*



[Click to rate your experience with Label Restaurant: Handcrafted Food & Spirits Johnson City, TN](#)

Make Reservation





*Step 1: A customer walks into your establishment and is offered free wifi.*



*Step 2: To log into your wifi, the customer has to provide her name and email*



*Step 3: You get to sit back and watch how quickly your contact list grows.*

## We turned these leads into metrics our clients valued

- We have over 52,000 check-ins across our 4 restaurants
- A total of over 25,000 likes
- Generated 3,281 reviews across Facebook, Google and Trip Advisor
- Grew our mailing list by 400% in one year



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GIVE THE GIFT OF  
*good taste*

**PURCHASE GIFT CARDS**



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*Step 1: A customer walks into your establishment and is offered free wifi.*



*Step 2: To log into your wifi, the customer has to provide her name and email*



*Step 3: You get to sit back and watch how quickly your contact list grows.*

## Creating a new line of revenue

- We have over 15,000 email addresses
- We average an 18% open rate for our emails campaigns
- Last Christmas we increased gift card purchases by 4x



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## More ideas...

- Retargeting campaigns
- Loyalty programs
- The “Bourbon club”
- “Best of” contests
- Uber Eats promotions



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# Poll

# Questions?



# Continue The Conversation

With SharpSpring:



**Koertni Adams**

Partner Enablement Manager

[koertni.adams@sharpspring.com](mailto:koertni.adams@sharpspring.com)

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Chief Strategy Officer

[rafael@interactivemarketing.net](mailto:rafael@interactivemarketing.net)



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