



Powerful. Affordable.
Marketing Automation.

Digital Marketing Made Easy



Roger Janik
CEO
Fair Marketing



Ricky Westbrook
VP of Email Automation
Fair Marketing



Koertni Adams
Partner Enablement Manager
SharpSpring

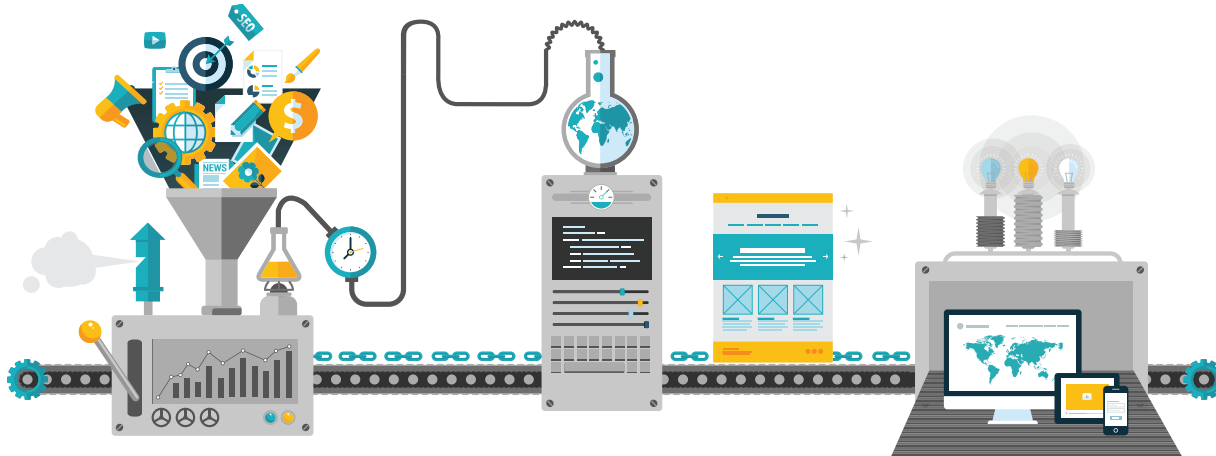
Greetings

Who's In The Audience

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

Why Are We Here?

- Learn how to optimize your digital strategy with SEO and marketing automation
- Hear tips and real-world examples



#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:

Save Time With Scheduled Reports

Friday, September 22

Future Partner Presenters:

Email Koertni Adams

koertni.adams@sharpspring.com



Introductions



Roger Janik

CEO | Fair Marketing & Rank Hacker

Roger Janik is an Internet entrepreneur, investor and philanthropist. He is the founder and CEO of Fair Marketing, a privately held digital marketing company headquartered in Houston, Texas. He is also the founder and CEO of Rank Hacker, a SEO automation software released in 2017. In addition, Janik is a managing partner at Fountains.com and Beefjerky.com.



Ricky Westbrook

VP of Email Automation | Fair Marketing

Ricky Westbrook is a native Texan originally from College Station, located about 90 minutes from Houston. His background is in internet marketing, and he began his trajectory with Fair Marketing in 2011 as a PPC account representative. A year later, he was promoted to strategist before assuming the position of PPC director in 2013. In addition to that title, Ricky has also been serving a dual role as the agency's marketing automation director since 2015.



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.



#SharpTweet live with us

DIGITAL MARKETING MADE EASY!



It doesn't have to be rocket science...

DISCOVER AUTOMATED SEO STRATEGIES THAT WORK!

WHO IS FAIR MARKETING?

Fair Marketing is a full service digital marketing agency specializing in growing online revenue channels for mid to enterprise organizations. Fair Marketing also develops proprietary & innovative SEO software in-house to disrupt the SEO industry.

A FEW OF OUR ACCOMPLISHMENTS...





***THE PROBLEM
WITH SEO!***

THE PROBLEM WITH SEO

- #1** What keyword phrases have the most value (ROI)?
- #2** How do you build the right SEO campaign for each phrase to rank?
- #3** What should your budget be?

THE SOLUTION

We will now show you how to **find keyword phrases that will yield the highest ROI** and tell you exactly how much content marketing you will need to produce to match or beat your competition.

***HOW TO FIND
KEYWORD
PHRASES THAT
WILL PRODUCE
HIGH ROI!***



RANKHACKER
THE CONTENT INTELLIGENCE AGENCY



WHEN YOU SEE
PROJECTED
KEYWORD ROI

STEP 1: FIND ORGANIC KEYWORDS WITH HIGH R.O.I.



RANKHACKER
THE CONTENT INTELLIGENCE AGENCY

TOOLS



BEEFJERKY M1

WWW.BEEFJERKY.COM



LOCATION: UNITED STATES

PROJECTIONS FOR: GOOGLE, YAHOO/BING



8 active



KEYWORD PHRASES

160,966

MO. SEARCH VOLUME

48,513

MONTHLY VISITORS
PROJECTED

970

MONTHLY CUSTOMERS
PROJECTED

\$19,400

MONTHLY SALES
PROJECTED

\$0

CONTENT COST & GOAL

0

\$19,400

/mo

KEYWORD NET WORTH™

<input checked="" type="checkbox"/>	▶ beef jerky	62,016	20,895	418	\$8,360	- \$0	-12 pcs	✓	= \$8,360	
<input checked="" type="checkbox"/>	▶ beef jerky recipe	41,497	12,125	243	\$4,860	- \$0	3 pcs	🛒	= \$4,860	
<input checked="" type="checkbox"/>	▶ jerky	18,528	4,464	89	\$1,780	- \$0	6 pcs	🛒	= \$1,780	
<input checked="" type="checkbox"/>	▶ jack links	15,159	4,726	95	\$1,900	- \$0	1 pcs	🛒	= \$1,900	
<input checked="" type="checkbox"/>	▶ jerky recipes	15,159	4,067	81	\$1,620	- \$0	2 pcs	🛒	= \$1,620	
<input checked="" type="checkbox"/>	▶ bulk beef jerky	5,513	1,265	25	\$500	-	REVEAL		= \$500	
<input checked="" type="checkbox"/>	▶ jack links sasquatch	1,991	672	13	\$260	-	REVEAL		= \$260	
<input checked="" type="checkbox"/>	▶ beef jerky seasoning	1,103	299	6	\$120	-	REVEAL		= \$120	



STEP 2: CONTENT MARKETING AUTOMATION



▼ beef jerky recipe 41,497 12,125 243 \$4,860 -\$0 3 pcs 🛒 = \$4,860 🗑️

SELECT BELOW TO MODIFY YOUR KEYWORD NETWORK AND CONTENT GOAL

	Rank	URL	DA	CTR	Total Backlinks	Monthly Content
<input checked="" type="checkbox"/>	1	http://www.foodnetwork.com/recipes/alt-on-brown-beef-jerky-re...	72	66%	2,909,356	0
<input checked="" type="checkbox"/>	2	http://allrecipes.com/recipe/241555/home-made-beef-jerky/	70	13%	7,836,761	1
<input checked="" type="checkbox"/>	3	https://www.jerkyholic.com/beef-jerky-recipes/	39	9%	442	6
<input type="checkbox"/>	4	http://www.foodnetwork.com/recipes/alt-on-brown-beef-jerky-re...	72	7%	2,909,356	0
<input type="checkbox"/>	5	http://jesspryles.com/how-to-make-beef-jerky/	49	5%	485	0
<input type="checkbox"/>	6	http://www.food.com/recipe/homemade-beef-jerky-42272	68	4%	13,588,797	0
<input type="checkbox"/>	7	http://www.mensjournal.com/expert-advice/10-great-beef-jerky...	66	4%	124,578	0
<input type="checkbox"/>	8	http://thecozycook.com/homemade-beef-jerky/	47	3%	9,668	0
<input type="checkbox"/>	9	https://www.gimmesomeoven.com/beef-jerky/	63	3%	63,932	0
<input type="checkbox"/>	10	http://www.traegergrills.com/recipes/beef-peppered-beef-jerk...	58	3%	35,312	1
THEM	2	SELECTED COMPETITORS		29%	3,582,186	3 avg
YOU	0	www.beefjerky.com		0%	968	0 ⓘ



3 pcs **monthly content goal**

DO THIS FIRST

Select competitors with high rankings and high CTR (click through rate)

NEXT DO THIS *REVEAL*

Reveal the monthly content strategies of your selected competitors

REVIEW AND TAKE ACTION 🛒

View your monthly content goal – this is how much content you will need to create and publish each month to match your competition.

WHAT'S A GOOD MONTHLY KEYWORD NETWORK / ROI?
 Start by defining your monthly sales goal using our [calculator](#).

TIP The competitors you select will greatly affect your monthly content goal, budget and keyword network.

YOUR MONTHLY CONTENT GOAL +3

The background is a vibrant yellow with a pattern of small, dark yellow dots. Scattered across the left side are several stylized space icons: two planets with rings, two rockets, and numerous five-pointed stars of varying sizes.

WAIT A SECOND...

How will I know how much
to budget for SEO?

STEP 3: CALCULATE CONTENT COSTS

www.beefjerky.com [CLEAR CART](#)

BEEF JERKY RECIPE **MONTHLY CONTENT GOAL 3**

	WHITE GLOVE	ASSIGN MONTHLY CONTENT TYPE	WRITING DIRECTION/INSTRUCTION	COST	
1	<input type="checkbox"/>	INFOGRAPHIC	<input type="text"/>	@ \$300	
2	<input type="checkbox"/>	CASE STUDY	<input type="text"/>	@ \$400	
3	<input type="checkbox"/>	PRESS RELEASE	<input type="text"/>	@ \$120	

+

MONTHLY CONTENT: 3 PCS**\$820.00**

ADVANCED ON-SITE OPTIMIZATIONS



WHAT ARE BUYER INTENT PAGES?

A Buyer Intent Pages or “BIP” is a landing Page with true SEO buyer intent that drives conversions.

 Conversion Points

 Testimonials

 Maps

 FAQ's

 Reviews

 Mobile Responsive

 Schema.org

 Great UI/UX

 Social Media

 Download Speed



ADDITIONAL ON-SITE OPTIMIZATIONS

- Titles, Metas & Header Tags
- HTTPS & How Google Sees It
- XML Sitemap Creation & Optimization
- Google Analytics & Google Search Console
- Mobile Responsive – Phone & Tablets
- Download Speed & How Important It Is
- Writing Unique Content (Blog & Evergreen)

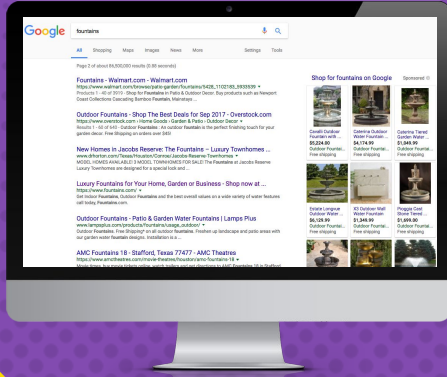


CONVERSION ACCELERATION

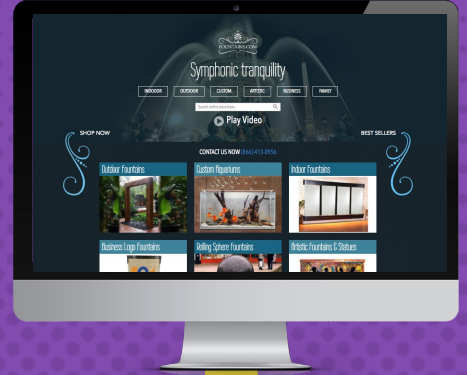
Using Marketing Automation to help
increase conversion rates

SEO CONVERSION ACCELERATION

**#1 CLIENT
FINDS YOU
VIA ORGANIC
SEARCH**



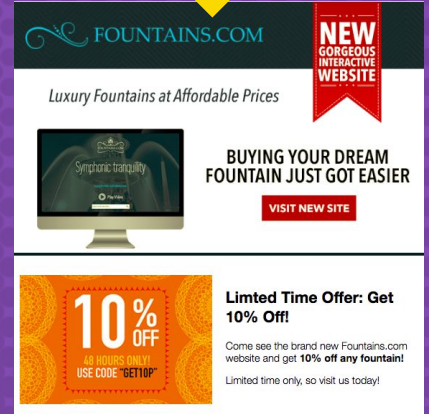
**#2 CLIENT
VISITS YOUR
SITE AND INFO
IS CAPTURED**



**#4 CLIENT
RETURNS TO
YOUR SITE TO
CONVERT**



**#3 CLIENT GETS
TARGETED EMAIL
CAMPAIGN &
REMARKETING
BANNERS**



CONNECTING SEO WITH MARKETING AUTOMATION

- Driving Traffic via SEO
- Capturing Anonymous Info
- Capturing Form Info
- Cart Abandonment
- Tracking Email ROI back to SEO Campaign
- Determine Actual Sales Revenue by SEO Campaign



Poll

Questions?



Continue The Conversation

With SharpSpring:



Koertni Adams

Partner Enablement Manager

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With Fair Marketing:



Roger Janik & Ricky Westbrook

Founder & VP of Email Automation

roger@fairmarketing.com

ricky@fairmarketing.com



#SharpTweet live with us

