



Powerful. Affordable.
Marketing Automation.

Agency Insights for Building Your 2018 Marketing Plan



Todd Lebo

CMO
Ascend2



Koertni Adams

Partner Enablement Manager
SharpSpring

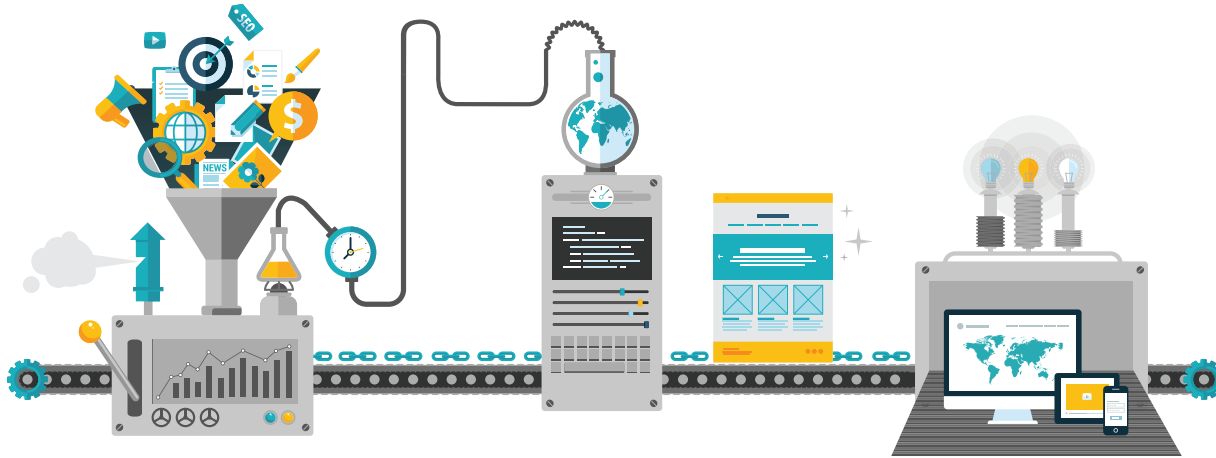
Greetings

Who's In The Audience

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

We're here to discuss:

- The most important strategic objectives for 2018
- Marketing budget trends
- Effective tactics that deliver real 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 Webinar

Top 6 Digital Marketing Trends for 2018

Tuesday, February 6

Future Partner Presenters

Email Koertni Adams

koertni.adams@sharpspring.com



Introductions



Todd Lebo

Chief Marketing Officer | Ascend2

Todd is passionate with discovering what really works in marketing and helping marketers apply those findings to their marketing programs. At Ascend2, Todd helped develop a research-based marketing methodology that is used by marketing technology firms and agencies to generate demand and supplement content. Prior to joining Ascend2, Todd led the MarketingSherpa marketing, content, research and business development teams.



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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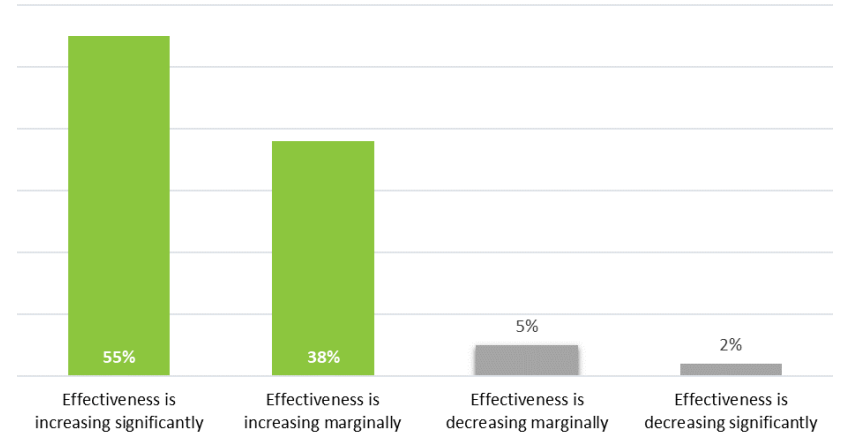
Planning 2018



#SharpTweet live with us

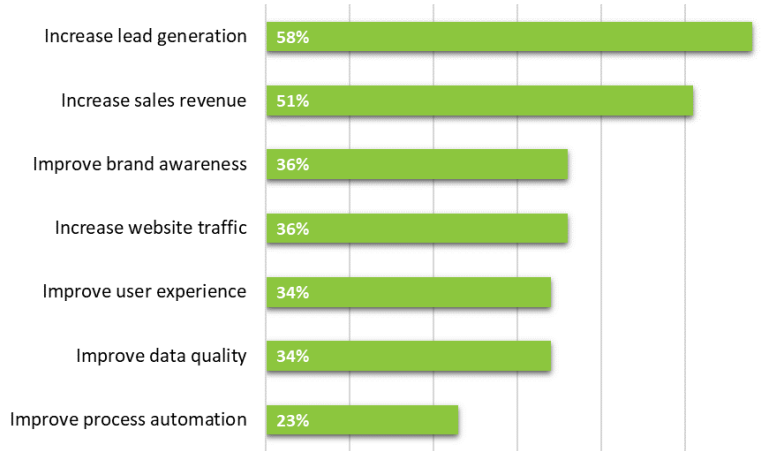


To what extent is the effectiveness of digital marketing tactics CHANGING?



Positive Trends for 2018

What are the most important OBJECTIVES for a digital marketing plan to achieve?



Start with Strategic Objectives

SharpSpring Analytics Content Pages Automation Contacts Sal SharpS... New

All Sites

- Garth Algar - Garth's... 4 minutes ago Current Customer 1
- Alan Levine Associa... 5 minutes ago 3
- Brogan & Partners 6 minutes ago
- NewConnect LLC 6 minutes ago
- Static Business - Cin... 6 minutes ago
- Will Schmahl - NY... 7 minutes ago Google Search 176
- AfriNIC Ltd 7 minutes ago
- Private Customer 8 minutes ago
- Private Customer 9 minutes ago

Anonymous - Garth's Guitar Shop

- garth@garthguitarshop.com
- garthguitarshop.com
- Minneapolis, Minnisota
- 100 - 250 employees
- \$25 million - \$50 million Revenue
- Current Customer

Anonymous - Garth's Guitar Shop

- garth@garthguitarshop.com
- garthguitarshop.com
- Minneapolis, Minnisota
- 100 - 250 employees

243 Total Pages

14 Visits 1 Important Page

Visitor ID

"SharpSpring has provided us with the tools to attract, capture and convert more leads through our website."



Mike Jennings, MoreSALES

SharpSpring Analytics Content Pages Automation Contacts Sales

Sales Pipeline Aug 1, 2017 - Aug 31, 2017 All Owners

NEED ANALYSIS RESCHEDULE ATTENDED

Acctcelerate Opportunity
Acctcelerate
5% - 08/31/2017
Karen Watts
NO FOLLOWUP \$4,800

Callidascope Opp
Callidascope
5% - 08/31/2017
Barrie Bramley and Catr Dixon
TODAY TASK \$7,500

ClickSpring Opportunity
Clickspring?
5% - 10/31/2017
Geoff Sakala
\$7,500

Client By Design Opportunity
Client By Design
5% - 07/31/2017
Richard Bailey
NO FOLLOWUP \$7,500

Computercraft Opportunity
Computercraft
5% - 08/31/2017
Peter Conradie
NO FOLLOWUP \$7,500

Concentric Opportunity
Concentric
5% - 08/31/2017
Steve Oakman and 2 Others

Bluetop Demo Opportunity
bluetop
30% - 08/31/2017
Glenn Dav
NO FOLLOWUP

BrainWar
BrainWar
30% - 08/31/2017
2 Contact
NO FOLLOWUP

DataPro
DataPro
30% - 05/31/2017
Nizan Ma
NO FOLLOWUP

Epic Mar
Epic Mark
30% - 06/30/2017
Michael C
NO FOLLOWUP

Hansen3
Hansen3e
30% - 03/31/2017
Hansen L
NO FOLLOWUP

Harper C
Harper D
30% - 02/28/2017
Giberto C
NO FOLLOWUP

1797 Cre
1797 Cre
5% - 08/31/2017


We are notifying you because Bryan Tobin triggered the task **Contact Us Form Submission**

To: Steve@company.com
Subject: Special deals for you, Steve

SharpSpring

Hey dru@sharpspring.com,

We are notifying you because Bryan Tobin triggered the task **Contact Us Form Submission** and was placed on the workflow **Send Notification to Dru.**



Bryan Tobin
Brett's Jets
bryan@sharpspring.com • (555) 555-5555

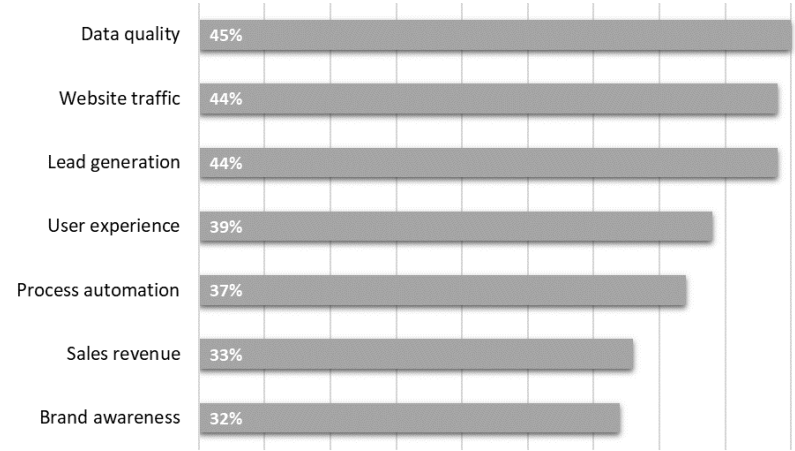
Lead Score: 444

Privacy Policy • General Terms of Service • Partner Terms

Lead Scoring + Nurturing



What are the most critical CHALLENGES to the success of a digital marketing plan?



Critical Challenges to Success

Data Quality

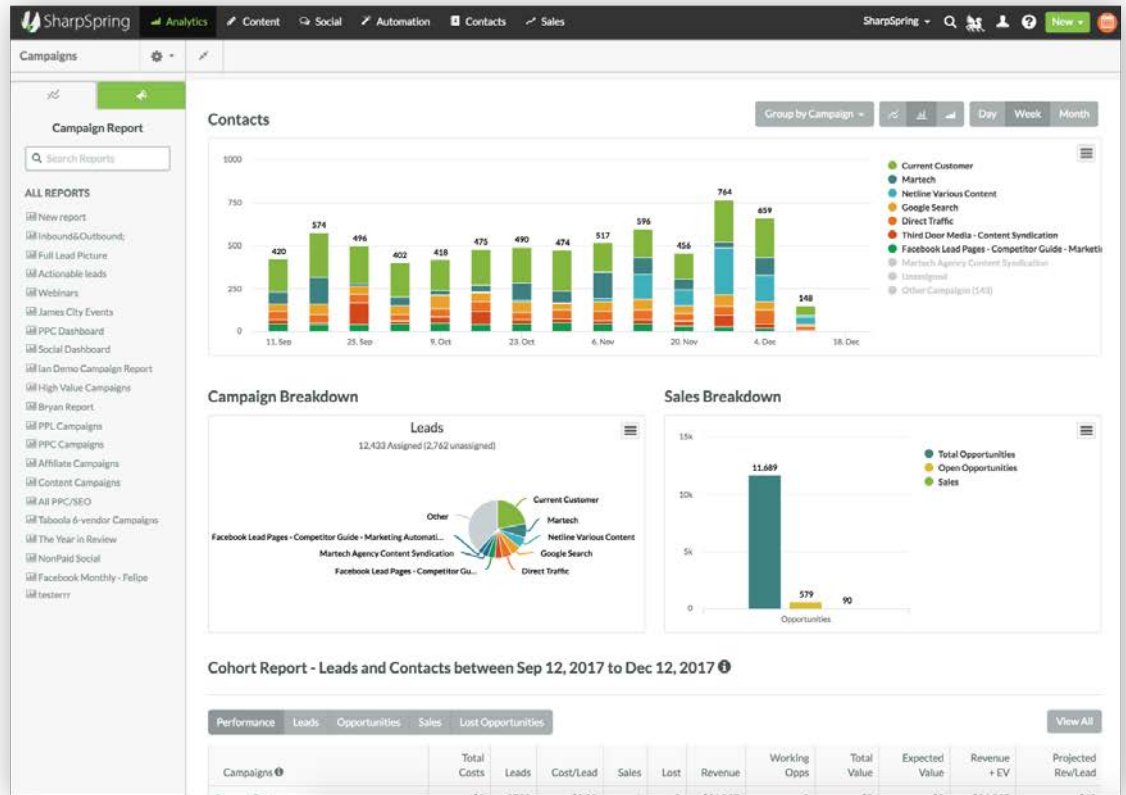
Campaign Tracking

Memberships 10

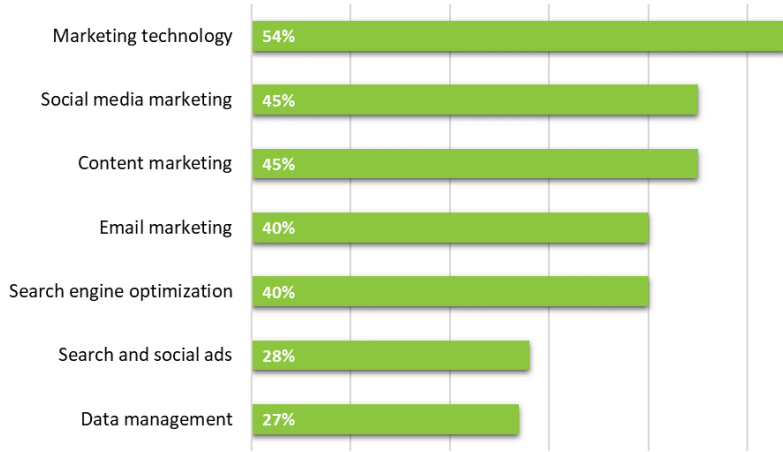
Email History 0

Engagement Score: 16 of 16

24 months remaining until unengaged.



What will be the most EFFECTIVE tactics used in a digital marketing plan in 2018?



Most Effective Tactics Used



Comparative analysis of tactical effectiveness versus difficulty.



Effectiveness Vs. Difficulty

MarTech



Social

- EMAIL SENDS
- BLOG ARTICLES
- SOCIAL POSTS
- FACEBOOK
- LINKEDIN
- TWITTER

The screenshot displays the SharpSpring social media calendar interface. The main view is a weekly grid from Sunday, April 22, 2012, to Saturday, April 28, 2012. The grid is organized by time slots, ranging from 12:00 AM to 4:00 PM. Various content types are scheduled, including Email Sends (green), Blog Articles (orange), Social Posts (blue), Facebook (dark blue), LinkedIn (teal), and Twitter (light blue). A detailed view of a social post is shown on the right, featuring a Facebook icon, a placeholder image of people working at a desk, and a text block: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex". The post is attributed to "SharpSpring" with the text "Campaign Title here".



#SharpTweet live with us

Poll

Questions?



Continue The Conversation

With SharpSpring:



Koertni Adams

Partner Enablement Manager

koertni.adams@sharpspring.com

With Ascend2:



Todd Lebo

Ascend2

todd@ascend2.com



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