



Powerful. Affordable.  
Marketing Automation.

# Top 6 Digital Marketing Trends for 2018



**Carlo van Tichelen**

Founder/Agency Principal  
Phobos & Actor



**Koertni Adams**

Partner Enablement Manager  
SharpSpring

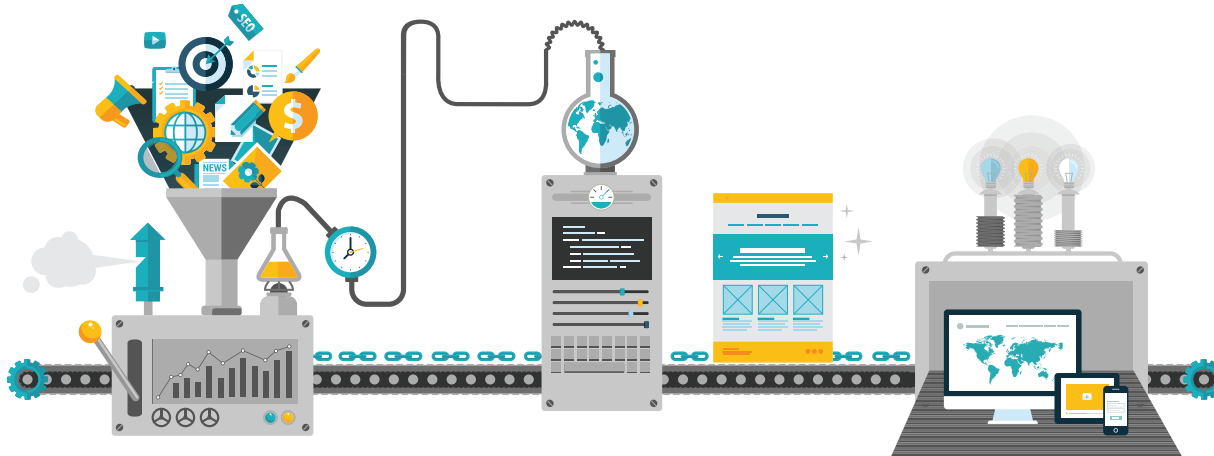
# Greetings

## Who's In The Audience

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

## Why Are We Here?

- Hear Phobos & Actor's top 6 digital marketing trends for the new year
- Discuss new strategies
- Learn from agency peers



#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

## Future Partner Presenters:

Email Koertni Adams at  
koertni.adams@sharpspring.com



### **Koertni Adams**

Partner Enablement Manager  
SharpSpring



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# Introductions



## Carlo van Tichelen

**FOUNDER / AGENCY PRINCIPAL | PHOBOS & ACTOR**

Carlo founded Phobos & Actor in 1990 to help clients across the B2B, B2C, and non-profit sectors with sales and communication strategies. Carlo believes the shortest way to profitable success is through creative communication and innovation. Phobos & Actor utilizes a helicopter perspective on strategy, marketing automation, and content creation to help clients grow their businesses.



## 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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**WEBINAR**

# 6 TOP TRENDS IN 2018

**AUTOMATE**  
your marketing process



**Carlo van Tichelen**  
founder & strategy



ACB  
new ways of heating & cooling

ASQ

Best Frit.

MED DESIGN MD

BORGINSOLE  
to Balance your body!

DWK  
KEUKENDEUREN/BAKKERIJINDUSTRIE

TRAVELCOOP  
EEN REIS OP UW MAAT

WCUP  
WATERCOOP

K.ERF

ADAMAS  
High Speed Diamond Solutions

ATIRES

DOBIT  
SOLUTIONS

VBS

GALERIE | KUNSTONLEEN  
DIJKSTRA



veilig wonen  
Sensec

Countryfeel  
a rural journey

Le Collier Jardin  
Gemeenschapstuin  
Luchbel

Herentals

ARIEL tv  
joostcare diensten



Bio Base NWE  
Innovation and training  
for the bioeconomy

GEPHYRA  
A BRIDGE TO YOUR BUSINESS

Best Western  
Plus

ALDHEN

WINGS

Sakura  
FOUNTAIN PEN GALLERY

VOSSEMEREN  
IMMOBILIEN

Provincie  
Antwerpen

Gauguin interior

drisag

designed to feel good at work



Green Valley  
Online Smart Cities

PRINTING  
supplies

Punto Blu  
carwash & selfcarwash

FAIRTRADE  
BELGIUM

feax  
architect voor uw vermenig

tv

Gezinsbond

Mechels  
natuurlijk

az turnhout

domein  
de putten

Jess  
.be

FRMS

Je Eigen Sociaal Secretariaat

DE  
REPERTOIRE

Paxo's

BW IMSIR

ACMP  
CGPM

interactief  
waterbeheer



DINNER  
EVENTS

Carre  
MODE

www.carre-mode.be

Peeters  
Govers

JCI

La Source  
Restaurant - Bistro - Feestzaal

Salar

GROUP  
RENOTEC

RENOTEC  
RENOVATING FOR THE FUTURE

resto  
frit

AMIVAL

Deca  
pac

PURE  
KEMPEN

provincie  
Limburg

CÜCCAS

GOLDIE

Helemaal  
Herentals

Roland

TEC7

MAGIC DICE

GROEP VAN EYCK  
variatie in verwenen

AZH

Hidrodoe  
Een wereld van water

MON  
VENTOUX  
ventourist - la cannibale

VR  
CATERING

outum

BOERENBOND  
trouw aan land- en tuinbouw

MARTENS  
GLAS DESIGN

CHARRELL  
HOME INTERIORS

HENDRICKX



Plantyn  
"t leren is mooi

E10  
HOEVE  
"Restaurant Feesten  
Seminaries"

azherentals

FAIRTRADE  
GEMEENTE

Plattelandse  
educatief  
Netwerk  
Kempen & Maasland

VO  
KA

HERMANS  
HEFTRUCKS

TECHNIGROUP

DAF

GROUP GHEYS

den  
Eyck



LEADER  
provincie Antwerpen

landelijke  
gilden

H. HARTZIEKENHUIS  
MOL

GALOCHE  
schoenen  
accessoires

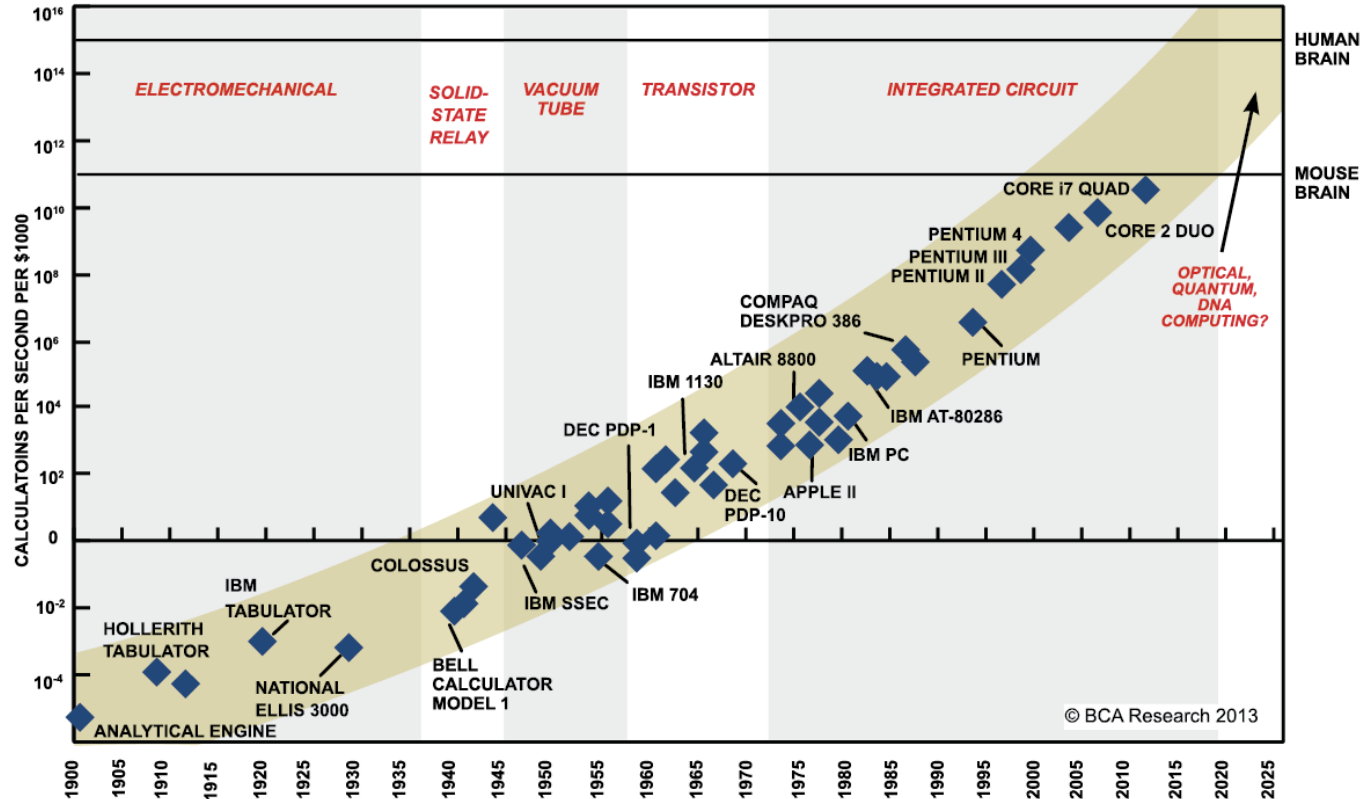
speedo

The background of the image features a man in a white shirt and dark trousers running up a set of orange stairs. He is seen from behind, moving towards a large, white, concentric circle target symbol on a warm, orange-hued background. The overall composition suggests a journey or progression towards a goal.

**Even faster, more digital  
and interactive...**

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# Moore's law is speeding up...

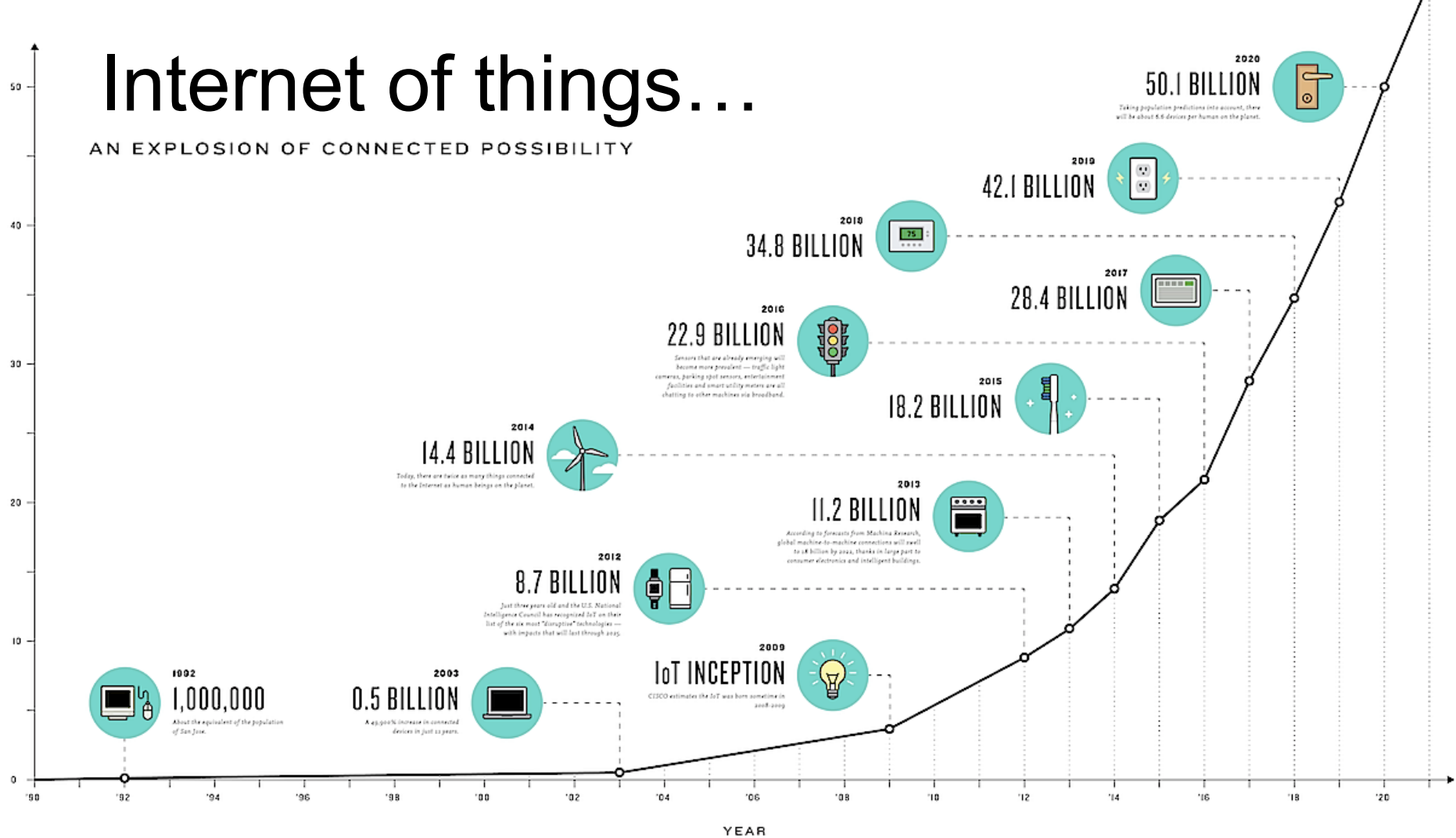


SOURCE: RAY KURZWEIL, "THE SINGULARITY IS NEAR: WHEN HUMANS TRANSCEND BIOLOGY", P.67, THE VIKING PRESS, 2006. DATAPOINTS BETWEEN 2000 AND 2012 REPRESENT BCA ESTIMATES.

# Internet of things...

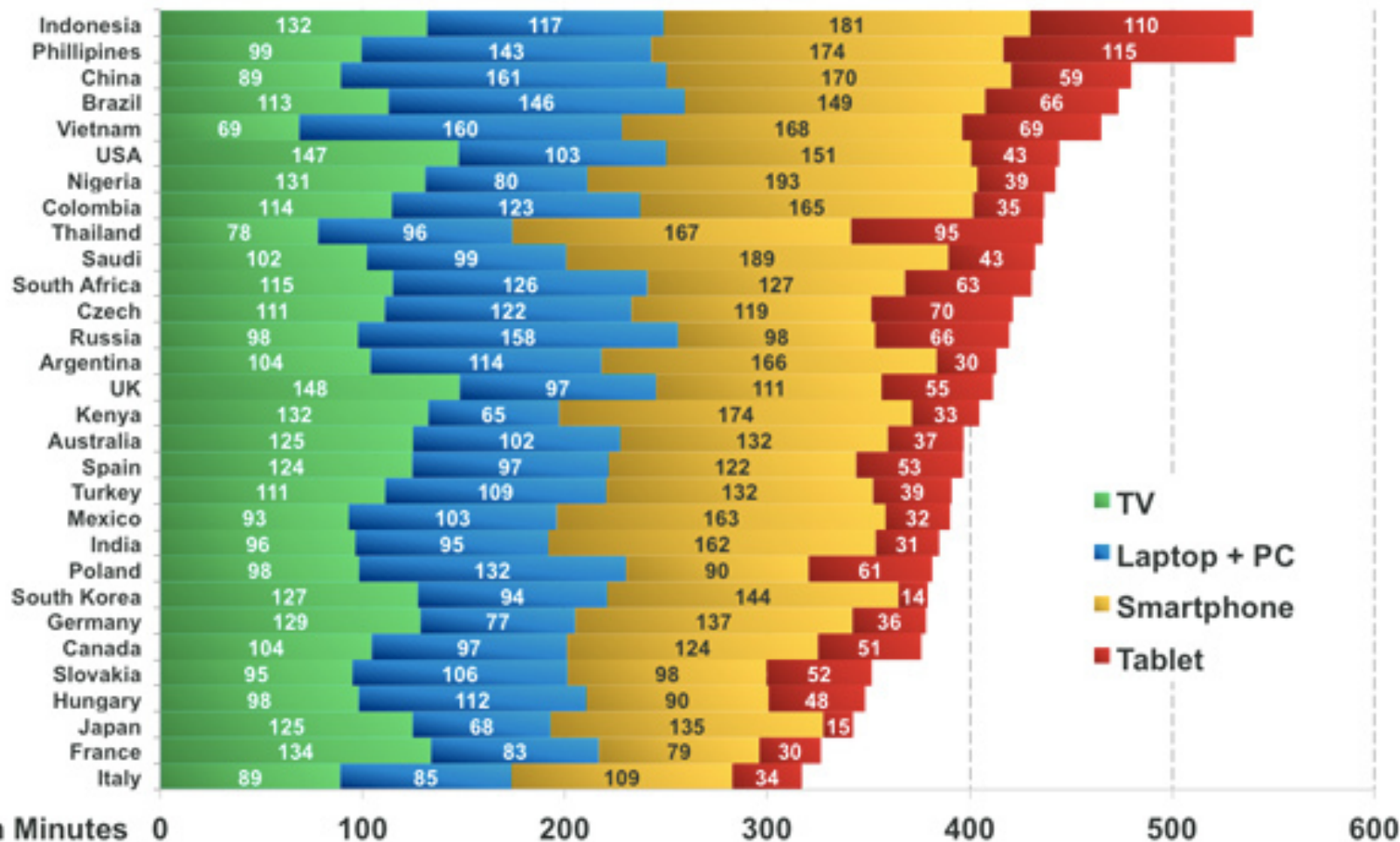
AN EXPLOSION OF CONNECTED POSSIBILITY

BILLIONS OF DEVICES

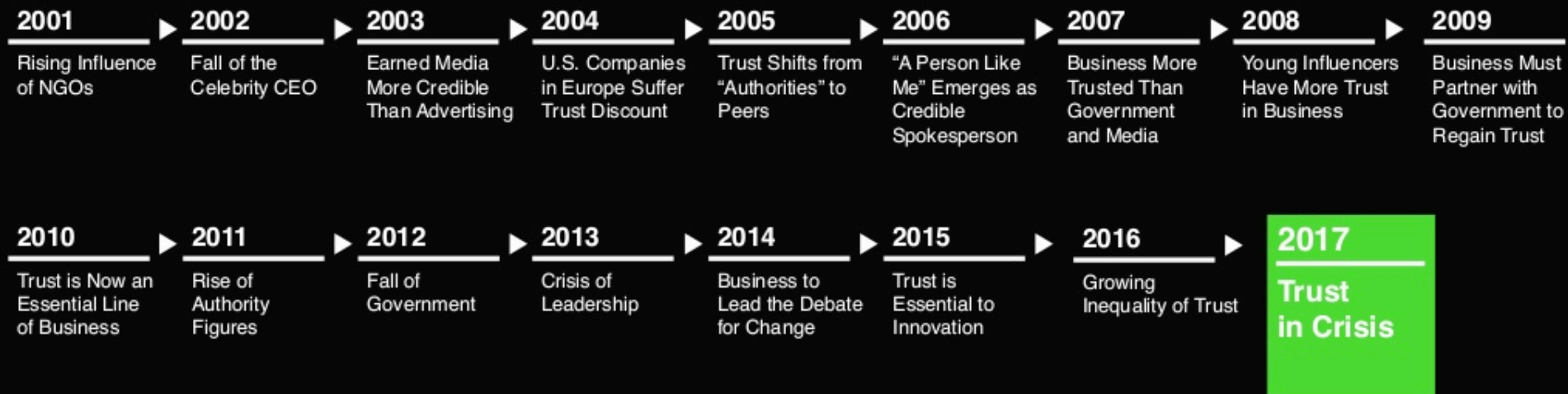




## Daily Distribution of Screen Minutes Across Countries (Mins)



# Trust in Retrospect

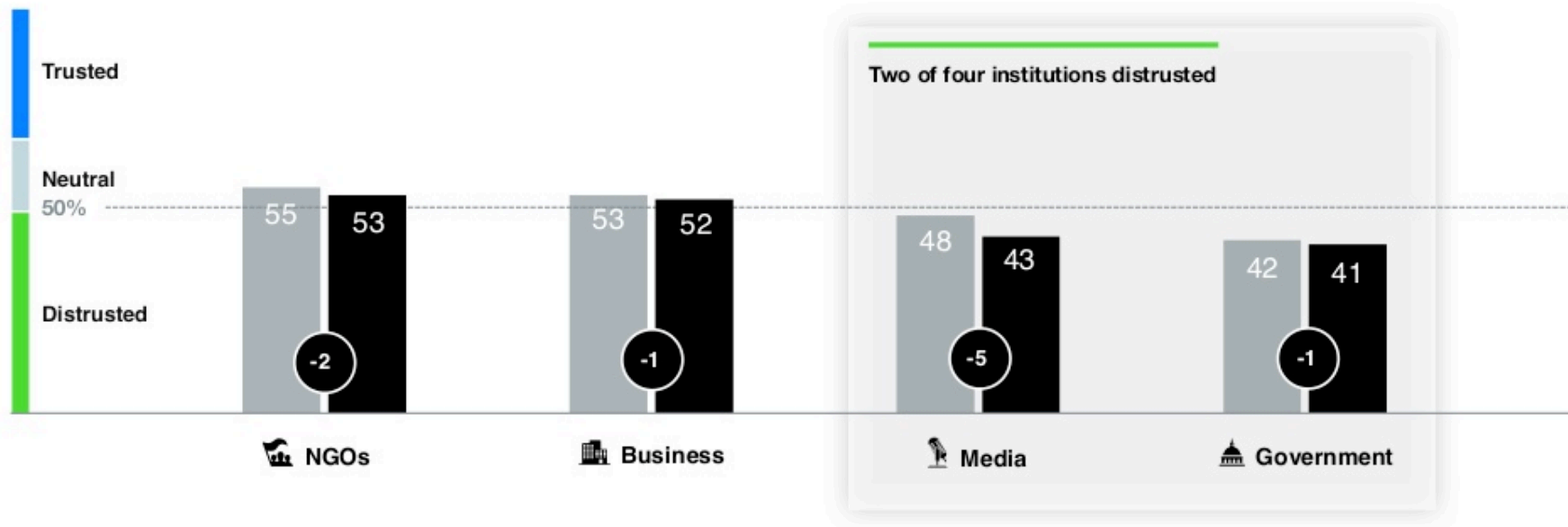




# Trust in All Four Institutions Declines

2016 2017

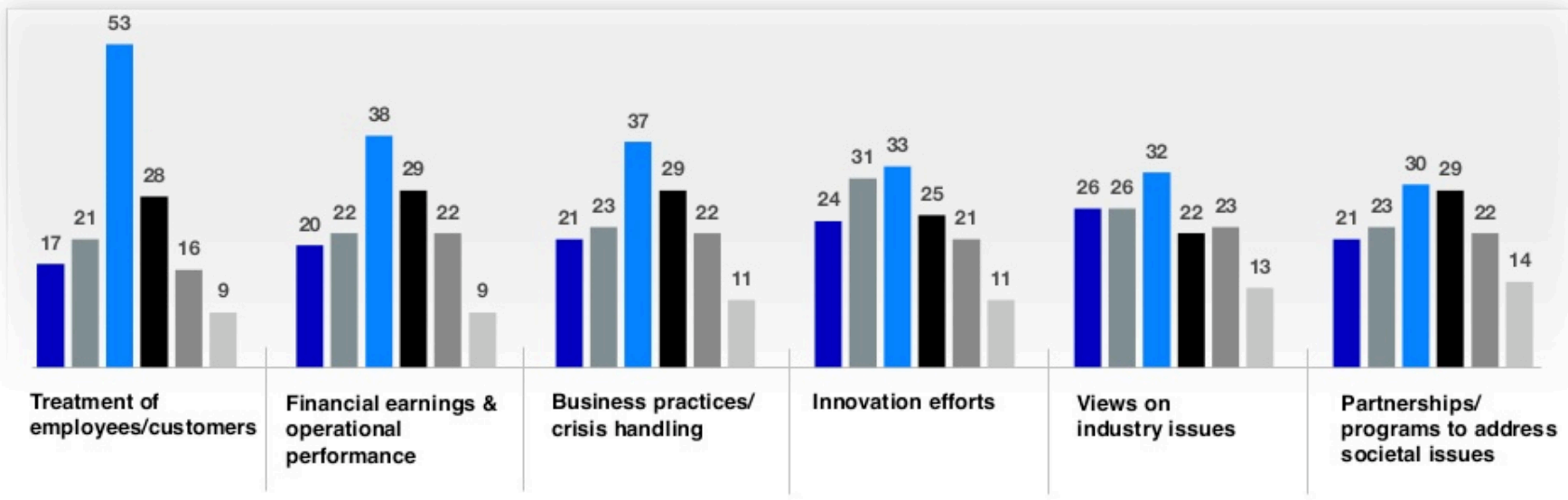
Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017



Source: 2017 Edelman Trust Barometer Q11-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

# Employees Most Credible

Most trusted spokesperson to communicate each topic

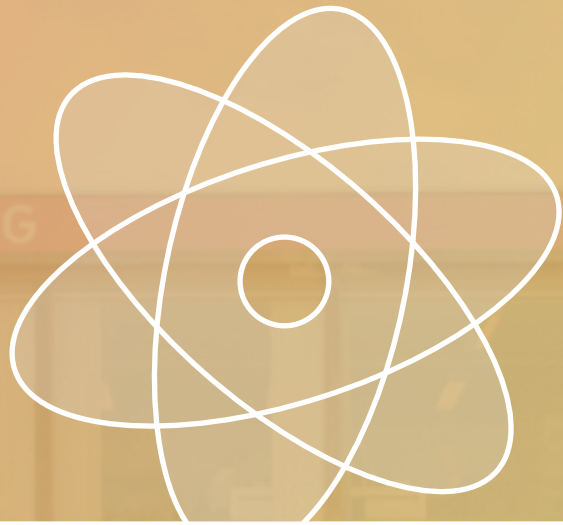


Source: 2017 Edelman Trust Barometer Q610. Who do you trust MOST to provide you with credible and honest information about a company's financial earnings and operational performance, and top leadership's accomplishments? Q611. A company's business practices, both positive and negative, and its handling of a crisis? Q612. A company's employee programs, benefits and working conditions, and how a company serves its customers and prioritizes customer needs ahead of company profits? Q613. A company's partnerships with NGOs and effort to address societal issues, including those to positively impact the local community? Q614. A company's innovation efforts and new product development?

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& actor

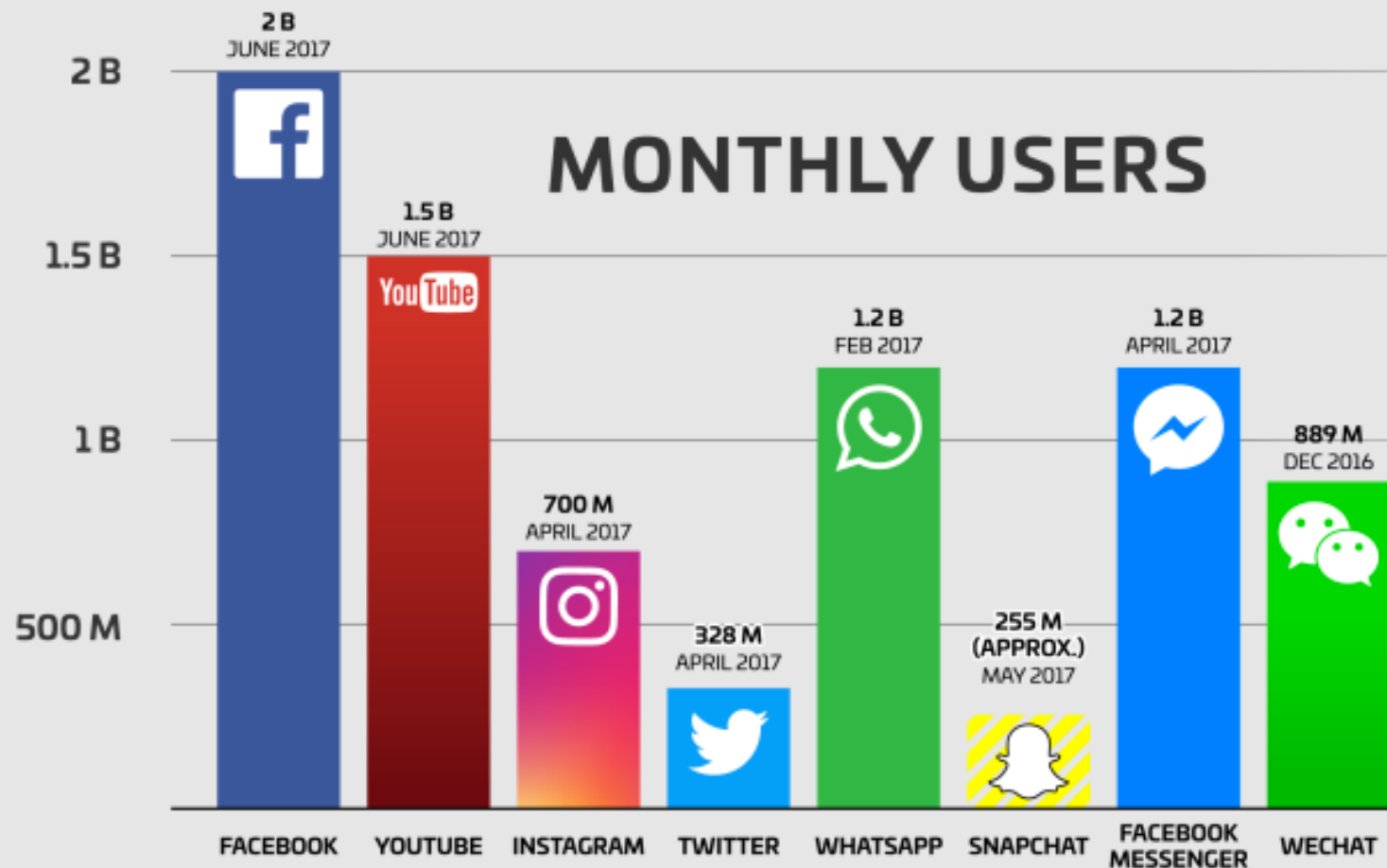
# H to H communication

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& actor

# MONTHLY USERS



[← Terug](#)

Rollen    CEO, zaakvoerder,  
bedrijfsleider

Aantal jaren ervaring    20

Education Level    Universiteit

## Persoonlijkheid

LEEFTIJD



BESLISSINGSBEVOEGDHEID



PERSOONLIJKHEID



GERICHTHEID



## Dirk

DIRECTEUR

## Functie

CEO van een B2B organisatie of verkoopsdirecteur

## Bio

Dirk is een succesvol zakenman en een gedreven leider. Zijn jarenlange ervaring, gecombineerd met een masterdiploma en een MBA, zorgen ervoor dat hij de geknipte persoon is om zijn organisatie te leiden.

## Angsten en Verlangens

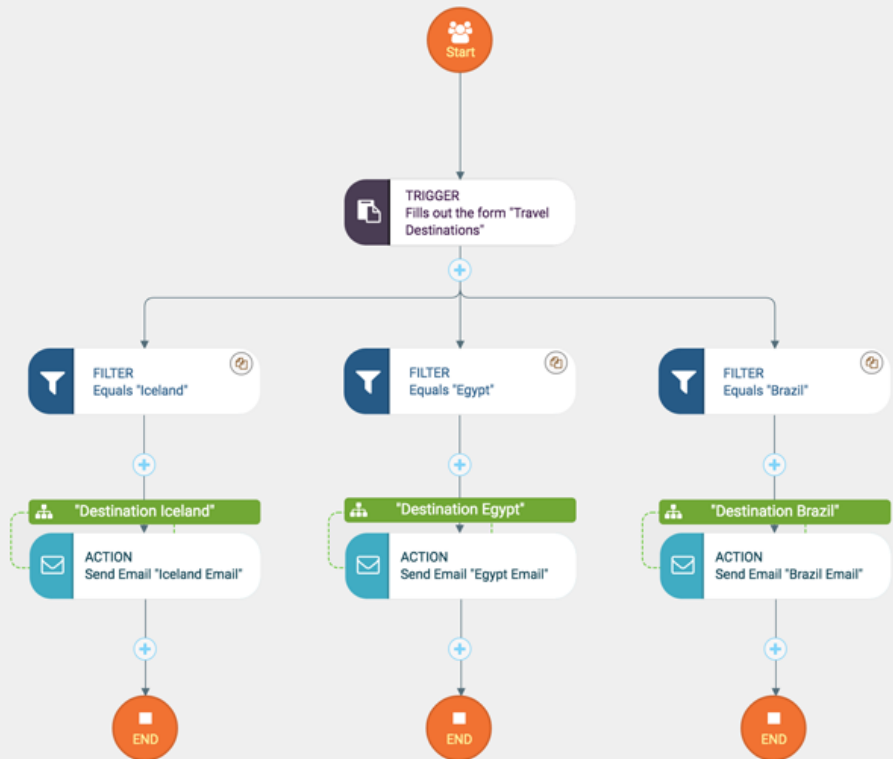
Dirk is zelfverzekerd en kan terugvallen op zijn jarenlange ervaring en expertise. Hij geeft niet altijd even graag de beslissingen uit handen. Door zijn drukke agenda ziet hij zich vaak genoodzaakt dit toch te doen. Hij houdt echter een overzicht van de activiteiten binnen zijn organisatie door middel van de ROI.

## Pijnpunten en frustratie

Dirk hecht veel belang aan de ROI van projecten. Als dit niet aantoonbaar is, zal hij het project zien als geldverspilling. Dirk heeft geen geduld of tijdsbesef, iets wat hij denkt zou hij reeds graag gerealiseerd zien...

## Hoe het product/diensten mij helpt

Marketing Automation kan de volledige sales pipeline in kaart brengen en maakt het ook gemakkelijker om meer kwalitatieve leads aan te trekken. Bovendien kan de ROI van diverse campagnes gemeten worden door middel van de traffic (naar de site) die deze genereert.



# From Chat**BOX** to Chat**BOT**





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# Forget clicks & likes it's all about contact data

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HOME

REPORTING

CUSTOMIZATION

ADMIN

## Audience Overview

Dec 21, 2016 - Jan 20, 2017

Email Export Add to Dashboard



All Users  
100.00% Sessions



+ Add Segment

Overview

Sessions

Sessions

50,000



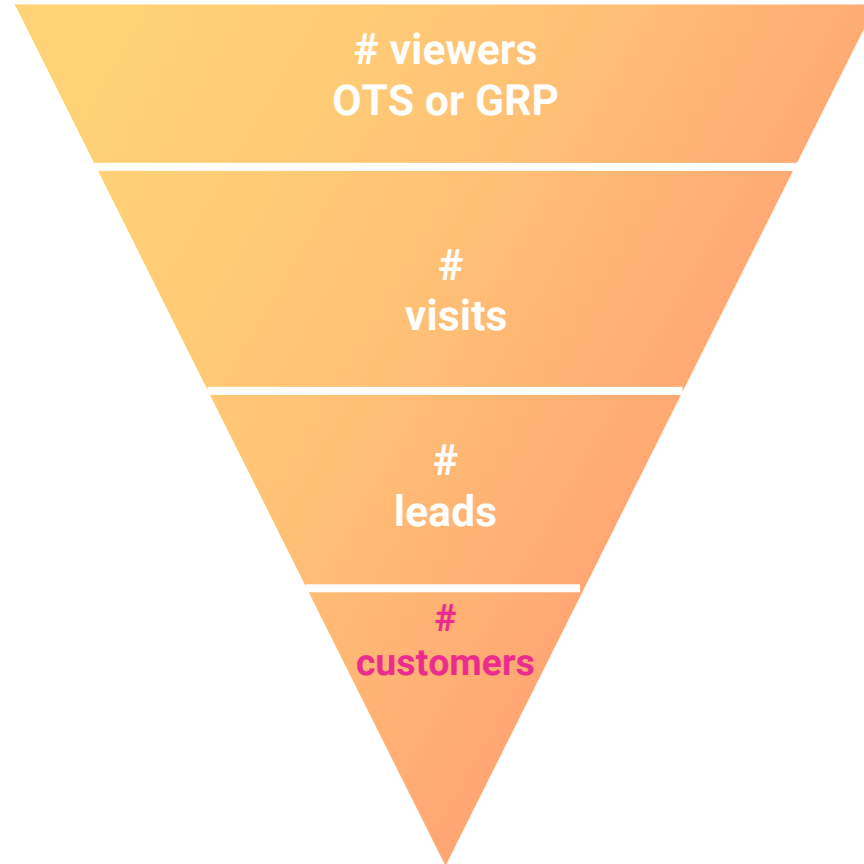
Month


CLICK  
FRAUD


New Visitor Returning Visitor





# the future is about reactions



 CONNECT WITH FACEBOOK

 CONNECT WITH TWITTER

 CONNECT WITH GOOGLE

 CONNECT WITH EMAIL

OR

CREATE NEW ACCOUNT:

NAME

EMAIL

PASSWORD

CREATE ACCOUNT



# LinkedIn ads



**Uitme Gids voor Marketing Automation**

Download deze inspirerende gids over innovatieve content ... meer weergeven

Deze gegevens worden verzonden naar Phobos & Actor Marketing en Communicatie en zijn onderhevig aan hun [privacybeleid](#).

E-mailadres  
anne.smith@example.com

Voornaam  
Anne

Achternaam  
Smith



**Phobos & Actor Marketing en Commu**  
Gesponsord

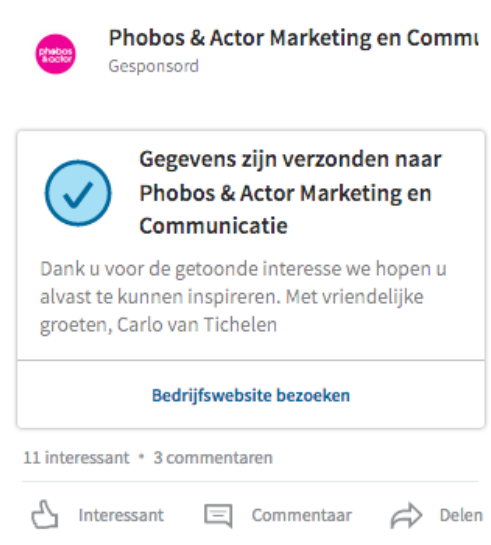
Met de 6 toptrends in 2018 brengen we een toepasbare kijk op hoe je reclame, marketing en sales efficiënt kan inzetten, met een maximale return on investment. Ontdek nu reeds hoe jij je communicatie kan klaarstomen voor 2018. Schrijf je snel in voor één van onze sessies!

**6 TOPTRENDS IN-2018**  
**AUTOMATISEER UW MARKETING PROCES**


**6 toptrends in 2018 - Automatiseer uw marketingproces**

[Inschrijven](#)

11 interessant • 3 commentaren






**Phobos & Actor Marketing en Commu**  
Gesponsord

 **Gegevens zijn verzonden naar Phobos & Actor Marketing en Communicatie**

Dank u voor de getoonde interesse we hopen u alvast te kunnen inspireren. Met vriendelijke groeten, Carlo van Tichelen

[Bedrijfswebsite bezoeken](#)

11 interessant • 3 commentaren

 Interessant  Commentaar  Delen



# facebook Ads



6 TOPTRENDS  
IN -2018

AUTOMATISEER  
UW MARKETINGPROCES

 Phobos en Actor


**6 TOPTRENDS in 2018**

Carlo van Tichelen, visionair en zaakvoerder van Phobos & Actor, loodst je door de innovatieve wereld van Marketing Automation.

Als creatieve denker combineert Carlo de passie voor toegepaste psychologie met een ondernemende geest om zo de juiste marketingstrategie neer te zetten.


Een inspirerende sessie met concrete voorbeelden.

[Nu registreren](#)



6 TOPTRENDS  
IN -2018

AUTOMATISEER  
UW MARKETINGPROCES

 Phobos en Actor

Registreer je door je informatie hieronder in te voeren.


Kies jouw sessie

[Selecteren +](#)

E-mailadres


Voornaam

[Terug](#) [Verzenden](#)



6 TOPTRENDS  
IN -2018

AUTOMATISEER  
UW MARKETINGPROCES

 Phobos en Actor

**Bedankt. Je kunt aan de slag!**

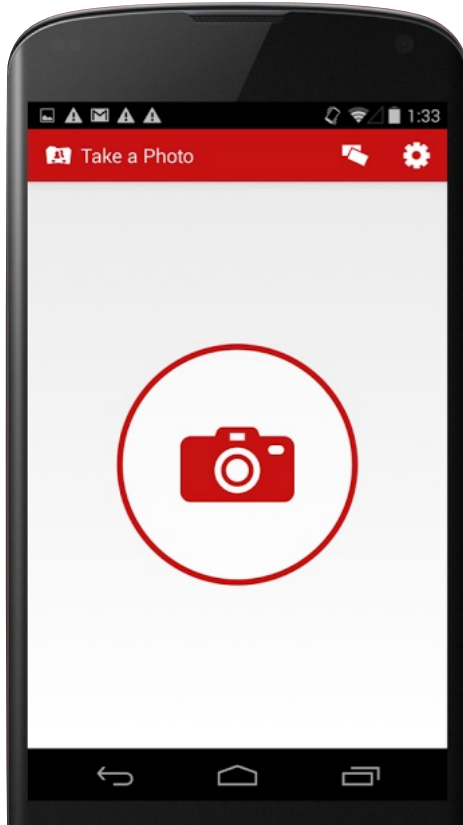
Je informatie is verzonden naar Phobos en Actor. Tik hieronder om Phobos en Actor te bezoeken.

[Website bekijken](#)

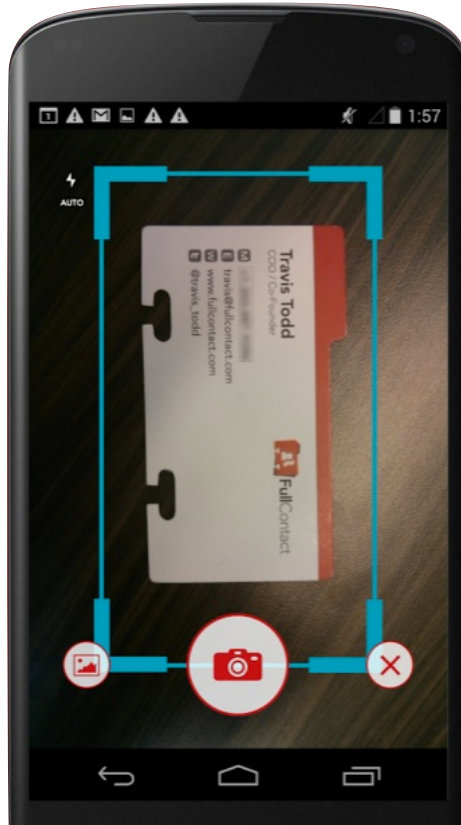


#SharpTweet live with us

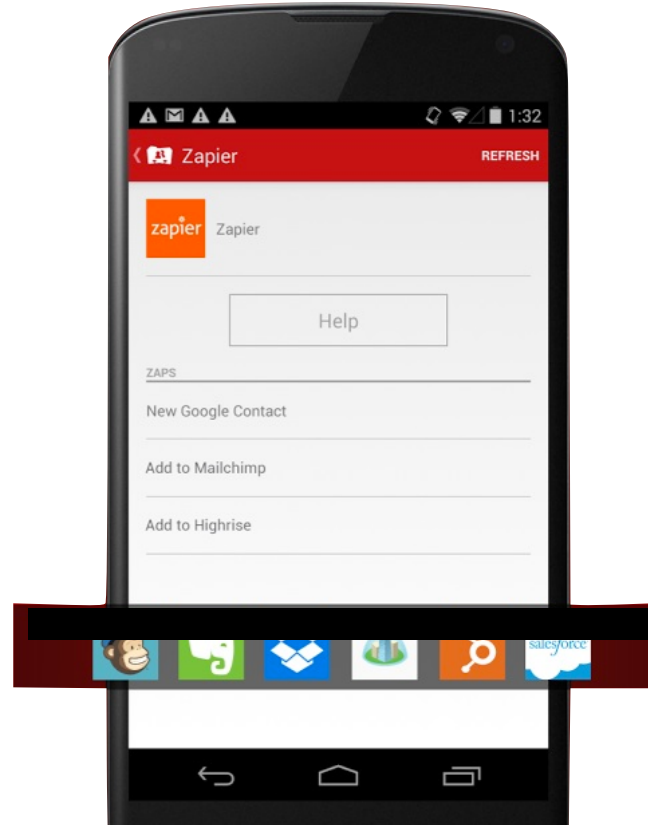
open app



scan



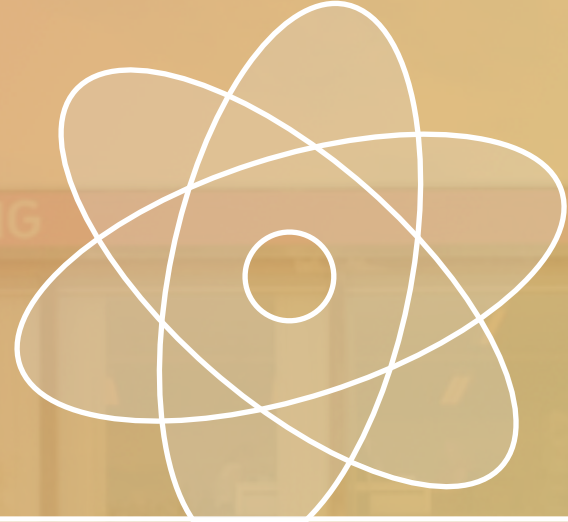
add to database



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# Safe data is Good data

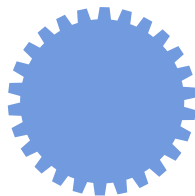
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# How to work !

in 3 steps



## 1. BE RELEVANT

spam = not wished for



#SharpTweet live with us



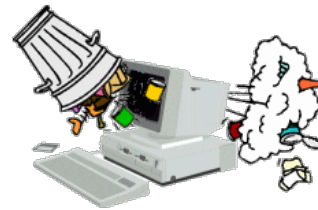
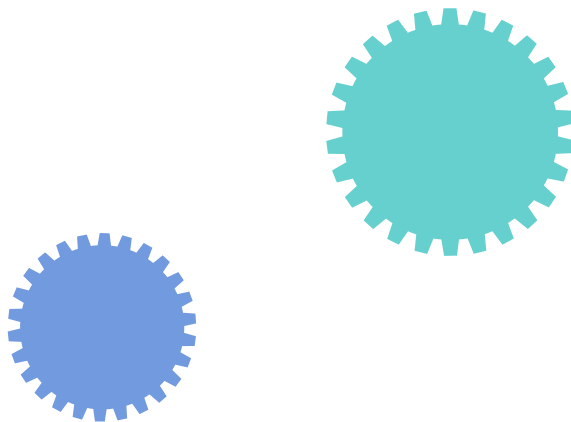
# How to work !

in 3 steps



## 1. BE RELEVANT

spam = not wished for



## 2. CLEAN your DATA



#SharpTweet live with us

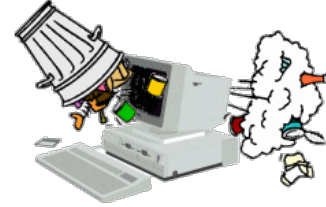
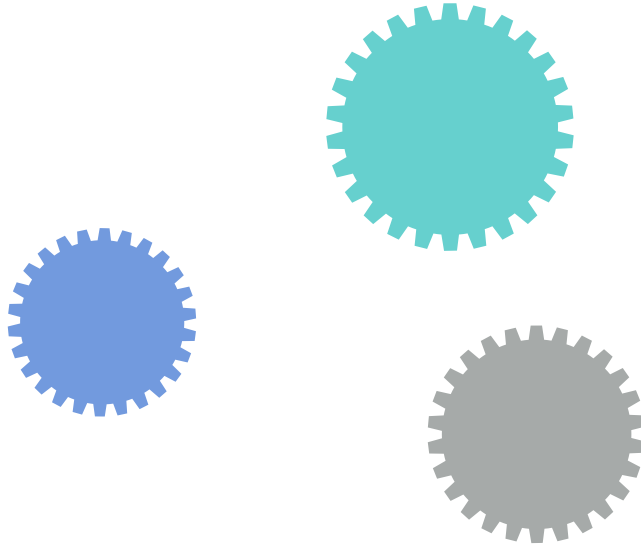
# How to work !

in 3 steps



## 1. BE RELEVANT

spam = not wished for



## 2. CLEAN your DATA



## 3. BE CUSTOMER CENTERED



#SharpTweet live with us

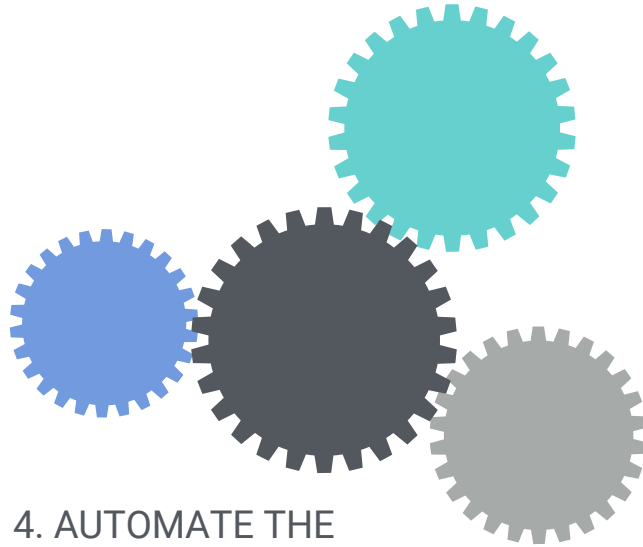
# How to work !

in 3 steps

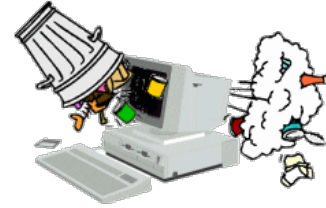


## 1. BE RELEVANT

spam = not wished for



## 4. AUTOMATE THE PROCESS



## 2. CLEAN your DATA



## 3. BE CUSTOMER CENTERED



# Marketing Automation one box fit's all

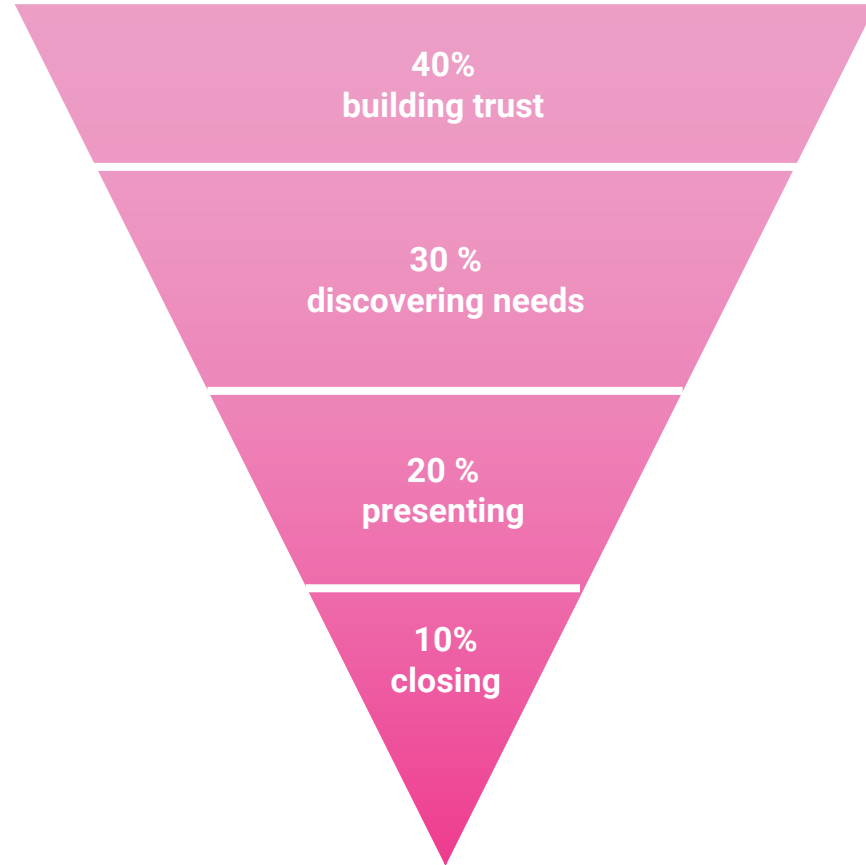
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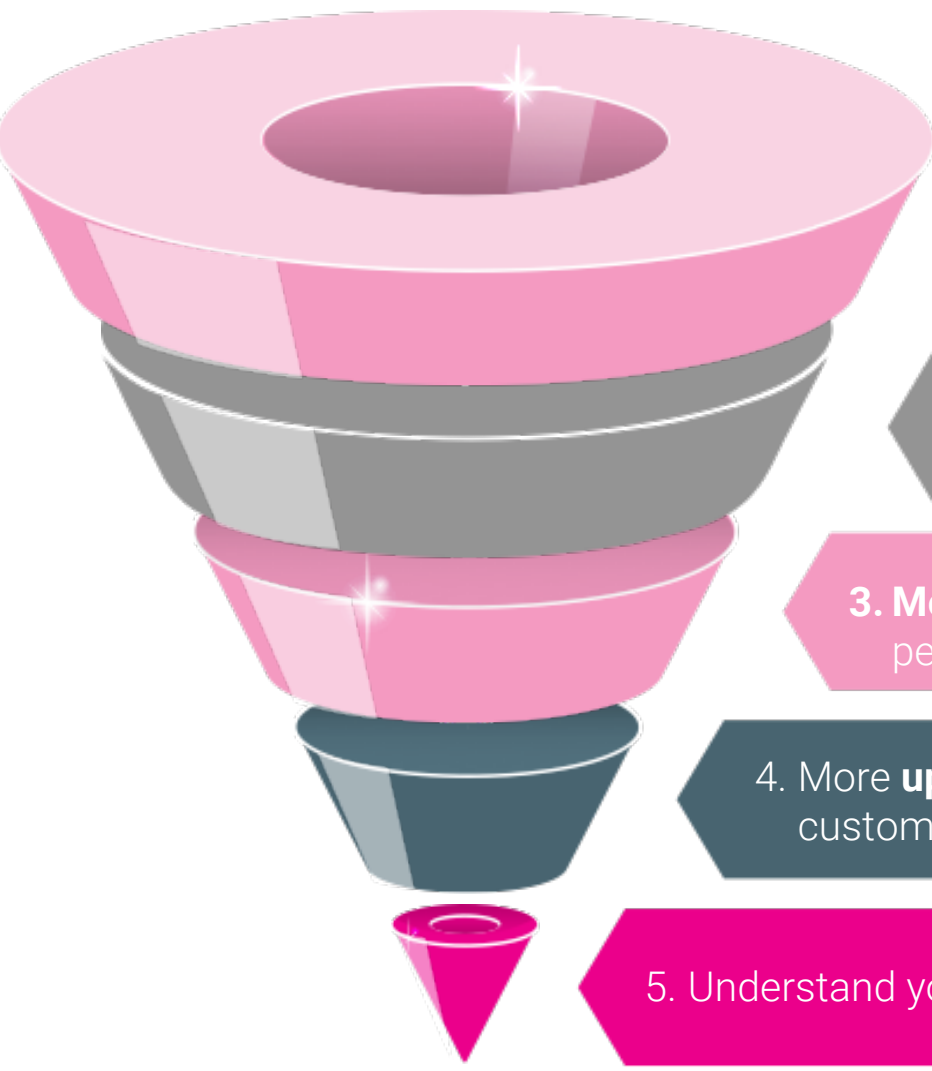


# Old sales model



# New sales model





# sales is about **Speed**

1. **identify** web visitors,  
and **connect** with them with webforms

2. **More** qualified leads,  
through relevant content.

3. **More new customers** through effective automatic and  
personal follow-up on the right time!

4. More **up-selling** and **cross-selling** through existing  
customers and relations.

5. Understand your **ROI**. From **start to end!**



- big enough to support, small enough to react...
- best price/quality
- always up to date





# ask for your **demo...**

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

The screenshot displays the SharpSpring marketing calendar interface. The top navigation bar includes links for Analytics, Content, Pages, Automation, Contacts, and Sales. A sidebar on the left lists categories: EMAIL SENDS (green), BLOG ARTICLES (orange), and SOCIAL POSTS (blue), with sub-categories for FACEBOOK, LINKEDIN, and TWITTER. The main calendar view shows a weekly schedule from Sunday, April 22, 2012, to Saturday, April 28, 2012. The time slots range from 12:00 AM to 4:00 PM. Various marketing activities are scheduled, including email sends, blog articles, and social posts for Facebook, LinkedIn, and Twitter. A red line indicates the current time is 11:00 AM on Sunday, April 22, 2012. A pop-up window on the right shows a social post preview with a Facebook icon, a placeholder image, and text: "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". Below the preview is the SharpSpring logo and the text "Campaign Title here".

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& actor

RECLAME & MARKETING

# The power of Video

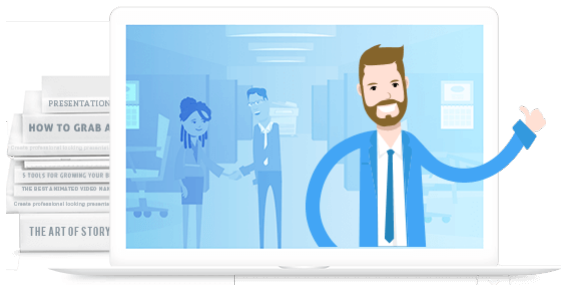
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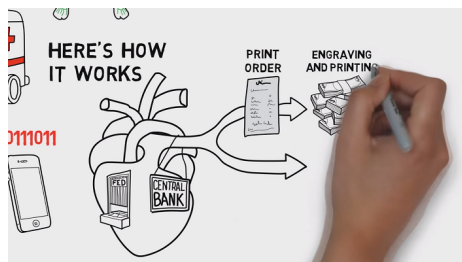
phobos  
& actor

more **video**, with **interaction**,  
and **faster** then before...

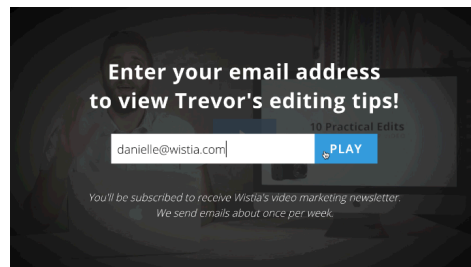
**POWTOON**



 VideoScribe



 **WISTIA**



#SharpTweet live with us

more **video**, with **interaction**,  
and **faster** then before...

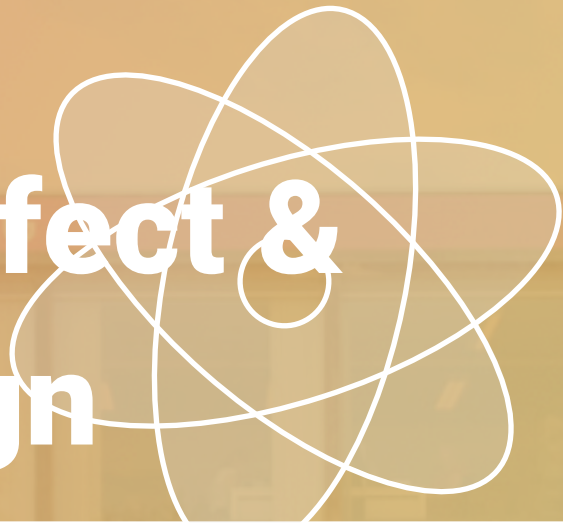


#SharpTweet live with us

phobos  
& actor

# and finally imperfect & augmented design

---



phobos  
& actor

NEVER  
perfect











stories that are beyond reality.



**WEBINAR**

# 6 TOP TRENDS IN 2018

**AUTOMATE**  
your marketing process

**Marketing** that creates **trust**  
and **sales** that focus on **speed**...

1. **H to H** communicate
2. Focus on **contact data**
3. Go for **quality** data, not quantity
4. Make it a process : **automate**
5. Use the unlimited power of **video**
6. Dare to be supernatural or **real**

So stop reinventing, make a process,  
and use Marketing Automation  
to make it work.



SharpSpring



#SharpTweet live with us



rendability through creativity



#SharpTweet live with us

[www.phobosenactor.be](http://www.phobosenactor.be)

# Poll

# Questions?



#SharpTweet live with us



SharpSpring

# Continue The Conversation

With SharpSpring:

Koertni Adams

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



With Phobos & Actor:

Carlo van Tichelen

[carlo@phobosenactor.be](mailto:carlo@phobosenactor.be)



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