Cheat Sheet

What is Marketing Automation?

A suite of tools that enable businesses to more effectively market across multiple channels while automating repetitive tasks, generating more leads, driving more sales and optimize ROI.

Talking Points:

1. SharpSpring generates leads by:
- Allowing you to identify anonymous visitors with Visitor ID
- Capturing lead data with Dynamic Forms
- Allowing you optimize your campaigns in real time, including social media campaigns

2. SharpSpring helps you convert more leads tosales with:
- Lead scoring to alert you of hot leads
- Email automation for nurturing leads
- Behavior tracking for deeper lead insights
- Automated sales notifications

3. SharpSpring can also accurately measure ROI with:
- Comprehensive campaign analytics
- Google AdWords integration
- Exportable graphs and reports
- Content ROI tracking

Some of the features are:
- **Visitor ID** – Triple your leads by identifying your anonymous traffic
- **Sales Analytics** – Enable your sales team with key insights into each lead
- **Behavior Tracking** – Understand your leads to create one-on-one communication
- **Lead Scoring** – Prioritize your pipeline and reach out to sales-ready leads
- **Dynamic Forms** – Capture more leads with forms designed to convert
- **Call Tracking** – Arm phone reps with real-time info needed to close sales
- **Sales Notifications** - Email or text sales team when a lead indicates they are ready to buy
- **Email Automation** – Send emails with triggers and build personal relationships with leads
- **Campaign Optimization** - Eliminate waste and identify opportunities

Benefits For Clients:
- **Drive More Leads** – Identify up to 98% of anonymous web traffic with Visitor ID and track leads, whether they come by phone, form or email list.
- **Convert Leads To Sales** – Connect with your leads with behavior-based tracking and follow up with customized automated emails.
- **Prove Your ROI** – Understand your end-to-end ROI and make key decisions with accurate and relevant data.

Benefits For Marketing Agencies:
- **Land More Clients** – Drive more leads for your agency and prove your ROI with analytics, automation and reporting. Works with what your clients are already using.
- **Increase Revenues** – Keep up to 90% of retail pricing and bill for additional services like content creation, automation and analytics.
- **Build Retainer-Based Relationships** – Tie your clients to you with Website and form integrations while managing all of your clients' leads.