



Powerful. Affordable.  
Marketing Automation.

# How to Best Leverage SharpSpring to Grow Your Agency

The Top 3 Ways to Sell Marketing Automation to Your Clients



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Senior VP of Sales | SharpSpring

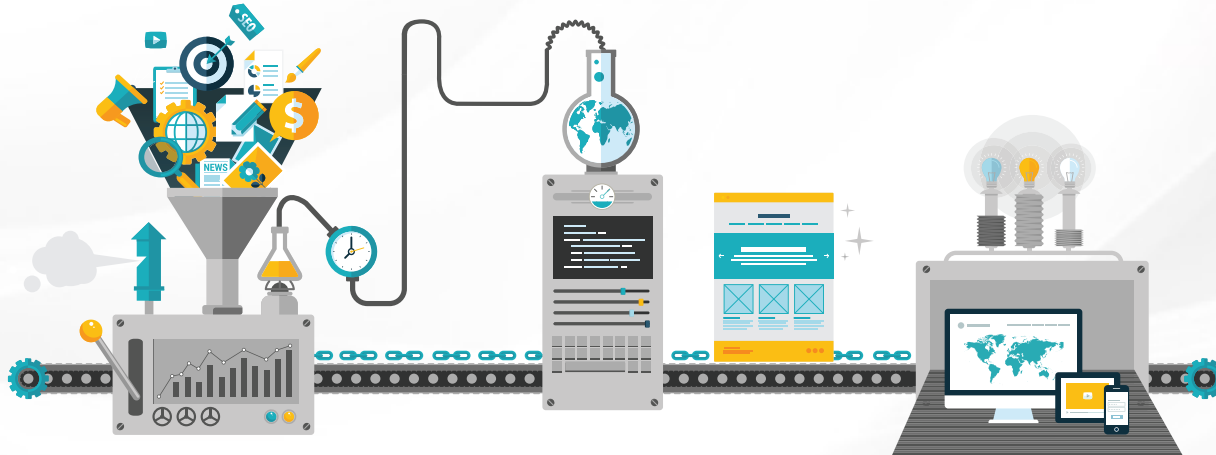
# Greetings

## Who's In The Audience

- SharpSpring Partner Agencies

## Why Are We Here?

- How to leverage SharpSpring
  - Introduce our Partner Enablement initiatives
  - Discuss sell-through tactics
  - Provide (new!) rebrandable tools for you



# Housekeeping

## Questions?

- Phone lines are muted
- Submit via:
  - Chat Box

## Webinar Recording & Slides

- Emailed after webinar

## Webinar Survey

- We need your feedback

## Upcoming SpringBoard Live – Partners Only:

- 4/7 How to Boost Digital Event Attendance
- 4/14 Switching Your Event Reminders from Pesky to Persuasive
- 4/21 Killer Lead Gen Strategies for Events
- 4/28 Capitalize on Your Conference Leads

## Upcoming Webinar:

### **Leverage Offshore Resources to Expand Your Agency**

Join us on April 12 as Ryan Stewart, founder of WEBRIS, explains his approach to offshoring creative talent and how to replicate it for your agency.

## Future Partner Presenters:

Email Koertni Adams at [koertni.adams@sharpspring.com](mailto:koertni.adams@sharpspring.com)

# Introductions



## Koertni Adams

PARTNER ENABLEMENT MANAGER | SharpSpring

After starting her career in the nonprofit world, Koertni recently comes from a SharpSpring partner agency. She has experience pitching and implementing marketing automation. She now develops content, programs, events and other resources to help agency partners become even more proficient at growing revenues and adding clients.



## James Morgan

SENIOR VP OF SALES | SharpSpring

James joined SharpSpring as Senior Vice President of Sales, building relations and sharing the exciting features of SharpSpring with people around the world. He is an expert in demonstrating the value of the solution to marketing agencies.



# Today We'll Cover

- Partner Enablement Initiatives
- Top 3 Ways to Sell SharpSpring
  - Why Marketing Automation?
  - Vendor Comparison: Why Choose SharpSpring?
  - Why Your Agency Should Manage MA for its Clients
- Professional Services
- Partner Engagement Opportunities
- Q&A

# Partner Enablement Initiatives

- Empower you to sell SharpSpring to more clients so you can increase your monthly recurring revenue and deepen client relationships
- Distribute more partner success stories and research to share best practices and industry knowledge
- Increase lines of communication between partners and SharpSpring for seamless support and transparent updates

When you grow, we succeed. **We're in it together.**



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The Top 3 Ways to Sell SharpSpring

# Why Marketing Automation?

# Why Marketing Automation?

- It can take **seven to 13+ touches** to generate sales-ready, qualified leads.
- 75% of companies using marketing automation see **ROI in just 12 months**.
- 47% see **larger purchases** due to successful lead nurturing.
- Marketing automation users have seen an average **increase in sales revenues** of 34%.

– *Online Marketing Institute*



Awareness



Consideration



Decision

# Why Marketing Automation?

- Tool:
  - Sell-through presentation in the Partner Portal
- Highlights:
  - “Only 27% of leads sent to sales are qualified.”
  - SharpSpring TRIPLES your leads by identifying anonymous web traffic.
  - Lead scoring
  - Measureable ROI



# Why Marketing Automation?

- Marketing Automation vs. Email Service Provider
- Marketing Automation vs. CRM

Agency Logo

## Marketing Automation vs. CRM

It's not a question of either/or. You need both.

### Generate More Leads

- Import a CSV of leads
- Identify anonymous web traffic with VisitorID
- Build complete lead profiles using dynamic form fields
- Create powerful blogs and landing pages
- Quality leads based on position in sales cycle
- Integrate with native or third party forms
- Schedule email campaigns in advance

### Drive Sales

- Score leads based on engagement and sales readiness
- Gain valuable insights on leads' interests/attributes
- Receive automatic notifications when leads are sales ready
- Automatically segment leads based on their behaviors
- Send targeted messages for one-on-one communication
- See a graphical timeline of a lead's interaction with your brand
- Personalize your email and web content automatically

### Prove ROI

- Record deals won and deals lost
- Gain visibility through detailed performance analytics
- Eliminate wasteful spending practices
- Monitor lead activity both online and off-line
- Get automatic results on ROI calculations

## What's The Difference?

Marketing Automation vs. Email Service Providers (like MailChimp)

A comparison of marketing automation's easy-to-learn functions with Email service providers (ESP) such as MailChimp, ConstantContact and Vertical Response

### Generating More Leads

- Importing lists of contacts
- VisitorID for identifying anonymous web traffic
- Dynamic form fields for building complete contact profiles
- Third-party and native-form integration
- Simple CSV import to make your forms blend in
- Automatically connect on social media
- Quality leads based on position in sales cycle
- Schedule an email to a single contact for future delivery

### Driving Sales

- CRM integrations
- Easy-to-use email designer
- Notifications sent to sales team of a lead's online activity
- Targeted messages for new one-on-one communication
- An illustrated timeline of all emails each contact received
- Increased engagement with segmented messages

### Proving ROI

- Open rate and click through rate tracking
- Website behavior reports
- Identification of contacts' position in sales process
- Online and offline monitoring of leads activity
- Automatic return on investment calculations

For more information about marketing automation, call AGENCY NAME at 555-5555

AGENCY LOGO

The Top 3 Ways to Sell SharpSpring

Why SharpSpring?



# Why SharpSpring?

YOUR AGENCY LOGO						
	SharpSpring	HubSpot	Marketo	act-on	pardot	Infusionsoft
Annual Cost *	\$ 4,800	\$ 28,800	\$ 23,940	\$ 7,200	\$ 24,000	\$ 4,548
Contract Terms	Monthly	Annual	Annual	Annual	Annual	Annual
Trust Radius	Score 8.2 of 10	Score 8.2 of 10	Score 8.3 of 10	Score 7.3 of 10	Score 7.2 of 10	Score 6.2 of 10
Capterra	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
G2 Crowd	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Software Advice	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Best Review #1	"Honestly, without SharpSpring, I think we'd be dead in the water. We have thousands of leads across multiple lists. We couldn't do what we do as quickly, cheaply and easily without SharpSpring."	"I like the free CRM side of Hubspot a lot. I appreciated the technical support in setup. I also like the regular webinars."	"This was my first exposure to marketing automation, so I loved the basic features of sending out nurture emails and having insight into which emails are sent to whom."	"It's a great program if you email a lot, or to a lot of persons. By the reports of Act-On you get a very detailed image of what your clients do and what they like. It's good to know some html (terms as well as code) if you want to work with Act-On, but if you don't it's not a huge problem."	"We use Pardot for an array of marketing functions. While Pardot's primary use is to schedule our emails, it also allows us to create forms on landing pages with vanity urls."	"I like that InfusionSoft handles large list sizes, forms and autoresponders fairly well."
	"Literally everything you would want (and would use) from one of the 'big boy' CRM & Automation players in the space is covered within SharpSpring. It also feels	"If you are new to online marketing and having a website, HubSpot has a great platform to familiarize yourself with online, also has	"Quite pricey but does the job well. It is very useful, and helpful especially in promoting my business. Easy to use, unique features and	"We switched to Act-On about 6 months ago; previously we had used Eloqua. We found, however, that Eloqua was a bit too robust for our needs.	"The interface on Pardot is simple. The look and feel is clean and the ability to create lists or tag groups of prospects by either creating	Had some trouble with email integration instantly but then we straightened it out and now it all works smoothly. Simple and assisting system to

- Tool:
  - Marketing Automation Vendor Comparison Guide
- Highlights:
  - SharpSpring is anywhere from **1/3 to 1/20 the price of leading competitors.**
  - Month-to-month billing; no long-term contracts
  - No per-user fees
  - Built-in CRM included
  - Easily integrates with other open-API software platforms

# Why SharpSpring?

- Key Questions to Ask Before You Sign
- *Coming soon:*
  - Top 10 Considerations for Marketing Automation

*“SharpSpring enables small and medium-sized businesses to make use of marketing automation as an affordable platform, and it’s opening up to a whole new sector of business.”*

- Neil Stone, Director of Cambray Design

## YOUR AGENCY LOGO

### Key Questions to Ask Before You Sign

Picking the right marketing automation platform can feel overwhelming. Here are a few key points to ponder during your evaluation.

#### Are the key features you need included?

Don't pay more for features you aren't going to use. Know what you really need, and make sure the platform you select delivers on the

#### How long is the contract?

Ask if you have to sign a quarterly, annual or other long-term contract. You should be able to cancel at any point if you don't feel like the right fit for your business.

#### What are the payment terms?

You shouldn't have to take out a mortgage to get started. Some vendors require full payment upfront - tying up valuable marketing dollars otherwise be spent on execution. Look for a provider that offers month-to-month billing and no long-term contract.

#### Are you looking at both the price and the total cost of ownership?

Don't be enticed by lower tiers that limit functionality. You'll want the full power of marketing automation once you get started, and third party features add to the total cost. Also, pay attention to the limits. If a lower tier has limits on contacts and sending, think of how overages, especially if your business is in a growth phase.

#### What's the word on the street?

There are several great sites where you can go to hear what actual users are saying about the various platforms on the market. These review sites, like TrustRadius, MarTech, Captterra and others, allow you to get insights that professional reviewers just don't have.

#### Is it an "open" or "closed" platform?

An open system allows you to use any CRM, content management system, blogging tool, landing page builder, forms builder, etc. Be wary of a closed system - it can cost you more in the long run - especially if you decide to leave.

#### Are there integrations available to work with the tools you already use?

Look for a platform with its own 'ecosystem' of providers that it integrates with - either natively, through plug-and-play, or using a provider like PieSync. This will allow you to seamlessly extend the power of your investment and lower the total cost of ownership.

# Why SharpSpring?

*"SharpSpring provides all the functionality I need at a fraction of the cost of leading competitors. SharpSpring is much easier to learn and use than other platforms."*



*"SharpSpring provides several advantages over its competition. It has an awesome integrated CRM, mixed with all of the other marketing automation tools, so you don't have to go out and buy separate software licenses for the features you need. SharpSpring is a COMPLETE marketing automation system with true behavioral marketing capabilities."*

*"SharpSpring is much less expensive than Act-On and Marketo. You get unlimited users on SharpSpring's standard license plan, so you're not penalized for spreading access across your marketing, business development and sales folks."*

*"SharpSpring provides marketing automation that is cost effective for small and medium-sized businesses."*

The Top 3 Ways to Sell SharpSpring

# Why Your Agency Should Manage Marketing Automation for Its Clients

# Why Should Your Agency Manage It?

- Tool: *Coming soon!*
- 85% of B2B marketers feel they are not harnessing the full potential of their marketing automation platforms.
- 52% of marketers feel the most significant barrier to MA success is the lack of an effective strategy.
- Overcoming these obstacles is the reason why **63% of companies outsource all or part of their MA strategy.**
- You're the experts! You can get their MA off the ground faster and stronger from the start.

## WHAT ARE THE OVERALL TOP CHALLENGES THAT CAUSE YOU TO STRUGGLE WITH CURRENT MARKETING OBJECTIVES?



# Why Should Your Agency Manage It?

- It can take **7 to 13+ touches** to generate sales-ready, qualified leads. (Online Marketing Institute)
- Your pitch:
  - Let our agency implement our proven, expert strategies for you. We'll spend the time making these repeat connections with leads, and you can focus on hot prospects who are ready to buy.
- Marketers say that the biggest benefits of automation are **saving time** (74%), increased customer engagement (68%), more timely communications (58%) and **increased opportunities** including up-selling (58%). (Adestra)
- **94% of agencies report success in using marketing automation.**

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# Professional Services



# SharpSpring Professional Services

- On-demand extension of your team
- Generate more revenue for your agency
- On-site training for your team
- Services include:
  - Data import and syncing
  - HTML and CSS
  - Automation
  - Client training
  - Development
  - Data restoration



# Partner Engagement Opportunities

# You share the knowledge. We'll share the wealth.

- Social Media Posts
- LinkedIn Articles
- Blogs
- Case Studies
- Video Testimonials
- Webinars
- Online Reviews
- Agency Perspectives
- Speaking Engagements
- Agency Referrals



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Questions?

# Continue The Conversation



## Questions or ideas?

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