

Your Guide to Selling

Marketing Automation

This guide covers:

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- ④ *Keys to Selling SharpSpring*
- ④ *Benefits for Your Clients*
- ④ *Common Objections and Questions*
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Grow your clients' businesses with marketing automation.

What Is SharpSpring?

SharpSpring is a sales and marketing management platform with powerful automation capabilities. Its suite of tools empowers sales and marketing professionals to drive more leads, convert more leads to sales, and optimize their return on investment.

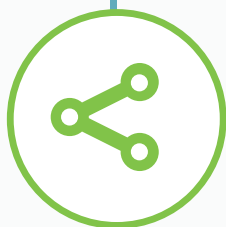
Any digital marketing agency can benefit from using SharpSpring for its clients. The platform stores all sales and marketing data in one place, making it the perfect control center for running your clients' campaigns. All of the tools necessary for optimizing those campaigns are also built in to SharpSpring, so you can quickly obtain valuable insights and then act on them directly from SharpSpring.

With everything in one place, you'll find it easier than ever to grow your clients' marketing programs and prove your ROI.



Drive more leads

- VisitorID
- A/B testing
- Dynamic forms
- Campaign optimization
- Call tracking



Convert more leads to sales

- Behavior tracking
- Lead scoring
- Email automation
- Sales notifications
- Mobile CRM



Optimize ROI

- Campaign analytics & customizable reports
- AdWords integration
- Content ROI tracking
- Online & offline lead tracking

Keys To Selling SharpSpring

SharpSpring can take you from being just another vendor to being a valued consultant for your clients.

With the information SharpSpring offers, you'll be able to manage and optimize the marketing and sales funnel more efficiently and offer improved support to your clients. The ability to run an entire program from a single tool is the holy grail of the modern digital marketer - and this is exactly what you'll be providing to your clients.

When it comes to discussing the platform with your clients and prospects, keep the discussion focused on the benefits. The software is so powerful and does so many things, it can be overwhelming. **Focusing on the benefits keeps clients engaged with what marketing automation can do for their businesses, rather than on line items, licensing fees, and billable hours.**

The features and functions are what you will use to achieve the benefits you're ultimately selling. They don't need to know about all the parts of the engine just yet - they just need to know that it works.

Benefits for Marketing:

More Leads, Less Spend

- See an end-to-end picture of the customer journey, from first interaction to conversion and beyond.
- Track leads acquired through both online and offline channels, including phone calls.
- Know which campaigns are most effective and increase the number of leads that come in without increasing spend.
- Create automatic email marketing campaigns based on the behavior of your leads.

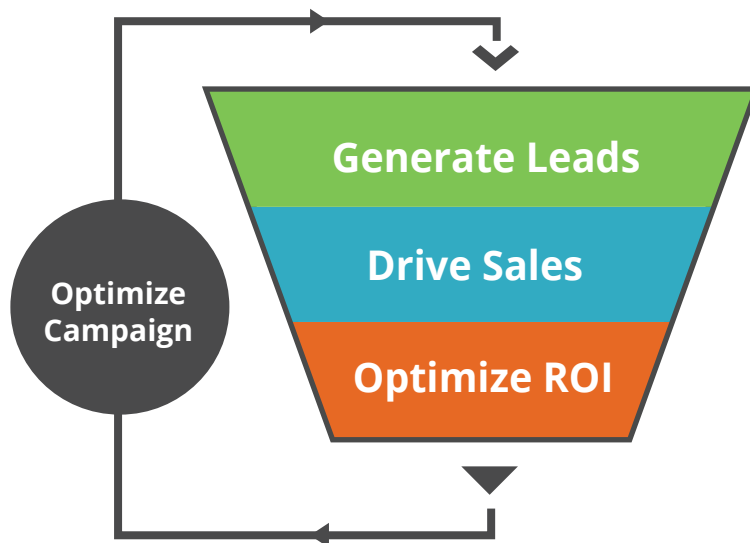
Benefits for Sales:

More Sales, More Revenue

- Use VisitorID to identify anonymous web visitors, and easily create new lead records using the integrated CRM.
- Focus time on sales-ready leads that have already been nurtured with relevant content and prioritized with custom lead scoring.
- See the complete history of every lead, and shape your sales pitch around his or her specific interests.
- Create alerts for salespeople on hot lead activity so they can immediately reach out whenever a lead demonstrates interest in making a purchase.

Benefits for Your Clients: B2B Application

Generally, B2B companies experience longer sales cycles, which can result in higher costs per cycle. Marketing automation helps companies tie their ROI to those marketing spends, so they can identify trends and manage long sales cycles more efficiently.



B2B Features

- Dynamic Forms
- Visitor ID
- Campaign Optimization
- Social Media Integration
- Lead Scoring
- Sales Notifications
- Behavior Tracking
- List Segmentation
- Campaign Analytics
- Pipeline Reports

More Leads with VisitorID

When it comes to your B2B clients, highlight the VisitorID feature, and point out that SharpSpring can use website analysis to double or triple the number of leads they are generating with their current marketing efforts. Statistics show that less than 3% of visitors fill out forms on websites, meaning that 97% of the traffic generated from PPC campaigns, search engine optimization (SEO), and other digital marketing can be considered wasteful. VisitorID identifies many of these “anonymous” visitors, tells salespeople what they are interested in, and provides contact information, such as email addresses and phone numbers.

Lead Scoring

As your clients acquire more leads, it can become overwhelming to keep track of which ones to prioritize. With lead scoring, your clients have the flexibility to rank and monitor their prospects automatically. The system assigns points based on a customized scale representing a prospect’s perceived value, so your clients can spend most of their time nurturing their hottest leads. Once a lead reaches his or her designated minimum score, an alert is sent to the sales team notifying its members to take action.

B2B marketers who implement marketing automation software increase their sales pipeline contribution by an average of 10%

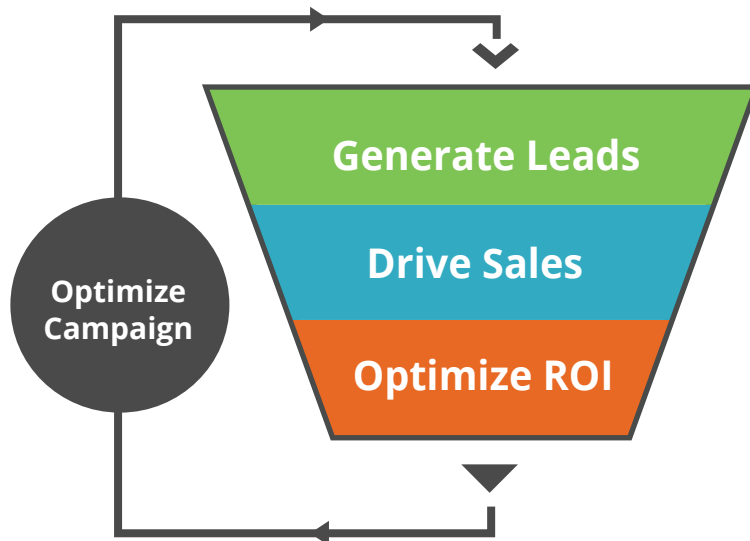
Aberdeen Group, “Marketing Lead Management: From The Top of The Funnel to The Top Line,” (2012).

Companies using marketing automation convert 53% more leads to marketing qualified leads than non-users

Forrester Research, “The Forrester Wave Lead-To-Revenue Management Platform Vendors,”(2014).

Benefits for Your Clients: B2C Application

Marketing automation enables companies to increase their conversion rates by segmenting customers and automating near one-on-one communications. The ability to achieve this level of personalization is particularly valuable for B2C companies, as it helps them appeal more directly to each individual consumer and, ultimately, drive more sales.



B2C Features

- Campaign Optimization
- AdWords Integration
- VisitorID
- Social Media Integration
- Lead Scoring
- List Segmentation
- Email Automation
- Call Tracking
- Behavior Tracking
- Campaign Analytics
- Email Analytics

Shopping Cart Abandonment

For B2C companies, cart abandonment occurs for a number of reasons. High shipping costs, interruptions during purchase, internet problems, and more can all deter a buyer from completing a purchase. Whatever the reason, marketing automation helps B2C companies automatically identify these instances and then motivate customers to complete their purchases. When a cart is abandoned, SharpSpring can send a customer an automated email personalized with information about the abandoned session and offer incentives to complete the purchase.

Offline Lead Tracking

The ability to track leads from offline channels is especially crucial for B2C clients, as many of them still use more traditional, offline approaches to advertising. Since this can be pricey, it's important to know whether those initiatives are bringing in good leads. SharpSpring's campaign tracking allows you to track leads from incoming phone calls and even from print campaigns. The system then generates valuable stats based on your online and offline tracking and stores them all in one place so you can easily obtain insights on how to optimize your campaigns.

B2C marketers who use automation have seen conversion rates as high as 50%

eMarketer, "Email Marketing Benchmarks," (2013).

Consumers are 4x more likely to respond to email content that is personalized

Autopilot, "3 Things Marketers Need To Know To Succeed with Personalization,"(2015).

Common Objections and Questions: Marketing Automation vs. Email Service Providers

You may hear:

I'm okay, I already have an email service provider. I use Mailchimp.

OR

What is the difference between marketing automation and Constant Contact?

It's not possible to do marketing automation with email service providers. ESPs send emails and offer modest analytics, whereas a marketing automation platform can track exactly where contacts have traveled through a website, score these behaviors, and automatically provide relevant, targeted content based on those behaviors. A marketing automation platform provides an end-to-end picture of the customer journey, from first interaction to conversion and beyond.

Behavior-Based Emails

A marketing automation platform will send follow-up emails based on a lead's activity, allowing you to deliver the right content to the right person at the right time.

Example: A lead visits a particular product page on your website three times, indicating that he or she is interested in making a purchase. At this point, the system sends the lead an email (which was pre-programmed to send upon the lead's third visit to that page) offering a discount on that item, and he or she moves further down the pipeline.

Sales Notifications

SharpSpring notifies salespeople of leads' activities, so they can be ready at any moment to turn a lead into a sale.

Example: Your client operates an apartment community and has unoccupied one-bedroom units to fill. By setting SharpSpring to notify a salesperson as soon as a lead has visited three pages about one-bedrooms, you can ensure that salespeople are spending most of their time targeting leads who are likely to convert.



Download this MA vs. ESP comparison sheet for more information.



Common Objections and Questions: Marketing Automation and Customer Relationship Managers

You may hear:

No thanks - I'm currently using Sales-Force.

”
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OR

What are the benefits of using marketing automation and a CRM?

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Customer Relationship Managers (CRMs) - like Salesforce, Sugar, and Zoho - mainly serve as organizational tools for tracking marketing and sales communications and housing data on prospects, leads, and customers. Simply put, a CRM does not generate leads or help convert them to sales. Marketing automation, on the other hand, provides a whole suite of tools for generating and qualifying leads, and converting them to sales.

Robust Set of Tools

With marketing and sales efforts growing increasingly interconnected, clear communication and visibility between departments has become more critical than ever. Unlike CRMs and other traditional management tools, marketing automation offers a whole range of capabilities that help improve communication between teams and maximize productivity - so you can get the most out of your efforts, in one easy place. Marketing automation uses forms, behavior tracking, email automation, lead scoring, sales notifications, analytics, and more to feed leads into the sales funnel, and then it optimizes the sales cycle by tracking leads closely throughout the journey.

CRM Integration

Marketing automation and CRMs work very well together, as they each offer specific functionalities. SharpSpring comes with a CRM built into the platform, and it also integrates easily with third-party CRMs.



[Download](#) this MA & CRM sales sheet for more information.



Common Objections and Questions: Cost Justification

You may hear:

I can't afford marketing automation. ”

OR

How can we keep this within our current retainer? ”

SharpSpring is extremely affordable. When a client is concerned about the cost, it's important to reiterate the value of the benefits and that it outweighs the cost. Your clients are investing in the results your agency will provide for them - and with SharpSpring, you can deliver and prove a significant return on that investment.

Furthermore, how you charge your clients is entirely up to you. Depending on the pricing structure you choose, you can offer SharpSpring at 1/10th the cost of competing platforms. For more information on all of the different pricing options at your disposal, [check out our Pricing Webinar](#).

Marketing Spend Optimization

If a client is spending thousands of dollars on a PPC campaign that is only driving a handful of leads, SharpSpring will identify the issue and help the client redirect those dollars toward productive campaigns.

Consolidating Tools

SharpSpring offers a robust set of features and easy integration capabilities, so you can consolidate all of your existing data and operate from a single, affordable platform. By replacing your client's MailChimp or Constant Contact subscription, you can find the budget for marketing automation and provide more value for those dollars.

Automated Processes

Evaluate your clients' processes and see how SharpSpring can help automate frequently repeated communications. By setting up a series of emails for new customers, you could relieve staff of multiple calls and emails associated with onboarding, freeing them up for client service tasks that cannot be automated.

If cost is still a concern, offer a free trial!

With our platform-based pricing, you can use any empty accounts in your license bundle to let your clients try SharpSpring before they buy it.