

Marketing Automation

Quick Reference Guide

Marketing automation helps drive more leads, convert leads to sales, and prove your marketing ROI. Here's just a sample of what's included:



Automated Email Marketing

Trigger personalized emails based on leads' actions and interests.



Dynamic Lists/Segmentation

Create lists which automatically update as contacts meet certain criteria.



Campaign Tracking

View end-to-end conversion cost vs. revenue to measure true ROI.



Visitor ID/Behavior Tracking

Identify anonymous website visitors. Track each click to see what motivates leads.



Lead Scoring

Identify hot prospects and reach out to sales-ready leads.



Sales Notifications

Email or text the sales team when leads are ready to buy.



Buyer Personas

Build personas to segment your leads and deliver ultra-personalized content.



Visual Workflow Builder

Visualize the buyer journey, and build automations to move leads down the funnel.



Dynamic Landing Pages & Forms

Drive traffic to targeted pages, and capture more leads with auto-complete forms.



Dynamic Emails

Create striking emails with personalized images and content that convert.



SharpSpring Social

Manage and monitor social media and turn interactions into sales with automations.



Blogging with RSS Email Integration

Attract search engines with valuable content. Manage and publish posts with ease.



Gmail/Email Syncing

Track all email contact for Gmail and IMAP accounts to continue engaging leads.



Media Center

Manage, send and track all marketing and sales assets in one convenient hub.