



Why Marketing Automation?

Generate More Leads, Convert Them To Revenue, Prove Marketing ROI



OVERVIEW



The Problem



What Is Marketing Automation?



How Does It Help?



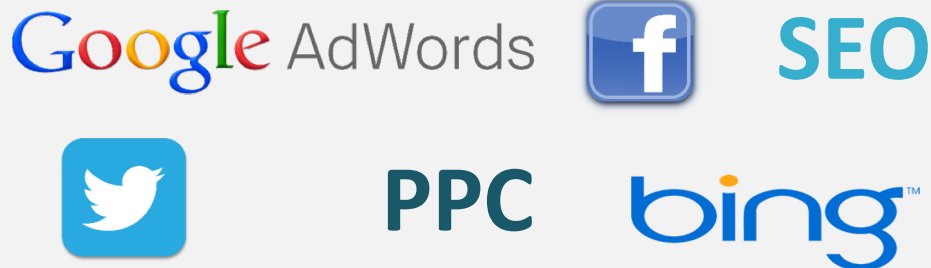
Software Solutions



Changing Buyer Landscape

Pre-sale engagement has changed dramatically:

- Consumers used to have very limited information.
- Now they have more than they can even use.
- If you don't want your marketing message to get ignored, it needs to be more targeted and personal than ever before.
- Nurturing leads with relevant content is now a requirement



"The average sales cycle has increased 22% over the past 5 years due to more decision makers being involved in the buying process"

- SiriusDecisions



The Marketing Problem

Start: Roadblocks

- Not enough leads to feed the sales funnel
- No easy way to qualify leads
- No way to effectively nurture leads
- Lack of follow-up from the sales or business development team
- Can't see where the leaks in the pipeline are
- Don't know which tactics are driving revenue

Closing the sale



“73% of leads are never contacted.”

- LeadAssign



A Preview Of Marketing Automation

Marketing Automation is a set of tools that let companies:

- **Generate more leads** by identifying anonymous web visitors and capturing them with forms, so your sales funnel stays full
- **Increase number of qualified leads** by nurturing all leads with personalized content
- **Drive more sales** by identifying sales-ready leads and following up as fast as possible
- **Improve up-selling and cross-selling** by developing and retaining existing customers
- **Achieve comprehensive ROI for every marketing tactic** by tracking the entire sales process from end-to-end
- **Amplify** email marketing and CRM marketing automation systems

“Only 27% of leads sent directly to sales are qualified.”

- MarketingSherpa



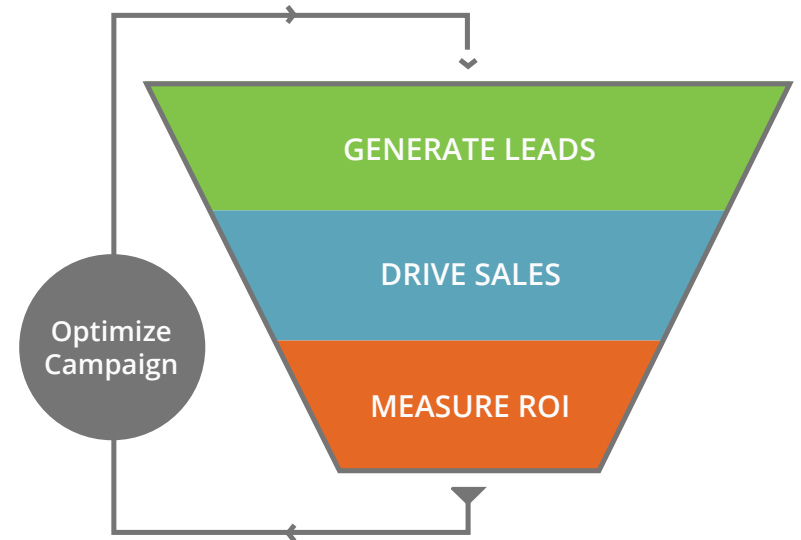
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The Marketing Solution



Sail through those roadblocks:

- **Fill your sales funnel** by capturing leads with great content supported by dynamic forms.
- **Identify highly interested and sales-ready leads** with lead scoring.
- **Develop leads that aren't sales-ready** by automatically putting them on nurturing campaigns.
- **Instantly notify salespeople** about leads that are ready to buy.
- **See exactly when leads fall out** of your pipeline and take action.
- **Know which tactics are driving revenue** with end-to-end ROI



What's The Difference?



Marketing Automation vs. Email Service Providers (eg MailChimp)

Generating More Leads

ESP MA

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Importing lists of contacts |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | VisitorID for identifying anonymous web traffic |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Dynamic form fields for building complete contact profiles |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Third-party and native-form integration |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Simple CSS adoption to make your forms blend in |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Automatically connect on social media |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Qualify leads based on position in sales cycle |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Schedule an email to a single contact for future delivery |

What's The Difference? cont'd



Driving Sales

ESP MA

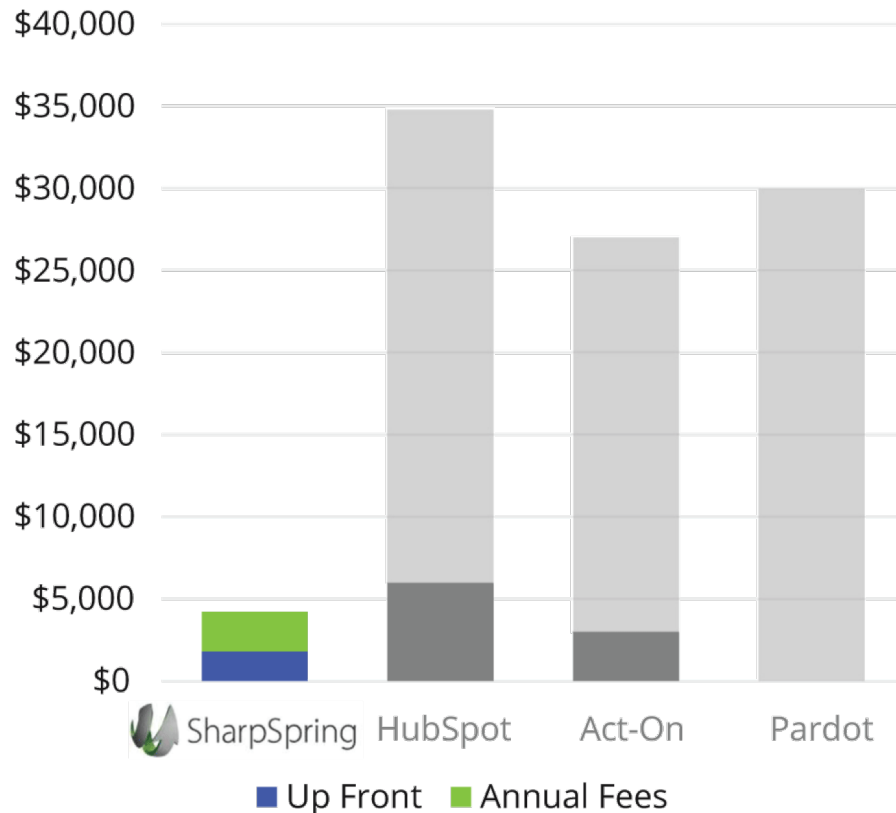
- | | | |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | CRM integrations |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Easy-to-use email designer |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Notification sent to sales team of a leads online activity |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Automatically segment your leads based on their behavior |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Targeted messages for near one-on-one communication |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | An illustrated timeline of all emails each contact received |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Increased engagement with segmented messages |

Proving ROI

ESP MA

- | | | |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Open rate and click through rate tracking |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Website behavior reports |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Identification of contact's position in sales process |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Online and offline monitoring of leads activity |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Automatic return on investment calculations |

Marketing software options – SharpSpring lowest cost by far



HubSpot: <https://www.hubspot.com/pricing>

Act-On: <https://www.act-on.com/pricing/>

Pardot: <https://www.pardot.com/pricing/>

“ To make automation work you need simple, to make it successful you need intuitive, to make it a grand slam it needs to work, SharpSpring is the only tool that masters all three. ”

- Steve Farfsing,
ProspectStream LLC



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Why We Recommend SharpSpring



This recommendation is based on four things:

- **Ease of use**
Intuitive to use and compatible with everything
- **Cost**
Fraction of what other solutions charge
- **Features**
Comprehensive end-to-end solution
- **Best suited to SMEs**
The best marketing automation software suited to small businesses
Stepping-stone beyond entry level free software options without hefty price tag



SharpSpring: Easiest To Use....



Built to be as intuitive and compatible as possible.

- **Integrates seamlessly** with third party CRM and CMS solutions so you can keep using what you're using
- **Streamlined interface** that's easy to learn and easy to use
- **Email creation tools** that don't need any HTML knowledge
- **Simple to set up** tasks and workflows
- Automatically generate **detailed reports** with a click
- **Marketing Minds local support** to set up and implement



We Work With Everyone



Summary: Marketing Automation is a Must Have for Today's Businesses



MORE REVENUE FOR YOU



Marketing automation drives a 451% increase in qualified leads for businesses

THE BEST COMMUNICATION TOOLS



Get ahead of the competition Only 3% of B2B companies are currently using marketing automation

ANALYTICS FOR OPTIMIZATION



GENERATE LEADS

- Identify Anonymous Visitors With Visitor ID
- Capture Information With Dynamic Forms
- Campaign Optimization
- Social Media Integration



DRIVE SALES

- Lead Scoring To Alert Hot Leads
- Email Automation For Nurturing
- Behavior Tracking For Lead Insights
- Sales Notifications



MEASURE ROI

- Comprehensive Campaign Analytics
- Google AdWords Integration
- Exportable Graphs And Reports
- Eliminate Waste
- Invest In Successful Tactics
- Content ROI Tracking

Talk to us

Contact us at Marketing Minds
to discuss marketing automation
options for your business.

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