

# SHARPSRING REVENUE TECHNOLOGY eBOOK

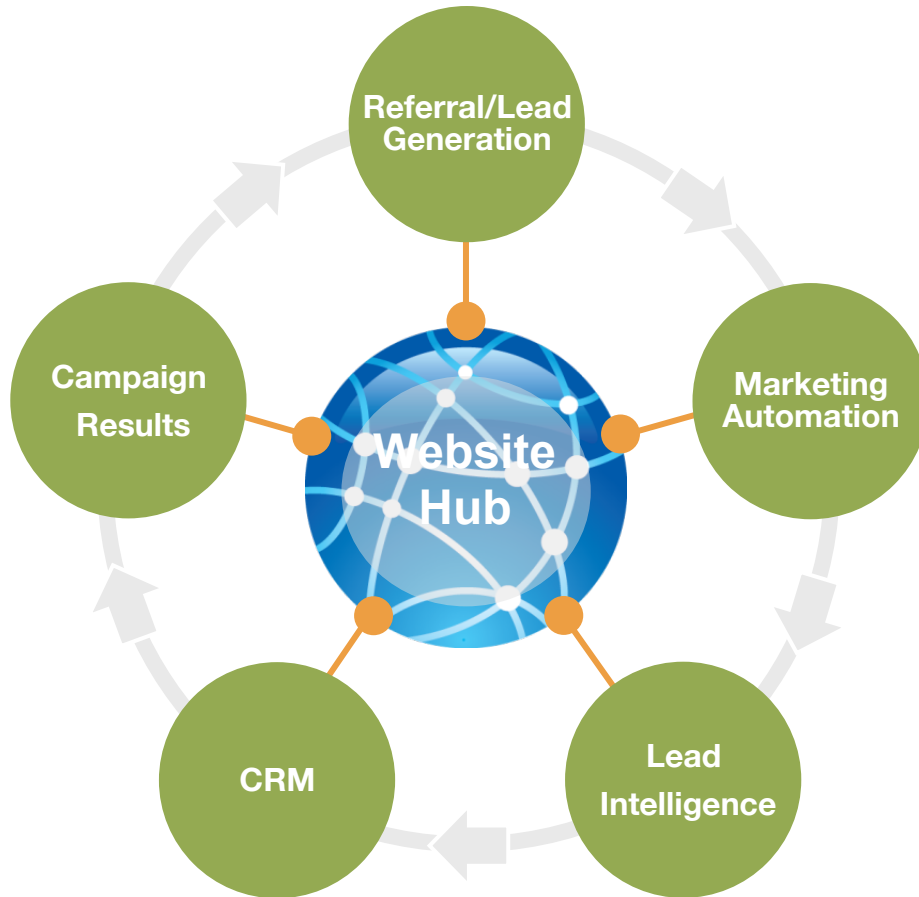
Introducing SharpSpring for Integrated  
Marketing and Sales



REVENUE  
ARCHITECTS



# SharpSpring is an integrated sales and marketing solution for small-medium businesses.



- Generate More Leads
- Convert Leads To Revenue
- Prove Marketing ROI

*We work with a range of technologies and selected SharpSpring to deliver an integrated end-to-end solution for our mid-market clients.*

# SharpSpring and Revenue Architects

*We help businesses build a Revenue Architecture that aligns strategy, systems and programs for top-line growth.*

## Project Services and Monthly Retainers

- Revenue Marketing Strategy
- Websites and Branding
- Content Marketing
- Marketing Automation
- Integrated Programs and Campaigns
- Social Media Marketing
- Public Relations
- Technology Management
- CRM
- Data Management



*Marketing-as-a-service solutions are flexible and tailored to adjust to our client's changing requirements.*

# Changing Buyer Landscape

## *Sales engagement has changed dramatically:*

- Buyers used to have very limited information and now they have more than they can even use.
- Marketing messages need 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**

# A Marketing-Sales Alignment Problem

## Roadblocks

- Not enough leads to feed the sales funnel
- No easy way to qualify leads
- No way to effectively nurture leads
- Big gaps in follow-up from the sales team
- Can't see where the leaks in the pipeline are
- Don't know which tactics are driving revenue
- Unable to “close the loop” on sales performance.



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

**- MarketingSherpa**

# Driving ROI

*The goal is to drive revenue performance by impacting the entire revenue value chain.*

*Illustrative*



Increase Revenues *by*  
**20% to 30%+**

*Sources: Marketing automation results from industry analysts, Marketing Automation Results*

# A Preview Of Marketing Automation

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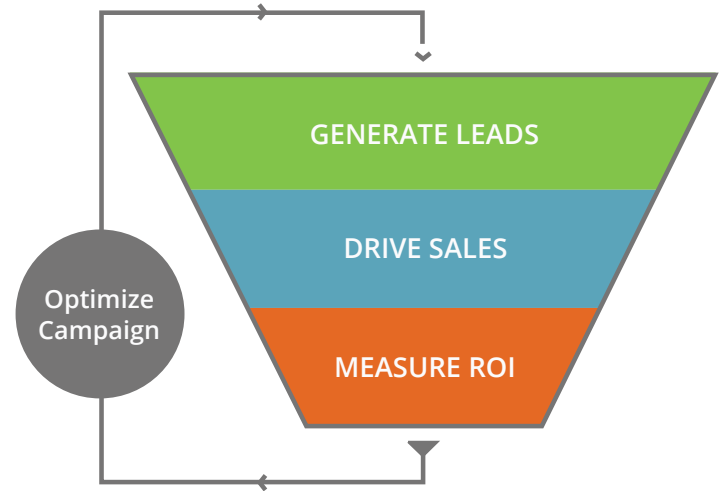
*Marketing Automation is a set of tools that let companies:*

- **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 for the sales team, and helping them follow up as fast as possible
- **Improve up-selling and cross-selling** by developing and retaining existing customers
- **See comprehensive ROI for every marketing tactic** by tracking the entire sales process from end-to-end

# A Revenue Marketing Solution

## *Sail through those roadblocks:*

- **Fill your sales funnel** by capturing leads with great content gated 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





# Why SharpSpring?

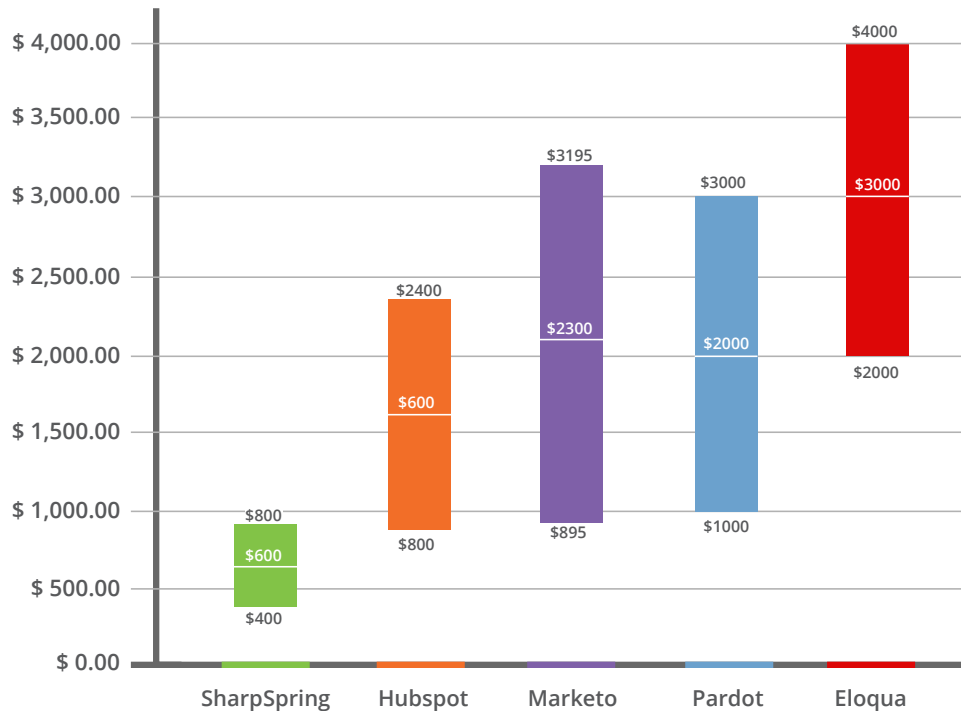
*We use SharpSpring as part of our marketing-as-a-service with small and mid-market clients who engage in a 'considered' or complex sale.*

- *Ease of use*
  - Intuitive to use and compatible with everything
- *Cost*
  - Fraction of what competitors charge
- *Features*
  - Comprehensive end-to-end solution



*While we remain technology agnostic, we selected SharpSpring due to its functional quality and cost-effectiveness for our small to medium sized clients.*

# SharpSpring: Lower Cost Solution...



**“SharpSpring offers the suite of features and technology services for integrated inbound marketing that are found in the well known software platforms at a fraction of the cost.”**

**- John C. Stone III,  
Revenue Architects, LLC**

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

Marketo: <http://www.marketo.com/software/marketing-automation/pricing/>

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

Eloqua: <http://www.eloqua.com/products/pricing.html>

# SharpSpring: Ease of 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



We Work With Everyone



# SharpSpring: Comprehensive solution...



## VisitorID

Triple your leads by identifying anonymous traffic



## Sales Analytics

Enable your sales team with key insights about 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



## CRM Integration

Immediately plug your leads into your sales team's system



## 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

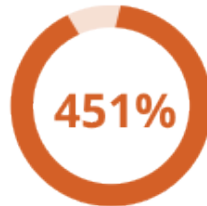
Eliminate waste and identify opportunities

# 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

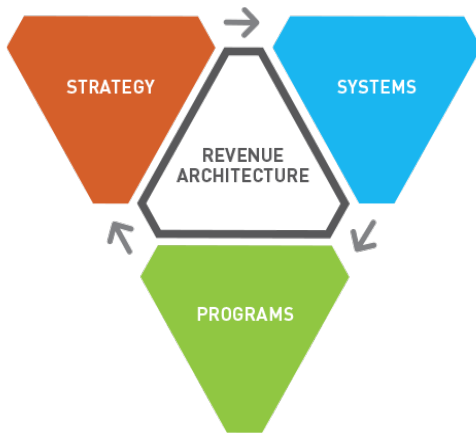


### MEASURE ROI

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

# About Revenue Architects

*We help businesses build a Revenue Architecture that aligns strategy, systems and programs for top-line growth.*



Our strategy services differentiate revenue models that balance inbound and outbound marketing and sales.

Our systems services architect, select and deploy technology, process and organization for modern revenue marketing.

Our programs services design and launch innovative customer acquisition campaigns and sales programs.