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# Email Marketing Automation and Analytics

Are You Getting the Most out of your Website?  
*Asheville Chamber of Commerce – Nov 11, 2014*



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# Overview

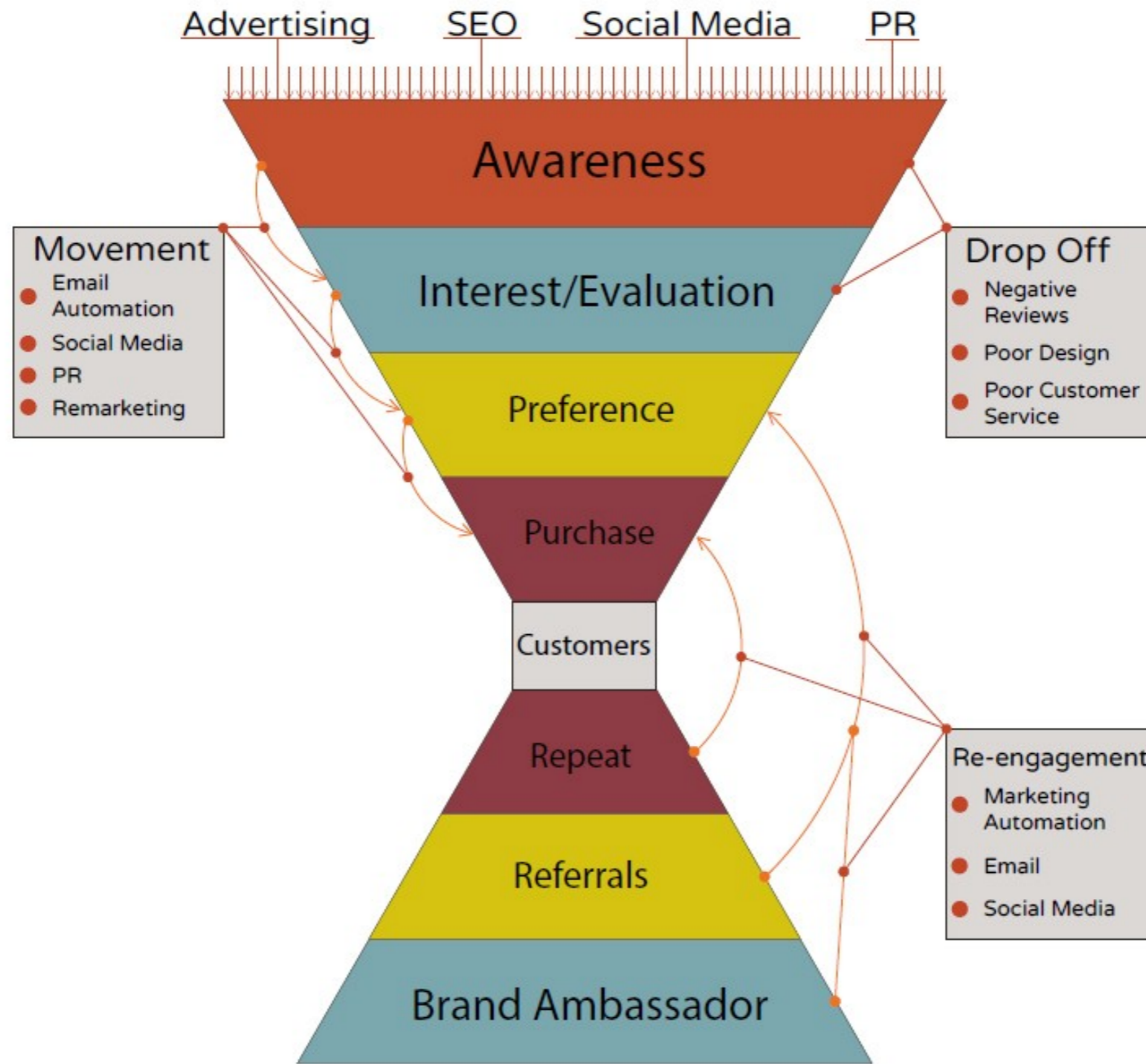
- Marketing Funnel – Objectives of Online Marketing
- Free Analytics Tools – Google and Facebook
- Capabilities and Limitations
- Fill the Gap – Marketing Automation
- Marketing Automation Demo



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# Marketing Funnel



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# The Key to Tracking is Data

- Conversion and Attribution
- Traffic Comparison Between Campaigns
- Geographic Data: Location
- Device Usage Data: Mobile, Tablet and Desktop
- Campaign Engagement Metrics
- Free Tools Can Track These Metrics



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# Free Tools - Capabilities

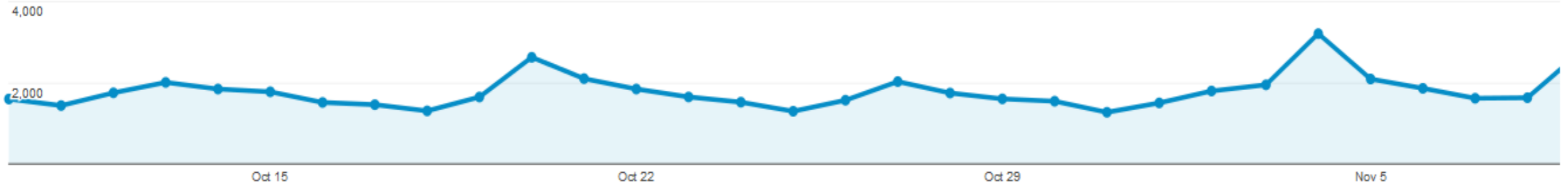
- Google Analytics
  - Audience: Geographic, Device
  - Acquisition: Traffic Sources, PPC Advertising, SEO, Revenue
  - Behavior: Site Speed, User Flow
- Facebook Insights
  - Page Growth, Reach, Demographics, Post Engagement



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Sessions



Primary Dimension: Source / Medium Source Medium Keyword Other














































Plot Rows Secondary dimension Sort Type: Default  advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	55,494 <small>% of Total: 100.00% (55,494)</small>	58.32% <small>Site Avg: 58.25% (0.12%)</small>	32,366 <small>% of Total: 100.12% (32,328)</small>	53.23% <small>Site Avg: 53.23% (0.00%)</small>	2.70 <small>Site Avg: 2.70 (0.00%)</small>	00:02:28 <small>Site Avg: 00:02:28 (0.00%)</small>	2,475 <small>% of Total: 100.00% (2,475)</small>	\$206,760.16 <small>% of Total: 100.00% (\$206,760.16)</small>	4.46% <small>Site Avg: 4.46% (0.00%)</small>
1. google / cpc	13,421 (24.18%)	50.46%	6,772 (20.92%)	51.15%	2.78	00:02:26	307 (12.40%)	\$30,858.57 (14.92%)	2.29%
2. (direct) / (none)	12,990 (23.41%)	63.26%	8,217 (25.39%)	53.88%	2.77	00:02:32	1,452 (58.87%)	\$107,300.67 (51.90%)	11.18%
3. google / organic	11,121 (20.04%)	54.42%	6,052 (18.70%)	51.17%	2.78	00:02:50	270 (10.91%)	\$25,247.28 (12.21%)	2.43%
4. m.facebook.com / referral	3,290 (5.93%)	82.83%	2,725 (8.42%)	60.67%	2.03	00:01:16	21 (0.85%)	\$2,261.72 (1.09%)	0.64%
5. yahoo / organic	2,099 (3.78%)	64.79%	1,360 (4.20%)	49.88%	2.79	00:02:39	49 (1.98%)	\$4,579.52 (2.21%)	2.33%
6. bing / organic	1,814 (3.27%)	69.18%	1,255 (3.88%)	43.99%	3.32	00:03:12	49 (1.98%)	\$5,162.50 (2.50%)	2.70%
7. Everyone / email	1,775 (3.20%)	42.54%	755 (2.33%)	58.14%	2.72	00:02:52	62 (2.51%)	\$5,796.45 (2.80%)	3.49%
8. go.referralcandy.com / referral	984 (1.77%)	70.43%	693 (2.14%)	50.81%	2.73	00:02:23	33 (1.33%)	\$3,590.57 (1.74%)	3.35%
9. lm.facebook.com / referral	935 (1.68%)	62.57%	585 (1.81%)	62.14%	2.08	00:01:48	13 (0.53%)	\$1,097.25 (0.53%)	1.39%



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Page	Activity	Insights	Settings	Export	Build Audience	Help
Overview	Likes	Reach	Visits	Posts	People	
				<span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Likes, Comments &amp; Shares</span>		
Published	Post	Type	Targeting	Reach	Engagement	Promote
11/05/2014 6:27 am	 I am grateful to each and every one of you. Your vision for a better community decided this election.			5.9K 	0 661 	<a href="#">See Results</a>
11/04/2014 12:33 pm	 Lizzie Van Duyn ... delivering hot coffee to poll workers today. The polls will be opened until 7:30			1.1K 	21 120 	<a href="#">Boost Post</a>
11/04/2014 6:00 am	 What are you waiting for? Go vote. Here's a link to find your polling place and to get a Democratic			4.2K 	36 133 	<a href="#">See Results</a>
11/03/2014 9:59 pm	 Go vote: Tuesday Nov. 4, 6:30 am to 7:30 pm. "I don't like what's happened to public education in			823 	8 67 	<a href="#">Boost Post</a>
11/03/2014 4:02 pm	 Find your polling location here (includes directions!). And make a plan to vote!! CLICK			862 	8 18 	<a href="#">Boost Post</a>
11/03/2014 8:00 am	 Election Day hours: Tuesday Nov. 4, 6:30 am to 7:30 pm. AB-Tech student Whitney Roberts wants			2.1K 	13 42 	<a href="#">See Results</a>
11/02/2014 7:06 pm	 Marched to the polls with Kay Hagan with some of my favorite Buncombe Dems and this appeared in			994 	10 108 	<a href="#">Boost Post</a>
11/02/2014 3:26 pm	 Election Day is Tuesday Nov. 4. Hours: 6:30 am to 7:30 pm. We have so much at stake, and we need			709 	5 42 	<a href="#">Boost Post</a>
11/02/2014 11:17 am	 Senator Van Duyn walking the walk!			1.9K 	58 212 	<a href="#">Boost Post</a>



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# Free Tools - Limitations

- Scoring the value of individual visitors / leads
- Tracking users across multiple sessions, visitor time-lines
- Tracking the sales process, CRM capabilities
- The Solution: Marketing Automation Software and / or CRM



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# Marketing Automation

- What is Marketing Automation
- Common Use Examples: B2B and B2C
- Popular Platforms
- Workflows Examples
- Why we Chose SharpSpring
- SharpSpring Demo



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# What is Marketing Automation

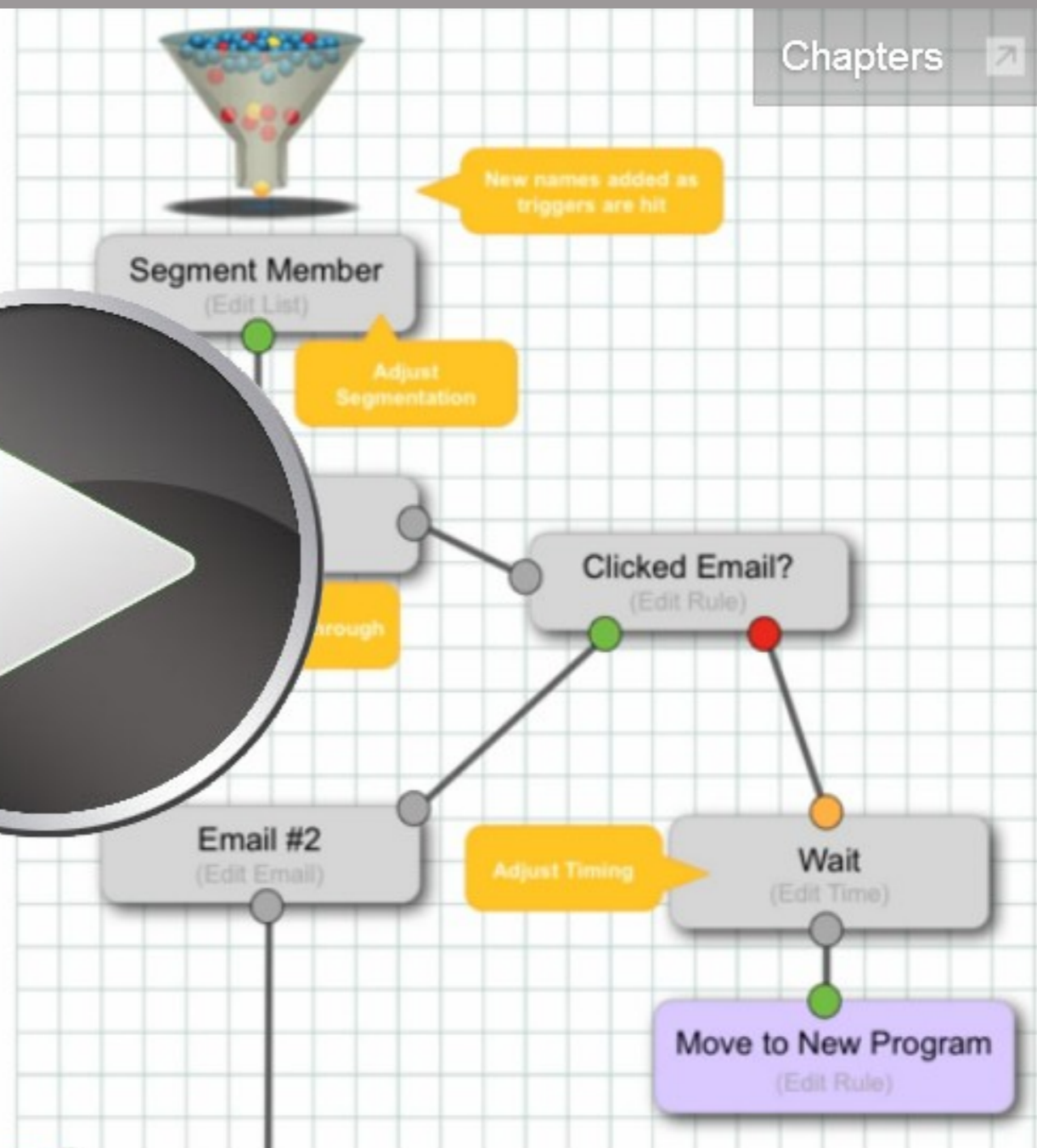
Marketing Automation a subset of customer relationship management that focuses on the **scheduling, segmentation, automation and tracking of marketing campaigns**. The use of marketing automation makes processes that would otherwise have been performed manually much more efficient and makes new processes possible.

Marketing automation **reduces repetitive tasks** associated with the marketing process. There are two tasks, among many, for which the software resolves: customer segmentation and campaign management.

Marketing automation software is most often used to implement **email and SMS (text) messaging campaigns**, however it can be used to track all forms of marketing both online and traditional.

# Marketing Automation

- 1 Increases the **relevancy** of your message dramatically improving **performance**
- 2 Lifts the **weight** of being deadlin... compromised campaigns
- 3 Resources **focused on optimizing** journeys based upon **data driven**...





# About Marketing Automation

- Marketing Automation (MA) programs can help you track prospects' activities
- MA programs can automate email nurturing campaigns
- MA programs can help you qualify leads
- MA programs can help you reach people at the best possible times
- MA programs can reduce the time and energy needed to close deals
- Small and mid-sized businesses are the fastest growing MA segment today





# Business Considerations

- MA programs can help you reduce your sales force
- MA programs can reduce your subscription costs to other programs
- MA programs require internal resources
- MA programs may alter your sales funnel
- MA programs work best with CRM integration
- Marketing automation programs may take a year to fully roll out





# B2B Examples

Selling Services or Relationship

**Lead Nurturing Campaigns** – Periodic emails until a lead convert to a sale.

**Automated Lead Follow Up** – Automatically send response with additional information after a web form is filled out

**Reminders** – Emails can automatically be sent to leads on a scheduled basis. Each lead would be treated separately so they would get emails individually rather than as bulk e-newsletters

**Track Lead Activity** – Leads can be tracked on site and a lead score can be tallied based on activity. When a certain lead score is reached triggers can send internal email or text message to the sales team



# B2C Examples

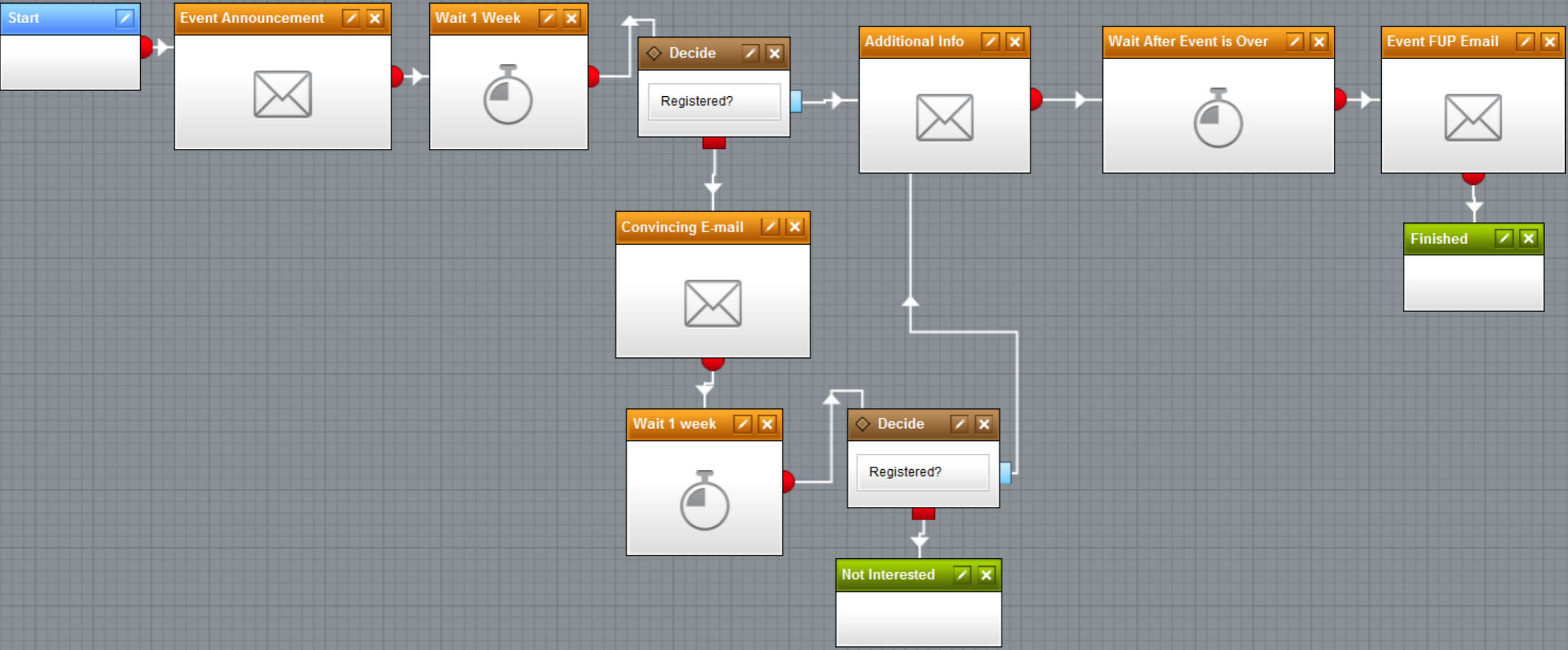
## Selling Products

**Abandoned Cart Emails** – Send emails to visitors who start the sales process but fail to check out completely

**Reorder Reminders** – Send automated reminders to customers to reorder certain products

**Reactivation Campaigns** – Send emails to customers who have been inactive for a certain amount of time

**Segmented Promotions** – Customers who purchased certain products can be sent specific promotions



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# Popular Platforms

HubSpot - \$200 - 2400 per month

Marketo - \$1200 – 3200 per month

Pardot - \$1000 – 3000 per month

Bronto Software - \$600 – 3000+ per month

InfusionSoft - \$250 – 400 per month

SharpSpring - \$300 - \$800 per month



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# Why SharpSpring

Strong Combination of Analytics and Automation

Advanced Online Advertising Tracking of AdWords

Simple Drag and Drop CRM

Simple Web Form Builder for Capturing Leads

Business Model – Focused on working with small agencies like JB Media Group



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# SharpSpring Demo

Leads - [www.sharpspring.com](http://www.sharpspring.com)

Email Metrics

Analytics

CRM



Questions?



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**WE ARE JB  
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Internet marketing  
isn't just what we  
do, it's all we do.



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