



# Why Marketing Automation?

- Automate and measure your marketing efforts
- Engage leads with relevant content and move them through the buyer's journey
- Prove marketing ROI to the C-suite

## Drive More Relevant Leads that Convert

Triple your leads by identifying anonymous web traffic.

Capture more leads with dynamic forms designed to convert.

Automatically extract lead information from social media.

## Convert Leads to Sales

Send the right message at the right time using powerful, behavioral-based email marketing.

Set up workflows to automatically nurture leads through the buyer's cycle.

Empower your sales team with automatic lead scoring and sales notifications.

## Optimize ROI

View comprehensive campaign analytics and identify improvement opportunities.

Track ROI to focus on what works and eliminate waste.

Easily export graphs and reports for organization-wide buy-in.



# Why SharpSpring?

## Easiest to work with and use

### Month-to-month billing

- No long-term commitment
- No annual contract
- No per-user fees

### Unlimited support

- Free training
- Dedicated Customer Success Manager
- Comprehensive onboarding

## Intuitive interface

- Designed by professional designers for businesses
- No coding required
- Contextual in-app assistance

## Flexible platform

- Don't change your CMS - SharpSpring's API works with everything
- Free CRM included or use your own

**"SharpSpring enables SME's and Micro-SME's to make use of Marketing Automation as an affordable platform to use and is opening up to a whole new sector of business."**

**Neil Stone, Director Cambray Design**

## Mar·ket·ing au·to·ma·tion

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A suite of tools that enables companies to more effectively market across multiple channels while automating repetitive tasks, generating more leads, driving more sales and optimizing ROI.