



Powerful. Affordable.
Marketing Automation.

What's New in Email Marketing? Lots!



Todd Lebo

CMO
Ascend2



Koertni Adams

Partner Enablement Manager
SharpSpring

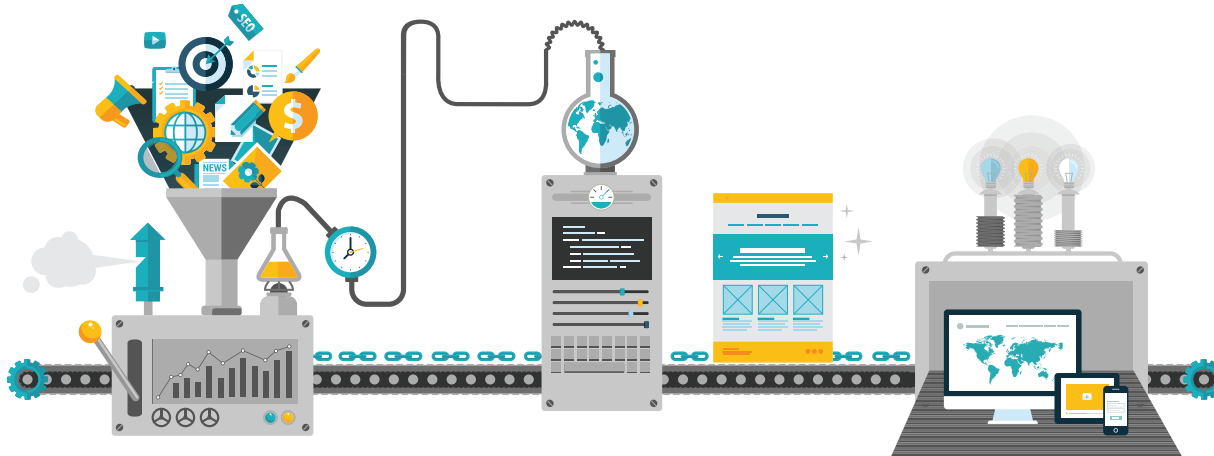
Greetings

Who's In The Audience

- SharpSpring Partner Agencies
- Agencies Considering SharpSpring
- In-House Marketing Professionals

We're here to discuss:

- The most important objectives of an email marketing strategy
- Which email marketing tactics are the most effective
- Top metrics for measuring email marketing performance



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Housekeeping

Questions?

- Phone lines are muted
- Submit via:
 - Chat Box
 - Twitter: #SharpTweet or @SharpSpring

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming Webinar

How to Beef Up Your Client Base

Wednesday, November 1

Future Partner Presenters

Email Koertni Adams

koertni.adams@sharpspring.com



Introductions



Todd Lebo

Chief Marketing Officer | Ascend2

Todd is passionate with discovering what really works in marketing and helping marketers apply those findings to their marketing programs. At Ascend2, Todd helped develop a research-based marketing methodology that is used by marketing technology firms and agencies to generate demand and supplement content. Prior to joining Ascend2, Todd led the MarketingSherpa marketing, content, research and business development teams.



Koertni Adams

Partner Enablement Manager | SharpSpring

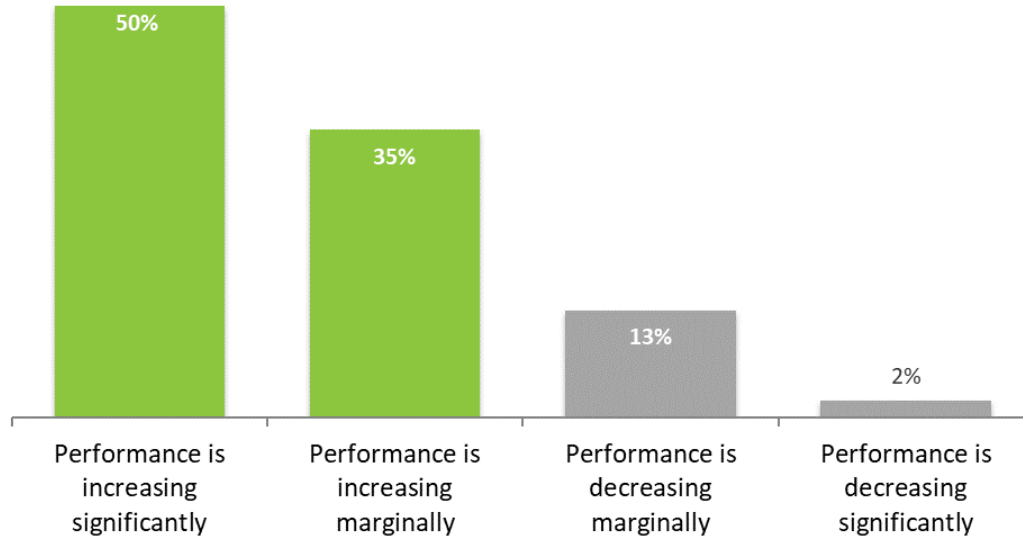
Koertni came to SharpSpring from a partner agency. She has walked in your shoes pitching and using marketing automation. She now develops content, programs, events and other resources to help agency partners become even more proficient at growing revenues and serving clients.



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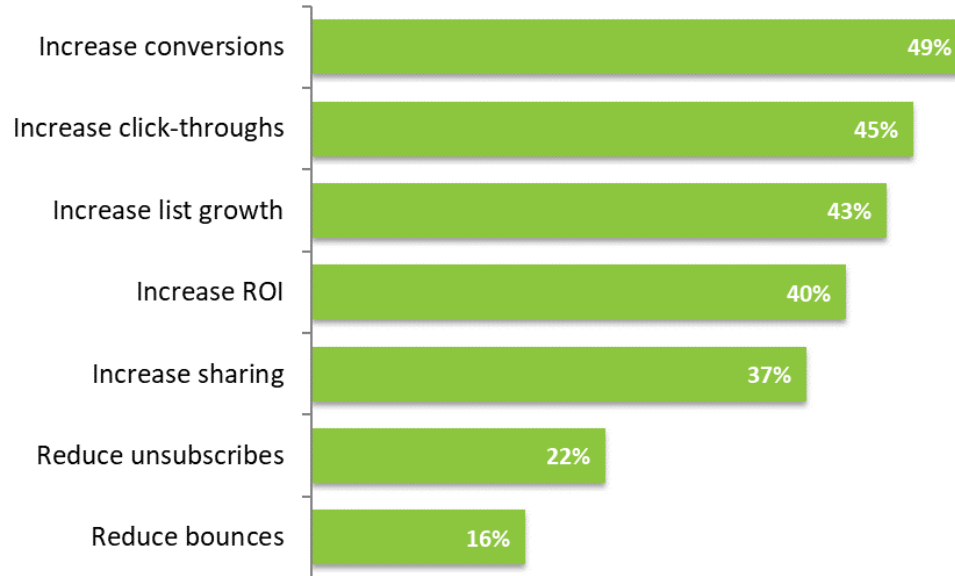
How Performance is Changing

Which best describes the state of email marketing PERFORMANCE today?



Most Important Strategic Objectives

What are the most important OBJECTIVES of an email marketing strategy to achieve?



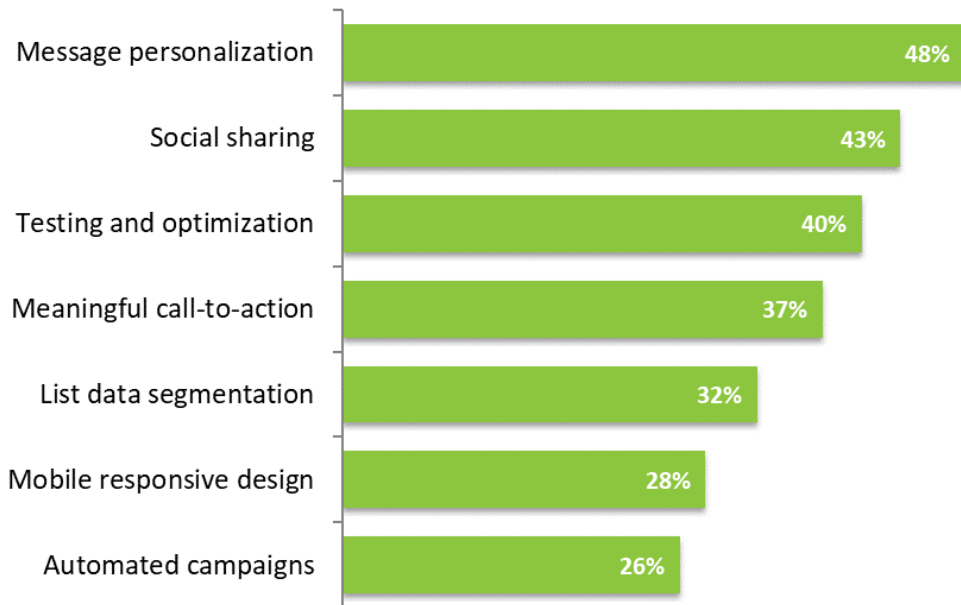
Before You Start
– STOP!



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Most Effective Tactics

What are the most EFFECTIVE email marketing tactics used?



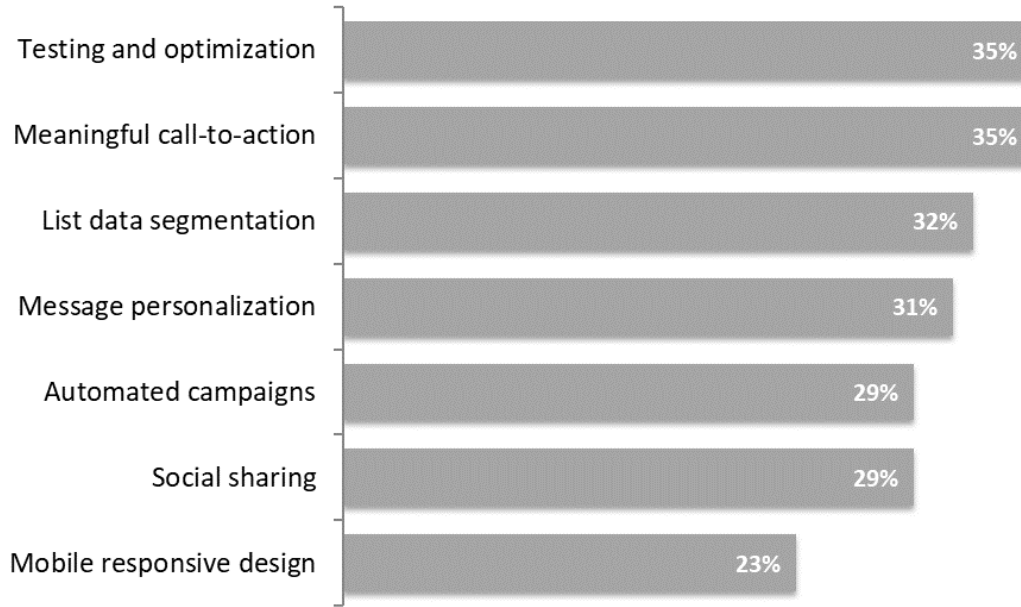
Get Personal &
Start Testing to
Win at Email



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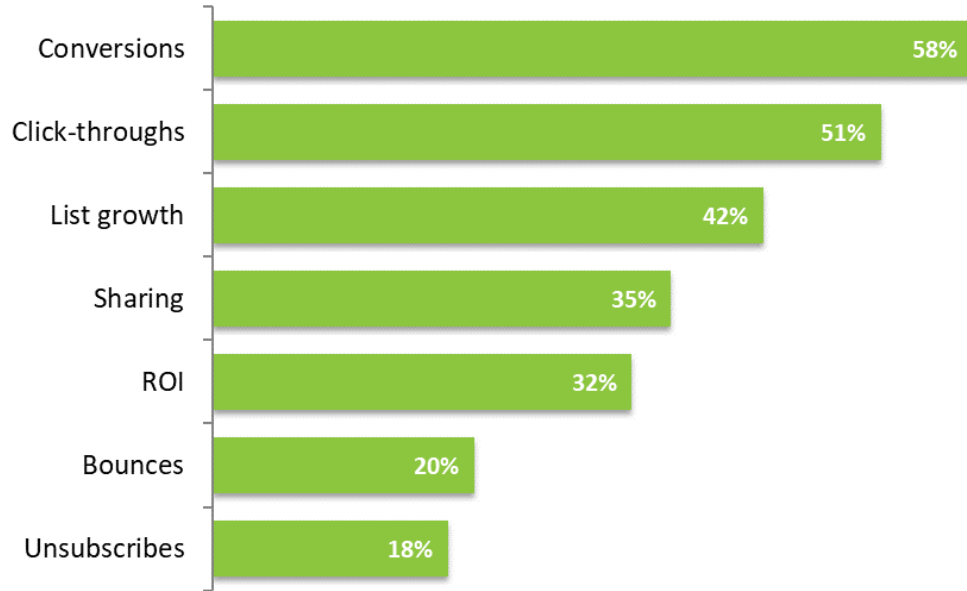
Most Difficult Tactics

What are the most DIFFICULT email marketing tactics to implement?



Most Useful Performance Metrics

What are the most useful METRICS for measuring email marketing performance?



Prove to Clients It's Working!



Poll



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Questions?



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Continue The Conversation

With SharpSpring:



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