



# Top 5 Marketing Automation Lessons Learned

Greatness, Gaffes and Laughs from Agency Partners



**Manny Torres**

Creative Director  
Rock My Image



**Matt Chollet**

President  
AgencySquared



**Simon Harvey**

Managing Director  
Demodia



**Aletha Royer**

Director of Partner Enablement  
SharpSpring



## Manny Torres

CREATIVE DIRECTOR **Rock My Image**

Manny Torres is the Co-Founder of Rock My Image. He is the agency's Creative Director and brand development lead with a knack for connecting clients and partners to the people and resources they need to grow their business.

His passions are competing in water polo tournaments and enjoying the latest craft beers, but not at the same time ;)



## Matt Chollet

PRESIDENT **AgencySquared**

Matt Chollet is the Founder and President of AgencySquared. He works everyday to help his agency clients drive more conversations with their most sought after prospects through marketing automation and old fashioned hard work.

When Matt isn't in the office he is almost exclusively outdoors either climbing mountains, sailing a boat, or competing in triathlons.



## Simon Harvey

MANAGING DIRECTOR & OWNER **Demodia**

With over 20 years professional experience in pre-sales and marketing roles, Simon is well-versed in the challenges of marketing global B2B solutions. Simon actively seeks new and creative ways to use the various marketing tools and platforms at his disposal.

His passions are marketing and technology and in recent years, the merger of those two traditionally separate areas has given him plenty to get excited about.



## Aletha Royer

DIRECTOR OF ENABLEMENT **SharpSpring**

Aletha comes to SharpSpring from one of our first agency partners, where she grew a full service digital marketing department with marketing automation as the focal point. She brings years of marketing experience, both in agencies and on the client-side.

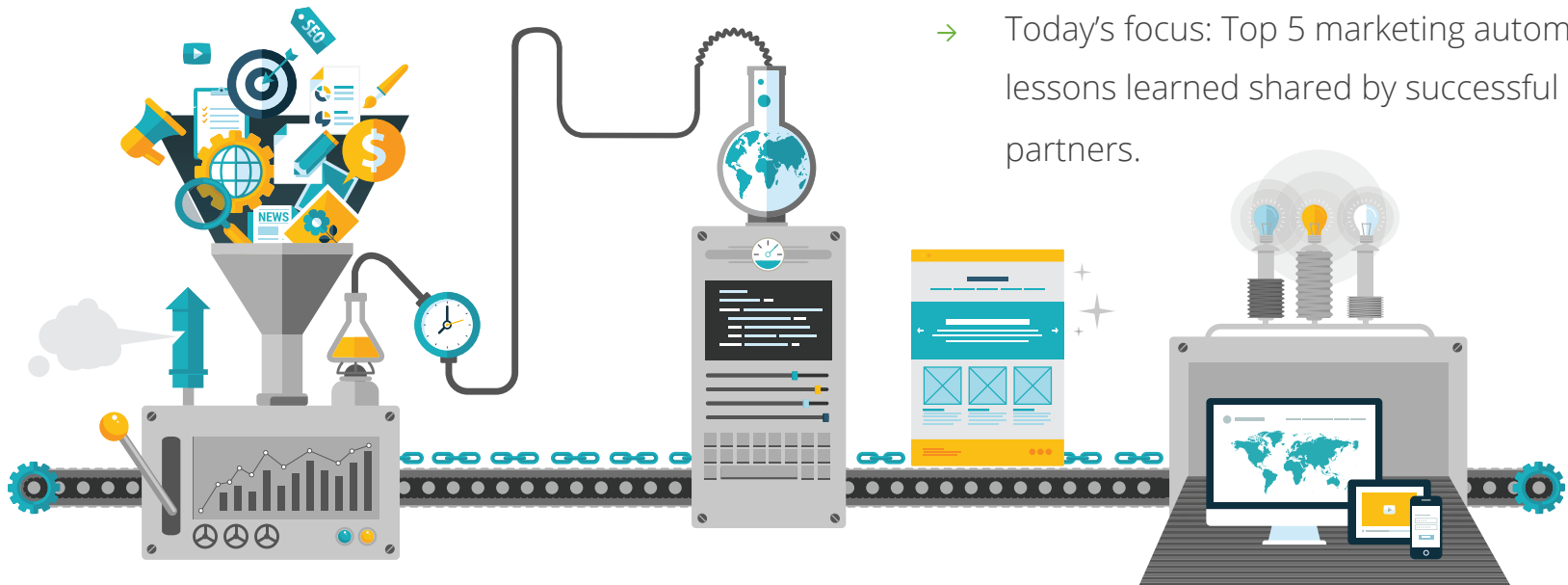
# Greetings

## Who's In The Audience

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

## Why Are We Here?

- Learning from Peers
  - Share marketing automation best practices
  - Provide real-world success stories
- Today's focus: Top 5 marketing automation lessons learned shared by successful partners.



# Housekeeping

## Questions?

- Phone lines are muted
- Submit via:
  - Chat Box
  - Twitter: #SharpTweet or @SharpSpring
- Answers at end of presentation

## Webinar Recording & Slides

- Emailed after webinar

## Webinar Survey

- We need your feedback

 #SharpTweet live with us

## Upcoming Webinars:

SpringBoard Live (partners only)

- Friday, Sept. 18th (1<sup>st</sup> and 3<sup>rd</sup> Fridays)
- 11 am-11:30 am EDT

Improving Customer Engagement With Marketing Automation

- Tuesday, Sep. 22, 2015
- 11 am-12 pm EDT | 8-9 am PDT | 4-5 pm BST



Chip LaFleur  
President  
LaFleur Legal Marketing

## Future Partner Presenters:

Email Aletha Royer at [aletha@sharpspring.com](mailto:aletha@sharpspring.com)

 SharpSpring

# Topics We Will Cover



Signing up that  
first client



Top revenue  
generating tips



Laughs and gaffes  
from human error



Memorable client  
objections and how they  
were overcome



Software tips of the  
Shaolin Masters

# Continue The Conversation

## With SharpSpring:

Questions?

Email

[sharpspring@sharpspring.com](mailto:sharpspring@sharpspring.com)

Want to see more?

Request a demo on

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

## SharpSpring Partners:

Got a great success story?

Email ideas to

[aletha@sharpspring.com](mailto:aletha@sharpspring.com)



### Manny Torres

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 [#SharpTweet](https://twitter.com/SharpSpring) live with us



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# Thank you!

Questions?

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