Choosing the Right Partner for Revenue Growth

5 Things You Should Know Before
Signing On the Dotted Line
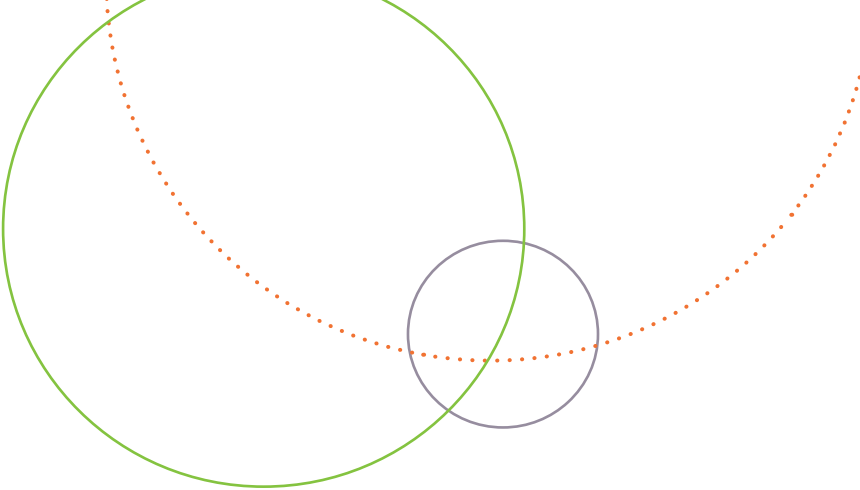
SharpSpring
from Constant Contact

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Why Read This eBook?

Revenue growth is hard.
Everything is due tomorrow – or yesterday.
Your boss demands stellar results.
Your competition is trying to underbid you.
Your creative team wants tacos.

—

You need a platform stacked with the tools to expand your revenue base and deliver results, but the search for the right vendor can keep you up at night.

This eBook **outlines 5 major areas** to consider and gives you the questions to ask (along with a handy checklist) to help you choose the right revenue growth partner for your business.

You need more than just a feature set.

You need to find a partner that can help you:

- **Drive more leads:** More than just more. Drive relevant leads that convert.

- **Convert leads to sales:** Close business by sending exactly the right message at exactly the right time using powerful, behavioral-based communication.

- **Optimize your entire funnel:** Double down on what works and axe what doesn't. Comprehensive analytics make it easy.

94%

of businesses say using marketing automation helps them achieve goals.

– ASCEND2

Drive More Leads

Convert Leads to Sales

Optimize Your Entire Funnel

1

A Platform Built to Help You Run a Profitable Business

1 A Platform Built to Help You Run a Profitable Business

A true partner will make the job of generating revenue growth easier.

Ask yourself:

What are the contract and billing terms?

You work month to month with your clients, in an ever-changing business landscape. How will the vendor you're considering work with *you*? Watch out for red flags like huge upfront fees.

- ☐ Does the vendor bill you for an entire year upfront?
- ☐ What will it cost you just to get started?

Are there hidden fees or limits?

Understand what features are included and what costs extra. Carefully review plan limits on contacts, emails, page impressions, etc. so you're not surprised down the road.

- ☐ Does that affordable "starter" package include the features and functionality you need?
- ☐ Does the price increase dramatically with only a modest amount of usage?

> **Qualify 2x More Leads, Faster**
>
> We knew we needed a true partner focused on our growth, and within the first two weeks with SharpSpring we were able to fill up our pipeline and hit the ground running with real revenue.
>
> **- JARED BEASLEY, CEO, AUTHENTEQ**
>
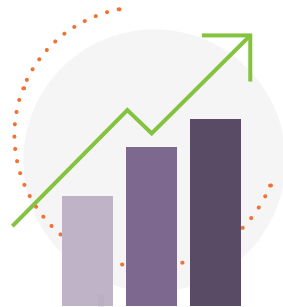> *Read the full Case Study »*

2

Support You Can Depend On

2 Support You Can Depend On

You want a platform that provides a main point of contact so you'll always have a person you know you can call - not an automated phone directory to get lost in.

| Expand Your Business | Increase Revenue | Build ROI |

Ask the following questions to make sure the vendor will be a **true partner** to your business.

Is support free and unlimited?

Some providers also have hidden fees that can add up quickly.

Break down the support offerings to learn:

☐ Is there a charge for support? (monthly, annual, or per incident?)

☐ Do you have unlimited access to direct support via phone, or do you need to rely on email and support tickets after an initial "free" period?

☐ Will you have a dedicated onboarding expert to help you get set up for success?

☐ What kind of training materials are available? Is access to video tutorials, help docs, user forums, and certification programs included at no additional cost for unlimited users (even after your onboarding period is over)?

> " The best thing since Wonder Bread! SharpSpring is perfect if you are looking for an inexpensive, feature-rich and customer support focused platform. You will be able to quickly understand how to do the basics of the program to take your business to the next level, and have the support of SharpSpring to master all the complex and advanced features that it truly offers.
>
> **– STEPHEN GUTTERSON, BLUE WHEEL MEDIA**

How quickly can you expect meaningful results and ROI?

Look for onboarding programs that help you get up and running quickly. And be sure you ask about ongoing training—think about future hires.

☐ Are integrations and migrations included in onboarding?

☐ Will the vendor help you set up your first campaign and workflow?

☐ Will you get a personalized training plan during your first 90 days?

" You can spend less and start sooner with SharpSpring. We won't use anything else.

– OMAR BARRAZA, PLANSTARTGROW

3

Features Designed
with You in Mind

3 Features Designed with You in Mind

You have unique needs. Does the vendor you're considering offer features to make day-to-day operations easier and help you grow your revenue?

Does the platform have the features you actually need?

True marketing automation platforms include key features that drive results and continue to add new functionalities to stay current with digital marketing trends.

Be careful when comparing platforms that you're not considering an entry-level plan that fits your budget but cuts out important features.

Make sure your sales and marketing automation vendor includes these features

SharpSpring
Conversion 360™

Capture — Engage — Analytics — Convert — Expand — Tracking — Attract — Engage

Marketing Automation · Email · CRM · Sales Engagement · Social Media · Ads

4 Technology that Plays Well with Other Tools

4 Technology that Plays Well with Other Tools

Check out the "ecosystem" of technologies the platform integrates with. A system can't be all things to all users, but it should play nicely with others. You don't want your solution to be the deal-breaker because it won't play well with your prospects' existing systems.

Does the platform integrate with other tools, or is it a closed system?

☐ Is there a full-featured, open API?

☐ Is an optional, built-in CRM included?

☐ Are integrations extra?

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5 A Partner Trusted
By Your Peers

5 A Partner Trusted By Your Peers

What are other sales and marketing professionals saying about the vendor?

Check out review sites to learn:

- [ ] Is the platform highly rated?

- [ ] What do other businesses say about support?

- [ ] Has the platform helped them grow their business?

" We experience top-notch support, quarterly town-halls, and lots of communication. SharpSpring is terrific to work with in implementing the platform.
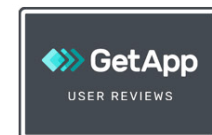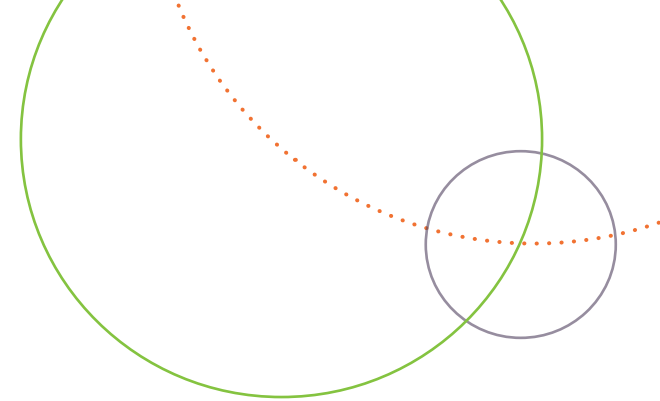
– SCOTT MILLEN, 2 FISH COMPANY

4.5/5	4.5/5	7.8/10	4.4/5	4.5/5
★★★★⯪	★★★★⯪	★★★★☆	★★★★⯪	★★★★⯪
Top 50 Marketing Products BEST SOFTWARE AWARDS 2020	Capterra USER REVIEWS	TR Top Rated 2020	WE'RE RATED at Software Advice	GetApp USER REVIEWS

SharpSpring

We want to be the easiest company to work with...

EASY PRICING	**1/10th COST** Fraction of the Cost	Month-to-Month Options	Unlimited Users
EASY SUPPORT	Dedicated Onboarding Expert	Unlimited Phone Support	Unlimited Training
EASY PLATFORM	Full-Featured Open API	100s of Integrations	Built-In CRM

SharpSpring
from Constant Contact

See why more than 2,000 agencies and 10,000 businesses trust SharpSpring.

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