

email marketing automation

a sharkey advertising platform

SHARKEY
ADVERTISING



who?

your prospects and customers.



what?

intuitive, flexible, cost-effective
marketing automation tools.



where?

at your fingertips.



why?

increase your ROI
easily & effectively.



when?

any time. it works on
your schedule.



how?

contact sharkey advertising today.





Your Prospects and Customers

Get ahead of your competition. Only 3% of B2B companies are currently using marketing automation.

Sharkey Marketing Automation gives your sales and marketing team the insight they need to focus on their best prospects—helping them shorten the buying cycle and close more sales! It automates email marketing messages that are targeted and personalized then alerts your sales team about every opportunity for them to score a deal.

Marketing automation drives a 451% increase in qualified leads for businesses.

Studies show that demographic and behavioral targeting can improve lead generation and sales rates dramatically. It can also provide a far superior customer experience. Sharkey Marketing Automation also makes your job easier by automating time-consuming processes so you can target consumers with relevant information at exactly the right moment in the buying cycle.

what?

intuitive, flexible, cost-effective
marketing automation tools.



Powerful Features of Sharkey Marketing Automation

VISITOR ID: Triple your leads by identifying anonymous traffic. The VisitorID feature allows you to see when prospective and current customers return to your site and what pages they visit

LIFE-OF-THE-LEAD: The Life-of-the-Lead timeline provides a complete history of how a prospect interacts with your company – from emails opened, to form completions and lead scoring, helped you identify and prioritize hot leads

SALES ANALYTICS: Empowers your sales team with key insights about each lead

BEHAVIOR TRACKING: Understand your prospects behavior on your site to create one-on-one communications

LEAD SCORING: Prioritizes your pipeline leads and reaches out to sales-ready prospects automatically

DYNAMIC FORMS: Capture more leads with forms that are designed to convert leads to sales

CRM INTEGRATION: Our built-in customer relationship manager (CRM) consolidates prospect and lead information and plugs them into your sales team's CRM system seamlessly

SALES NOTIFICATIONS: Sends email or text to your sales team when a lead indicates they are ready to buy

EMAIL AUTOMATION: Sends targeted emails with triggers that can help your team build personal relationships with sales prospects

CAMPAIGN OPTIMIZATION: Eliminates waste and identifies profit opportunities

GOOGLE ADWORDS LINKING: System links to Google AdWords campaigns using campaign analytics and email reports to gain a complete picture of how AdWords campaigns are performing, and enables you to maximize your ROI by focusing on what worked

Featured Descriptions

TRAFFIC SOURCES: Who visits the linked/tracked site analytics. Must have site tracking enabled to use.

WEB INSIGHTS: Analytics about the linked site. Visits, uniques, page visits

CAMPAIGNS: Leads generated from email campaigns

ADWORDS: Connection to google adwords, API connection

EMAIL JOBS: All Sent or upcoming email sends

EMAIL REPORTS: Reports pulled to show intelligence and metrics

EMAIL TESTS: A/B Testing for emails

ACTION GROUPS: Automation set up it will notify of certain events

EMAIL TEMPLATES: Designed templates

MEDIA CENTER: Ability to add trackable links to media already uploaded. The Media Center allows companies to optimize a content marketing strategy by providing analytics into what content is helping to drive conversions. We can use views against media center assets in the automation engine to quickly capitalize on leads when a users interest is peaking.

FORMS: Use on site or landing page to collect data from people who fill it out. Use to generate sales leads or as an opt in for emails

1. Subscriber Form: Create a simple email only form to allow leads to subscribe to blog content. Link form submissions for a list in Sharkey Email Automation Platform and enable RSS Emails to automate content delivery to these subscribers.
2. Schedule Request Form: Include a date/time picker on a form to allow leads to request or schedule a specific time to speak with a member of your team. Use in conjunction with time-based workflows to automate follow-ups unique to the requested date.

3. Promotional / Offer Form: Whether you are offering a free assessment, discounted consultation hours, or a consumer commodity, promotional forms are a great way to have leads submit information to receive the offer. Once the lead is in your funnel we can follow-up with strategic marketing.

4. Personas Form: Add a field to your form that includes a self-identification question to allow leads the ability to identify as demographic you are targeting, to help improve dynamic messaging.

BLOGS: A blog editor within Sharkey Email Automation Platform that will post the blog to the landing page.

VISUAL WORKFLOWS: Automation map, what email to send, when to send and to who mapped out visually.

TASKS: Rules that the platform follows when a certain action happens. Such as, send email to someone when a person fills out a form.

ACTION GROUPS: Automation to certain groups

SCHEDULED EVENTS: Events coming up that are automated

CONTACT MANAGER: Imported list of sales contacts

VISITOR ID: VisitorID uses reverse IP lookup to identify the people visiting your site, and provides you contact info, including names, emails and phone numbers – effectively doubling or tripling the number of leads that can be harvested from your existing web traffic.

PIPELINE: Where in sales process potential prospects are

OPPS WON: How many people have actually bought from client that have been tracked.

SHOPPING CART: If client sells things via their site this would be utilized

ACCOUNTS: Accounts assigned to specific sales person

EMAIL SYNCING AND TRACKING: Allows your email to be synced to the platform to view there and get pertinent alerts for leads etc.

3 Packages

	LEVEL 1 STANDARD	LEVEL 2 SEMI-CUSTOM	LEVEL 3 CUSTOM
Analytics/Web-based	—	—	<i>Sharkey pulls monthly reports</i>
Traffic Sources	✓	✓	✓
Web Insights	✓	✓	✓
Campaigns	✓	✓	✓
Adwords	✓	✓	✓
Analytics/Email-based	—	<i>Sharkey pulls post blast reports</i>	<i>Sharkey pulls post blast reports</i>
Action Groups	✓	✓	✓
Email Reports	✓	✓	✓
Email Jobs	✓	✓	✓
Training (onboarding)	up to 4 hours	up to 4 hours	up to 4 hours
<i>Includes access to 24/7 Online Ticket</i>			
Automation (Managed by Sharkey)			
Visual Workflows	—	✓	✓
Tasks	—	✓	✓
Action Groups	—	✓	✓
Personas/Profile	—	✓	✓
Scheduled Events	—	✓	✓
Contacts			
Import Tool	Client to upload	Client to upload	Sharkey to upload
VisitorID	✓	✓	Sharkey to implement
Contact Manager	✓	✓	✓
Sales			
Lead Scoring	✓	✓	✓
Pipeline	✓	✓	✓
Opps Won	✓	✓	✓
Shopping Cart	✓	✓	✓
Accounts	✓	✓	✓
Reports	✓	✓	✓
Settings			
My Account	✓	✓	✓
Lists	✓	✓	✓
Email Syncing And Tracking	✓	✓	✓

con't...

3 Packages

(con't)

	LEVEL 1 STANDARD	LEVEL 2 SEMI-CUSTOM	LEVEL 3 CUSTOM
Cost			
Paid Monthly	\$/Month	\$/Month	\$/Month
Paid Quarterly	\$/Quarter	\$/Quarter	\$/Quarter
Paid Annually (15% Savings)	\$/Year	\$/Year	\$/Year
Dashboard	√	√	√
Number of Users	1-3	Unlimited Users	Unlimited Users
Deployments	10,000/mo.	25,000/mo.	100,000/mo.
Max. Email Contacts	50,000	75,000	100,000
Page Impressions	150,000	250,000	250,000
#Pages	Yearly Standard	Monthly Production*	
Email Templates	1	2	
Landing Pages	1	2	
Newsletters	1	1	
Blogs	1	2	
Events & Webinars	1	1	
Press Release	1	1	
Forms	1	1	
Media Center/Videos	1	1	
Creative			
Bonus Creative Campaign	—	—	—
	Client supplies creative assets*	Sharkey creates and supplies image and copy assets**	Sharkey creates and supplies image and copy assets**

NOTES:

DEPLOYMENTS: (Additional Email Overage \$2.50 per 1K)

EMAIL CONTACTS: (Additional Email Contact List overage charge \$4.50 per 1K)

PAGE IMPRESSIONS: (Additional page impressions-overages \$ 75 per 100,000 overage)

#Only Sharkey corporate has access to build pages

Additional cost for more creative concepts and campaigns

Must be used within month. Does not carry over from month to month

Clients must put Sharkey Email Marketing Automation Platform tracking code onto their website in order to utilize VisitorID

One year commitment required

The background of the entire slide is a blurred image of a hand holding a smartphone. Overlaid on this is a complex network of thin, light-colored lines connecting various points, some of which are highlighted with small, glowing circles. In the upper left corner, there is a large, solid black circle.

where?
at your fingertips.



At Your Fingertips

Sharkey Marketing Automation includes a complete range of tools right at your fingertips. It provides unique marketing insight so you can optimize the efficiency of your business. While your sales team closes more deals in less time, our marketing team can focus on higher-level tasks that can't be automated like competitor analysis, content creation and campaign development.

Sharkey Marketing Automation lets you target your leads with highly personalized communications based on age, gender, personal interests, or other specific data points that are relevant to your business. By using demographic and behavioral targeting to guide your marketing strategy, you can prioritize leads that are ready to convert and we can develop more customized messaging to nurture along those that are not yet ready to commit.



Enhance your Bottom Line. Increase Your ROI Easily & Effectively

MORE REVENUE FOR YOU

Sharkey Marketing Automation allows you to forge rich relationships by developing a deep connection with your customers. Your business will be discovered by more prospects, helping to close more sales and improve ROI. Sharkey Marketing Automation takes the guesswork out of identifying which of your initiatives are generating leads and sales and which are not. Once implemented, Sharkey can provide actionable insights and results in just days.

THE BEST COMMUNICATION TOOLS

Sharkey Marketing Automation is a big leap forward in digital marketing tools. For the first time, your business will have the resources to connect with each customer on a one-on-one basis.

ANALYTICS FOR OPTIMIZATION

Sharkey Marketing Automation identifies successful tactics and poor performances. You can quickly eliminate wasted effort and improve your ROI.

A FRACTION OF THE COST

- Easiest-To-Use Interface
- Time-Saving Automation
- Unlimited Support
- Built-In & Third-Party CRM

Though a relatively new concept, Sharkey Marketing Automation has already changed the way many companies market their products to clients and prospects. The software offers a number of features and functionalities to help you generate more leads and nurture them through the sales process. When used correctly, it can dramatically improve customer loyalty, brand exposure, and conversion rates of leads to sales.



Anytime. It Works on Your Schedule.

LOG ON ANY TIME, DAY OR NIGHT

Work with us to send exactly the right message at exactly the right time using powerful, behavioral-based communication.

ENGAGE LEADS AT CRITICAL POINTS:

Our powerful but easy-to-use rules engine simplifies marketing automation. Build buyer personas and use workflows to engage leads at critical points in their unique buying journeys. Receive a list of the hottest leads right to your inbox, and act at just the right time to convert them to sales.



Contact Sharkey Advertising Today

We have partnered with a strong training team that will get you up and running. We will be there with you every step of the way

Contact Sharkey Advertising to get started with Sharkey Marketing Automation today:

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