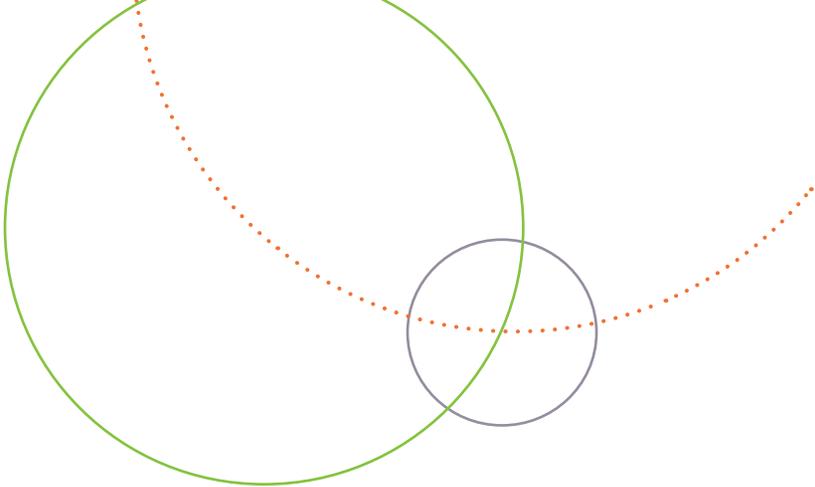




Choosing the Right Partner for Revenue Growth

5 Things Your Agency Should Know Before
Signing On the Dotted Line

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Why Read This eBook?

Agency life is hard.

Everything is due tomorrow – or yesterday. Clients demand stellar results. Your competition is trying to underbid you. Your creative team wants tacos.

Your agency needs a platform stacked with the tools you need to expand your revenue base and deliver results for clients, 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 agency.





Agencies need more than just a feature set.

You aren't just trying to find the best vendor for marketing your own business, you need to find a partner that can help your agency:

- Expand your list of service offerings
- Increase monthly recurring revenue
- Deliver measurable results for clients
- Build higher-value relationships with clients

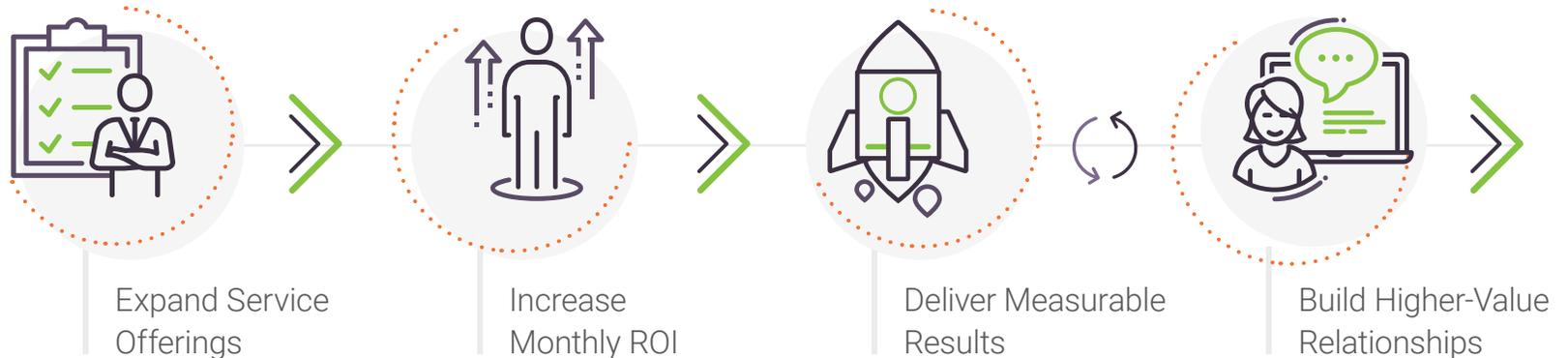
That's why you can't just focus on comparing features.

Instead, make sure the vendor you're considering is built specifically for agencies.

94%

of agencies say using marketing automation helps them achieve goals for themselves and their clients.

- ASCEND2





Choosing the Right Partner for Revenue Growth

**An Agency Model Built to Help You
Scale Run a Profitable Business**

1

1

An Agency Model Built to Help You Run a Profitable Business

A partner built especially for agencies will make the job of generating revenue growth for multiple clients easier. **Ask yourself:**



Does the vendor's pricing model help you run a profitable agency?

More dollars staying in your agency means you can deliver better results to your clients. Look for a pricing structure that leaves room for your agency's retainer.

- Is the monthly cost for the platform more than 25% of your client's monthly marketing budget (leaving little room for your own service billing and profits)?
- Can you set your own price per client?
- Does the vendor control the relationship with your client or are you in charge?
- Is the platform rebrandable, so that your client sees **your logo** when they log in?

“ Agency Lands 12 New Clients with Affordable Hubspot Alternative

FunnelBud has found that regardless of the specific goals a client has, all clients want to increase sales and achieve a mind-blowing ROI. Throughout its prior experience with HubSpot and Pardot, FunnelBud saw time and time again how companies purchased these marketing automation solutions but were not able to make them profitable.

Read the full [Case Study](#) »





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?





Choosing the Right Partner for Revenue Growth

Support Your Agency
Can Depend On

2

2 Support Your Agency Can Depend On

You want 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 agency.





Is support free and unlimited?

Your clients expect you to have answers and solutions at the ready. 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 the vendor help you set up your new clients, or do you need to pay extra for that help?
- 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)?
- Does the vendor help with client support, questions and issues?
- Does your vendor know that you need answers quickly for your clients?



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 and new clients with new challenges.

- 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 aimed at certifying your agency during your first 90 days?
- Will the vendor assist with client demos and provide customized proposals and sales materials?



“ You can spend less and start sooner with SharpSpring. Now we’re able to retain clients longer by moving them to SharpSpring. We won’t use anything else.

– OMAR BARRAZA, PLANSTARTGROW





Choosing the Right Partner for Revenue Growth

Features Designed with
Your Agency in Mind

3

3

Features Designed with Your Agency in Mind

As an agency, you have unique needs. Does the vendor you're considering offer agency-focused features to make day-to-day operations easier and help you strengthen client relationships?



Does the vendor offer an agency management console so you can manage all of your clients in one spot?

Does it include helpful features like:

- Single sign-on
- Easy client management
- Shareable templates



Are you able to control the client relationship and look and feel of the client experience with:

- Rebrandable platform
- White-label domain
- Rebrandable reports



Does the platform have the features you and your clients actually need?

True revenue growth 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:



Agency Pricing Model

Your customers are yours, not ours.

- As little as 1/10th the cost of competing solutions.
- If we screw up you can leave anytime. No long-term contract.
- You decide what to charge your customers.
- You keep 75% of the revenue or more.





Choosing the Right Partner for Revenue Growth

4

Technology that Works
for Every Client

4 Technology that Works for Every Client

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. Considering the variety of clients that your agency might work with, 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?





Choosing the Right Partner for Revenue Growth

5 A Partner Trusted By Your Peers

5

A Partner Trusted By Your Peers



What are other agency professionals saying about the vendor?

Check out review sites to learn:

- Is the platform highly rated?
- What do other agencies say about support?
- Has the platform helped them grow their business?

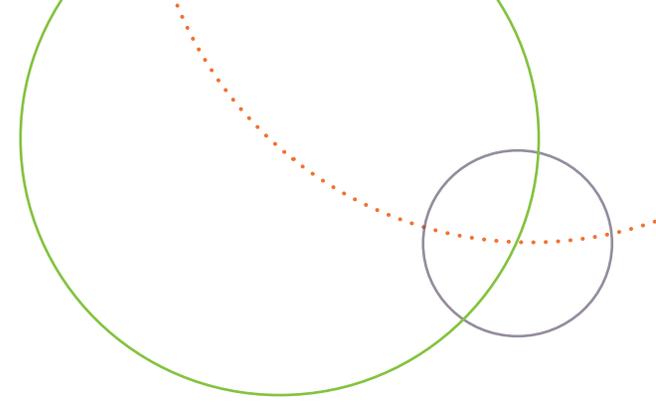
“ SharpSpring is *razor focused* on partnering with agencies, not competing against them for the same client. In this context, we experience top-notch support, quarterly town-halls, and lots of communication. SharpSpring is terrific to work with in implementing the platform. They will work with you to help you pitch, and they will work with you to help you install.

– SCOTT MILLEN, 2 FISH COMPANY





We're the *only* platform built around agencies...
and it affects everything we do.



AGENCY PRICING



Fraction of the Cost



Month-to-Month Options



Billed Monthly



Agency Sets Client Prices

AGENCY SUPPORT



Dedicated Onboarding Expert



Unlimited Phone Support



Unlimited Training



Sales Materials & Client Demos

AGENCY FEATURES



Single Sign-On



Rebranded Platform



Agency Client Console



Shareable Templates

AGENCY ARCHITECTURE



Full-Featured Open API



100s of Integrations



Built-In CRM



Flexible for Client Needs





See why 2,000 agencies and 8,000 businesses trust SharpSpring.

SCHEDULE YOUR DEMO TODAY

Related Content

Agency Lands 12 New Clients With Affordable HubSpot Alternative

Convert clients from HubSpot and Pardot to SharpSpring and watch your revenue climb.

- ↑12 New retainer-based clients in six months
- ↑10x ROI for a client in three months
- ↑90x Improvement in lead gen for a client in six months

Agency Seeks Pardot and HubSpot Alternative

Funnelbud is a marketing automation agency founded by former HubSpot and Pardot consultants who saw the need for a better marketing automation solution. The owners repeatedly found that after a business signed on with a marketing automation platform, it would often underestimate the time and effort needed to successfully implement the system. Because of this, businesses had to fully rely on agencies like Funnelbud to manage their marketing automation strategy.

Case Study

Agency Lands 12 New Clients With Affordable HubSpot Alternative

The Ultimate Client Plan for Marketing Automation

Learn the fab four client goals and the step-by-step process for delivering results

SharpSpring

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The Ultimate Client Plan for Marketing Automation

Issue 20
Same Agency Services, More Revenue Streams

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