

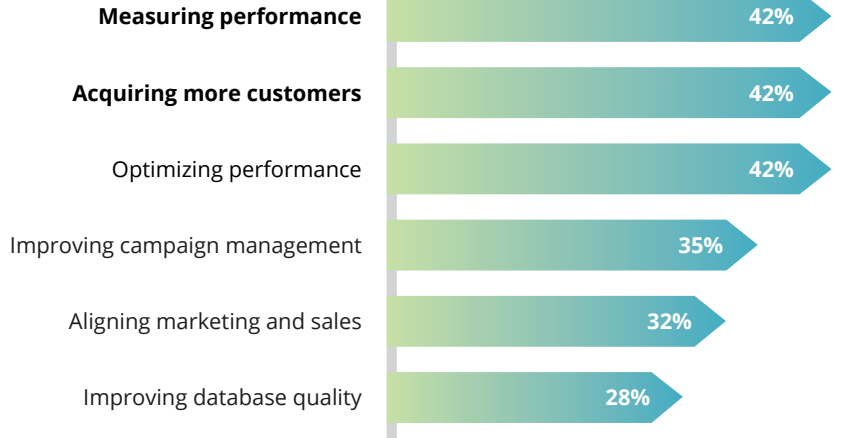
STATE OF MARKETING AUTOMATION FOR AGENCIES

Marketing agency execs share the strategies and tactics they're using to leverage marketing automation for agency growth.



Agencies Have Their Eye on ROI

What are the **MOST IMPORTANT OBJECTIVES** of a marketing automation strategy?

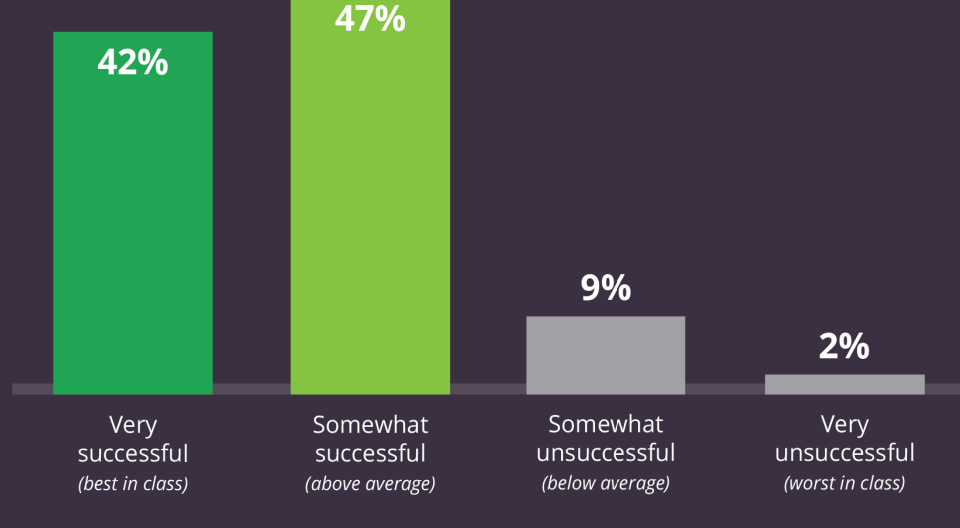


Proving ROI is an ongoing pain point for marketers, so it's no surprise that **45% of agencies rely on marketing automation platforms to show ROI** and **42% use marketing automation to measure performance** for both their own marketing efforts and those of their clients. Additionally, **42% of respondents noted client acquisition as a top objective** in their marketing automation strategy.



Agencies Are Killing It With Marketing Automation

How **SUCCESSFUL** is your marketing automation strategy at achieving important objectives?

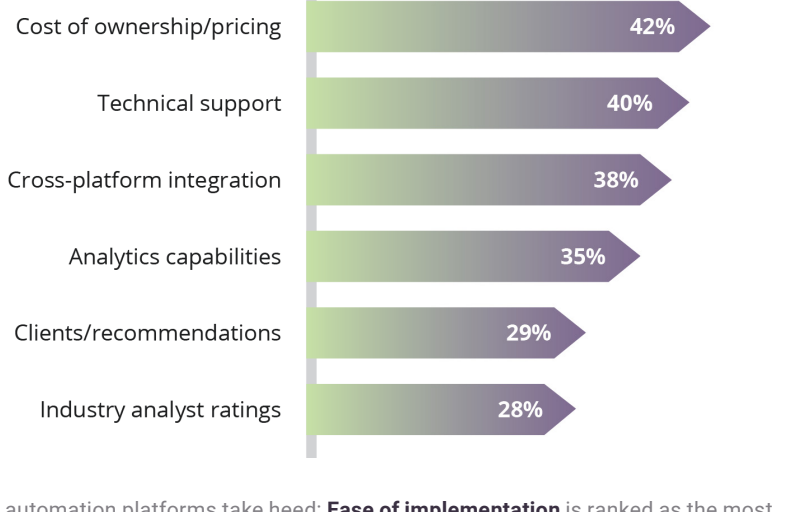


Nearly **90% of agencies say their marketing automation strategy is successful**, while only **2% count themselves as "worst in class."** An agency's strategy should be two-pronged: (1) using marketing automation to attract more clients, and (2) selling marketing automation and related services as part of its offering to clients.



If It Isn't Easy, Agencies Don't Want It

What are the **MOST IMPORTANT EVALUATION CRITERIA** for selecting a marketing automation system?

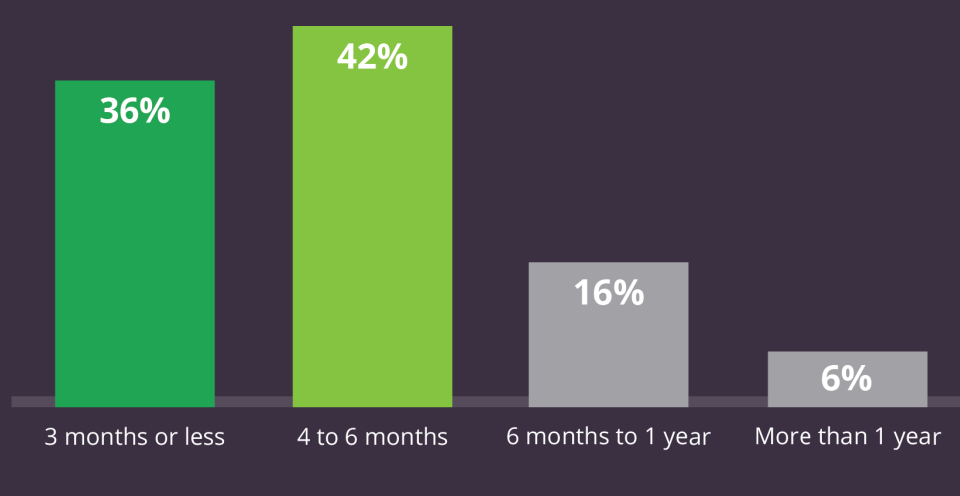


Marketing automation platforms take heed: **Ease of implementation** is ranked as the most important factor in evaluating a platform – even more so than pricing. Agencies don't have time to learn complex new systems, and they need to start generating ROI from a platform right away.



Get It Done in 4-6 Months

What is a reasonable **TIME FRAME** for completing the implementation of a marketing automation system?

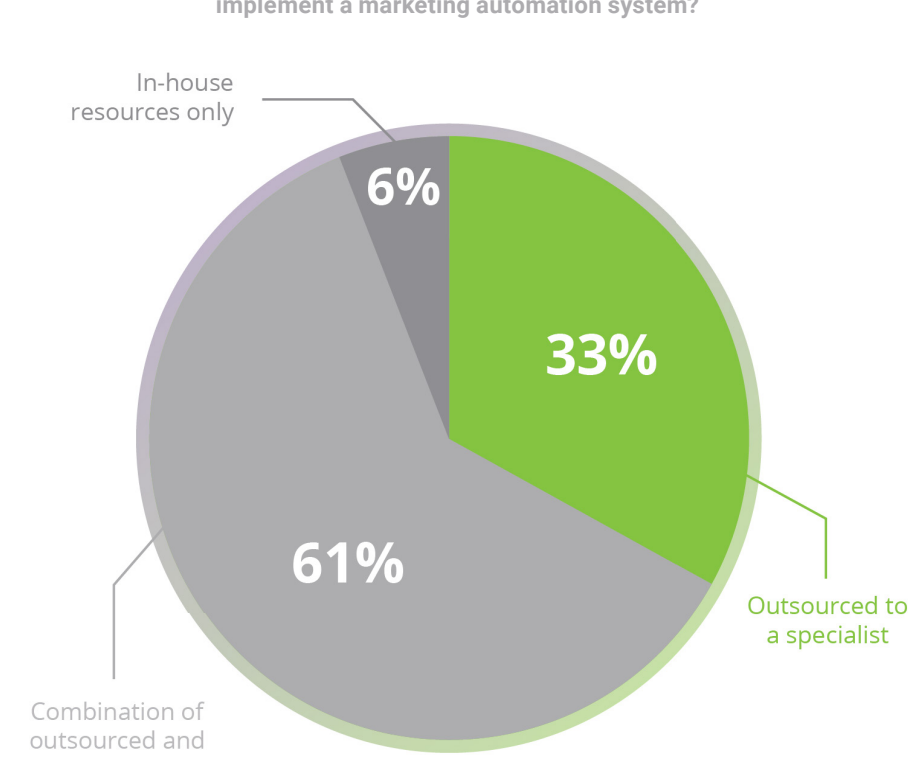


Agency execs are not known for their patience, and they make no exceptions when it comes to marketing automation. Agencies want results quickly – for their clients and for themselves. Most agency execs think a marketing automation platform should be able to be fully implemented in less than six months, with **36% saying it should be possible in three months or less.**



Resource Crunch Means Revenue Opportunity for Agencies

Which best describes the **RESOURCES** your clients use to implement a marketing automation system?



With a mere **6% of agency clients able to successfully operate a marketing automation platform on their own**, this is a huge opportunity for agencies to provide services. Agencies should actively tout that they can offer the benefits of marketing automation without any impact on clients' human resources.

Why choose a platform built for agencies?

- As little as **1/10th** the cost of competing platforms
- Rebrandable interface, domain, notifications, and more
- Share **email templates** among clients
- Single sign-on** to manage all clients in one spot
- Multi-client management to **easily add clients** on the fly
- Flexible platform with **hundreds of integrations**
- Unlimited free support**
- Month-to-month billing** – no annual contract
- Grant access to **unlimited users**

[GET A DEMO](#)

At SharpSpring, we've built our entire company around marketing agencies, and it affects everything we do. Experience a platform that's built – and priced – for agencies like yours.