

3 steps to signing more clients

Your agency may be using or considering a marketing automation platform to help your clients grow their funnels of customers or prospects and win more business. Despite using it for clients, however, many agencies are still not using marketing automation internally to support their own business development strategies. Marketing automation is hands down the best tool for achieving the three “gets” that any agency needs in order to grow: Getting found, getting the meeting, and getting the business.

In this issue of Agency Perspectives from Sharp Spring, you will:

- Learn why you should use marketing automation internally for your agency in addition to using it for clients.
- Discover new strategies for generating awareness, leads and conversions.
- Get actionable tips for optimizing your lists, workflows, content library and more.

Visit Digital Marketing Depot to download “3 Steps to Signing More Clients.”

About The Author

Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at <http://digitalmarketingdepot.com>.

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