FOR IMMEDIATE RELEASE

Innis Maggiore adds SharpSpring firepower for
clients’ marketing automation campaigns

CANTON, Ohio (Sept. 14, 2017) — Innis Maggiore has selected SharpSpring as a partner for its powerful marketing automation platform. This addition rounds out the agency’s technology offering, enabling it to offer marketing automation to clients of any size. The agency continues to add appropriate tools to its content and social marketing, customer relationship management, sales tracking, lead scoring and digital marketing offering.

Innis Maggiore Principal & COO Mark Vandegrift said the agency’s experience with other platforms allowed it to find a tool many of its clients were seeking. The agency teamed with SharpSpring after completing an extensive investigation of various marketing automation platforms.

He said SharpSpring is the perfect match for small- and mid-size businesses who want a suite of marketing automation tools, including email marketing, CRM, lead forensics and scoring, social forensics, campaign management and integrations with accounting and operations platforms. It provides a much more affordable solution to those clients who were hesitant to invest in larger platforms such as HubSpot and Salesforce.

“In selecting SharpSpring, we looked at every possible angle in terms of our clients’ needs and how we can better assist in their email, search, content and social marketing. It is easier to use, more integrated in its functionality and more cost effective than other platforms.”

Vandegrift noted SharpSpring was developed with the single view of the customer in mind without over-engineering the product. “Many clients find that bigger systems sound attractive but are too complex to fully implement. With SharpSpring, their broad feature set is robust yet user-friendly. We anticipate most clients will use almost all of the available features.”

Innis Maggiore is available to demonstrate SharpSpring and how it can be integrated into digital activities. To set up a demo, email mark.vandegrift@innismaggiore.com.

Innis Maggiore Group is the nation's leading positioning ad agency, building strong brand positions for companies in competitive markets. The full-service integrated agency had 2016 capitalized billings of more than $23 million. Key clients include: Aultman Hospital, AultCare, Baird Brothers Fine Hardwoods, Bank of America, BellStores, DRB Systems, [FSBO.com](http://innismaggiore.us12.list-manage.com/track/click?u=130983a9c4b3c9dad0b3a9874&id=bb27cc0cfa&e=35a0fc55a1), GOJO Industries (Purell), The Goodyear Tire & Rubber Company, KFC/Kendall House, Kimble Companies, MCTV, Marathon Petroleum Corporation, Mid’s Sicilian Pasta Sauce, Nickles Bakery, Republic Steel, SmithFoods and Stark Community Foundation. The company maintains a website at [www.innismaggiore.com](http://innismaggiore.us12.list-manage.com/track/click?u=130983a9c4b3c9dad0b3a9874&id=13e90dd247&e=35a0fc55a1).

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