



BEING SOCIALLY RELEVANT

w/o

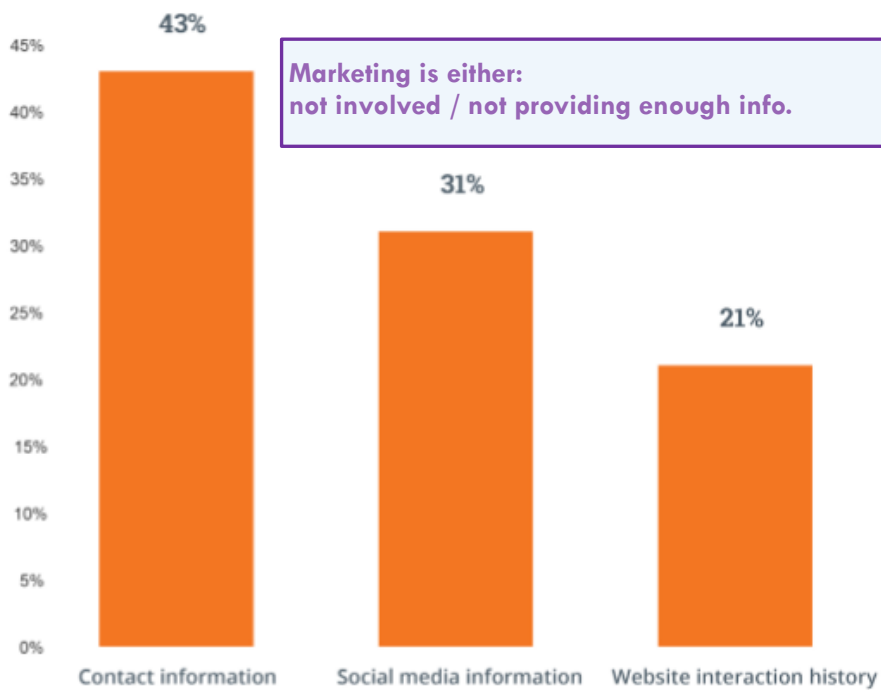
BEING ON SOCIAL MEDIA

# Transform Your Sales & Marketing

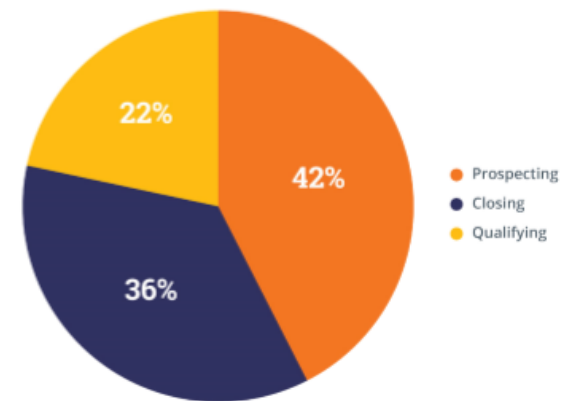
## Sales Challenges

### How Much Information Does Your Company Have About a Lead Before a Sales Rep Reaches Out?

Salespeople are not being provided with adequate lead information



**~24%** OF TEAMS  
**DO NOT**  
USE A CRM

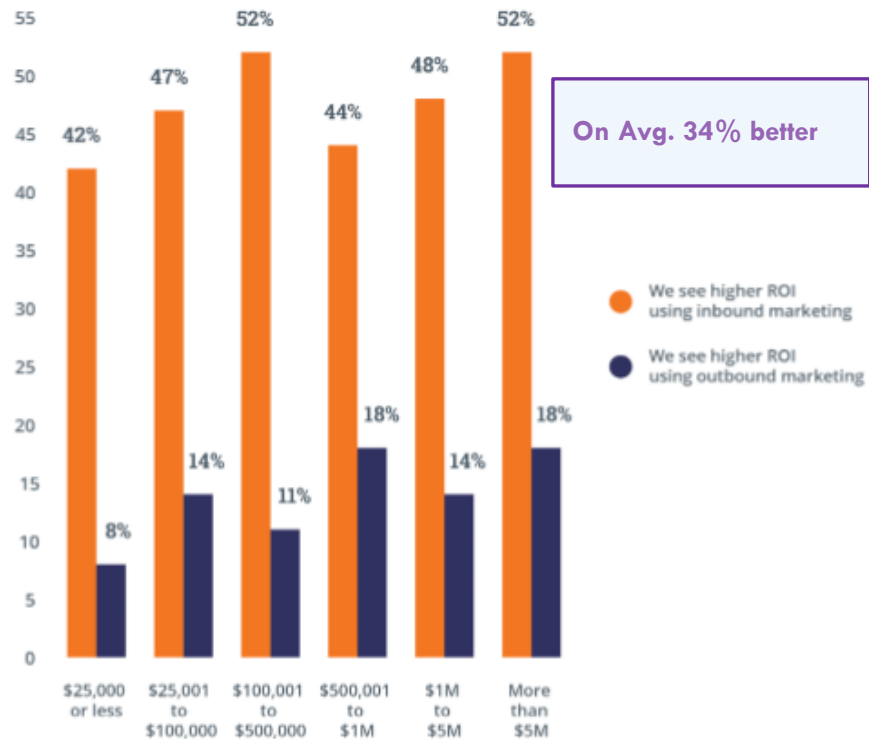


# Transform Your Sales & Marketing

## Marketing Challenges

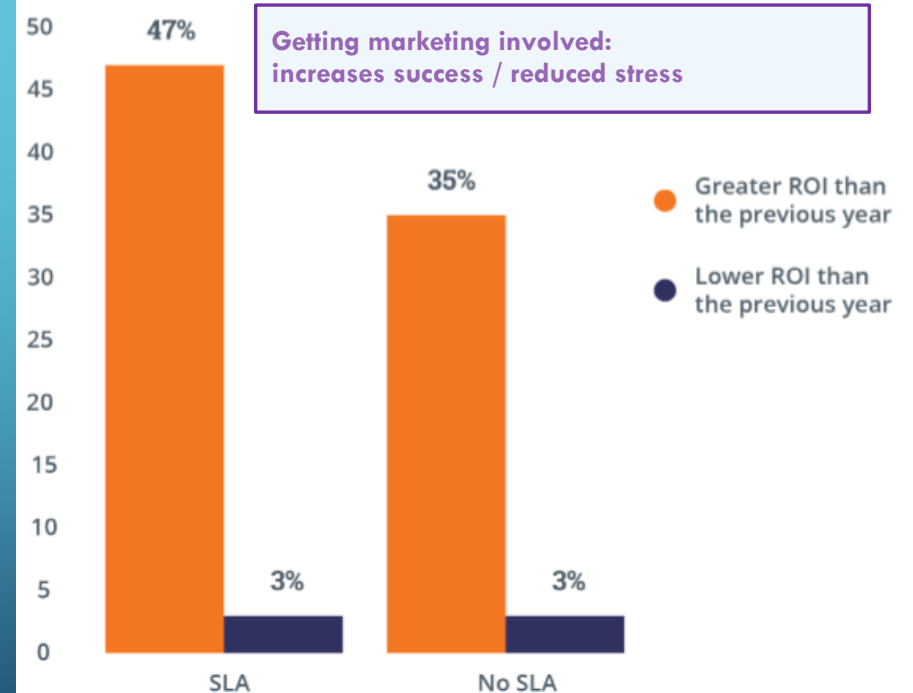
### Inbound vs. Outbound ROI by Marketing Spend

Big budget or small -- everyone gets big returns from inbound



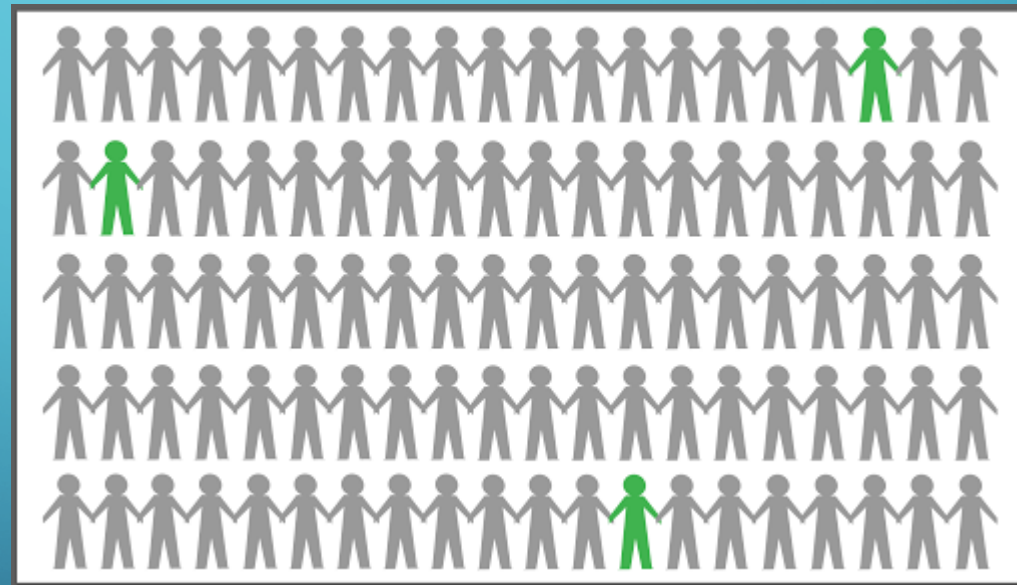
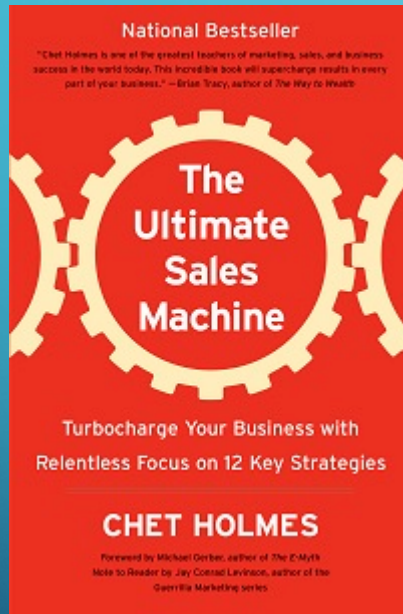
### Existence of SLA by ROI

An easy equation:  $SLA = ROI$





# CHET HOLMES'S 3 OUT OF 100 RULE



# Transform Your Sales & Marketing

## Do you recognize these sales/marketing processes?

Requires Most Time + Payroll Expenditure

10% Response to Marketing Goal  
Chet Holmes' 3 out of 100 rule.

100 calls/visits per day = 10 MQL calls/ 3 SQL visits = 1 signed contracts

Requires Less Time + Bigger Marketing Expenditure

1% Response to Direct Mail Goal  
50% Qualified & 20% Ready To Buy

1000 post cards = 10 MQL / 5 SQL visits = 2 signed contracts





# Transform Your Sales & Marketing

Here's a better sales/marketing processes?

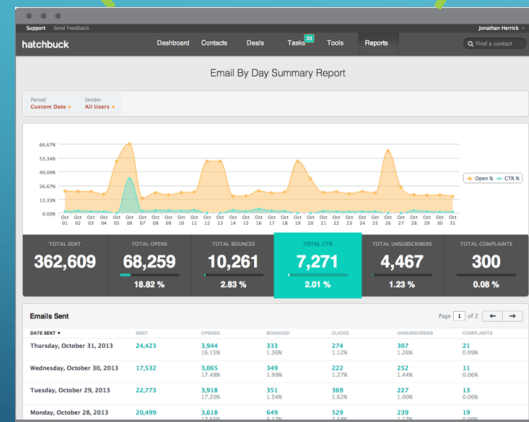
Requires Less  
Money

Goal of 10% email capture of  
All unique website visitors.

Requires Less  
Time

10% Response to Marketing Goal  
Chet Holmes' 3 out of 100 rule.

1000 Visitors = 100 unique emails + 34 qualified calls = 6 signed contracts



COMPANIES ARE 3X AS LIKELY TO SEE  
HIGHER ROI ON INBOUND MARKETING  
CAMPAIGNS THAN ON OUTBOUND.



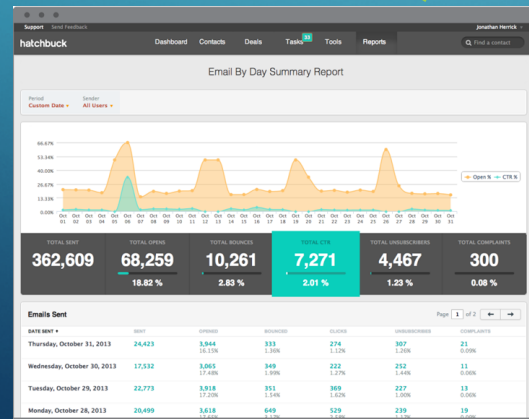
# Transform Your Sales & Marketing

## Sales/marketing processes by the #'s

100% Calls/ Visits = 10% MQL / 50% SQL = 2% signed contracts

100% post cards = 1% MQL / 50% SQL = 2% signed contracts

100% Visitors + 10% MQL / 34% SQL visits = 33% signed contracts





# THE SECRET?

- Integrated Planning
- Segmented Content
- Integrated Goals
- Segmented Campaigned
- Integrated Information
- Segmented data



# Unleash The Power Of Your Website

Install web  
tracking

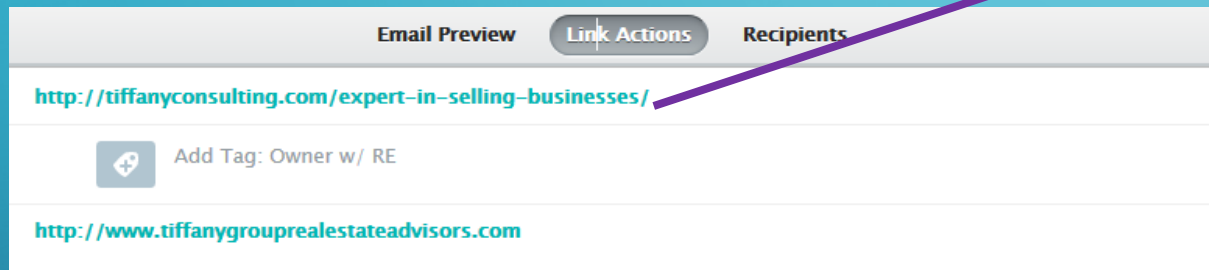
Install Pixels

Install Code

## Segment for 3 Reasons

- Targeted Email
- Facebook Remarketing
- Google Adwords

## Segment for targeted email



Hey there [Contact First Name],

**Integra Real Estate of Michiana** is transitioning into **Tiffany Group Real Estate Advisors**.

We are cleaning up our email contact database, and segmenting business owners, real estate investors, realtors, REO Asset Managers, and other realty professionals.

Our goal is to provide each audience segment we work with, with relevant news and information, versus sending useless blanket emails.

This email is aimed at targeting *Business Owners with commercial property*.

If you are a business owner, and your company has real estate assets please reply back to this email with "That's me" in the subject line.

As a token of appreciation for your time, we have put together an informative guide titled "[You're The Expert In Running Your Business](#)".



[Clear All](#) [Save This Filter](#)

### Browse by Tags

☒ Downloaded 8 reasons

☐ Multi-Families

☐ Not planning to sell

☒ Owner w/ RE

☐ Real Estate Agent

☐ Residential Home Buyer

☐ Residential Investor

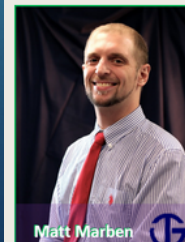
The guide is a downloadable in PDF format.

It highlights the importance of having a business broker when you are ready to sell your company.

Should you have any questions, please let us know.

If you no longer wish to receive communications from us, please reply "REMOVE", or use the unsubscribe link below.



Thanks again!



Matt Marben, Commercial Marketing Specialist  
[Tiffany Group Real Estate Advisors](#)

# Social Engaging without touching your Social Media

<input type="checkbox"/>	<b>NP-Flash Sale #1</b> Quick Question?
<input type="checkbox"/>	<b>NP-Flash Sale #2</b> No-Fail Bolting Sequences and Pattern Guide for Free?
<input type="checkbox"/>	<b>NP-Flash Sale #3</b> [Contact First Name], have I helped you?

Links	
<a href="https://amgboltingsolutions.com/free-download-bolting-pattern-and-sequence-guide-free-gift/">https://amgboltingsolutions.com/free-download-bolting-pattern-and-sequence-guide-free-gift/</a>	
	Add a Tag to the Contact Downloaded Bolting Pattern Guide
<a href="https://www.facebook.com/AMGBoltingSolutions/">https://www.facebook.com/AMGBoltingSolutions/</a>	
	Add a Tag to the Contact Visit Facebook page

Hey [Contact First Name],

I have a quick question for you...

Has the **Bolting Sequence & Pattern Guide** helped you with your torque tightening sequences?

If you haven't downloaded it yet, you can get it for free at:

<https://amgboltingsolutions.com/free-download-bolting-pattern-and-sequence-guide-free-gift/>

Hopefully you said: "YES!" and if so I want to know more about your success.

1. Write me a short note how the **Bolting Sequence & Pattern Guide** helped you figure out the correct bolting pattern in nano-seconds, not minutes.

You can post your written testimonial to my Facebook page here:

<https://www.facebook.com/AMGBoltingSolutions/>

PLEASE be specific!

I want to hear what exactly you've *learned*, *experienced*, and *results you've achieved* from using the **Bolt Sequence & Pattern Guide**.

Remember you can get it at:

<https://amgboltingsolutions.com/free-download-bolting-pattern-and-sequence-guide-free-gift/>

When you download it [Contact First Name], you will also get an exclusive 5% off discount code on any ~~Torc~~ Brand product, and I'll enter you into a drawing for free thread caps **valued at \$200**.

The discount code is only good through April 15, 2016 so if you haven't downloaded it yet, remember to get it now.

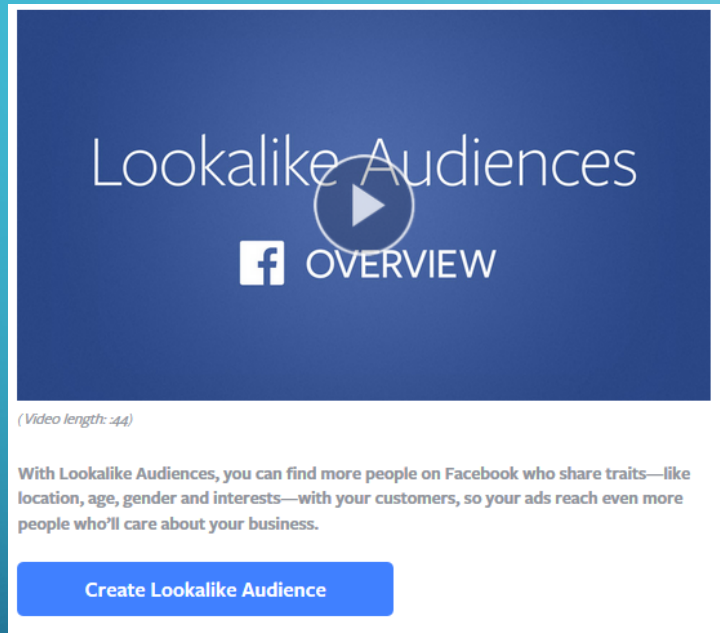
Thank you for your support and I can't wait to hear your story!

Talk Soon,

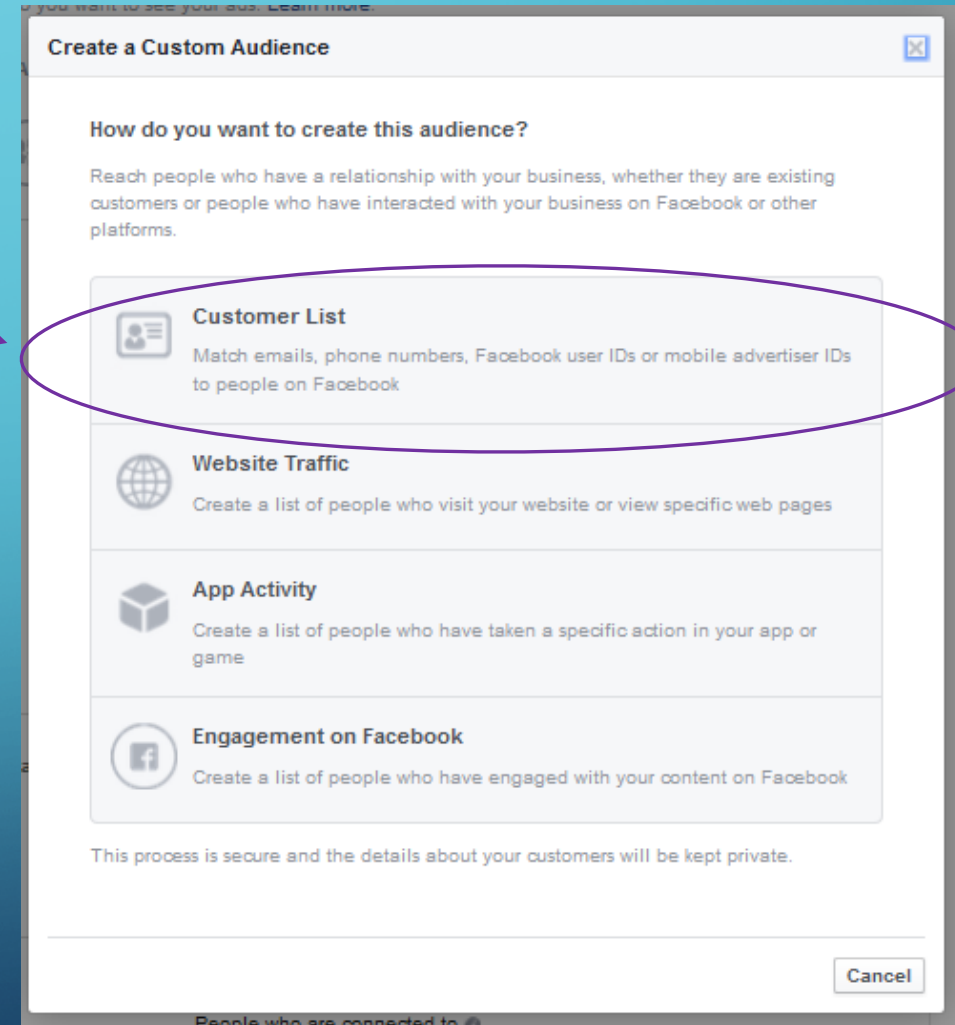
Alan Gross



## Segment for Facebook Remarketing



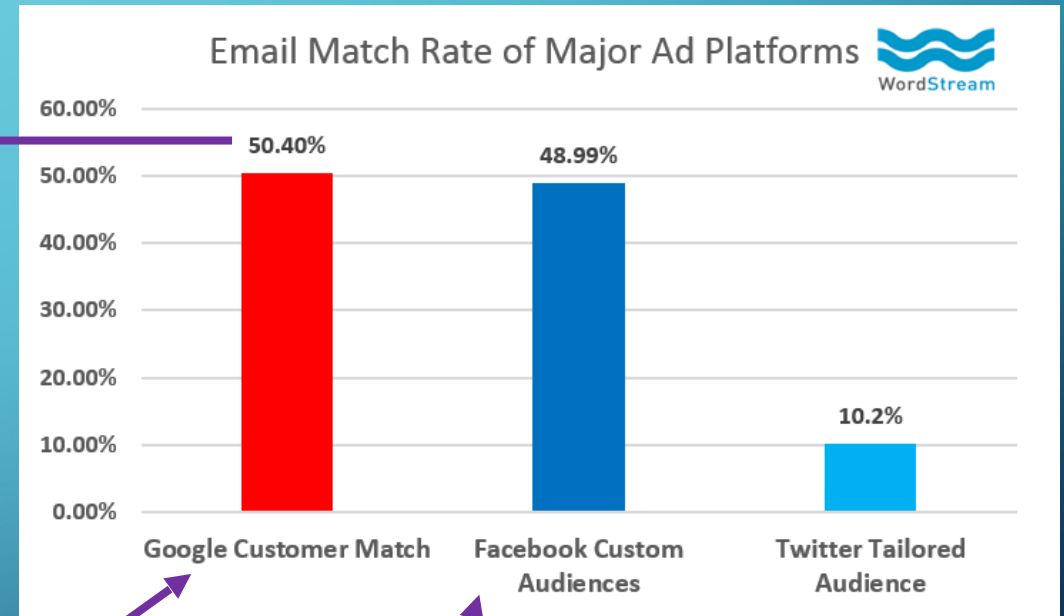
**Facebook's lookalike audiences are going to have far more in common with your custom audience than Google's are because it is based on website visitors.**



## Segment for Google Adwords

Gmail to Search to YouTube

Based on exactly what target audience is searching for Google.



Accelerated Close Rate

Better Nurtured CTR

# Distinguish Your Marketing From Competitors



**Tim Soulo** Mod → Brian Dean · a year ago

...and the takeaway:

if you want traffic - try "Skyscraper" technique;

if you want rankings - build "City of Skyscrapers".

makes sense? :)

10 ^ | v · Reply · Share ›



## Weird Thing About Remarketing: Conversion Rates Increase With More Ad Impressions

