Close and Grow Digital Revenue

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SALES STRATEGY

One important key to success is self-confidence. An important key to self-confidence is preparation.

Arthur Ashe

Did you know: 81 % of consumers go online before a purchase!

Search Engine Marketing

What is it: The process of gaining traffic by purchasing ads on search engines to improve the visibility of a website or web page in a search engine's search results.

- Sometimes referred to as CPC (cost per click) or PPC (pay per click) marketing, because most search ads are sold on a CPC/PCP basis.

When is it the best option:

- To optimize an existing or new website to reach a larger online audience

- Direct response

Display Ad

What it is: The most basic cornerstone of all digital advertising.

- A clickable form of advertising on a website that drives a general awareness of an advertiser's brand.

- The two most common sizes are 300 by 250 and 728 by 90.

When is it the best option:

- To drive broad, general awareness

- To produce a high volume of impressions

- Branding

- Direct Response

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Targeted Display

What it is: Much like regular display but targeted to those users who have been deemed valuable by the advertiser because of age, geographic location, gender, etc.

When it is the best option:

- Direct Response

- To target a specific demographic

- To create high impact

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Display Takeovers

What it is: A clickable form of high impact advertising in the form of a homepage or website takeover.

When is it the best option:

- To grant exclusivity to a client

- Good option for people who like print

- Branding

- Direct Response

- Special Events

- Special Offers

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Opt-In Database

What is it: Sometimes known as permission marketing, is where the prospective customer gives permission to the marketer to send their promotional message.
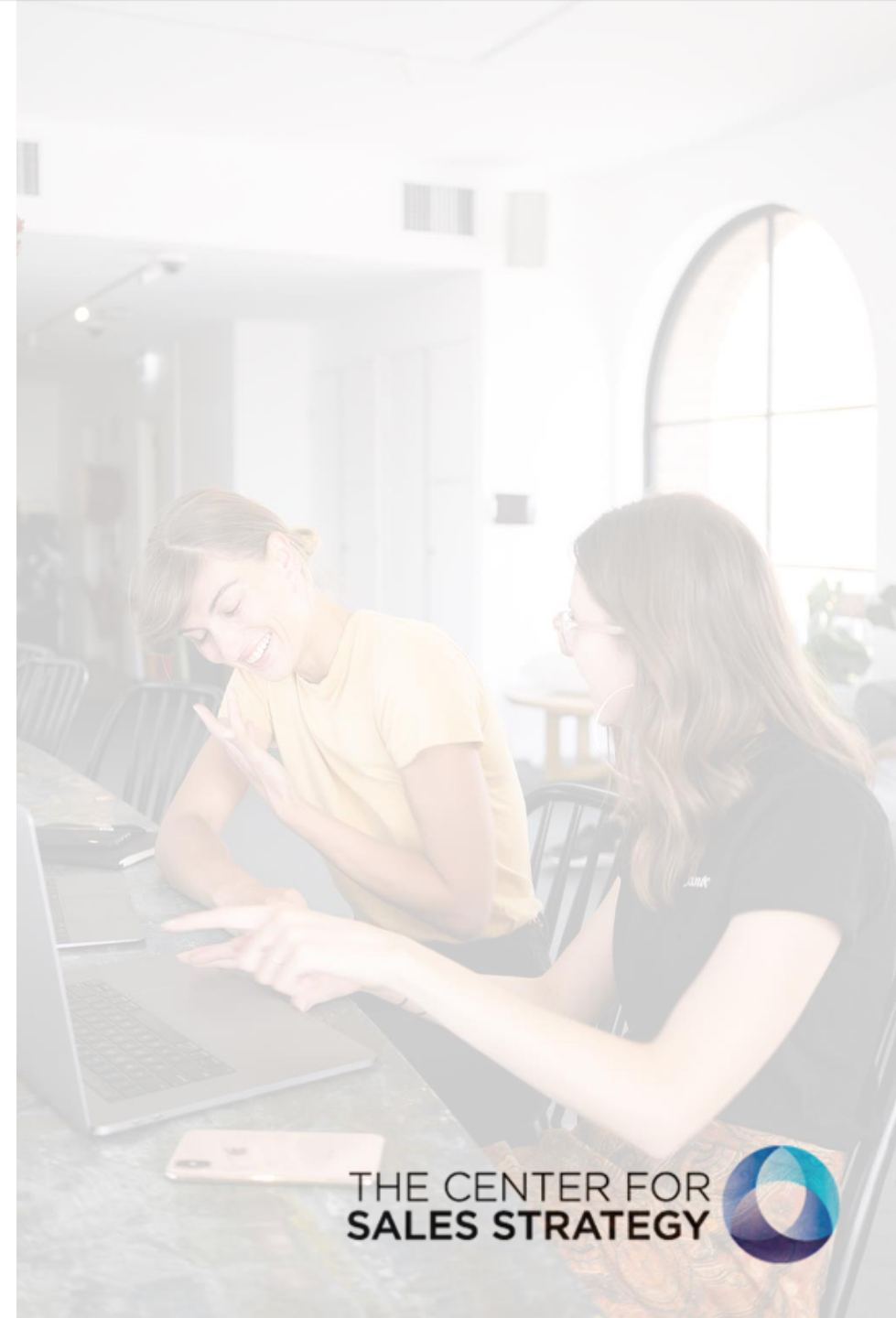
When is it the best option:

- Lead Generation

- Direct Response

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Pre/Mid/Post Roll Video

What is it: :15 or :30 second commercials that run directly before, during or after video content plays.

When is it the best option:

- Great for showing tours of cars and homes

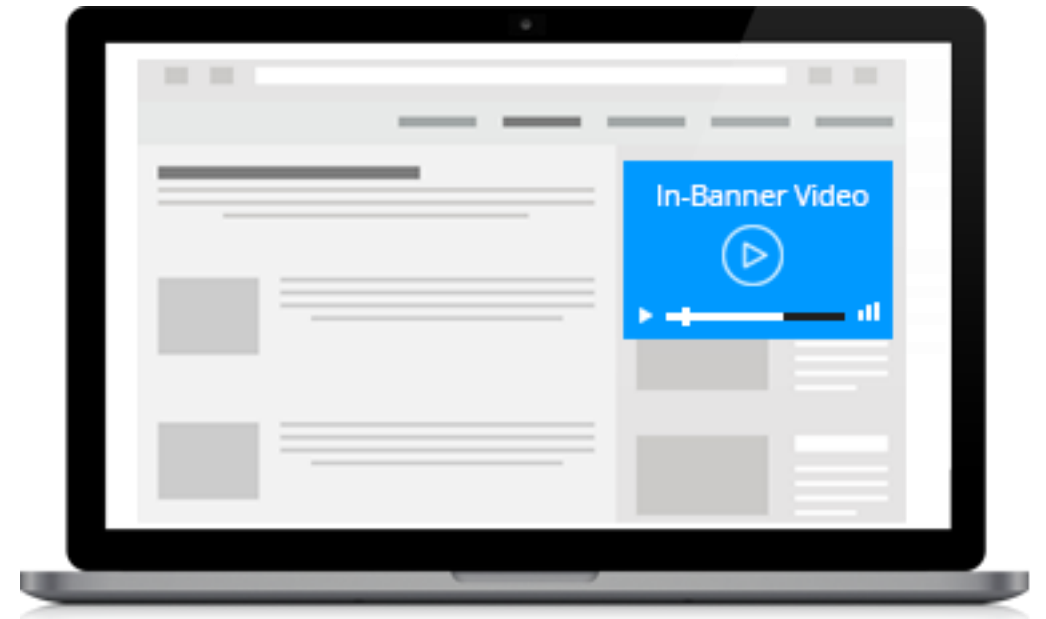- Great option for those clients doing TV

- Branding

- Content association

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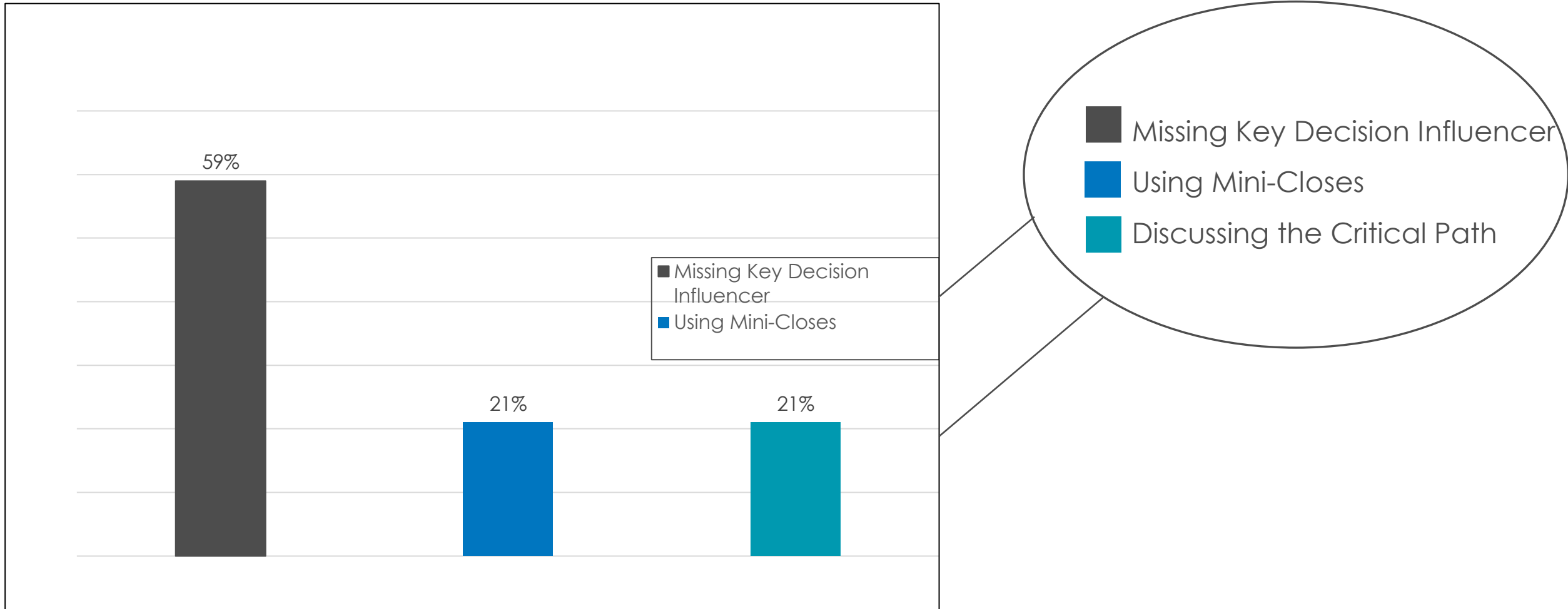THE CENTER FOR
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In Banner Video

What is it: :15 or :30 second commercials that run within a display ad.

When is it the best option:

- Branding

- To drive awareness

- Frequency

- Great option for those clients doing TV

The hardest part of presenting a proposal is...

59% Missing Key Decision Influencer

21% Using Mini-Closes

21% Discussing the Critical Path

Decision Makers

Decision Influencers

Reschedule

Video Email

Record The Meeting

Advance Plumbing

20-30 new jobs/week   40 new calls/week   Increase Form Fills   Increase Facebook Likes/Reviews
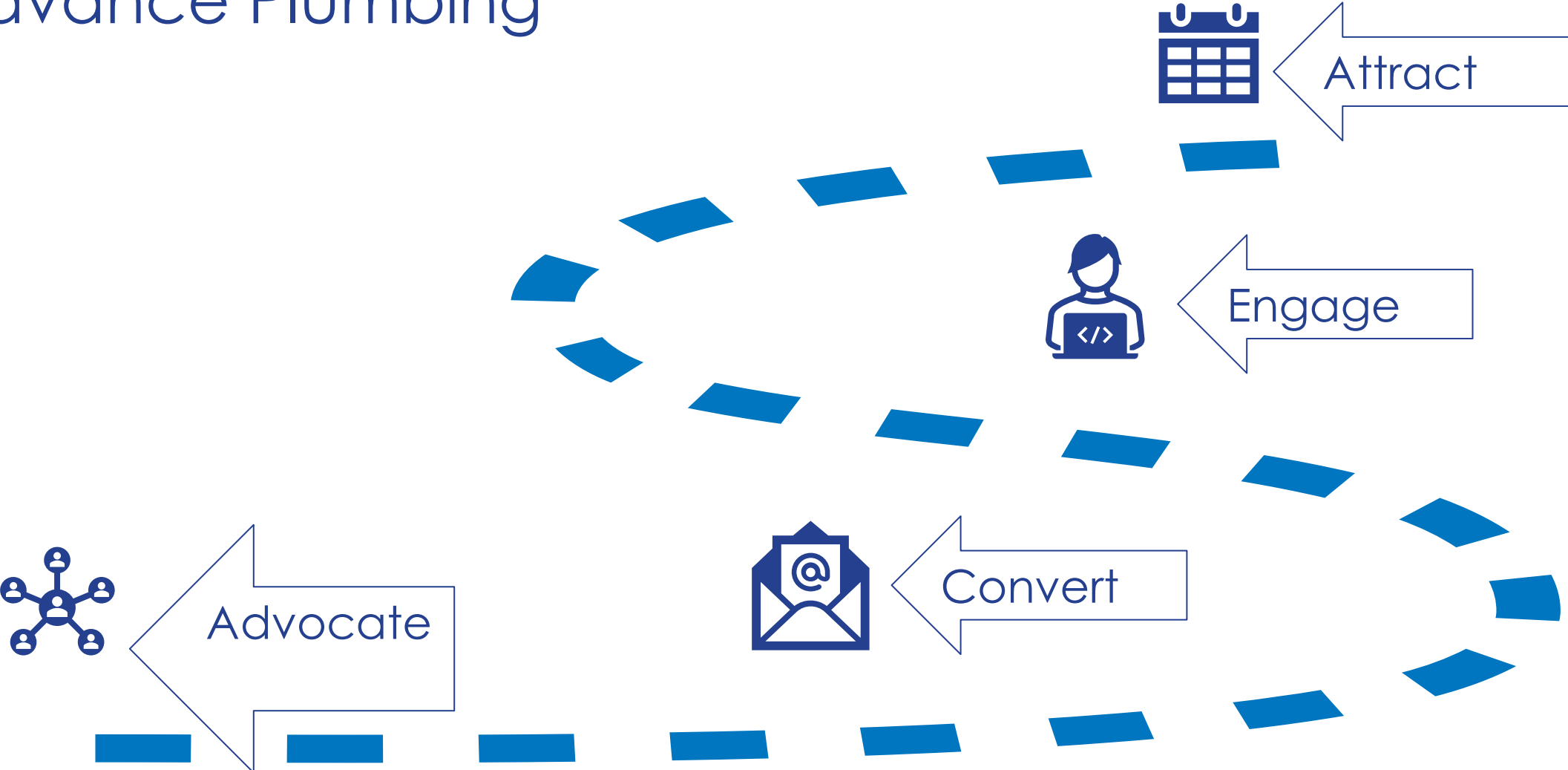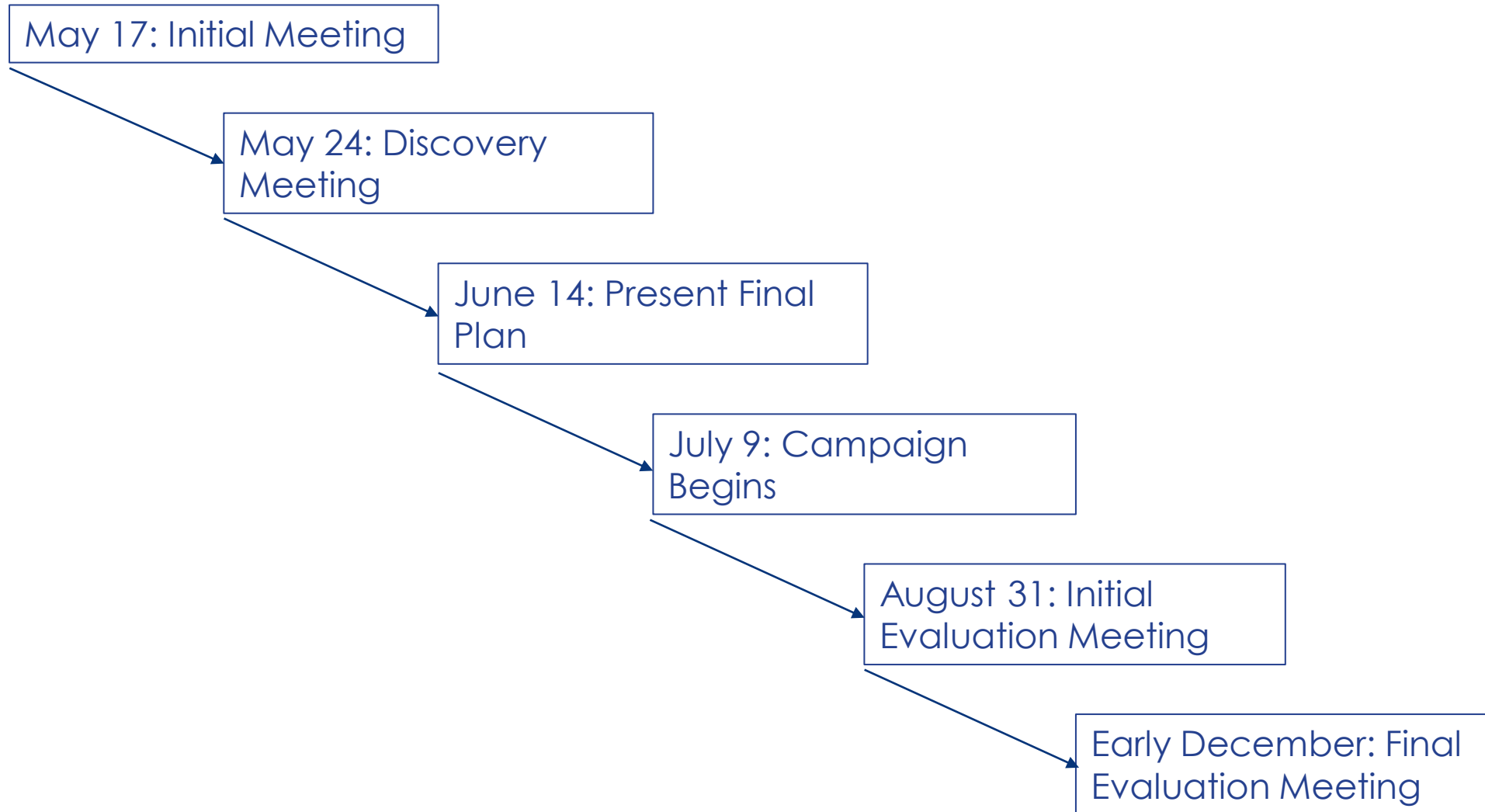
"Do you have a high degree of confidence that this solution will deliver the results we are focused on?"

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Critical Path

May 17: Initial Meeting

May 24: Discovery Meeting

June 14: Present Final Plan

July 9: Campaign Begins

August 31: Initial Evaluation Meeting

Early December: Final Evaluation Meeting

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Mini- Closes: #3

"If we are both ready to commit to this plan today, we can keep the momentum going and start working on implementation. Are you ready to proceed?"

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Clearly Ask for a Decision

Does your proposal clearly ask for a decision about the solution, plan, or campaign you are recommending?

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Ask for "Yes" or "No" on the *Proposal*

1 Overcoming Objections #1

I've done this in the past and it didn't work.

- A strong response you can give is:
  - "I am not surprised. There are 50 ways to do marketing poorly and only a handful of ways to do it right. The Media landscape continues to change, and we pride ourselves in helping you reach your desired target audience and follow them along the consumer journey."

- Then get them talking.
 - "What have you tried, what was the strategy behind it, and what were the expectations?"

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Overcoming Objections #2

2

You're too expensive.

- Your response for this should lead with empathy.
    - "I hear that from time to time. Sometimes clients see the big advertisers and think they can't invest that much, but we specialize in helping local businesses make the right size investment to get the ROI they are seeking."
    - "Companies that charge less, charge less because they don't offer a full solution that delivers ROI."

- Then give an example of something you do that brings more value, and move the conversation to the solution, not your product.

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Talking about ROI

- ROI is used by many businesses as a performance measurement to measure the effectiveness of their campaign.

- (Sales Revenue - Marketing Investment)/ Marketing Investment = ROI

- For a positive ROI, a business needs to earn more using marketing channels than they invest in their marketing.

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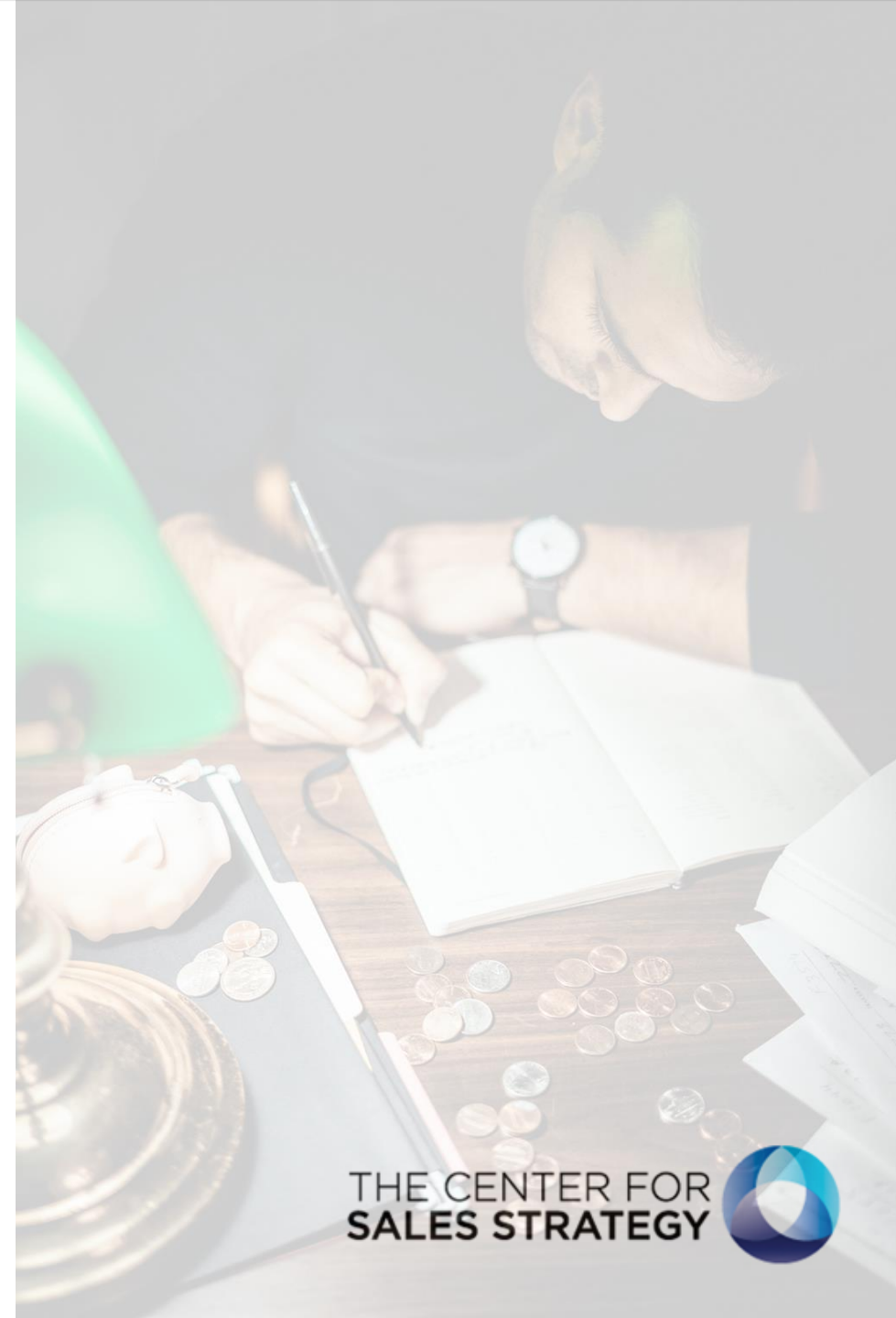WHAT
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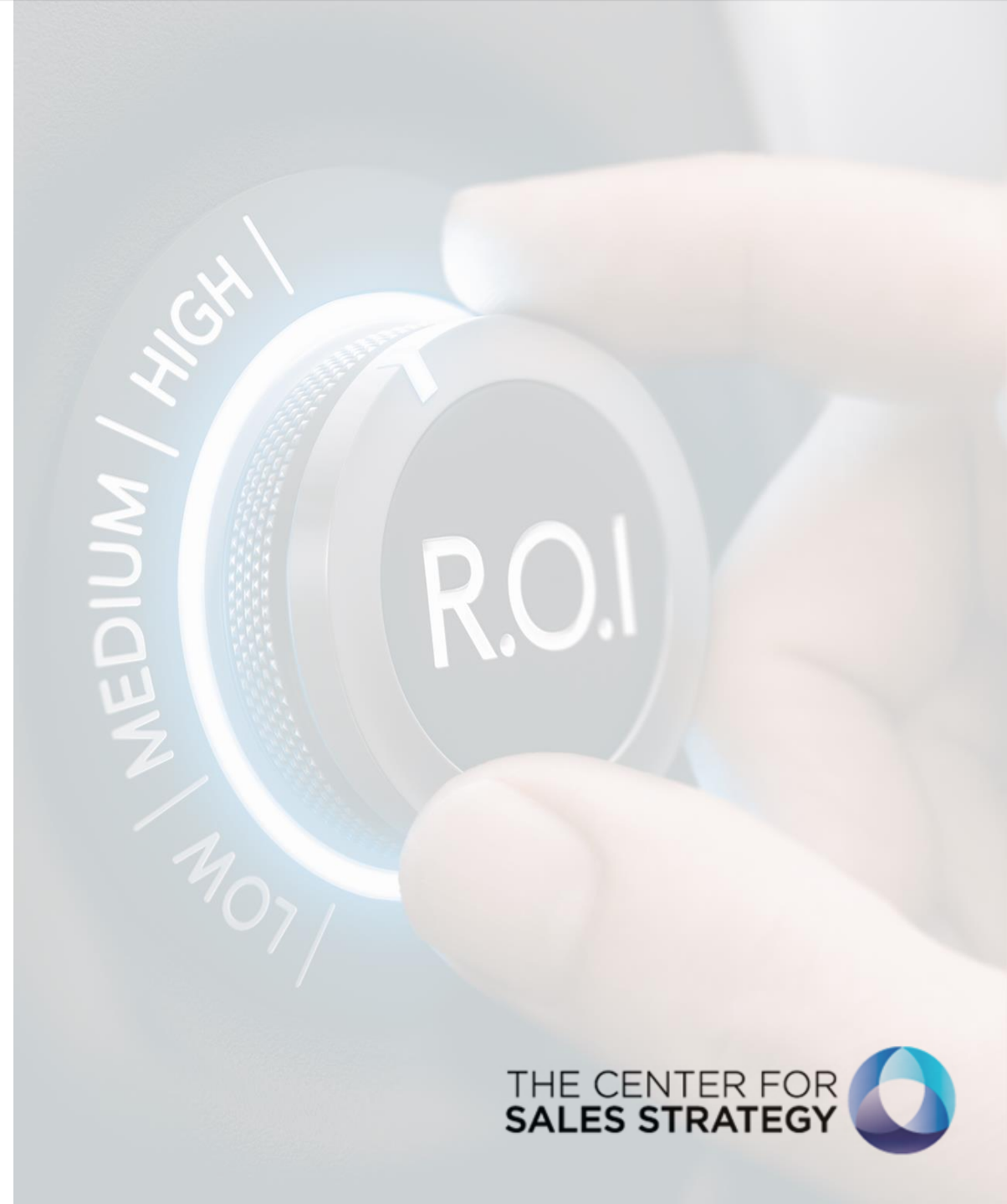
Do they want to break even?

Do they need a larger return...

How do you determine the right budget based on the results that your client wants to achieve?

1. What details do you need to uncover to tailor your solution?

2. What details do you need to know in order to recommend a budget?

Brand Awareness

What are the details that you need to know to tailor your proven solution?

- How recognizable is the brand currently? How far do you need to go to get to their goal?

- What will they examine to determine if their Brand Awareness efforts are successful?

- What do their current advertising efforts look like?

- What is the profile of their target consumer?

- Are they involved in any other Brand Awareness efforts?

- What social networks do they actively participate in? And what is their strategy with each?

- What do they want consumers to do once they get to their website? e.g. spend time with specific content, spend a certain amount of time on their site, etc.

What are the details you need to understand to before recommending a budget?

- What do they need to see in order to determine that their campaign was successful?

- What are the metrics of success that you will use to determine success?
  - If you examine website traffic, organic discuss current traffic and expected growth in traffic.
  - Use your average CTR to determine the impressions needed to drive the expected goal.

- Ask about net profits, US Small Business Administration recommends 7-8% of gross sales revenue for companies generating less than 5M and 10-12% is over 5M. Start-ups at 2-3% and up to 20% for those in a competitive industry.

- Consider the geographical area to target

Drive Traffic

What are the details that you need to know to tailor your proven solution?

- Understand where you are starting from and if the growth they expect is realistic.
- What is their current website traffic?
- How will they correlate online traffic to in-store traffic?
- What percent of their online traffic comes to the store?
- What do their current advertising efforts look like?
- Are there actions that they want their online visitors to take once they get to their website?
- Who is the target audience – go beyond age, gender and geo?
- Who are their biggest competitors? How are they currently driving traffic to their website and/or store?

What are the details you need to understand to before recommending a budget?

- What do they need to see in order to determine that their campaign was successful?
- What are the metrics of success that you will use to determine success?
- What is the increase in traffic that they expect?
- What is their current traffic look like?
- Consider the geographical area to target based on the business and target consumer location.
- What percentage of their new online traffic and in-store traffic convert to sales?
- What is a new customer worth and what is the lifetime value of that customer?

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Generate Leads/Sales

What are the details that you need to know to tailor your proven solution?

- How do they define a quality lead? Are there specific actions that they look for?
- Are they more interested in quality or quantity?
- Who is the target audience? How do they engage with the business? What are their key decision-making criteria?
- How many leads do they want? Over what time? Can they handle that number of leads?
- What is their follow-up process?
- Current conversion rates, i.e. if a qualified lead is tracked through form fills, how many visitors do they receive per form fill?
- What is more important – number of leads, sales, or total revenue generated?

What are the details you need to understand to before recommending a budget?

- What do they need to see in order to determine that their campaign was successful? Get specific – numbers, timeframe, etc.
- What is the increase in sales that they expect?
- Take their conversion rate into account:
  - How many people do you need to deliver a qualified lead?
  - Online traffic to web sales
  - Online traffic to in-store
  - Online traffic to sales
  - In-store traffic to sales

- What is their cost to acquire a new lead? New customer?
  - Cost per lead or customer / number of leads = budget number
- What is a new customer worth and what is the lifetime value of that customer?
- Consider the geographical area to target based on the business and target consumer location.
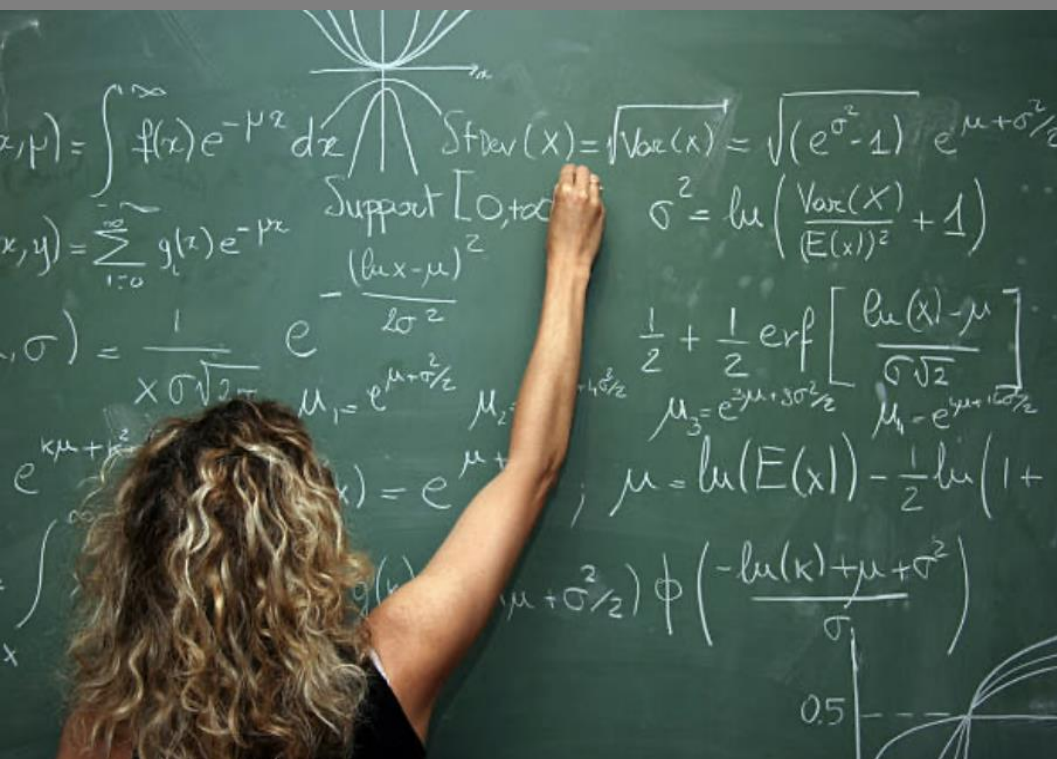
ROI Calculator

Enter the variables of your *digital* campaign in the green cells:

Total Investment	$ 15,000
Cost per Thousand (CPM)	$ 12.00
Total Impressions	1,250,000
Click Through Rate (.1%, .2%, etc.)	0.08 %
Total # of Clicks	1000
Cost Per Click	$ 15.00
Conversion Percentage (5%, 10%, etc.)	$ 10 %
Number of Conversions	$ 100
Cost Per Conversion	$ 150
Projected Revenue Per Conversion ($250, $500, etc.)	$ 250
Total Revenue from All Conversions	$ 25,000
Return on Investment	**$ 10,000**

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Thank You