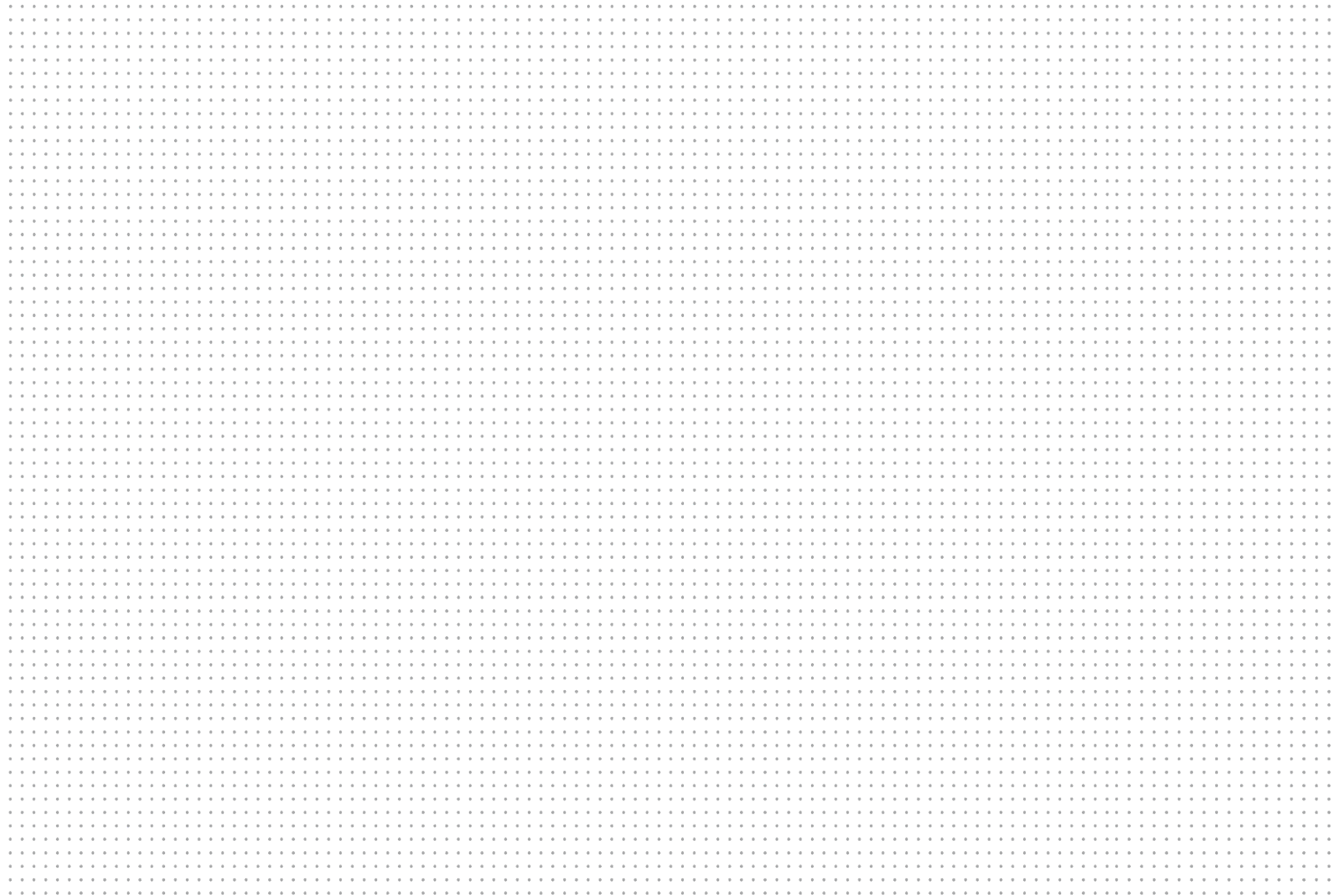


***How To Build A
Marketing Machine...***

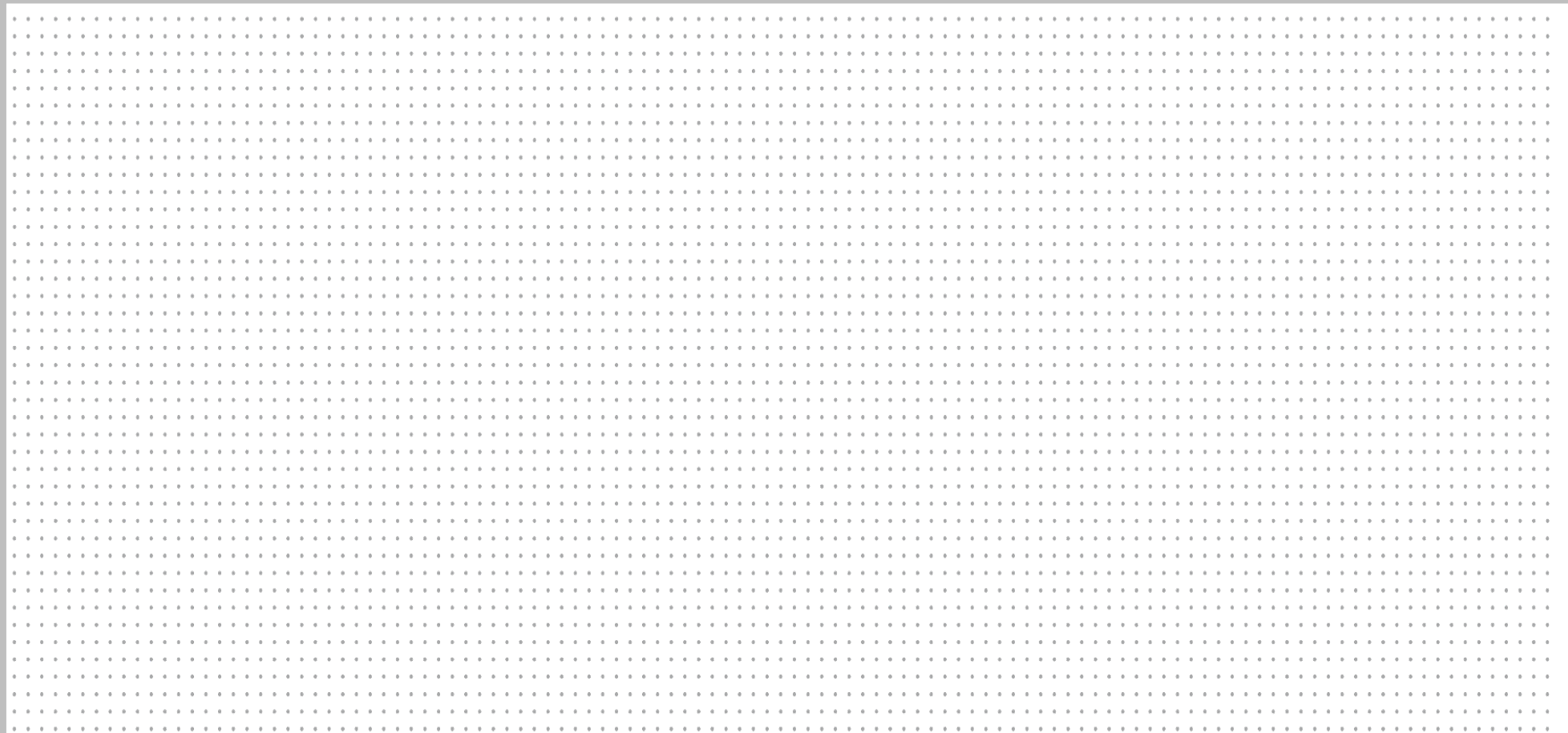


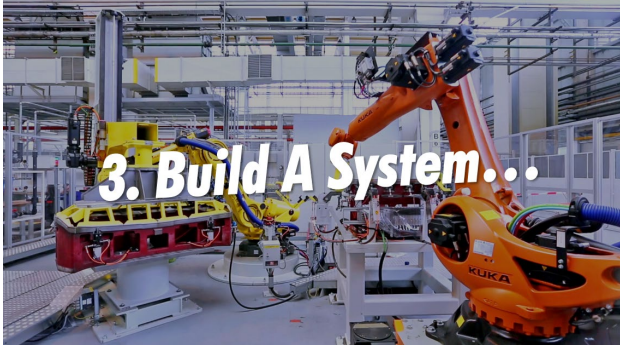
The Marketing Machine™

How To Build A Marketing Machine...

1. The Lag Effect...

2. Test & Measure...





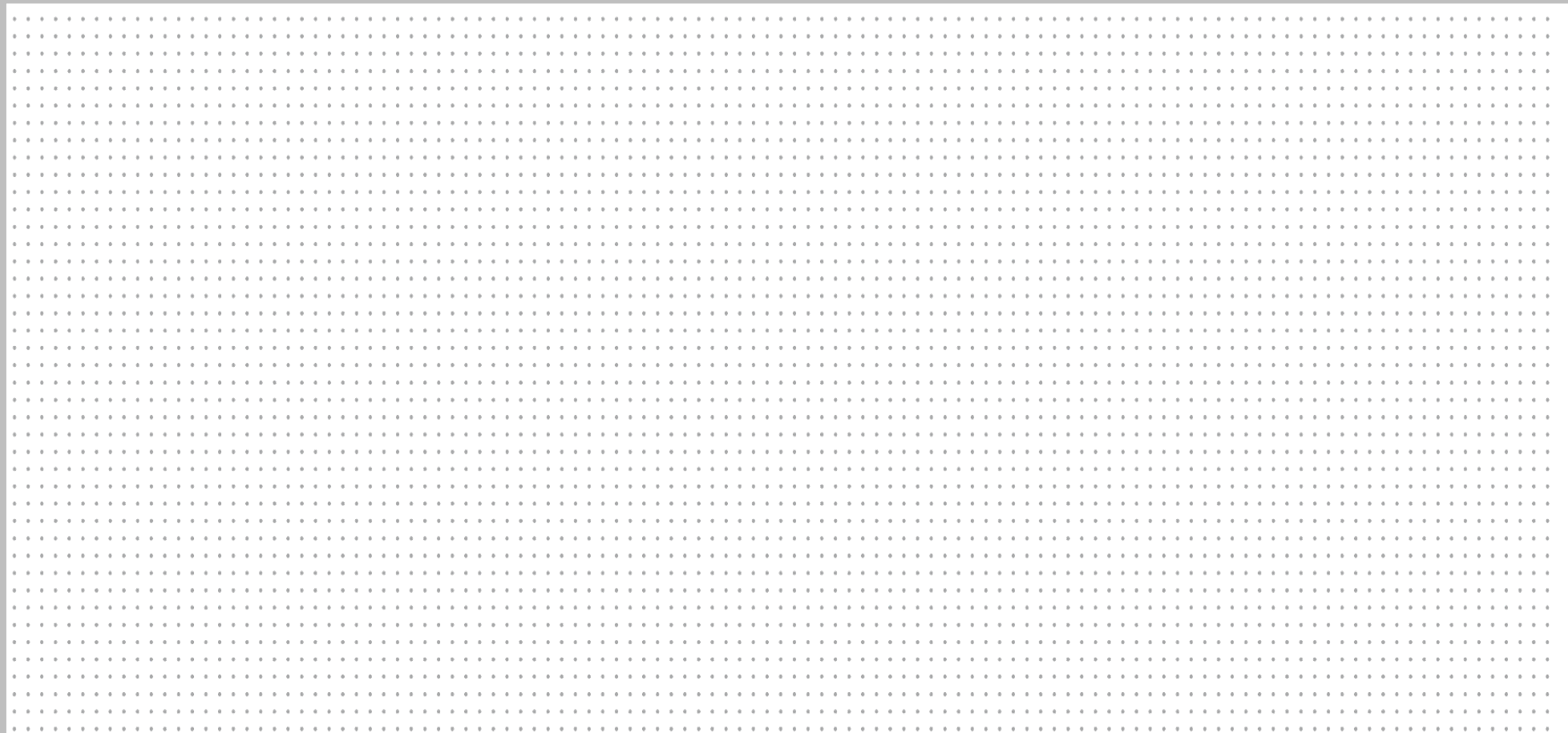
3. Build A System...



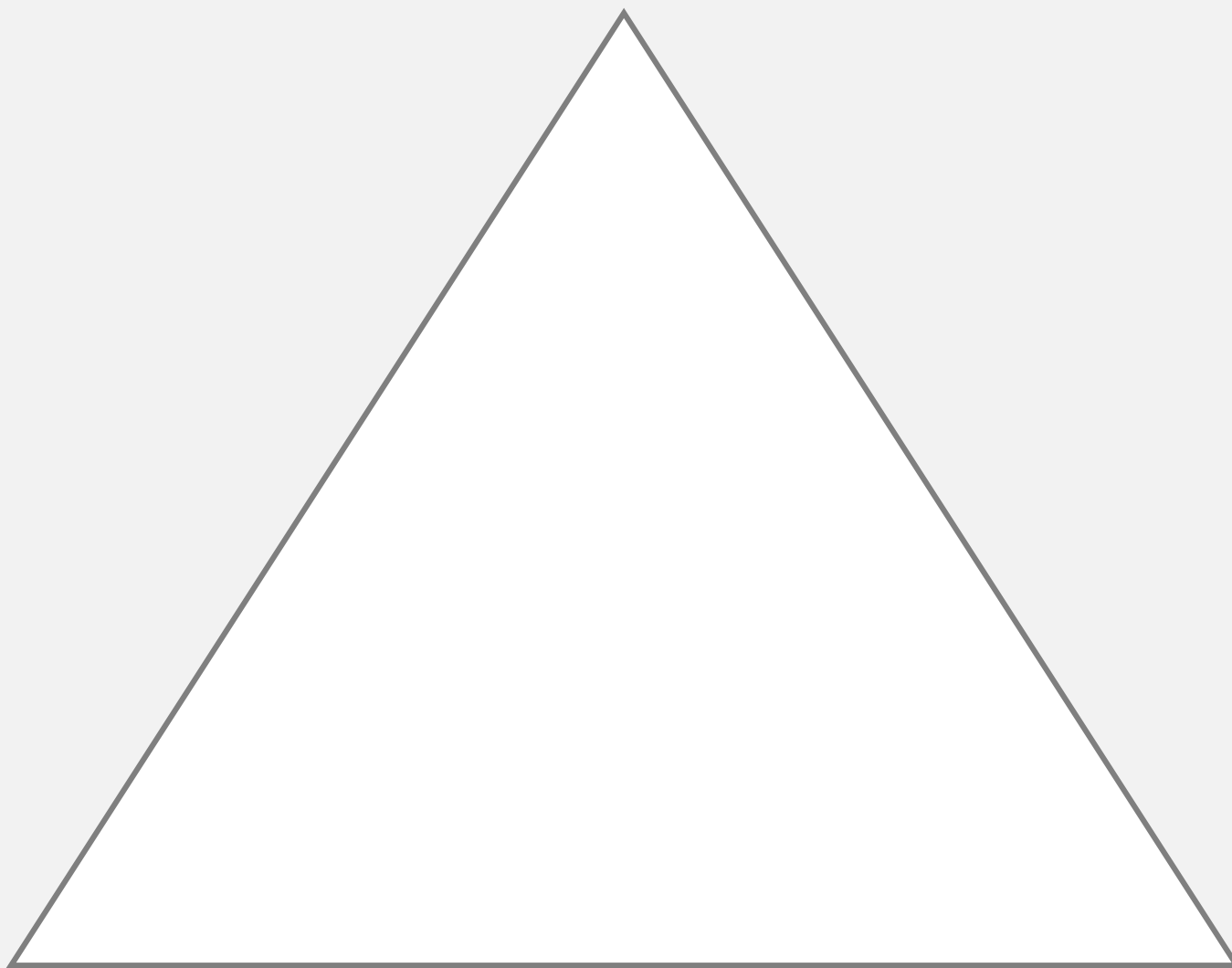
4. Make The Time...



5. Take The Power Back...



3 M's





Client Selector

Profitable Clients

(Back Costing, Can pay / will pay)

Experience

(What are you good at?)

Case Studies / Testimonials

(Which markets can we get social proof)

Interest

(What do we like to do?)

Trends

(What new developments can we lead the market in?)

Easy To Find

(Can we get a list of names? Watering holes?)

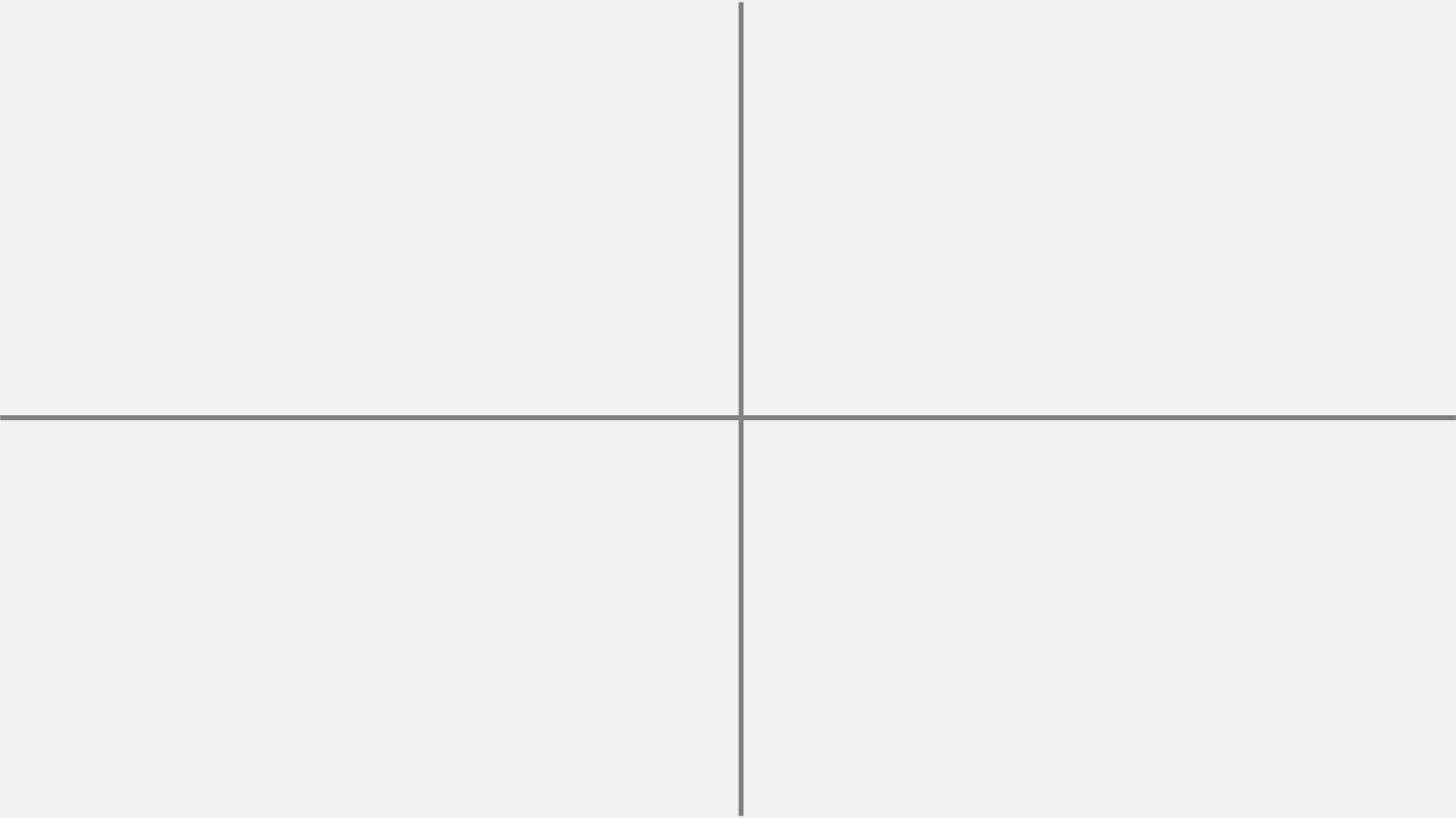
Profit Per Job

(High lifetime value clients or repeat business)

The River Is Running

(People that understand the product / service & are already buying)

Problem Stack



The Media Framework

Have Names

No Names

Offline

- ***Postcards***
- ***Telemarketing***
- ***Direct Mail***
- ***Networking Groups***
- ***Tenders***
- ***Referral Program***
- ***Newsletter (Post)***
- ***Fridge Magnets/Stickers***
- ***Walk Ups***
- ***Consent Lists***

- ***Yellow Pages***
- ***Flyers***
- ***Newspapers***
- ***Radio***
- ***TV***
- ***Signage***
- ***Magazines***

Online

- ***Email***
- ***Newsletter (Email)***
- ***LinkedIn***
- ***Facebook (Organic)***
- ***Instagram (Organic)***

- ***AdWords***
- ***SEO***
- ***Facebook (Paid)***
- ***Instagram (Paid)***
- ***Online Directories***
- ***LinkedIn (Paid)***
- ***Banner Ads***



