

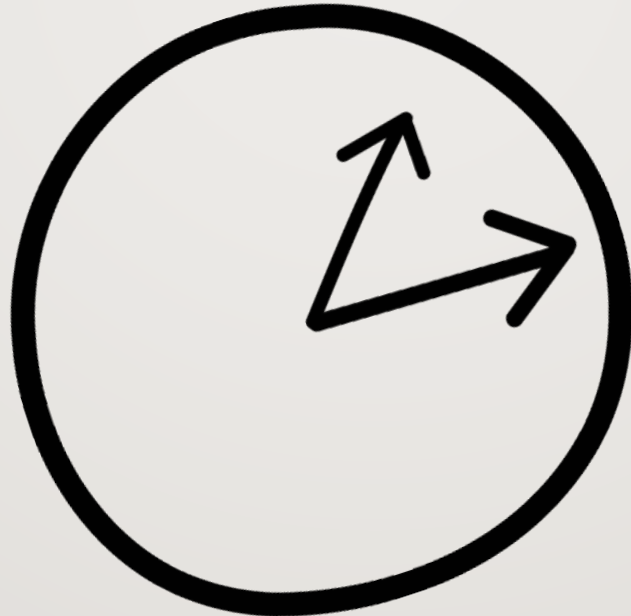
Bringing LeadGen Compass to Electrify Growth



OPPORTUNITY COST

“The problem with opportunity cost is that opportunity cost is divided among many, many things.”

Dan Ariely



GOAL FOR TODAY

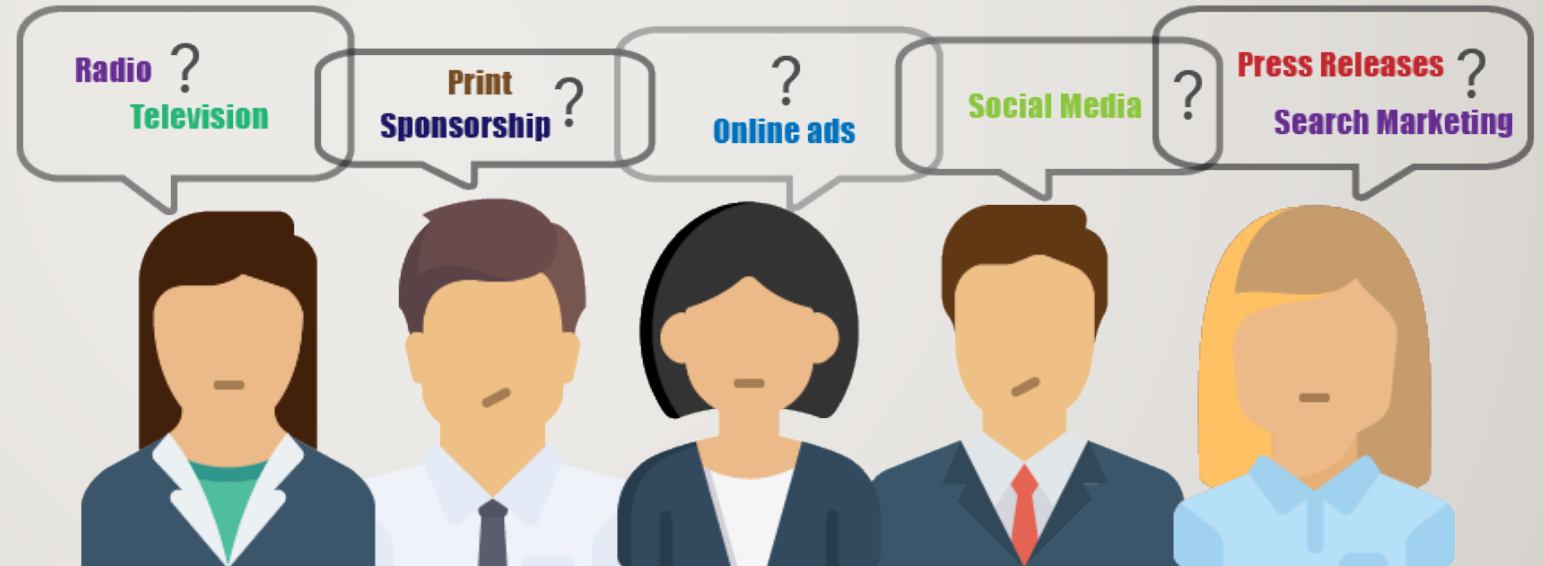
- **Sampling of some problems we solve**
 - **Small/limited budget**
 - **Solo consultant/super small business**
 - **Small marketing team (30 sales reps)**
- **Q&A**
- **Wrap up**

WHAT IS LEADGEN COMPASS?

A special kind of marketing agency. . .



US FARM DATA®



WHAT IS LEADGEN COMPASS?

A special kind of marketing agency. . .



HIGH GAIN ACTIVITIES

- Radio ?
Television
- Print
Sponsorship ?
- ?
Online ads
- ?
Social Media
- Press Releases ?
Search Marketing



WHAT IS LEADGEN COMPASS?

A special kind of marketing agency. . .



-  Google AdWords
- Marketing Materials
- Tracking System  Google Tag Manager
- Web Content

-  Ads
- Brand Revitalization
- Public Relations 
- Sales Lead Lists 

- Website Redesign  WORDPRESS
- Search Engine Optimization
-  Google Analytics
- Marketing Automation

- Database Management
- Database Enhancement
- Customer Profiling
- CRM Management

- Email Marketing 
- Landing Pages
- Mobile Optimization
- LinkedIn** Prospecting

- SDR Phone/Email Scripting
- Dashboard Management
- Sales Management
- Sales Sheets



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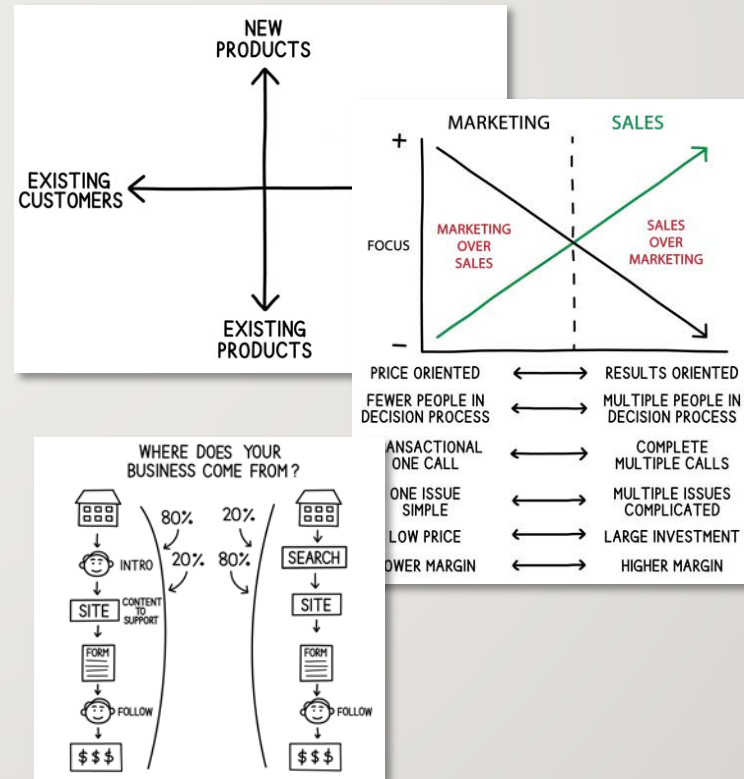
US FARM DATA®

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- Mobile Optimization
- Social Media/Email Reporting
- Dashboard Management



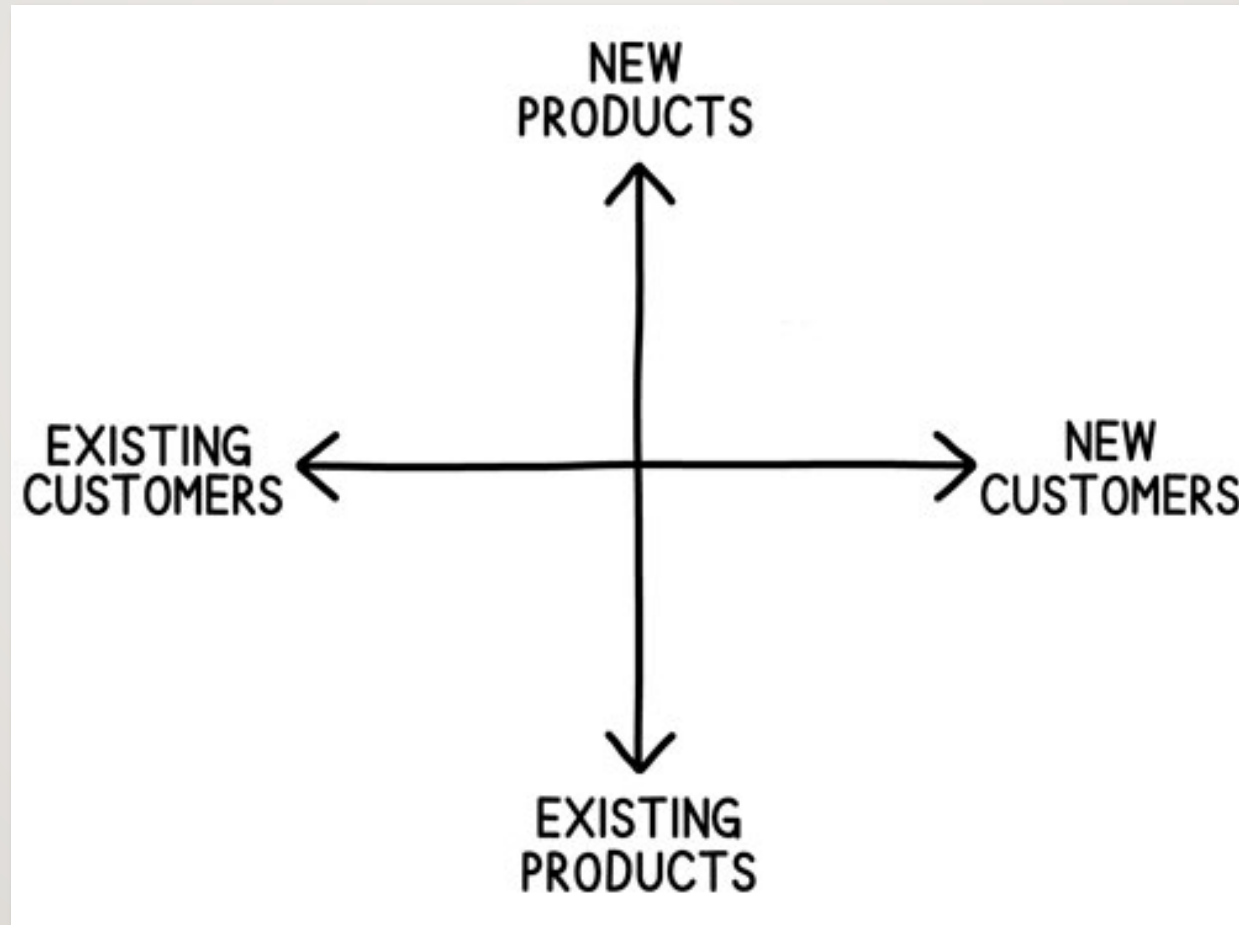
BEFORE WE START: FRAMING

Regardless of the problem, we need to know where everyone is at.



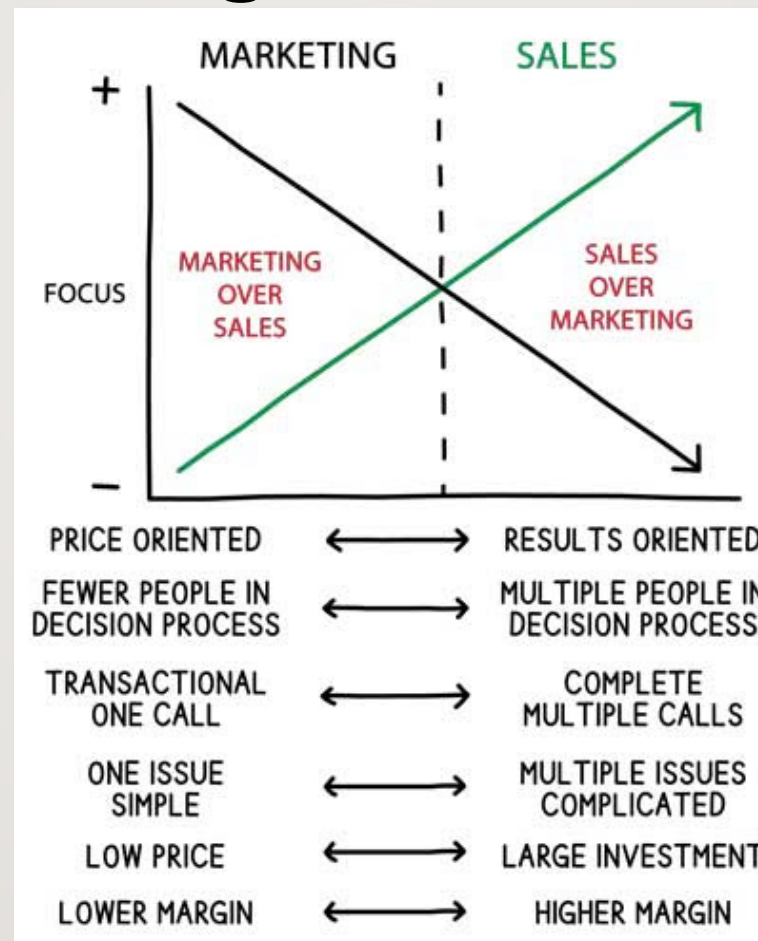
LET'S FRAME THIS: MOMENT

What stage of the business are we working in?



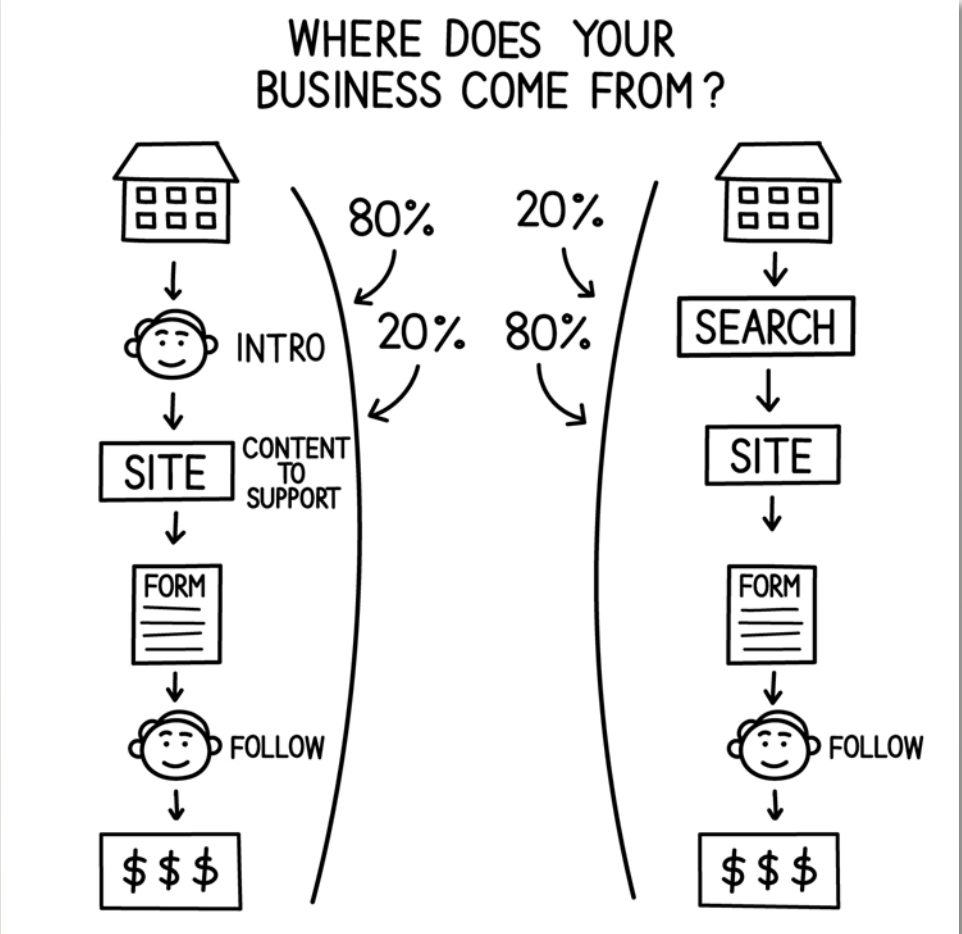
LET'S FRAME THIS: MODEL

What sales/marketing tactics does the client use?



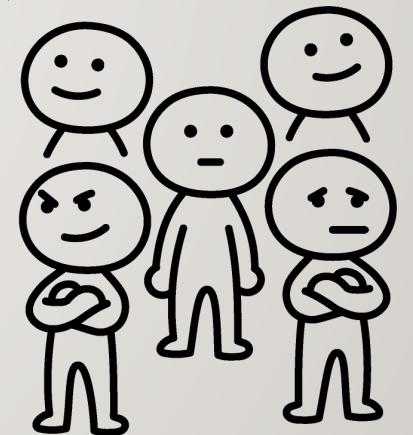
LET'S FRAME THIS: LOCATION

What does their best sales model look like?



THE THREE PROBLEMS

- **Limited budget.**
- **Soloist.**
- **No official full-time marketer.**



LIMITED BUDGET

DAYCARE PROVIDER

- **Moment: EP/NC**
- **Model: Mushy middle**
- **Location: Site first**



Level spend, consistently. (\$750/mo ads)

ID best tool by CPL. (Google Ads/FB retargeting)

SOLOIST

CONSULTANT/TRAINER

- **Moment: NP/NC**
- **Model: Sales first**
- **Location: Site second**

Tracking. (set up reason to visit site, retargeting)

Problem impressions. (Google Ads around “problems”)

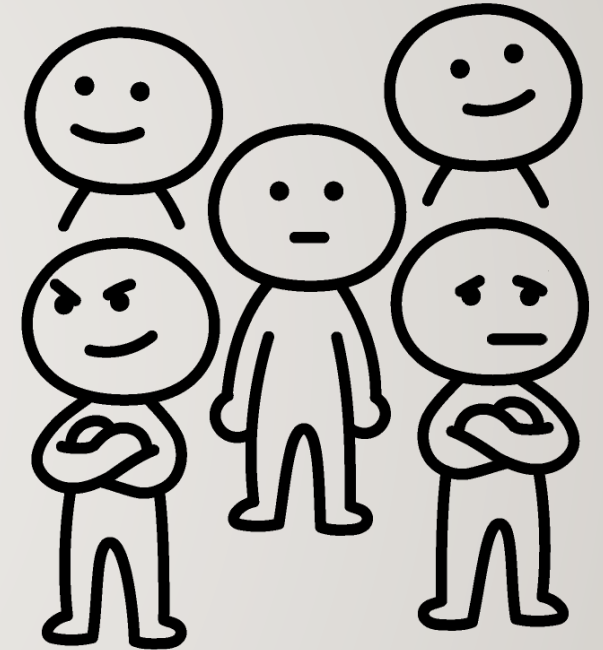
Brand awareness. (List of HR in target geo display ads)



OUTSOURCED MARKETING

LEAD GENERATION TEAM

- **Moment: EP/NC**
- **Model: Sales first**
- **Location: Site second**



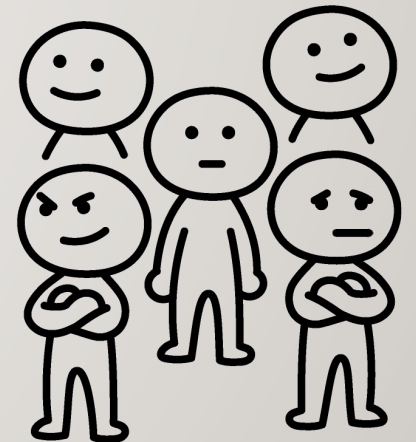
Focus. (new site, tools for lead gen, measuring lead gen)

Problem impressions. (G Ads around “problems,” keywords)

Third hand. (Writer, graphic designer, planner, reporting, etc)

RECAP

- **Limited budget = Maximize spend**
- **Soloist = grease sales**
- **No marketing full-time = be cheapest, smartest hire they have**



QUESTIONS?



NEXT STEPS WITH LGC

- **Work through sales vs. marketing focus tools**
- **Opportunity cost**
- **Work “on vs in” the biz**



THANK YOU!

Bringing
LeadGen Compass
to Electrify Growth



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