



*earn more
do less*



***What Matters Most For
"Winning" More Business Online
In Today's Economy And Beyond!***

What We Do

We Help Companies Out Think, Out Position, Out Strategize, Out Market And Out Sell Their Competitors

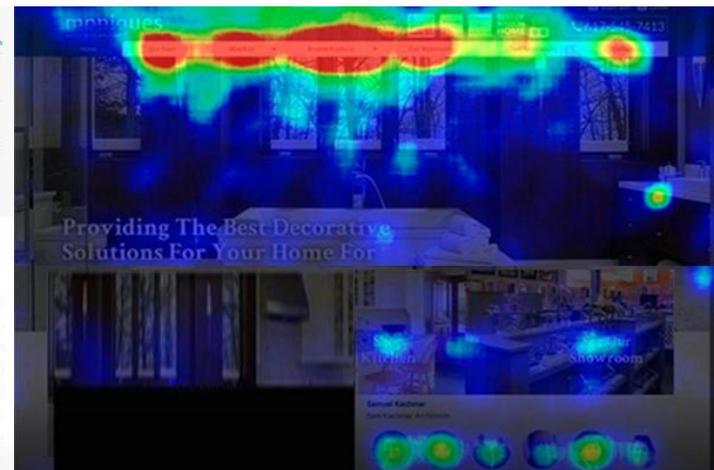
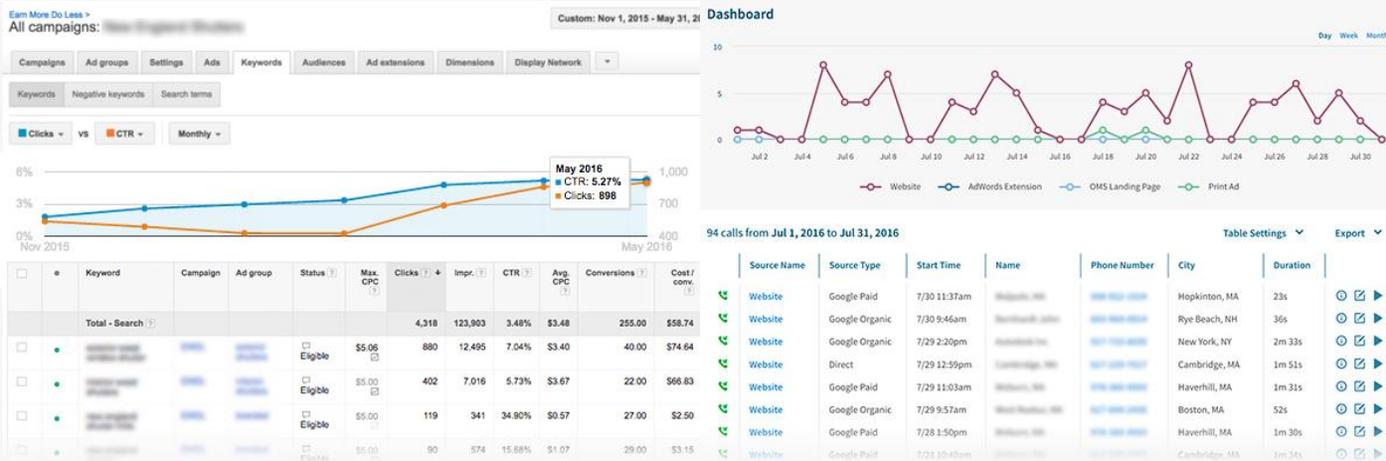
Whatever uncertainty, feelings of frustration or competition you're dealing with, we've harnessed the power of analytics in 30+ impact points to eliminate wasted ad spend and activities, plus uncover hidden opportunities for your business online.

Our 6-part framework for helping you "win" more business:



How We're Different

We're not a digital marketing agency that focuses on vanity metrics and brand awareness but a growth consulting firm that gets you online inquiries and walk-ins that improve your bottom-line.



Breakthrough Campaign Results

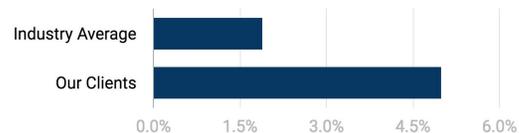
The average AdWords clickthrough rate is 1.9%.
Our clients average 5%.

Showing up in front of your customer with quality ads at the very moment they are searching for what you offer is much more profitable compared to when that conversation doesn't exist in their mind yet.

Why this matters to you:

35% of clicks go to the top 3 ad results

2x Our campaigns perform at least twice as well as the industry average:



Detailed ROI Tracking

57% of marketers can't prove ROI or impact on their company's sales performance.

Measuring the effectiveness of your marketing with form and call tracking, mouse heat-mapping and more to discover what is working and what isn't will help you know exactly where ad spend is not being maximized.

Why this matters to you:

61% of ad spend is usually wasted

43% of marketing campaigns don't have conversion tracking set up

3x Phone leads are 3 times more likely to close than form fill out leads

Data-Driven Improvements

Optimized web design can increase conversions and revenue annually by at least 33%.

Using real data to improve your sales results coupled with our best practice consulting to make the right strategy decisions is the difference between breaking even or dominating your marketplace.

Why this matters to you:

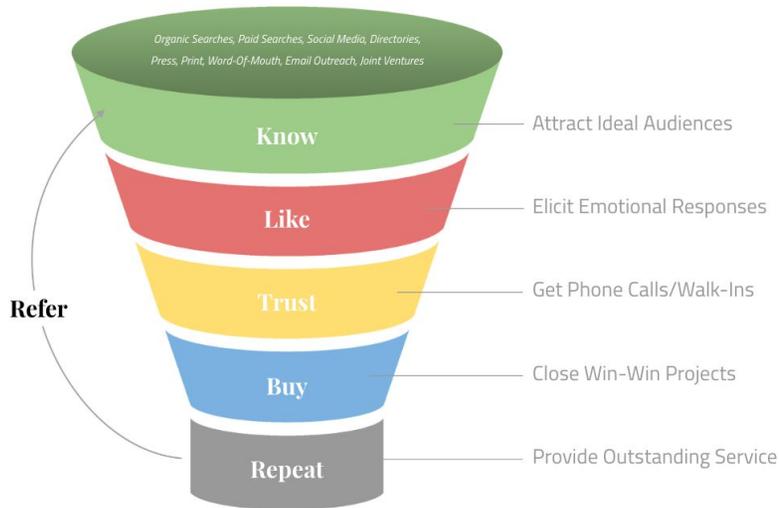
93% of online experiences begin with a search

2s It takes less than 2 seconds for a visitor to form an impression of a website

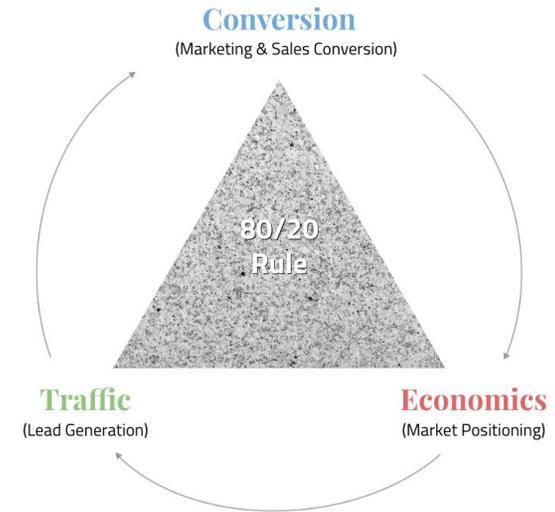
71% of companies plan to increase their digital marketing budgets

Our Approach

1 Any marketing or sales challenge you're facing can be solved with this simple diagram...



3 Use feedback and data to make disciplined decisions that compound your marketing ROI.



2 Build processes that consistently and predictably turn leads into customers...



Your 12 Month Plan For Earning More & Doing Less

Market To Only 'Ideal' Audiences

(The Goals For Month 1, 2 and 3)

- Set- Up form and call tracking, heat mapping, Google Analytics, and other analytical tools
- Launch a paid media campaign and study the most important metrics for generating \$\$\$
- Master your message (after testing many) and get your ad impression share to 60%+

20% Of Audiences Get 80% Of Inquiries

Turn Online Insights Into Income

(The Goals For Month 4, 5 and 6)

- Using the heat-map, tweak your online infrastructure to maximize your data-points
- Start being more high-tech and high-touch in the way you're communicating with people
- Get sales & marketing connected using our "No Lead Left Behind" spreadsheet system

20% Of Web Pages Get 80% Of Sales

Convert More Browsers Into Buyers

(The Goals For Month 7, 8 and 9)

- Get 100% efficiency with the "NLLB" scoring sheet and start using formal CRM
- Use the 'Money Making Web Page System' to increase your quality of customer service
- Update your web infrastructure on an ongoing basis and course-correct all ad campaigns

20% Of Processes Contain 80% Efficiency

Become the "Big Fish" In Your Market

(The Goals For Month 10, 11 and 12)

- Consider launching an Outbound Marketing campaign to a local or national marketplace
- Consider redesigning your website if you haven't yet (BTW, a 10:1 ROI is key here)
- Refer a friend and get a free month of service on any of your initiatives with us

Disciplined Decision Making Is The Key

Simplifying The Abstract

Our proven and proprietary formula will help you generate more leads, multiply your sales numbers, solidify your competitive advantage and have you operating like a world class company in less than 90 days!

Marketing Strategy Session

- ✓ Define your Unique Selling Proposition, top benefits of what you offer and a bold risk-reversal guarantee to differentiate you from all your competitors
- ✓ Understand your target market's behaviors, triggers & barriers & the day to day challenges you face in converting them
- ✓ Draft an affordable, relevant and targeted marketing plan based on the demographics & psychographics of your ideal customer
- ✓ Define the key performance indicators (KPIs) that will inform you of the 20% of your efforts that will make 80% of a difference in getting results

SEO & Business Profiles Setup

- ✓ Set up optimal page titles, descriptions, meta tags & URL structure and follow best practices to allow search engines to 'read' your site correctly
- ✓ Set up your website in Google Search Console to make sure they don't miss indexing any important pages or penalize you for any reason
- ✓ Set up your Google My Business page with your logo, custom designed cover photo, company introduction and Google Maps address
- ✓ Set up Google Analytics on your website to track where visitors come from, what they do on your site and sync behavior into AdWords

AdWords Setup & Optimization

- ✓ Restructure your campaigns to cut wasteful spend and increase conversions with better audience targeting
- ✓ Dial in your keywords, search terms, ad groups, ad copy, demographic & geographic settings, bidding strategy and more
- ✓ Research your competitors' advertising footprint to model their most profitable keywords, ads and more to get an edge over them
- ✓ Improve your campaign performance by making regular tweaks based on split test results, historical data and future trends

Website Design

- ✓ Wireframe a layout & design that will make your online presence look more Modern on all browsing devices & clearly communicate your USP
- ✓ Follow proven principles in aesthetics, functionality, typefaces, colors & navigation for the best user experience possible
- ✓ Follow best development practices to ensure that coding is clean, compliant & has minimal load time on mobile devices
- ✓ Include benefit-based headlines, testimonial with faces, an introduction video & strong call-to-actions to convert more web browsers to buyers

Conversion Tracking & Reporting

- ✓ Set up call tracking to discover where every phone call comes from & the average time per call from different marketing channels
- ✓ Set up heat-mapping to track the behavior and mouse movement of every visitor to discover where design needs to be improved
- ✓ Set up web forms to capture contacts who get redirected to a thank you page & sync into a central contact database
- ✓ Set up conversion tracking in AdWords to know the exact keywords your phone calls, form fill-outs & web orders come from

Monthly Strategy Consulting

- ✓ Get a custom Monthly Insights & Reporting Video sharing your results, what different metrics mean and the tweaks we are making to surge you forward
- ✓ Have a Monthly Clarity Call to discuss how you feel about everything, get on the same page with us & redefine any goals
- ✓ Get strategy recommendations & uncover growth opportunities to improve your marketing & sales operations
- ✓ Train your sales team on using video & follow up tools to humanize & speed up your sales closing process

Client Testimonials

We Take A Holistic Approach To Solving Challenges And See Ourselves As Partners In Your Business Growth

We've learned that success is a science, requiring proven strategy, disciplined execution and ongoing optimization, month after month. Through principled approaches backed by our consulting insights, we add tens of millions to our clients' bottom lines every year.



"We won two national Showroom Of The Year awards, increased revenue 26% Year-over-Year, and have added more sales associates because of our success online."



Michael Battista
President
Monique's Bath Showroom

"Two weeks after tweaking my ZIP code targeting and message to cater to a more affluent clientele, we started getting jobs and inquiries worth 5x as much as before."



Karl Ivester
President
New England Shutter Mills

"We got 65% more phone calls Month-over-Month in the first 90 days and our AdWords clickthrough rate tripled, giving us true measurability of our marketing's ROI."



Jordan Shapiro
Owner
San Diego Office & Modular Design

"The video you made me helped identify missed opportunities and what our company should do about them in the most transparent way."



Ace Rosenstein
President
MyPlumbingShowroom.com

"There's a reason Austin was recently awarded with 30 Under 30 by NKBA (National Kitchen & Bath Association) - there truly is nobody like him!"



Diana Walters
Owner
We Organize It

"I have gotten more results and insights from these guys than I ever have from Google AdWords, SEO, content creation, social media, or consulting."



Bob Goldstein
President
Unique Surety Bonds

"Their work is easy to understand from the 30,000 ft level as well as the from 3 ft view - their system returns what they say it will for our showrooms."



Steve Brand
Owner
Wolfers Lighting

"After struggling to find a good marketing agency for over 5 years, I'm happy to share that this team has gotten us back to multiple inquiries per day again!"



Andy Zaino
Owner
Portadecor Furniture

"I met John at a NARI (National Association of Remodelers) meeting and now consult him and Austin for every one of our online business development decisions."



Kelly Pappas
Advisor
Foster Sullivan Insurance

"I knew I made the right hiring decision immediately! Everything is explained, I'm asked for my opinion, know what we are doing next, and our ROI is more measurable"



Dave Austin
President
Lift and Care Systems

"I've had 2 years of double-digit growth and love receiving compliments about the unique ways I use the internet to engage with people."



Medea Palandjian
President
Medea's Homes

Your Getting Started Guide

Your Marketing Gameboard (Our custom review of your marketing infrastructure with top recommendations)

Lead Generation

Marketing Conversion

Website Setup

Market Positioning

Your Marketing Worksheet (Find out where you are wasting marketing spend & missing sales opportunities)

5 AdWords Metrics That Will Improve Your Lead Generation

Do you know your top clicked keywords and their average seconds on site? Yes No

Do you know the 'Search Market Share' of your campaigns & keywords? Yes No

Do you know the 'Search Terms' that your ideal customer is actually typing in?

Do you know your most profitable time of day, day of week & ZIP codes/locations?

Have you set up 'Conversion Tracking' for all inbound calls, forms & purchases?

5 Website Metrics That Will Help With Ongoing Optimization

Do you know your total unique visitors, average time on site & pages per session?

Do you know the visitor breakdown by marketing channel and by city/state?

Do you know which 3rd party sites (e.g. social media) are referring the most visitors?

Do you know which pages have the most views & the highest 'exit' rates?

Do you know what % of your visitors are on mobile & what devices they use?

5 Key Elements That Will Improve Your Website Design

Do you have compelling headlines explaining why buy from your company & not any other? Yes No

Do you have an introduction video that builds trust & adds warmth in the cold online world? Yes No

Your Marketing Worksheet (Start measuring & improving your marketing ROI based on real data)

5 Processes That Will Improve Your Sales Conversion

Do you have mouse heatmapping to reveal what is causing visitors to leave your site? Yes No

Do you have call tracking to show how many calls each channel gets & for how long? Yes No

Do you have contact forms that redirect to a thank you video after someone fills it in? Yes No

Do you have a CRM tool that automatically logs all your leads in a central database? Yes No

Do you have a follow up tool that humanizes & speeds up your sales experience with video? Yes No

5 Questions To Strengthen Your Market Positioning

Why should someone buy from your company and not any other? _____

What is totally unique about your product or service experience? _____

What bold guarantee or offer are you making that nobody else is? _____

Does your brand tell a story that people can emotionally connect with easily? Yes No

Does your website clearly communicate your answers above in under 7 seconds? Yes No

Using The 80/20 Rule To Improve Your Marketing ROI

What are your top 3 traffic sources? _____

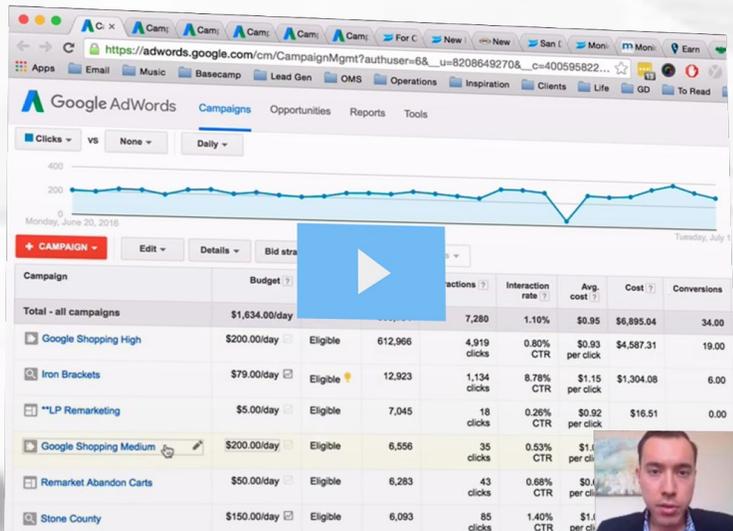
What are your top 3 conversion tools? _____

What are your top 3 differentiation factors? _____

Ready To Experience Repeatable Results & Predictable Revenue?

We will record a custom "analytical insights" video reviewing your marketing infrastructure to identify where you are wasting spend or losing opportunities and what to do about it. We will also mark up one of our "win with the internet" game boards showing how you can become the "big fish" in your marketplace's online ocean in the matter of a few months time.

Contact Us To Get Your Custom Review Video



great needs on site

HGRV

DIY

Curse social Prof

Nice client list

Holy Family Business

The sleep page is empty

heat mapping

386 words

8+ years

Spent trend

12 months

Have for targeting in ads

Ads go to the home page

Cracking phone #

SEO

Google Analytics

START

You need a video bigtime telling people what to do next. It's much easier to double your conversion rate than by doubling your traffic!

You are missing the art of positioning yourself as an expert

Prepared For: Jordan Let's talk

earn more do less



EarnMoreDoLess.com

(781) 780-2110

john@earnmoredoles.com

Book A Time To Talk For 5ish Minutes In Our Calendar!

EarnMoreDoLess.com/Book