



Your 4 Step Marketing Blueprint to plan and implement massive & immediate growth in the next 90 days.

Most businesses are growing or falling aimlessly without a clear marketing plan. We will design and implement your new marketing plan with 4 guided steps. Your entire marketing plan doesn't need to be complex or hard to follow. Your business will transform if you follow our 4 step marketing process.



TARGET

Let buyers find you via SEO, Google Maps, Facebook, Youtube, Gmail, Display and Google Ads.

STEP ONE



CONVERT

Analyse competitors and improve your website, build better sales pages, lead magnets & promo offers.

STEP TWO



NURTURE

Retarget site visitors and never be forgotten. Send drip feed email & SMS funnel sequences.

STEP THREE



STREAMLINE

Grow your business on autopilot with sales and business automation tools, tracking and alerts.

STEP FOUR

Book your free Strategy Planning Session with me valued at \$199

www.calendly.com/kick-media/book

David Kim





The most common question I get asked: “Where should I advertise and is it profitable?”

Let’s review some of the Ad Channels.

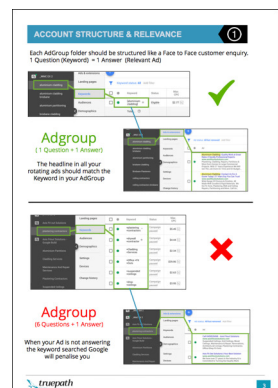
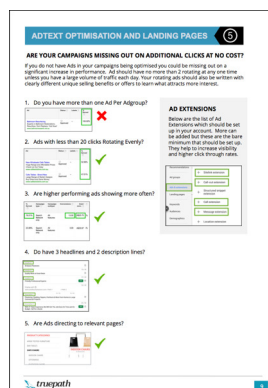
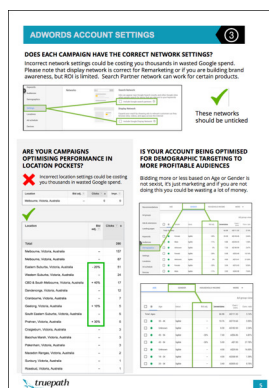
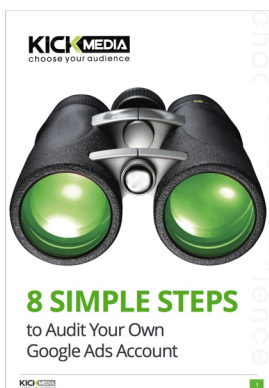
- **Google ads (Pull Advertising)**

Google Ads is not always profitable if the Cost Per Click is too high. If an industry is \$10 per click, it might take 15 to 20 clicks just to get an enquiry. That means \$150 to \$200 just to receive a call. If you convert a healthy 70% of calls into a sale it could still cost up to \$300 to \$400 to get a paying customer. Clearly not profitable for the likes of an electrician who may only charge \$500 on average for most residential call outs.

However it can become extremely profitable if the lifetime value of a client drives repeat sales, upsells and referrals. To maximise profits with Google Ads we will look at step 2, Convert and step 3, Nurture. To achieve higher profits you may end up needing a site renovation or a landing page with a very compelling teaser offer that opts users into a form download that we then send a sequence of emails and SMS. We may also need to review your sales method for answering the phone and selling your service. Book a free consultation with me and we will analyse this together in our meeting.

The other factor is if your Google Ad campaigns have been setup and managed incorrectly. We audit accounts every week and it is still shocking how many advertisers are wasting a lot of money due to incorrect setup and sloppy optimisation on a weekly or monthly basis. Google Ad accounts unfortunately require management which if done well should boost the ROI levels to cover management fees. However not everyone can afford agency management, so below is a cheat sheet preview. We have created what I feel is one of the most comprehensive, accurate and easy to follow audit and setup guides for any business, and if you ever feel you need management I trust their team above all other agencies. **Book an appointment today to receive a your free copy.**

Book a meeting with me @ <https://calendly.com/kick-media/book>





Facebook and Instagram Instand Form ads (Push Advertising)

Facebook and Instagram Advertising are channels that can deliver the highest potential for sales leads and for some industries well above that of Google Ads or SEO organic traffic. Now to be clear we are not talking about boosting your Facebook posts, adding content to your business page or tagging images on Instagram. We are talking about paid advertising on Social Media platforms to audiences that may not know you.

Keywords are irrelevant with Facebook and Instagram. Success with social media ad platforms requires a fresh road, a new way of thinking and there's a number of factors that need to be considered before we decide on a strategy that will work for your business. First step is a checklist to know if Facebook will work well for your industry. Let's exclude Instagram for now, if it works on Facebook only then do we consider Instagram for certain products like fashion, beauty, travel which work well on IG.

- Does my audience have clear targetable interests on Facebook? (i.e golf, cooking, dog lovers, home improvement) **Y / N**
- Can you create layers of interest to filter out the low interest audiences and still have a big enough audience. (i.e Golf, PGA Tour, Tiger Woods) Fact is Australia has low audience levels for targeting.
- If there is no clear targetable interest, is my product or service something a high % of people will purchase at some point in time? (i.e restaurant, car wash, carpet cleaning,) **Y / N**
- Is my product or service something people want or need? People spend first on want, not need. (i.e Facial Treatment vs Tax Returns) **Y / N**
- Can you think of a special offer that will wow your targeted audience? (i.e Free Facial Treatment when you bring 2 Friends, Win a Free Golf Lesson – with a 7 minute expiration counter.) **Y / N**
- Do you have Facebook Retargeting and Google Remarketing? **Y / N**
- Do you have Email/SMS Autoresponders and Sequences for phone and form enquiries? **Y / N**
- Is my site/page/offer good enough to convert an online action? A clear call to action with an online purchase or booking. Facebook's AI Machine learning can not optimise for phone calls. **Y / N**

If you answered **N** to at least 2 of the above criteria, Facebook may not work for your business and requires creating better offers and sales pages or try other channels.

Facebook is all about creating the WOW offer to an audience that has a targetable interest of a certain size or you sell a product or service most people would use at some point in time, AND you still have a WOW offer. If there is no WOW response it won't convert well. It's easy to test a WOW response, run a survey in disguise with random people and measure the response when you present the offer. If they don't say WOW, your offer is not good enough or creative enough. Once you have highlighted a problem with your WOW solution, you then need to build a funnel. Are you ready for this step yet?

Want to brainstorm a creative offer to WOW your audiences? You know what to do....

Book a meeting with me @ <https://calendly.com/kick-media/book>



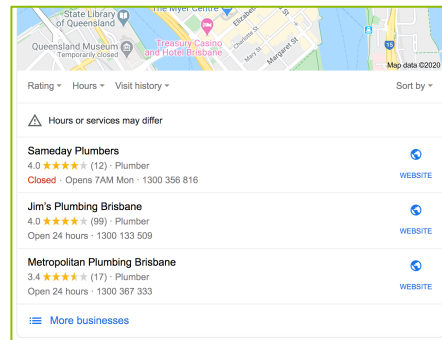
Local Traffic Optimisation (The new SEO for local businesses)

Traditional SEO is slowly dying for local service based businesses.

“Google Map Listings are now generating more Calls for Local Business with higher ROI than SEO and Google Ads. Over 95% of businesses are NOT optimising their local map listings.”
What does this mean for local businesses? LARGE OPPORTUNITY.

1. It's 5 times cheaper than SEO
2. Results are 5 times faster
3. Local calls enquiries are 5 times higher
4. Clients agree lead quality is 5 times better
5. They are also getting 5 times more sales.

5 huge reasons why a local business should consider optimising for more local traffic enquiries from Google Map listings.



“Nearly half of All Google Searches are to find Local Information” and “97% of local searches are on Google Maps to Find a Local Business”.

This means call enquiries from Google Map Listing are the highest quality leads you can possibly get from anywhere. Why? People are able to “know, like and trust” you before they even call you. They know where you are and what your customers think about you instantly.

If the cost of Google Ads is too high for your industry this could be a more profitable option to boost local enquiries. Unlike organic SEO listings and Google Ads, Google map listings are less competitive and allow more visibility for a lot more businesses. In short there's a bigger share of the pie to go around.

Local Map Optimisation methods can increase your visibility in two ways. 1. Appear on Google Map listings for more keywords. 2. Extend the location reach in which your business listing is more visibility. It's not just about a users location that determines the highest visibility. There are a number factors that can be optimised to boost more local call enquiries.

I have reviewed all of the local optimisation strategies being offered by 7 long established agencies and the method I was most impressed with is Kick Media. Their setup and optimisation methods were the most advanced, cutting edge and more effective than any other agency I reviewed.

Let's meet and I will show you these methods and results possible for your industry.

VISIT <https://calendly.com/kick-media/book> to schedule a meeting.



Organic Traffic Optimisation (SEO)

One of the biggest problems in the SEO industry is SEO sales people. They seem to over promise and say almost anything to get that commission. It's a problem many SEO agencies deal with; they need a sales team, they need new clients, but training a sales person who is not an SEO expert often results in the wrong advice being sold.

As an independent Marketing Coach I am highly trained to review SEO and first ask the question is SEO too competitive for your industry and maybe not worth the investment? What I love about SEO is the transparency. There are tools that allow me to peer inside all your competitors and know exactly what they are doing, who is investing heavily in SEO and advise if it is worth the chase. What do I mean by that?

Well SEO is a game of chase. If you are investing 10% or 20% LESS than the top 5 competitors showing in the top 5 positions on Google for a top keyword, then you will be chasing their tail. If you can't achieve the top 5 positions on Google for a specific keyword, chances are the investment is not worth it and you will just waste your money. You could end up blowing 10k in SEO over 12 months to get from page 5 to bottom of page 1 and still not generate enough sales enquiries to be worth the investment. SEO requires knowing what is required to steal positions 1, 2 or 3 and if you're not able to afford this, then don't invest. This is why cheap SEO is a complete waste of money, just stop it and save.

There are other factors too like, how long have competitors been doing SEO and how many high quality backlinks do they have in total. (A backlink is a link to your site from another relevant website with real traffic, endorsing you.) If you don't invest aggressively you may never catch up so you need to invest twice as much as your competitors to get results fast. Onsite SEO and content is also important too, and helps with long tail keywords but chasing big money keywords requires brute force branded link building. You will also find branded link building helps your blogs and new content to significantly rank quicker.

But this doesn't mean SEO is not worth it. The carrot at the end can be super profitable and could completely transform your business growth, but be prepared to go hard and fast. So here are the most important questions that need to be answered:

1. For each Keyword, what speed and quantity of new high quality links are required each month to catch up to competitors current volume and surpass their current rate of acquiring new backlinks each month.
2. What Keywords are worth the investment. i.e Plumbers Brisbane has over 3600 searches per month (very high) and position 1 is enough to keep 20 plumbers flat out. At \$15 per click on Google Ads it would cost over \$10,000 per month to get the same volume of leads. So it could definitely be worth it. The question then is, "what's the investment and ROI potential?"

SEO Checklist in 5 Simple Steps for Business Owners

Want to know if SEO is a good investment for your industry?

Book a meeting to get this report @ <https://calendly.com/kick-media/book>

SEO CHECKLIST in 5 Simple Steps for Business Owners
by Brendon Comerford
Brendon has managed SEO & Digital campaigns for Australia's Largest Brands.

SHOCKING BUT TRUE!
Over 80% of SEO managers are either doing it wrong or doing nothing at all.

I have been doing SEO for 12 years and I'm shocked every day when I perform an SEO audit. They don't teach this at University, so managers are inventing and teaching their own crazy stuff and most of it is WRONG!

So what can you do?
Anyone can learn 5 simple steps to Audit and Hold Accountable Your SEO Manager. This checklist could save you thousands! Here's what you need to learn:

1. Check onsite SEO has been done correctly
2. Check for low quality & irrelevant link building
3. Check if link velocity is too high and poses a risk
4. Check organic & brand search traffic is increasing
5. Are you building hundreds of social profiles?

KICK MEDIA

1. ONSITE SEO CHECKLIST (Website Optimisation)

STRONG FOUNDATIONS

1. Check the audit is completed and all issues are addressed. This report is a comprehensive guide to help you understand the current state of your website and what needs to be done to improve it. It covers everything from technical SEO to content optimization.

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Now that we have developed a strategy to Target the right type of traffic with the right type of ad channels, it's time to develop the right type of content, designs and offers to boost conversion levels to make your advertising profitable. Many who fail with advertising is due to an ability to "Convert more traffic into leads" a quote I found on the Kick Media website.

This is when we need to put on our sales hat and get creative. And it all starts with reviewing if your site will convert at the highest possible levels.

Site Renovation

Most businesses can't afford to spend the kind of dollars a creative branding agency would charge (\$15 to \$20k) and most of you don't need to either. To compete online you may not even need a new site at all, especially if you are running on Wordpress.

A site renovation on a Wordpress platform can be a temporary solution if you can't afford a brand new build just yet, or a permanent solution if your site already looks good but could convert better. Remember the purpose is not just to look aesthetically appealing but to have the right information to build trust and "Convert More Traffic Into Leads".

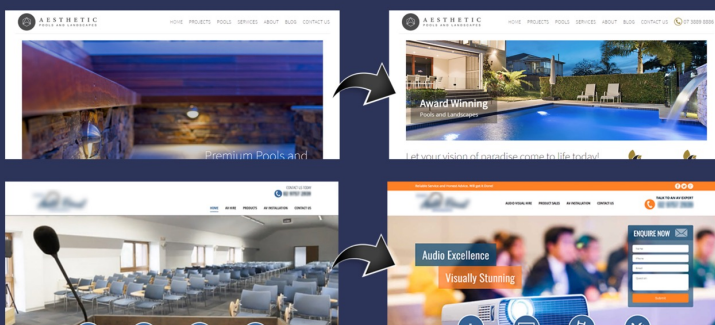
Good news is boosting the conversion rate of your website is not difficult if you follow a few basic conversion principles. Now if your site is aesthetically unattractive from the ground up then yes maybe you need a complete redesign. We can't always save a website if it's beyond repair or if the site is just lacking trust building content. So the first step may be investing into a copy writer (US) and then digging up what you can to achieve the following three do's of conversion psychology. By the way these are not text book terminologies, we have simplified this so anyone can follow.

It's called the Who, Why, What of website psychology.

If you want to learn more about this, it's probably easier to read a blog written by the team at Kick Media who developed this easy to follow concept: <https://kickmedia.com.au/conversion-rate-optimisation-tips/>

You may also want to ensure your Who, Why, What appears "Above The Scroll" another blog to support this concept. <https://kickmedia.com.au/above-the-fold/>

A 5% conversion rate on 500 visitors per month is 25 new sales enquiries, but if we boost your conversion rate to 10%, that's 50 new sales enquiries. 100% increase in potential sales volume!
If you're currently not making a profit on your Google Ads or your SEO investment, here lies the solution to a rapid transformation in growth and profit.





Landing Pages

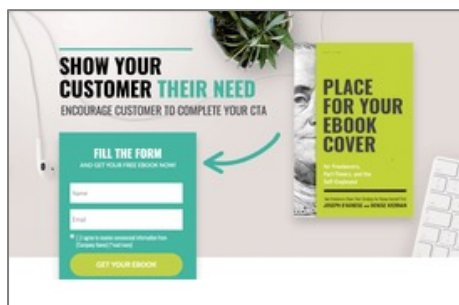
A landing page is choosing a specific product or service and selling it like crazy without any distractions or decision making options and choices. No menus, no selection or wide range, just one clear message and one clear call to action with the main goal being to take a single valuable action. Book an appointment, give their contact details in exchange for something they want or simply to buy a single product or bundle online.

The time to invest in a landing page is based on a few considerations.

1. You have saturated all the available traffic of people already looking to buy now, (Pull Marketing). “Buy Now” audiences are those who are actively searching with keywords on Google to find a product or service to purchase now. All you need to do is pull them in and make sure your website converts well. For this you may just need to spruce up your existing website. Once you have saturated this audience, meaning you are appearing to all the available people searching already. You can’t spend more on Google ads, because there’s not enough people searching, so you need to start pushing your ads to audiences who are not looking now, but might “Buy Later”. We call this “Buy Later” audiences or “Push Marketing”.



2. The only other time you may consider push marketing to “Buy Later” audiences is if the cost of Google ads or SEO is too high and you want to find more profitable Ad Channel. Sometimes Facebook is a cheaper alternative if your industry fits the perfect criteria to be effective on Facebook. i.e A Plumber can not advertise on Facebook, they can do Retargeting but not Push ads to a cold audience. It just doesn’t work.



3. Last is if you sell a service where no matter how great your website looks, people rarely make decisions immediately to buy or even contact you. You could end up spending thousands of dollars on ads with no result. The reason is your website is only doing one thing; selling what they offer to people who are not ready to buy yet. If you’re considering buying a house, you might be clicking on ads to research many months before you are actually ready to speak to someone or buy. So the key is to stop selling and start giving value. You might offer a high value property report on “Top performing areas in their specific location” or a how to guide on “5 ways to identify an undervalued property and find a bargain” or “How to negotiate deals to get a property deal under market value”.

Recently we built a landing page for a Personal Injury Lawyer and the call to action was a Compensation Calculator so people could find out instantly how much they can claim and if it would be worth the next step in making an appointment with a legal expert. The result was a 100% increase in conversion rate which effectively doubles the value from each click. Maximising the ROI from every click is the key to making Google Ads work in highly competitive industries.

Want to discuss if a landing page strategy will work for your business?

Book a meeting with me @ <https://calendly.com/kick-media/book>



Banners and PDF's

Are you ready to present your best offers, bundles or just give away massive value? When you give, you receive a lot more back and the best way to give is on Website Banners, Remarketing, Retargeting Banners and PDF Downloads from your landing pages. This is an opportunity to sell like crazy, wow your audiences with irresistible offers or build massive authority in your brand, or in you.

Let's start with your website banners. You still want to follow the Who, Why, What principles for your home page, but when we start looking at your internal service pages, you need to position the message away from a service benefit to a service outcome. What are the personal outcomes that are achieved by your service.

The best way to address this is by presenting the problem and solution scenario with social proof and a high value call to action. For example for an accountant we changed our message from this:

PAYROLL SERVICES

Sell the Outcome, Not your Service

Get back to growing your business and lets us handle your Payroll.

Our highly accurate and affordable flat fee per employee structure allows you to focus on more important business operations.

FREE PAYROLL PLANNING SESSION

[Make an appointment](#)

42 Five-star Reviews

★★★★★ Love going to see Julie and her team. Always puts things in perspective - Mole Issa

★★★★★ Always top rate customer service. Julie and her team are the best and kindest people, and Julie makes doing my business tax way more fun! Definitely a customer for life! - Malin Burnand

★★★★★ As always... fantastic, friendly and professional service with a smile. Julie is the best and no one else ever gets to do my tax! Thanks again.

Use action words to make the outcome clear for your clients.

You can also decide to give away instant value in form of a report, how to guide, eBooks, redeemable vouchers and limited time discounts or upgrades. We call it a lead magnet and the team at Kick Media have given me an incredibly valuable guide they only share with existing clients. This will help you develop lead magnet idea for your business.

You don't always need to sell your best offer straight away, especially when you are still converting extremely high from "Buy Now" traffic, who are actively searching for your service. In this scenario it's also important to create Aesthetically pleasing animated banners that keeps your brand memorable long after someone visits your website. Remarketing and Retargeting branding campaigns require 100 tagged visitors per page every 30 days before they will become visible. This means to start off with you can quickly have live a compelling brand only campaign for all traffic, until you develop and test your conversion offers.

<< Animated Google Remarketing banners created in 5 common size formats for maximum reach.

>> Facebook Retargeting banners designed to build trust and tell your story with high value offers.

Award Winning Pools and Landscapes

J C Automotives
Sponsored (demo)

Looking for an Honest Trustworthy Mechanic? 🚗🔧🔧

If you're tired of being over charged or left wandering if you really needed this or that, then we want to become the reliable mechanic you can trust every time.

We believe in quality service and a fair price.... See More

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Your #1 Trusted Mechanic in Morningside

Looking for a quality car mechanic in Brisbane? J C...

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11 Shares



Engage

Executing your conversion strategy now requires turning your ideas into compelling content that invokes an emotional, logical and clear call to action. We want your lead enquiries to be wooed and courted with your personality, charm and persistence conveyed first through email and SMS marketing sequences, then blogs, social posts, downloadable eBooks, how to guides and reports.

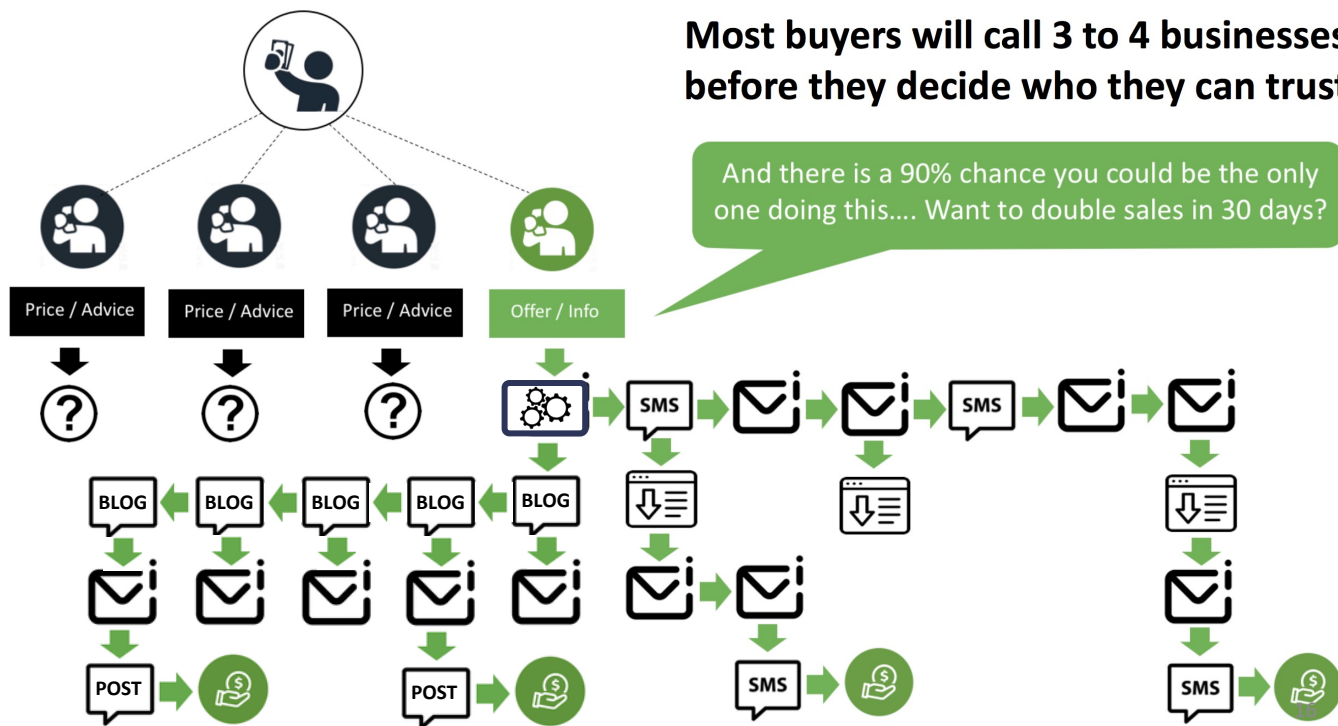
Writing content is a little like getting invited to dinner or asking someone out. Your first impression, your introduction, appearance and personality is all communicated visually and through the words you use to influence emotional and logical decisions. Will you either get rejected (unsubscribe) or get a yes (sales order).

You can influence a buying decision or an inbound second enquiry just by being the first to give great support and service via Email and SMS directly after the first call or online enquiry. Stats show that if you don't reply to a lead in less than 15 minutes you have 95% less chance of turning that lead into a customer. Most businesses don't even have an autoresponder or they send a one hit wonder that says "thank you we will return your call shortly". They just contacted YOU and provided you their contact details. That's an open invitation to give them information to help them decide Who, Why and What and then Woo them to say yes tell me more about you. It's an opportunity to sell yourself first, before the competitors do. It's a signal they want to start dating you.

The first and most important step. Write a sequence of 7 emails, automated to drip feed every few days over the next 30 days. According to Kick Media, this is called the "hot buy zone" where most people search once, procrastinate, search again, visit a few sites, get distracted and eventually build up enough internal confidence or reasoning to buy or pay for whatever it is they need or want. People are often more emotional than logical and the final decision is often tipped or swayed by that final email or SMS you sent that hit the emotional trigger for them. This is called a Sales Funnel and the basic idea is to continue sending value until you catch people at just the right moment when their emotional want or need is highest or it was just a reminder that came in at a convenient time. Your flirtatious emails are starting to form a real connection and almost relationship status.

If you then support this with remarketing and retargeting banners (discussed later) and great blog articles that also get sent via email, sms and social posts, you end up building the perfect multi-channel sales funnel. Email, SMS, Social Posts and Blogs. Your relationship is now progressing very nicely into a long term relationship.

Sales Enquiries





Retarget

Do you ever feel like you are being followed around the internet by the same brands? Chances are you have recently visited their website and a tracking cookie is allowing them to follow you with their banner ads. You may visit Youtube, or a news website and there it is again, the property you just inspected, or the new car you were checking out. Remarketing is reminding people of what they already want and have shown interest in buying. Sounds a little stalkish, well yes it is but it works amazingly well in keeping your brand top of mind. You see most people easily forget most things they see or do online because there is so much of it and Remarketing allows you to provide a gentle reminder of what someone is or was already interested in buying.

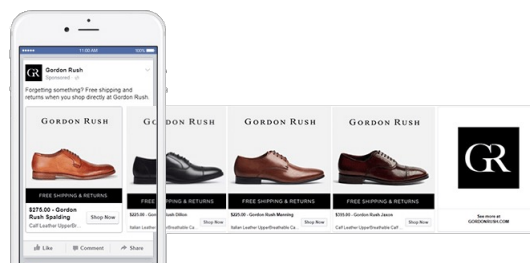
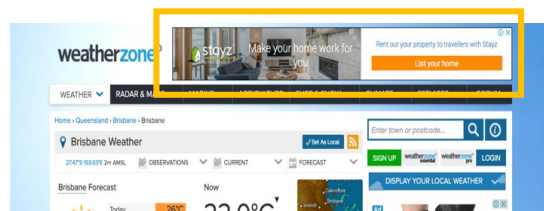
Expecting people to buy the first time they visit your website is one of the biggest mistakes in online marketing. If less than 3% to 6% of people are ready to contact you the first time they visit your website, what does this mean? Well, they just typed a specific buying keyword into Google actively searching for service, does this mean 94% to 96% were just not interested. Of course not, they are interested, you just need to make sure they don't forget your brand, remind them of what they want, and sweeten the offer or give them some value, education to push them off the fence. You just need to sell yourself more!

So how does it work?

With Remarketing and Retargeting we install a track code or pixel on your site so when anyone visits your website, instantly they are tagged and tracked. We can then literally follow them around the internet on Google's Network (GDN) which might be any site that allows banner ads to display. (Youtube, Ebay, Gumtree etc) or on their personal Facebook profile. There are a few different strategies that can be applied with Remarketing and Retargeting. Let's bullet point these below:

Google Remarketing

- Tracking cookie can follow visitors for up to 540 days.
- You can have campaigns for 30 days, 180 days etc.
- We can filter displaying banners based on how they visited your website. Visit duration, specific pages, or any type of filter that is possible within Google Analytics.
- Example. You may want to show ads to those who spent more than 30 seconds on your site and have NOT contacted you or purchased online.
- If you're an Ecommerce store, we can run Dynamic Retargeting Ads with banners dynamically showing the last 5 product pages you viewed but did not purchase. These banners update automatically including the price and image feed from your Google Merchant account.
- We can also upload a database of emails and match their Google ID's to then Remarket to these users online.
- This strategy requires 100 tagged users every 30 days.



Facebook Retargeting

- We can track site visitors for up to 180 days.
- We can track Facebook page engagement up to 365 days.
- We can show only to those who entered a Facebook lead form, contacted you via messenger, watched any of your videos, interacted with an app, events on Facebook or Instagram. We can also upload a list to match ID's.
- We can also do dynamic product retargeting and integrate the data with most Ecommerce platforms.
- The last very cool feature I love the most is Look-a-Like audiences which I will explain when we meet.
- Minimum required tagged users and audience size for Retargeting is 1000.



Build Trust

There are many ways to build trust in your product or service but there is ONLY ONE that allows you to build massive and decisive trust before a prospect even calls you. Here is an important fact you CAN NOT IGNORE!

“97% of people read reviews for local businesses”

Let’s face it, Google Reviews is a horribly unfair system. There is a lot you can’t control and a few scathing reviews can hurt your business immensely. We also find many of the negative reviews are often not real customers. So what can we do? While we can’t change the system, we can certainly influence it to our favour. If you have negative reviews that are affecting your business realise that its okay to have some negative reviews, in fact if you have many and only 5 star Google reviews, people start to doubt if it’s true, no business is that perfect and we all know this. So the solution is to get more positive reviews to push down the negative ones and make them a small percentage of your positive reviews. But how?

Most people are not proactive in asking customers for a Google review, it can feel awkward or the perfect timing to ask for it eludes our memory. The other interesting fact is unhappy customers are two to three times more likely to leave a negative review, compared to happy customers leaving a positive review. In fact less than 1 in 10 happy customers will think of or find the time to leave a review. I know it’s not fair, you work so hard to please customers, but do you want to know why? You didn’t ask! Let’s face reality, it’s human nature. Most people tend to focus on a negative experience than a positive one. Maybe it’s evolutionary survival instinct or maybe people are just too busy, but the one fact remains. If you don’t ask, you don’t receive and most businesses don’t ask customers for a positive review. When you ask a happy customer to leave a Google review the common response is, "Of course YES, sorry I didn't think, i'd be happy to." Most happy customers WILL leave a positive review if you just simply ask for it. It’s human nature, ask and you shall receive.

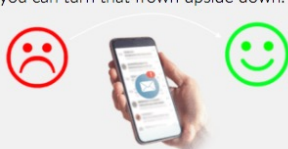
Allow me to introduce Heartbeat360, a semi-automated solution allowing you get more 5 star Google reviews, push down negative reviews and allows you to be proactive in avoiding future negative reviews. It also has the ability to ask your happy customers for referrals at the same time.

It starts by asking customers for feedback first, because you do not want to ask an unhappy customer for a review. Only happy customers are then asked to provide a Google and Facebook review with the direct link sent to their email and 2 days later SMS if they didn’t open the email. They are also provided a social incentive to leave a review (We donate \$25 to a charity for every positive 5 star review) and we send gentle reminders asking happy customers for that review until they do. Some don’t do it straight away because they want to think of what to say or we just asked them at a time they were too busy. Most however are glad to do it eventually.

First step is Feedback. Would you ask an unhappy customer for a Google review?



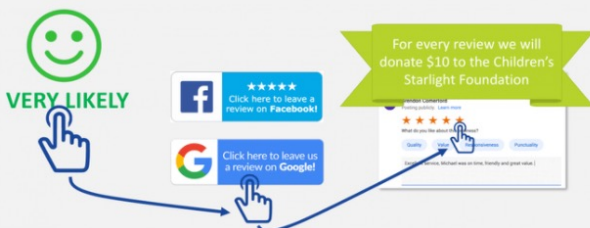
Next is avoid negative reviews. Be notified in real time who is unhappy so you can turn that frown upside down.



Identifying your happiest customers and not asking for a referral could be a significant opportunity cost.

We ♥ Referrals

Once we identify only your happiest customers we then ask them for a review on Google and Facebook. We also include a little social incentive to add some motivation.



Online reviews can create the potential to generate **40% MORE REVENUE** each year (econsultancy.com)

78% of customers trust online reviews as much as personal recommendations.
40% of customers won't shop at a business with negative reviews.



Streamline your sales process

Most businesses are wasting time and losing sales opportunities by not being organised with their sales and marketing process. Let's explore how this is happening and the solutions available.

Firstly what is Sales Automation or what we also call a Sales a Funnel? Think of it like a sequence of communications over a period of time. These communications can be via Email, SMS or Remarketing and are automated based on user interaction. Let me illustrate this with an example:

Alex needs to find someone to fix the Airconditioner, so he types "Aircon Repairs Brisbane" into Google. He clicks through to a few companies but doesn't make an enquiry just yet. Two days later he notices a Remarketing Banner that's been following him around on various websites. While he is reading some news online he spots your banner ad again but this time with a limited time offer for a Free Call Out Fee saving \$100. He clicks on the banner to claim the offer and enters his contact details. His details go straight into your email marketing platform which sends out the voucher via email and also via SMS. He still procrastinates a little but he is receiving a few emails over the next two weeks. The automation knows that he is opening the emails and Alex then visits the website again (with our tracking code alert), he then receives an SMS with a notice that the special is ending soon and to redeem the offer within 48 hours and your sales person is then also send an alert that Alex has just visited the website. The sales person then calls the lead which is now super hot and takes the booking and a deposit over the phone. Sales Funnel Completed.

Now this is a basic funnel and it works perfectly well, however sometimes you may want to build a longer funnel that continues over an entire year. You can use funnels to ask for referrals, up-sell and cross-sell or promote your follow up services every 3 to 6 months.

Now that \$4 click you originally paid for suddenly becomes much more valuable and profitable. Funnels are the key to long term success with Online Advertising.

Sales automation also allows you to stop selling in a crowd of discount competitors and start building trust, value and profit into your sales process. When you start giving more value and education, build more authority and trust, share your personality and likability, you will never compete on price again. You also start to see that the transformation point is when you start generating more sales and profit from "Buy Later" traffic. i.e the 94%-97% of traffic that does not contact you the first time they visit your website.

No more sales leads slipping through the cracks.

When you can see your whole sales process at a glance, your sales team is always on the same page. Track every interaction and pick up where anyone else left off.

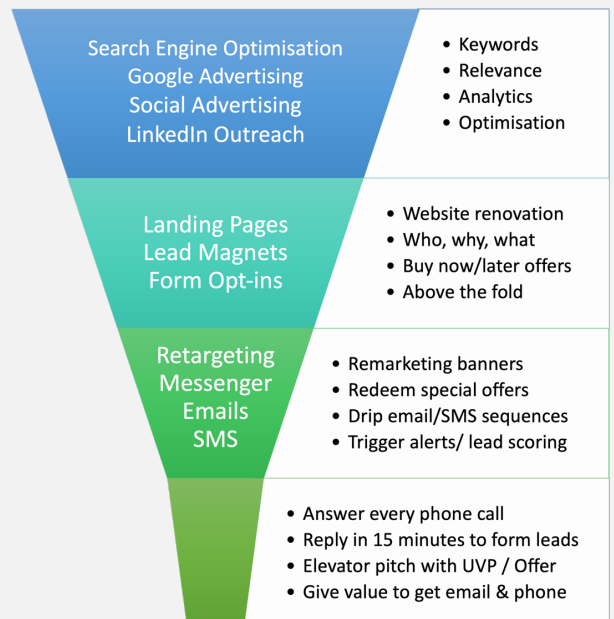
Know where your most qualified leads are and tell your sales team about them.

Get notified when leads are heating up. Automatically trigger email notifications and assign tasks based on lead score changes, so you can always follow up with the deals most likely to close.

- Call - 2 hours ago
Follow up with Gwen to discuss new marketing needs.
Ryan W. 2 hours ago
- Note created
Looking for a complete website redesign, needs back end with database for products.
Laura D. 3 days ago
- Site visited
https://yourwebsite.com/pricing
4 days ago

- Olivia Evans visited the pricing page +15
- Hugo Saavedra unsubscribed from emails -5
- Lizzie Rose submitted a form +10

- Joslin Rodgers 91
- Notify salesperson via email





Digital Marketing Consultant

David Kim

Thank you for reading this eBook we hope you enjoyed it and found some insights to begin enhancing some or many aspects of your business.

If you would like these concepts tailored to your business with a clear marketing plan to achieve significant growth over the next 12 months, book a free Strategy Planning session with me today.

Book a marketing strategy meeting with me @ <https://calendly.com/kick-media/book>

You can also view all our services and pricing @ www.kickmedia.com.au/david-kim