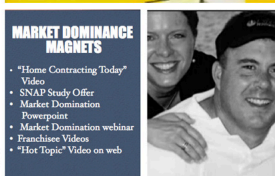


SPANER

[The Storytellers]

Real Life Relentless Marketing



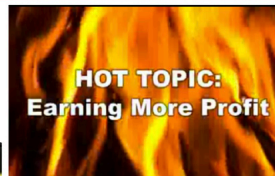
1



2



3



4



GOLDEN EGGS

Modern Marketing Facts

1



91% of customers say they'd give referrals

11%

But, only 11% of salepeople ask for referral. (Source: Biznology)

2



The average voicemail response rate is 4.8%. (Source: InsideSales)

Clockwork Home Service, a leading franchisor, knew that people buy its franchises for one of four reasons:

1 **MARKET DOMINANCE** To help them dominate their local market.

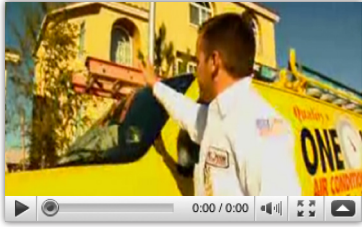
2 **MARKETING** To gain marketing expertise and clout.

3 **EXIT STRATEGY** To provide an exit strategy from their business.

4 **BUSINESS OPERATIONS** To gain business expertise and improve their business operations.

By implementing a Conversion Marketing, content-based system, they developed informational content in each area and targeted at prospects at different points in their marketing funnel.

Real Life Relentless Marketing



This content library included entertaining videos featuring businesspeople discussing how owning a franchise has solved one of these basic problems and improved their lives.

When a prospect watched a video discussing retirement planning, Clockwork had more helpful content teed up and ready to send in a weekly series of nurturing emails.



Whenever a prospect engaged with the company by visiting their web site or blog, responding to a social media post, clicking on an email link or requesting further information, their actions were automatically tracked and progressively scored.

Once their score reached a certain predetermined level, a Franchise Advisor made a courtesy call and turned the remote engagement into a personal selling relationship.

GOLDEN EGGS

Modern Marketing Facts

3

80% of calls go to voicemail.

80%

90% of first time voicemails are never returned.
(Source: RingLead)

90%

4

77% of Email ROI comes from segmented, targeted, and triggered campaigns. (Source: Direct Marketing Association)

77%

5

93% of B2B marketers use some form of Content Marketing.
(Source: Content Marketing Institute 2014 Report)

93%

11 x
more
leads

3.2 x
more
"HOT"
leads

Using this Conversion Marketing System, lead generation increased 11 fold.

3.2 times more leads rated as "hot" were sent to the sales force for closing. Clockwork greatly expanded their sales to new franchisees.

They were *RELENTLESS* and it paid off.

Is your marketing *relentless*?

Learn how to move from *meek* to *relentless* with this four-part *Relentless Marketing* series.

