

SPANER

[The Storytellers]

Real World Conversion Marketing



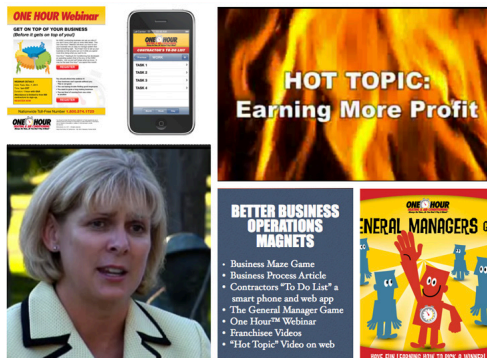
1



2



3



4

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

- MARKET DOMINANCE** *To help them dominate their local market.*
- MARKETING** *To gain marketing expertise and clout.*
- EXIT STRATEGY** *To provide an exit strategy from their business.*
- BUSINESS OPERATIONS** *To gain business expertise and improve their business operations.*

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



GOLDEN EGGS

Modern Marketing Facts

1

63%

After a presentation, 63% of attendees remember stories.

5%

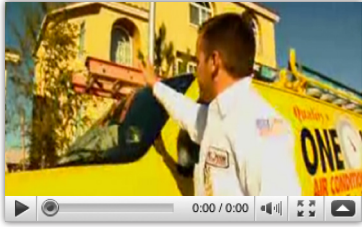
Only 5% remember statistics.
(Source: Business authors Dan & Chip Heath)

2

47%

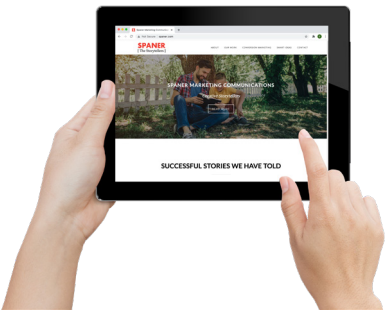
Nurtured leads make 47% larger purchases than non-nurtured leads. (Source: The Annuitas Group)

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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

3%

At any given time, only 3% of your market is actively buying.

56%

56% are not ready.

40%

40% are poised to begin looking.
(Source: Vorsight)

4

95% of buyers chose a solution provider that "Provided them with ample content to navigate through each stage of the buying process." (Source: DemandGen)

95%

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
CONVERSION-BASED
and it paid off.**

Is your marketing *conversion-based*?

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

