

Marketing in our Pandemic...

Options Beyond Word of Mouth

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REAL PEOPLE.
REAL RESULTS.

ActionCOACH[®]
BUSINESS COACHING

Rick Plasket

Professional

- Coaching since 2007
- Best Client Results 2014
- Best Video Testimonial 2015
- BEF Client Award Finalists 2014, 2015, 2016, 2017
- 2017 ActionCOACH Firm of the Year

Personal

- West Point Grad & Army Vet
- Marksman, Sailor, Novice Equestrian
- Yes, I can ballroom dance....



**REAL PEOPLE.
REAL RESULTS.**

ANDREW AEBERSOLD

► Professional

- Digital Marketing since 1996
- Founded Mediaura in 2003
- GLI Incredible Award Winner
- 1Si One Award Winner
- BBB Torch Award Winner

► Personal

- Soccer Player
- Car Builder
- Professional Musician



**REAL PEOPLE.
REAL RESULTS.**

ActionCOACH
BUSINESS COACHING

What are People Thinking?



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Today's Goal: To Turn Marketing from a Business Expense into a Business Investment!

1. Do You Know Your Marketing #s?
2. Do You Know Your Customer Acquisition Costs?
3. Are you generating leads using the internet?
4. Is your website optimized to convert those leads?
5. Are you measuring your efforts and improving them?

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$$(R \times \text{avg } \$) - I = \text{ROI}$$

- Results (# of new customers)
- Avg \$ they spend
- Investment in Marketing
- Return on Investment (Your Outcome + / -)

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1. Know Your #s ...

Business is about #s. Without the details, your marketing is just a guess

- How much did you spend?
- How many new customers responded?
- How much did they spend?
- How many times did they buy from you?

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2. Customer Acquisition Cost ...

- Allowable: 1st sale > Marketing Cost
- Investment: 1st sale < Marketing Cost

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3. Ways to generic traffic to your website

If you build it, they may not come...

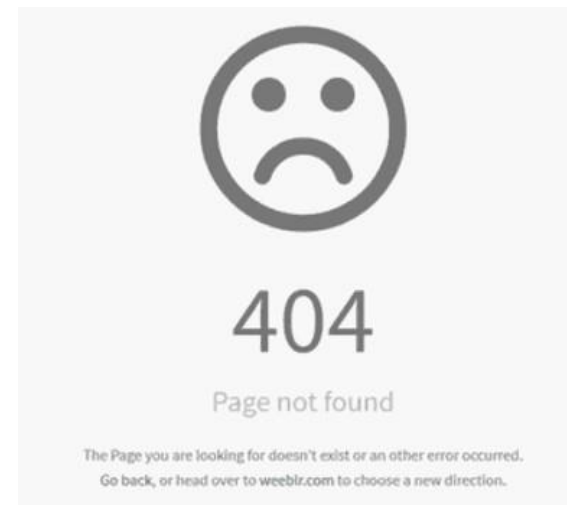
- E-mail Marketing
- Social Media Marketing
- Paid Search / Display Advertising (PPC)
- Content Marketing
- Organic Search (SEO)



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4. Is your website working for you?

- Do you have a clearly defined purpose/goal?
- Does your website direct the user to your goal?
- Is your website functioning properly?
- Do you keep your website updated?
- Quality matters.



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5. Are you measuring your efforts?

- Measure the funnel: Impressions, Clicks, Conversions
- Measure Contact Forms, Phone Calls, and Sales
- Fix what is not working
- Amplify and optimize what is working

Know your numbers!



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Summary ...

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To Finish Up ...

- Got a question on Buying Customers,
Schedule time with Coach Rick:
www.actioncoachlouisville.com
- Got a question on your Digital Marketing,
Schedule time with Andrew:
www.Mediaura.com
- Thank You Abundantly!