

# VIEW 16

The Four Proven Marketing  
Systems Every Local Business  
Must Optimize To Maximize  
Revenue Growth

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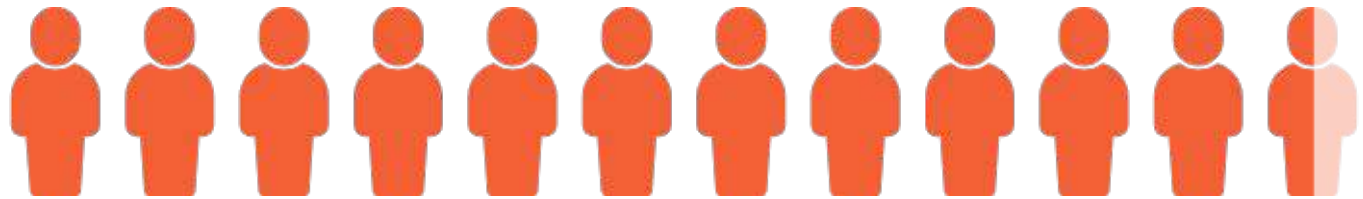
What does it take to grow?

# The R4 Framework

The Four Marketing Systems to Optimize for Growth



# 95%



Of small businesses aren't optimizing at least two out of four systems.

**The Problem:** No/Slow and Unpredictable Revenue Growth

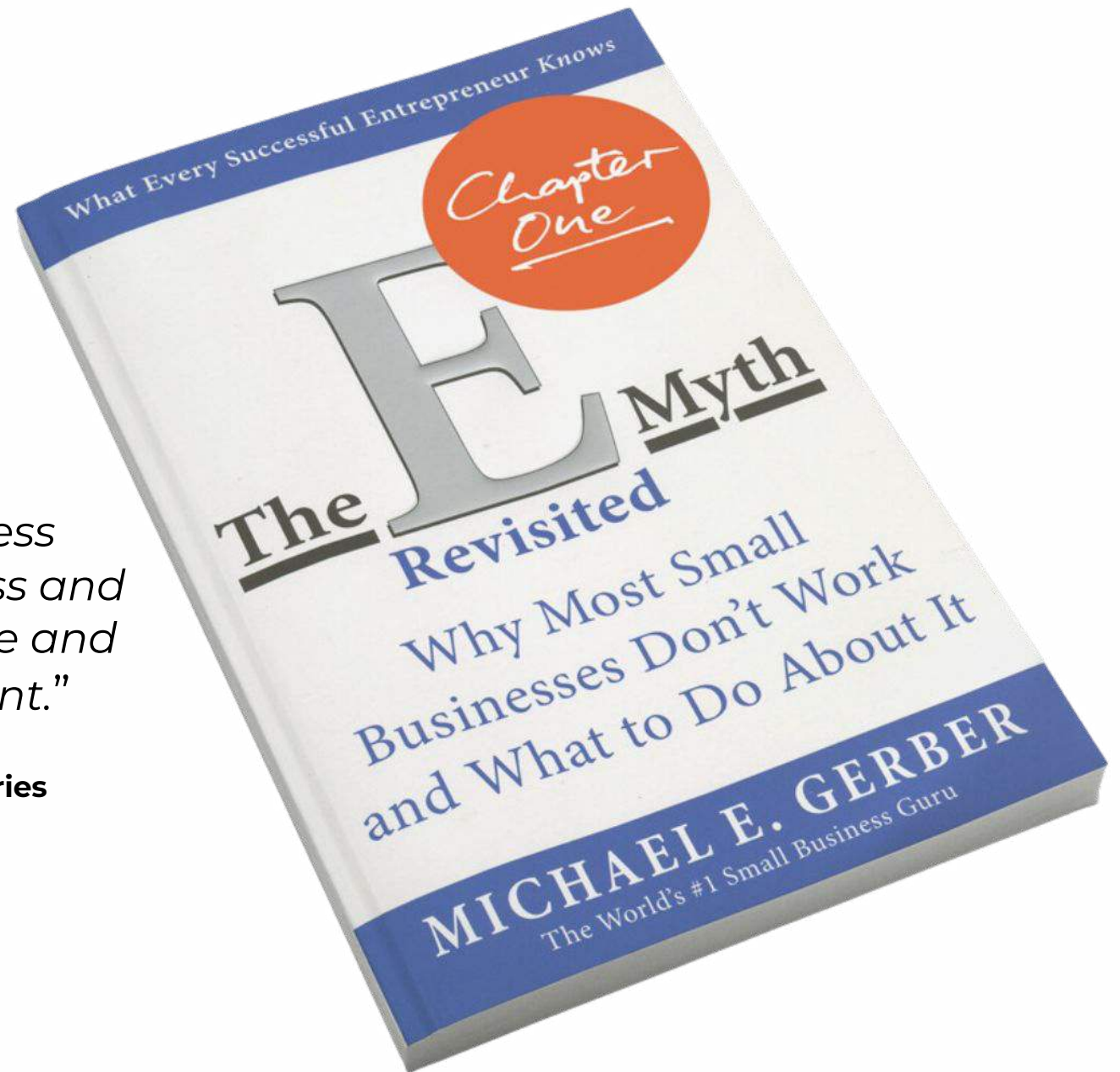
# WHY?

So much focus on “systems”?

“

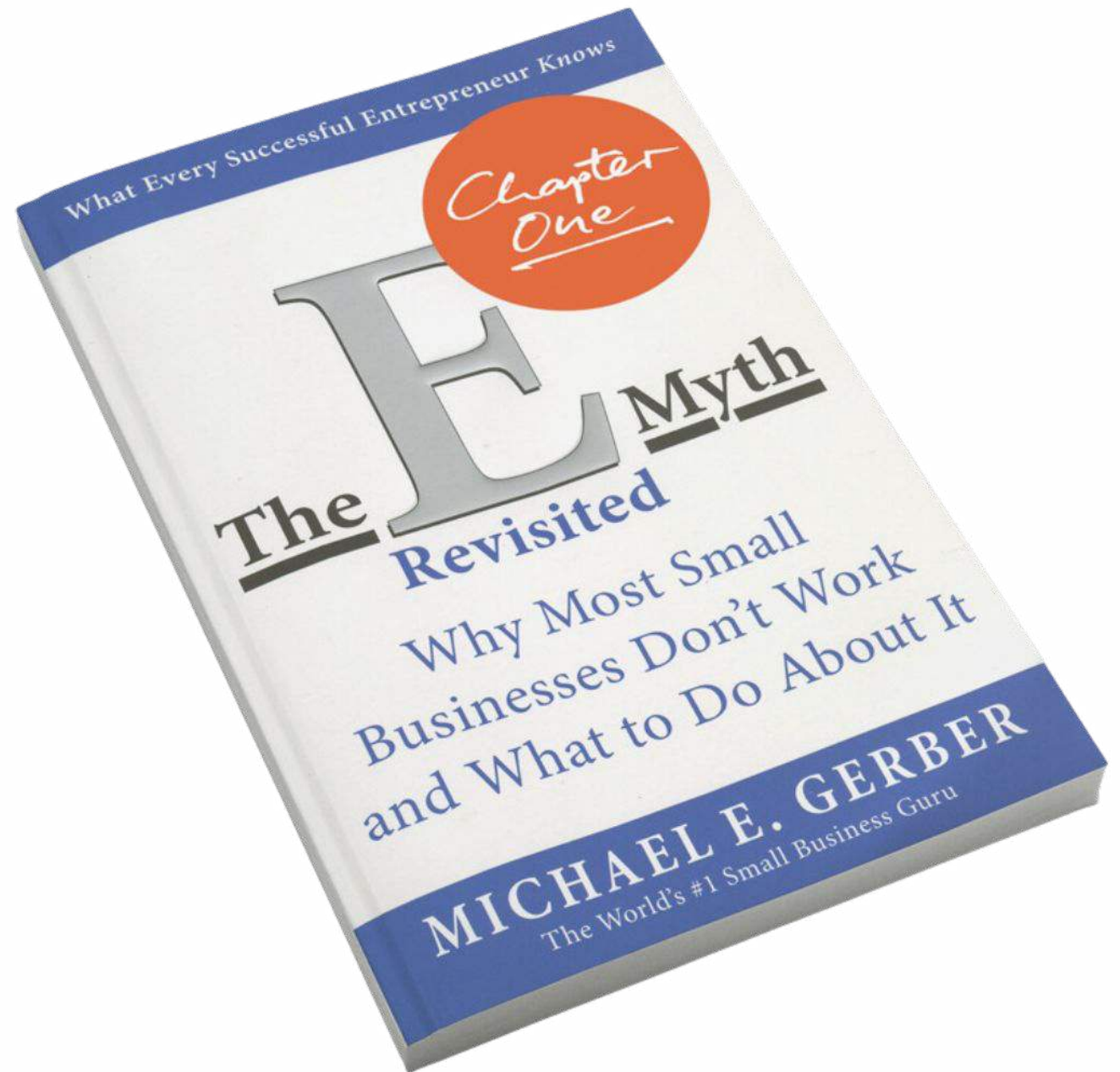
*“Build systems within each business function. Let systems run the business and people run the systems. People come and go but the systems remain constant.”*

**Michael Gerber, Author of The E Myth Book Series**



# The Benefits of Marketing Systems For Your Business Are Huge!

- Systems **minimize** the amount of marketing knowledge you need to have to grow...
- Systems **minimize** the amount of time you have to invest in your marketing...
- Systems **minimize** the amount of expensive talent you have to hire...
- Systems **maximize** the marketing results you get by ensuring that your marketing activities actually happen on a consistent basis, and on a budget you can afford.



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“It takes 20 years to build a reputation  
and 5 minutes to ruin it.  
Think about that and you'll do things differently.”

**WARREN BUFFET, CHAIRMAN OF BERKSHIRE HATHAWAY**



What is Reputation Management?

## **Reputation management:**

The process of *proactively* using tools, processes, and systems to be aware of and influence the perception of your business in the marketplace.

Why does it matter?


Reviews are  
now at the  
center of search

Google


best chicken wings in san diego


← 4.0+ rating ▾ Price ▾ Hours ▾ Clear Filters ✕

**Dirty Birds**  
4.5 ★★★★★ (936) · \$ · Chicken Wings  
2734, 4656 Mission Blvd  
**Closed** · Opens 11AM  
👤 "Best Chicken wings in PB but expensive."  
✓ Dine-in · ✓ Takeout · ✕ Delivery

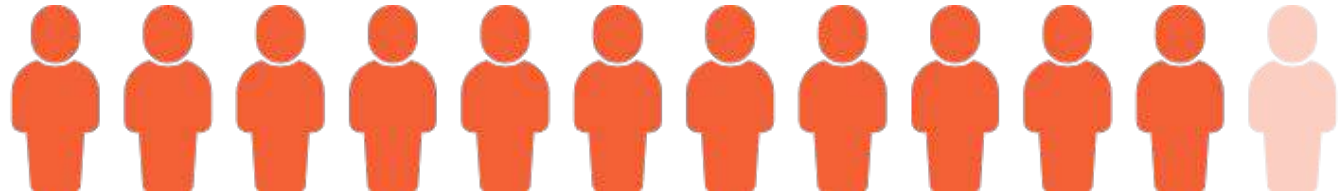


**Buffalo Wing Star**  
4.4 ★★★★★ (313) · \$ · Chicken Wings  
7621 Linda Vista Rd · In Linda Mesa Center  
**Closed** · Opens 10AM  
This casual eatery known for wings, tenders & ribs has a selection of sauces & standard BBQ sides.  
✕ Dine-in · ✓ Takeout · ✓ No-contact delivery





# 91%



Of consumers choose to do business based on online feedback.

But reviews are a 'lagging indicator'...

**What drives the reviews you get?**

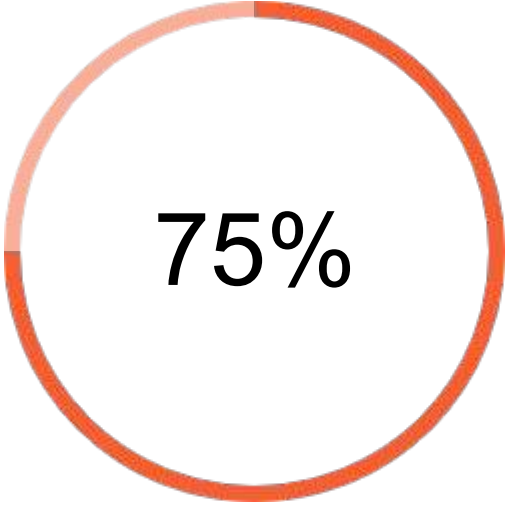
ANSWER:

**The customer experience before,  
during, and after purchase.**

**YOU'RE** responsible for '**during**',  
but **Marketing** drives the experience '**before**' and '**after**' purchase.

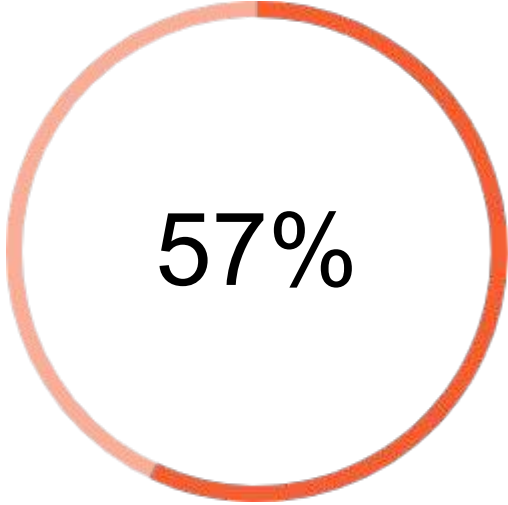
# Reputation Starts Before Purchase

Your website design, speed, and ease of use are major factors.



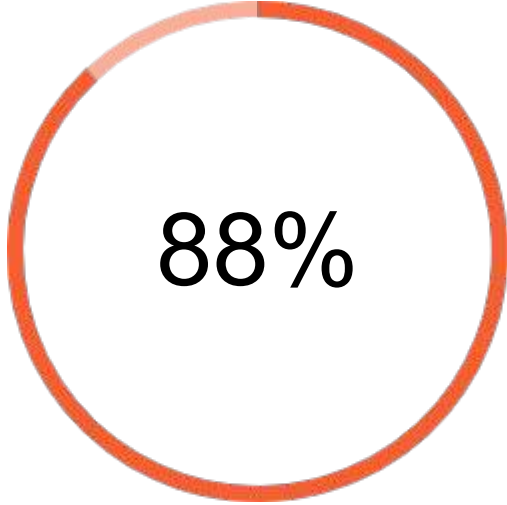
75%

75% of consumers admit to making judgments on a company's credibility based on the company's website design



57%

57% of internet users say they won't recommend a business with a poorly designed website on mobile



88%

88% of consumers are less likely to return to a site after a bad experience

Source: <https://www.sweor.com/firstimpressions>



# Reputation Starts Before Purchase

How you show up in social media is now a major factor.



of consumers research companies through social channels before making purchases.

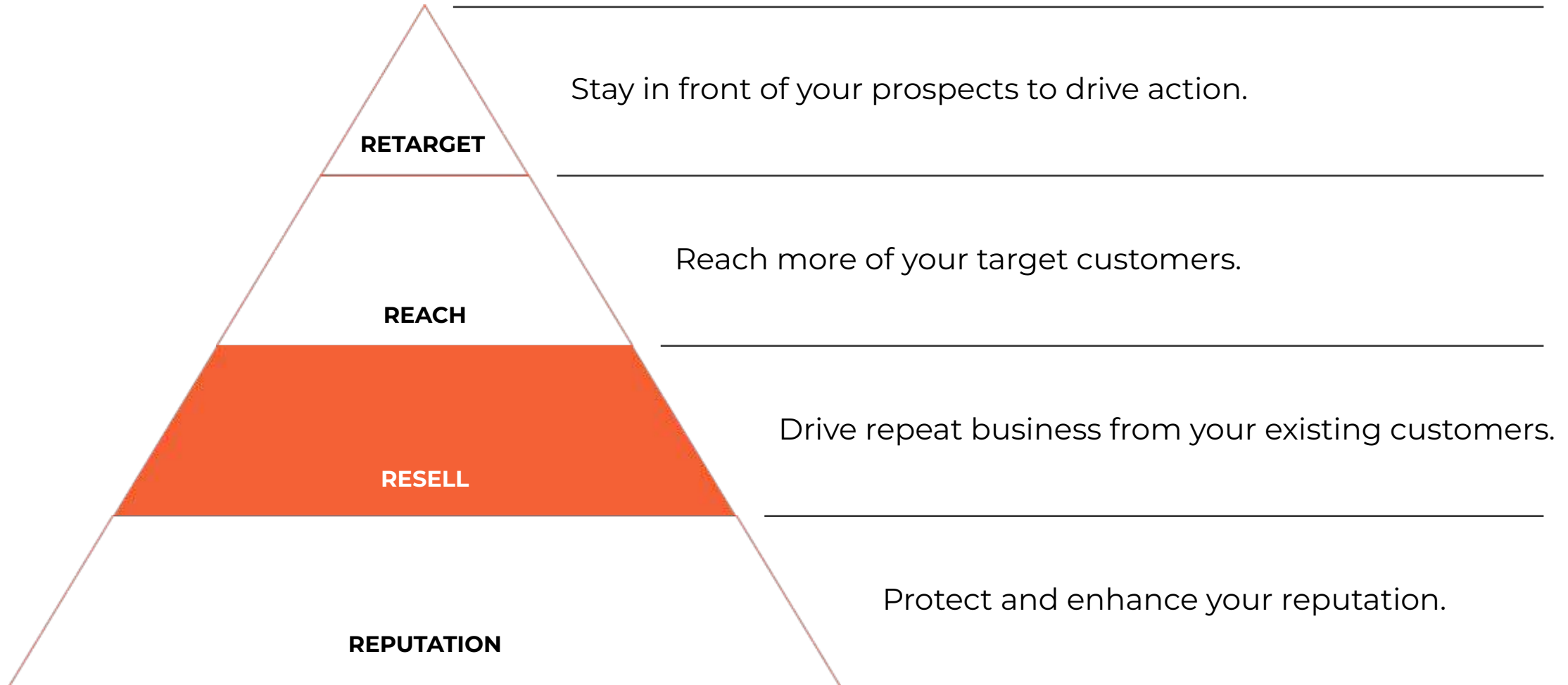
How to build and protect  
your reputation...

# Best Practices to Build and Protect Your Reputation

- 1 Well-designed, fast, mobile-optimized website
- 2 Easy to reach and get relevant information on your site and major search engines and directories
- 3 Respond quickly and consistently to questions and requests
- 4 Collect and share positive feedback; quickly manage negative feedback
- 5 Share your story on social media and your website
- 6 Delight customers by exceeding expectations!
- 7 Follow up! Show them that you value their business

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# Repeat customers are more valuable!



**1** Repeat customers are worth 10X more than their initial purchase.

**2** Repeat customers spend more per transaction.

**3** Repeat customers refer 50% more people.

Repeat customers are more affordable to sell to:

**5X**

It can cost five times more to acquire a new customer  
than it does to get a previous customer  
to make another purchase.

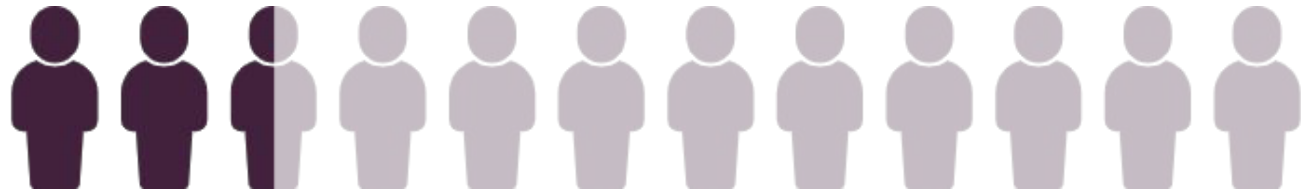
*MARTECH ZONE*

# 80%



80% of profits come from...

# 20%



20% of your customers.

**Repeat Customers are more profitable:** They are **THE** driver of profit at your business.

How to drive more Resell revenue...



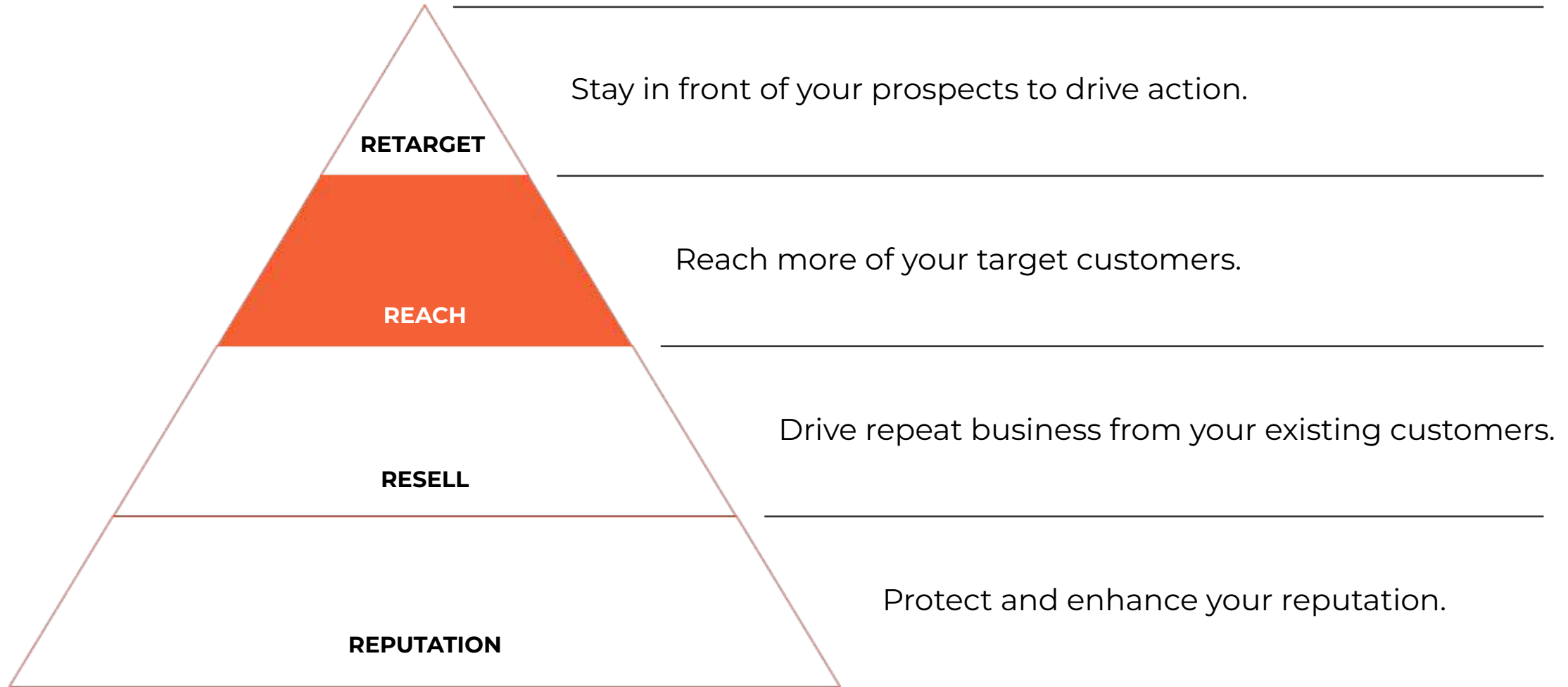
## Campaigns to remind, reactive, and resell your existing customers to drive more sales and profitability.

- Use automation to deliver consistent marketing campaigns
- Make special offers that bring customers back
- Automate reminders for appointments, service deadlines, birthdays, anniversaries, etc.



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To get consistent growth...

**You must expand our Reach  
with your target audience.**

# 3 Goals of Reach Campaigns

## **#1 Out of Obscurity**

Consistently work to make sure more people know who you are and what you have to offer.

## **#2 Establish 'First Position'**

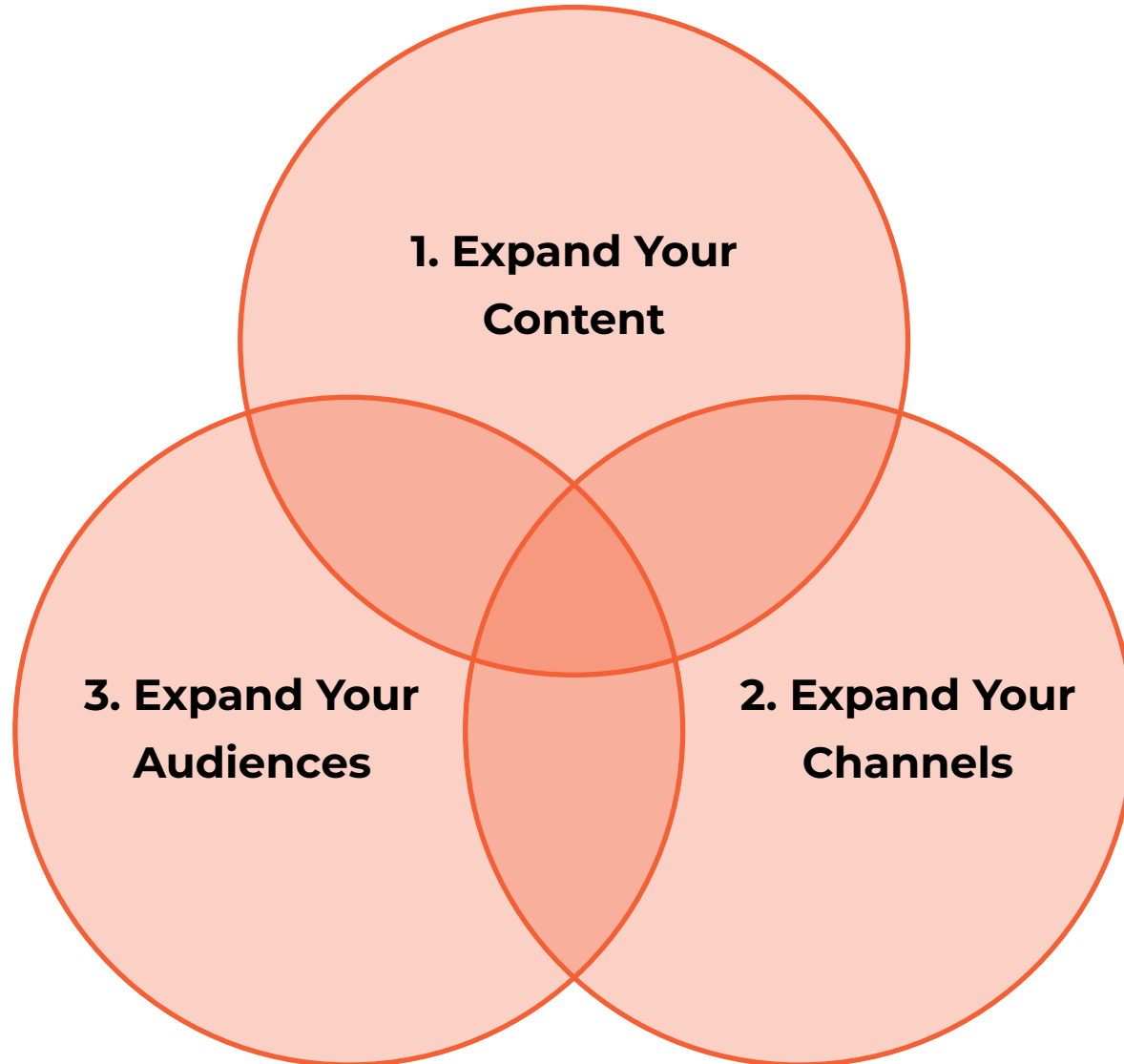
Build a brand relationship, tell your story, and establish your products as the obvious choice.

## **#3 Scalable, Predictable Growth**

Fill your pipeline with growing numbers of qualified prospects to gain predictability in sales growth.

How to reach more prospects...

# Reach Expansion Formula

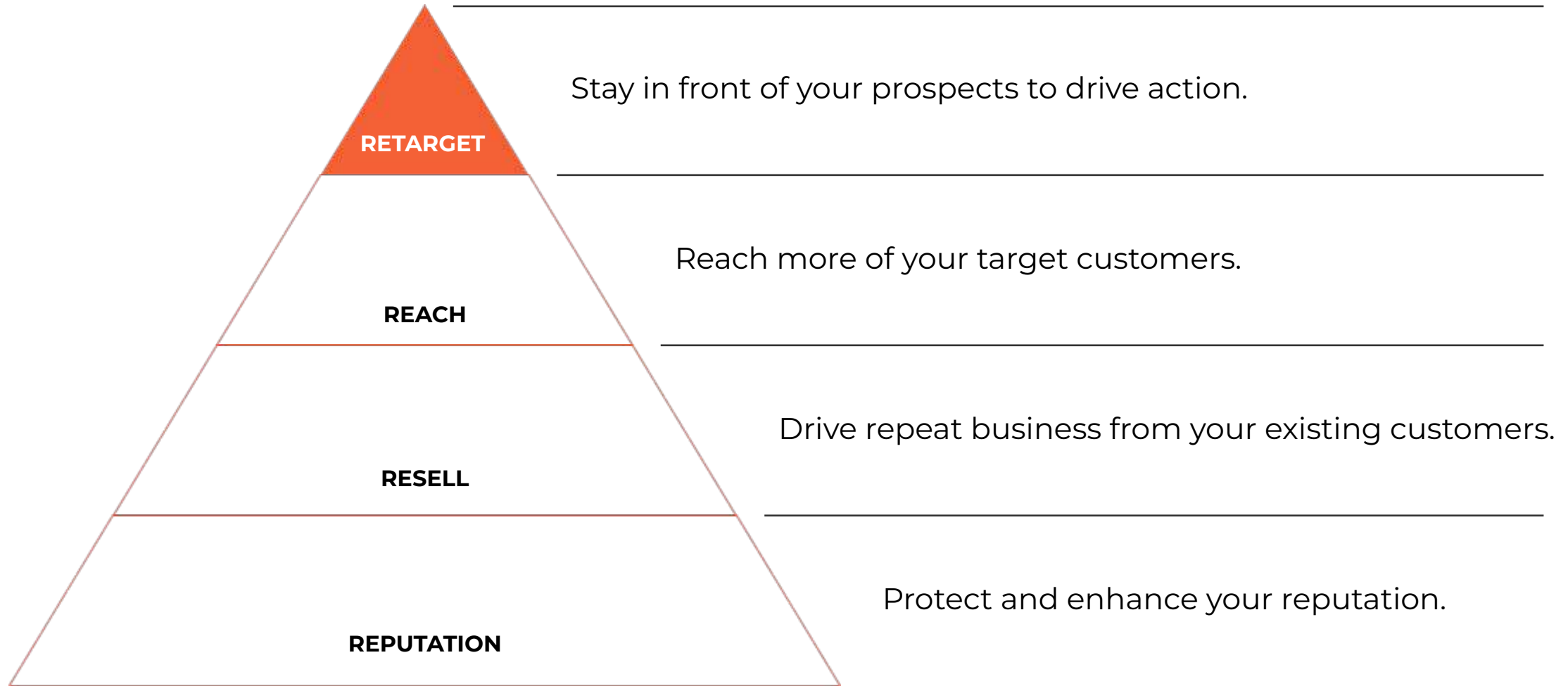


# Six Steps to Build Effective Reach Campaigns

- 1 Ensure complete and accurate information
- 2 Promote that information to all major search engines + directories
- 3 Fast, mobile-optimized website
- 4 Create 'Attraction' content + offers
- 5 Advertise where your prospects are
- 6 Build Retargeting audiences

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What is Retargeting?

# **What is Retargeting?**

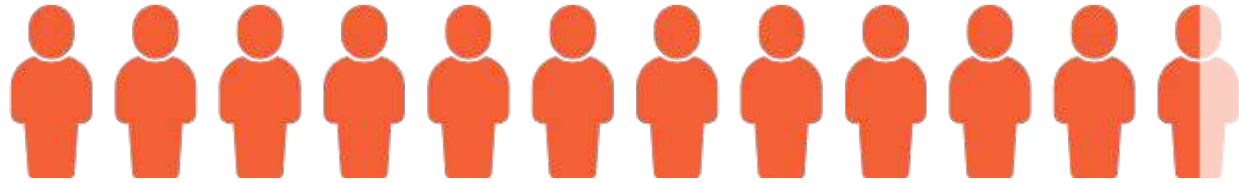
Serving ads to people who have previously visited your website or engaged with your content.

# What is Retargeting?



Why use Retargeting?

# 95%



Or more of prospects don't purchase on their first visit to your site.

# Why use Retargeting?

Retargeting gets them back:

Retargeting generates a 726% lift in site visitation after four weeks of retargeted exposure.

*comScore study*

# Why use Retargeting?



## Visibility

Retargeting keeps you in front of a very targeted audience to build your brand and drive conversion.



## High Conversion

Retargeting ads are the highest-converting ad campaigns that you'll run.



## High ROI

Retargeting drives sales at lower cost than any other form of advertising.

How can you use Retargeting  
at your business?



# How can you use Retargeting?



## **Make a Special Offer**

Often times a special offer is all that's necessary to push a prospect into taking action and making a purchase.



## **Up-sell Similar Products**

Use Retargeting to introduce additional complimentary offers to your existing customers.



## **Scheduling Reminders**

Use Retargeting set to timed intervals to remind customers that it's time to come back for regular checkups, service maintenance, birthdays, anniversaries, etc.

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Ready to grow?

**LET'S TALK**

TEXT "READY" TO 954-519-4466