

The background image shows two men from the chest up. The man on the left is wearing a grey suit, a light blue shirt, a dark tie, and glasses. The man on the right is wearing a dark blue suit, a light blue checkered shirt, and is holding a tablet. Both are smiling. The background is a blurred office interior with windows.

Learn How To 10X Your Sales.  
By Focusing On These 5 Principles

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## Introduction:

If you're looking to accelerate the growth of your business through better sales marketing, you're going to get a lot out of this eBook. Here's what you'll learn:

- The five key principles that can grow your business exponentially.
- The five tactics of sales marketing that work together to accelerate traffic, leads, and sales.
- The Sales Marketing Blueprint which provides a roadmap of what's possible in marketing to achieve explosive business growth.





# The 5 key principles that accelerate growth in sales marketing

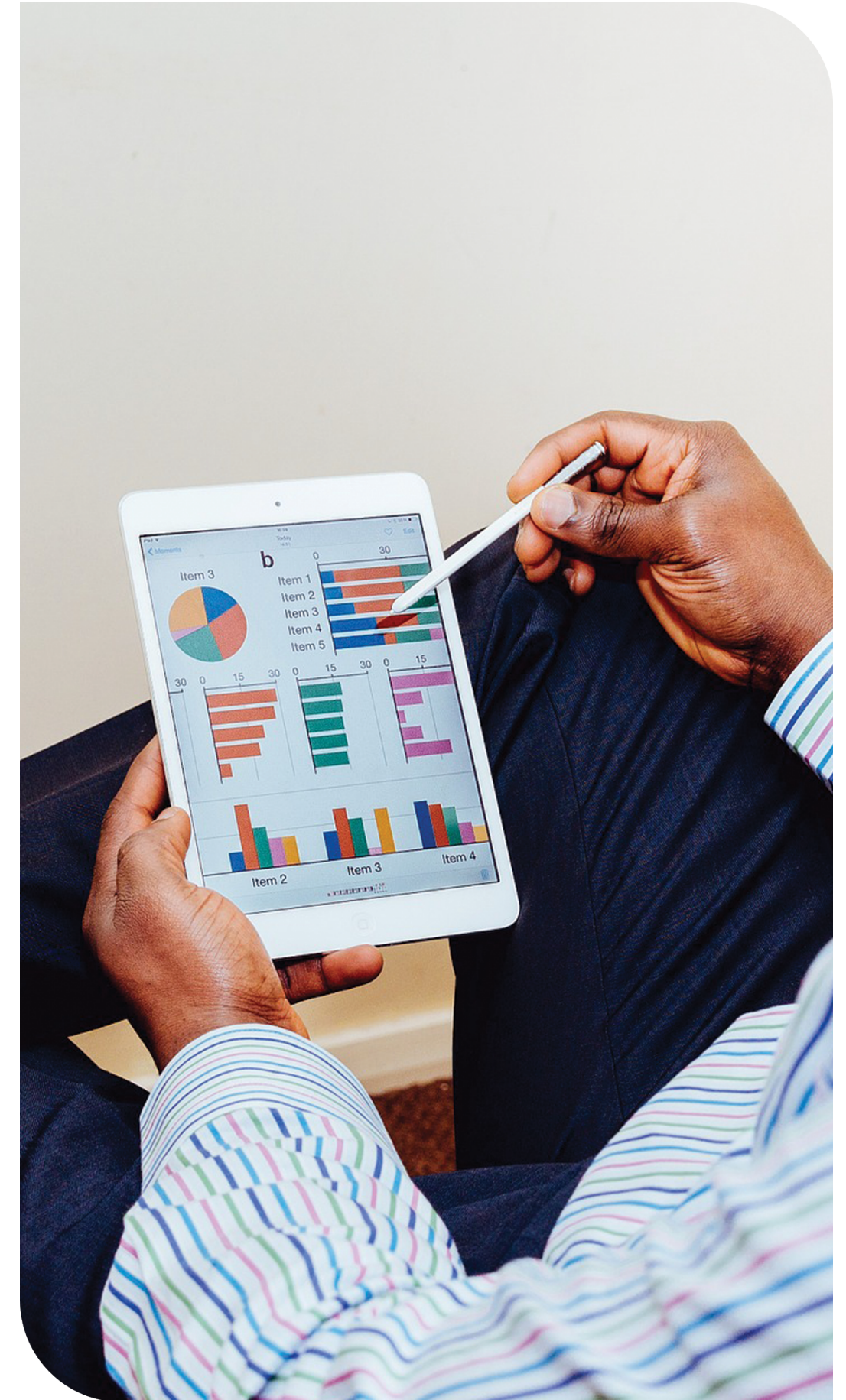
Over the years, working with business owners and marketers to help grow their businesses, we've realized that there are five key principles that when focused on with a clear strategy to increase each area that the growth is exponential. This is called the multiplier effect. The key is to identify the 5 leverage points in your business and keep adjusting until you achieve your sales goals.

If you focus on these 5 points in ANY business, you can **10X** your sales. Identify the points, measure them, then begin the plan to incrementally increase those points. Small percentage changes in these 5 areas will dramatically improve your sells.

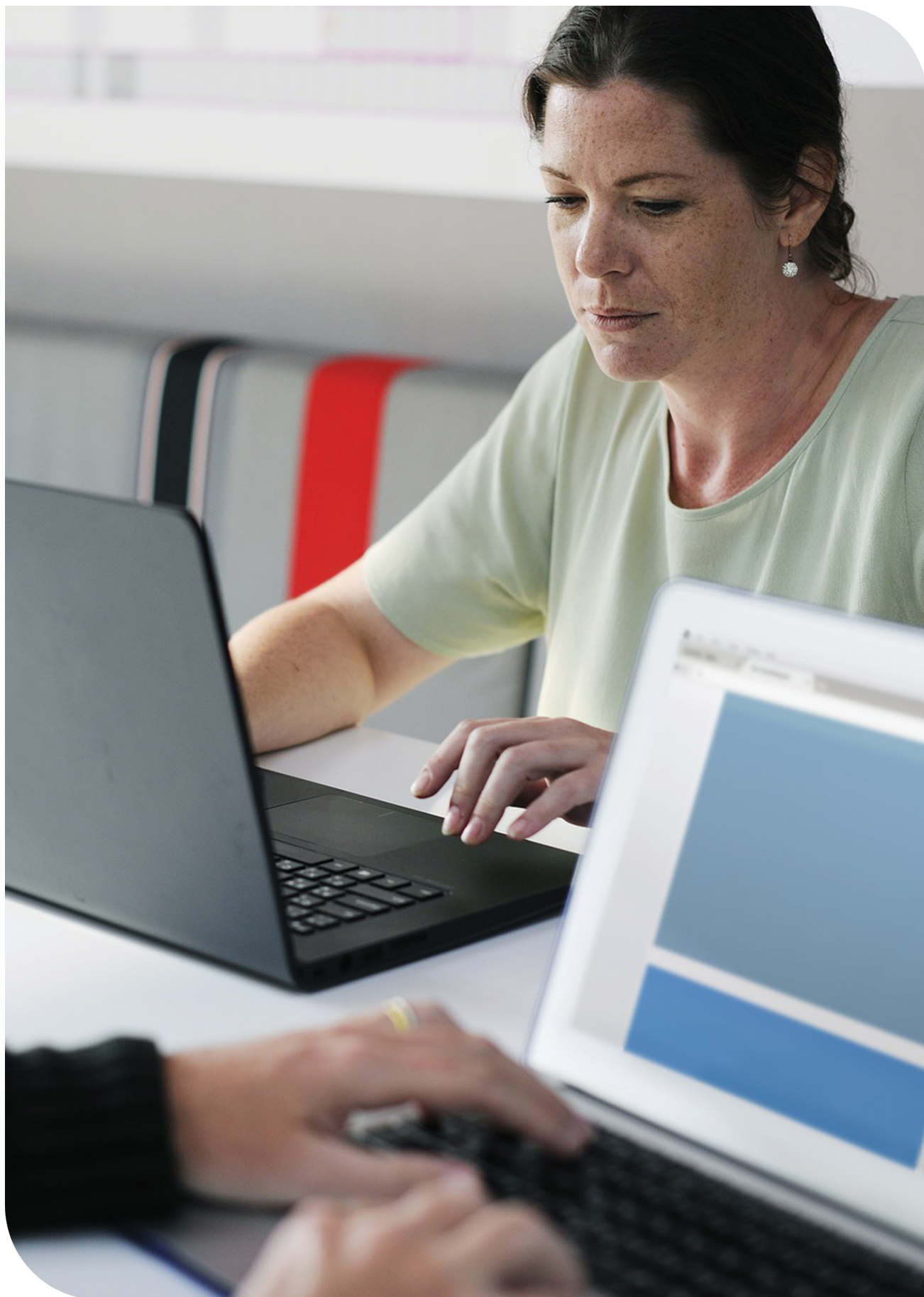


# Principle #1: traffic

Between the various social media networks, search engines, and ability to buy targeted traffic from any niche of the world, you have no shortage of opportunities to drive people to your website. All progress in online marketing starts by being able to drive visitors to your website and landing pages. This is the starting point to increase sales. If a company can't drive enough traffic, you can't grow. To drive traffic, you must select the right channels, execute each advertising channel correctly, and split test your ads to constantly improve results.







## Principle #2: capture rate

Is the ratio of visitors that convert to leads. If you have 1000 visitors and 100 opt-in as a lead, then your conversion rate would be 10%. The ability of your landing pages to convert website visitors into leads is more important than driving visitors to your website or landing pages. If your landing pages and/or website does not convert the visitors into leads at the highest rate possible, you are drastically limiting your sales, while literally throwing away advertising dollars. You must deliver the **Right message to the Right market at the Right time.**

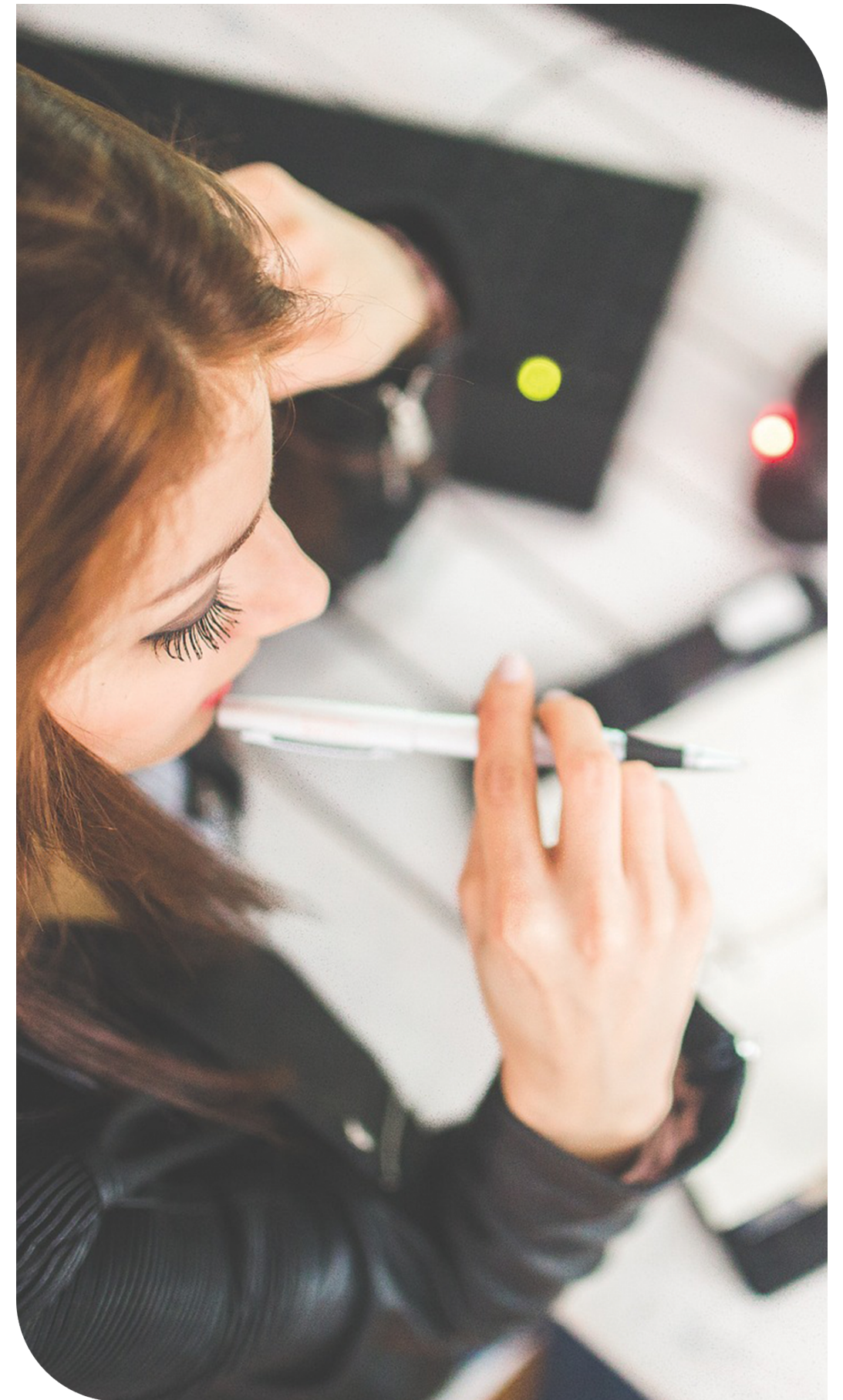


## Principle #3

# conversions

Is when those leads become paying customers. What is the percentage of leads that become paying customers? Having the right tools to convert those leads into an Email automation system will help businesses convert those leads into sales, but most companies are not fully utilizing this technology.

There are several automated marketing and email campaigns that can be used to create a predictable selling machine for companies that are completely automated. But, many of the campaigns that are used are quite often the wrong campaign or are missing vital components that are necessary to maximize results and ROI. This forces marketers and business owners to rely more on salespeople than automation, leading to unpredictable results and poor sales.







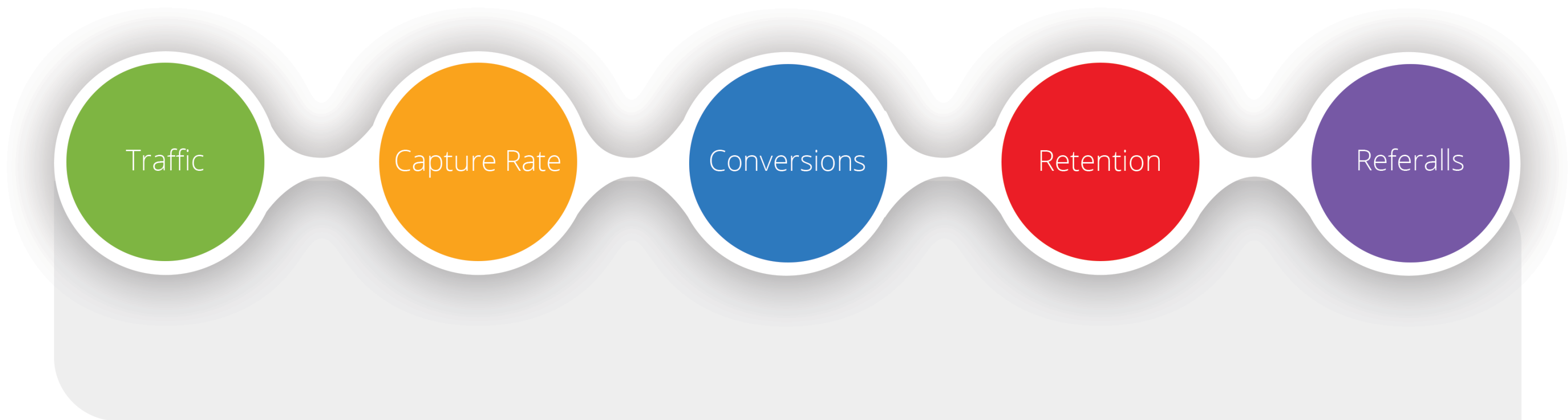
## Principle #4 retention

Once the lead becomes a customer, what is the cash value of the average transaction? How often does the customer purchase? What is the average purchase amount? What is the customer worth over the lifetime of their purchase history? All this data is instrumental in growing your business.



# Principle #5: referrals

Who is the easiest lead to sell? Referrals! What percentage of your business sales are word-of-mouth or referrals? Are you tracking this? What is the dollar amount? Every business needs a least one formal systematic, strategic, referral generating system that you are using continually, throughout the company. Build a tribe of raving fans.







# The 5 strategies of online marketing

To maximize the volume of website visitors, leads, opportunities, and sales, let's look at 5 strategies we can use that need to be implemented. Each strategy is required for successful marketing and must be optimized within themselves while compounding upon each other for exponential growth. Let's look at each strategy.



# Strategy #3: traffic generators

There are multiple channels that you can use to drive website visitors to your website, including search engine optimization (SEO), pay per click (PPC), display advertising, video, email advertising, social media marketing, and even offline advertising, such as direct mail.

Regardless of what channel you use to drive traffic to your website, it's vital to do three things:

1

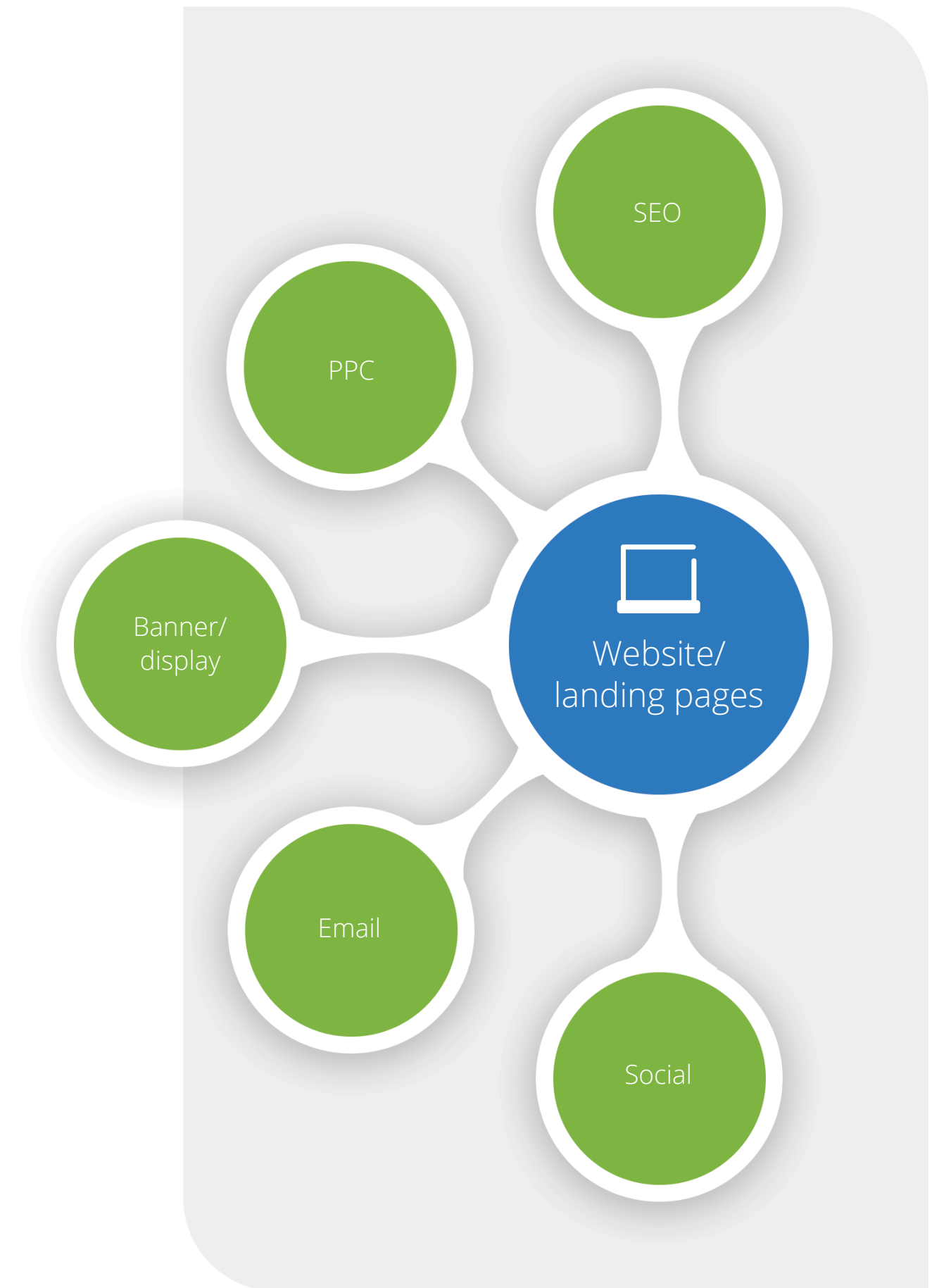
Ensure that each ad has a strong headline and a powerful offer (such as an eBook or free giveaway).

2

Drive each ad to a unique landing page, so you can track results.

3

Test each ad to determine how it's performing and what needs to be changed.







## Here's an example of how we achieved this for one of our clients.

When we started working with this client, they were already running different ad campaigns, but they were driving all their ads to their website, which created a problem because there was no way to tell which ads were working and which ones were not. In addition, the leads became confused.

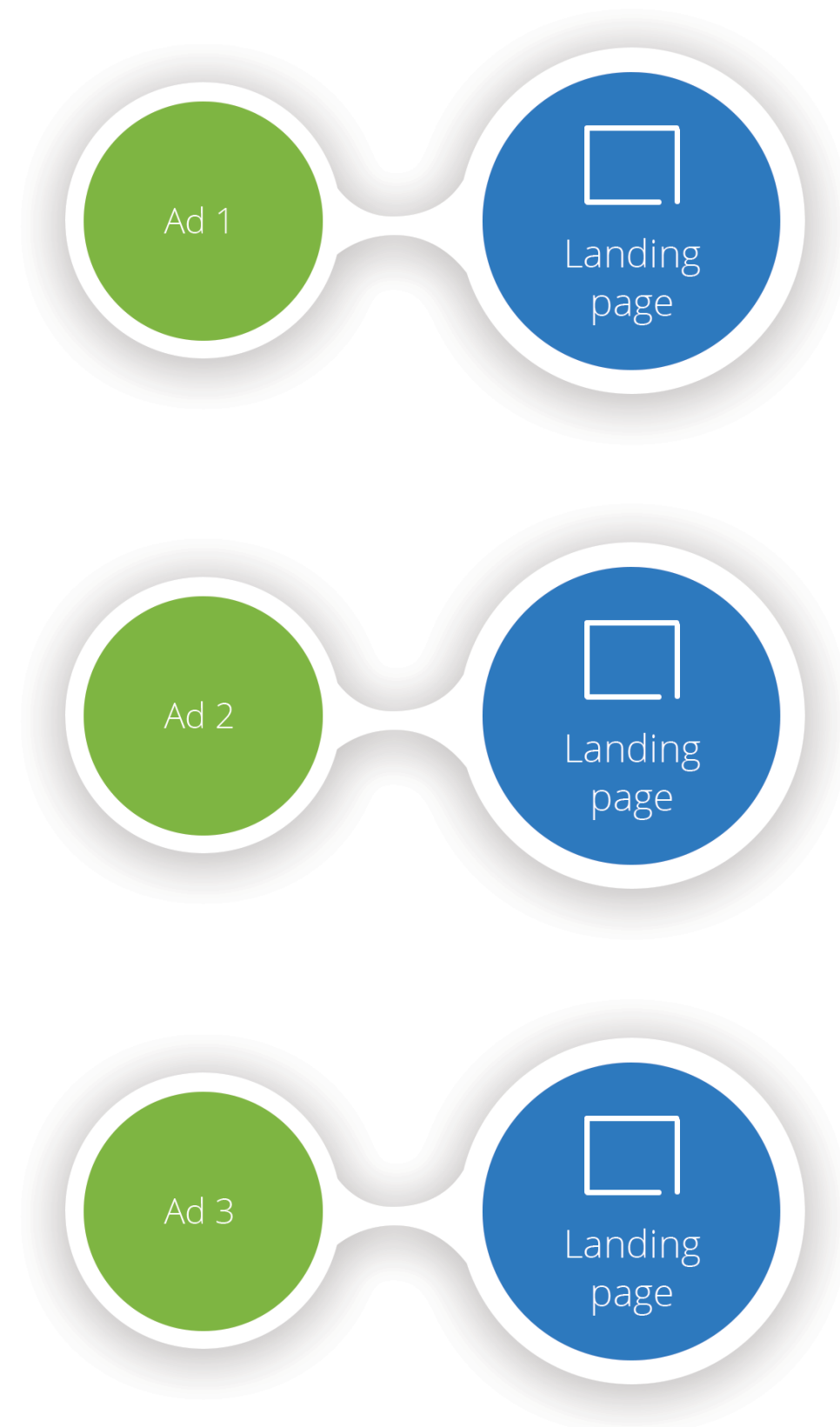


# Establishing a stable foundation

To fix this problem, the first thing we did was set up unique landing pages for each ad campaign to identify how each campaign was performing.

Once we got an understanding of which campaigns were performing well and which ones were not, we set up additional ads to test against the existing ads. Through the optimization of his campaign, we were able to eliminate the poor performing ads and increase their lead volume by five times without changing the actual advertising spend.

The main metrics that we tracked to determine success were the total volume of visitors that each ad sent to their website, as well as how much each ad was costing them from a cost per click (CPC) and cost per lead perspective, (CPL) so we could compare each ad.





# Adding channels for growth

To maximize traffic, it's vital to add these traffic generation channels over time. We typically recommend starting with the following: SEO, SMM, blogging, and then PPC.

The reason to start with SEO is that having all these strategies and tactics in place the volume of traffic will grow rapidly. Are you ready for the volume? We recommend your website is fully optimized for the first step. This includes site maps, meta tags, Google Analytics and Google Tag Manager are setup. That you have your Facebook Pixel added. Your site is secure with SSL Certificate. You're using CDN to keep your site downloading fast. Your site is Responsive, your AMP pages

are installed. Your Local search is fully optimized. You have forms to collect leads.

After the website has been optimized to be a lead generator, then we turn on the traffic. The traffic comes from organic search, social media ads, blogging and AdWords campaigns. After some time, when you feel comfortable producing content on a regular basis, consider adding video to your content mix. We recommend video because YouTube is the second largest search engine and is a great way to drive more traffic.

The third step is to create eBooks and using all the great content you have generated.

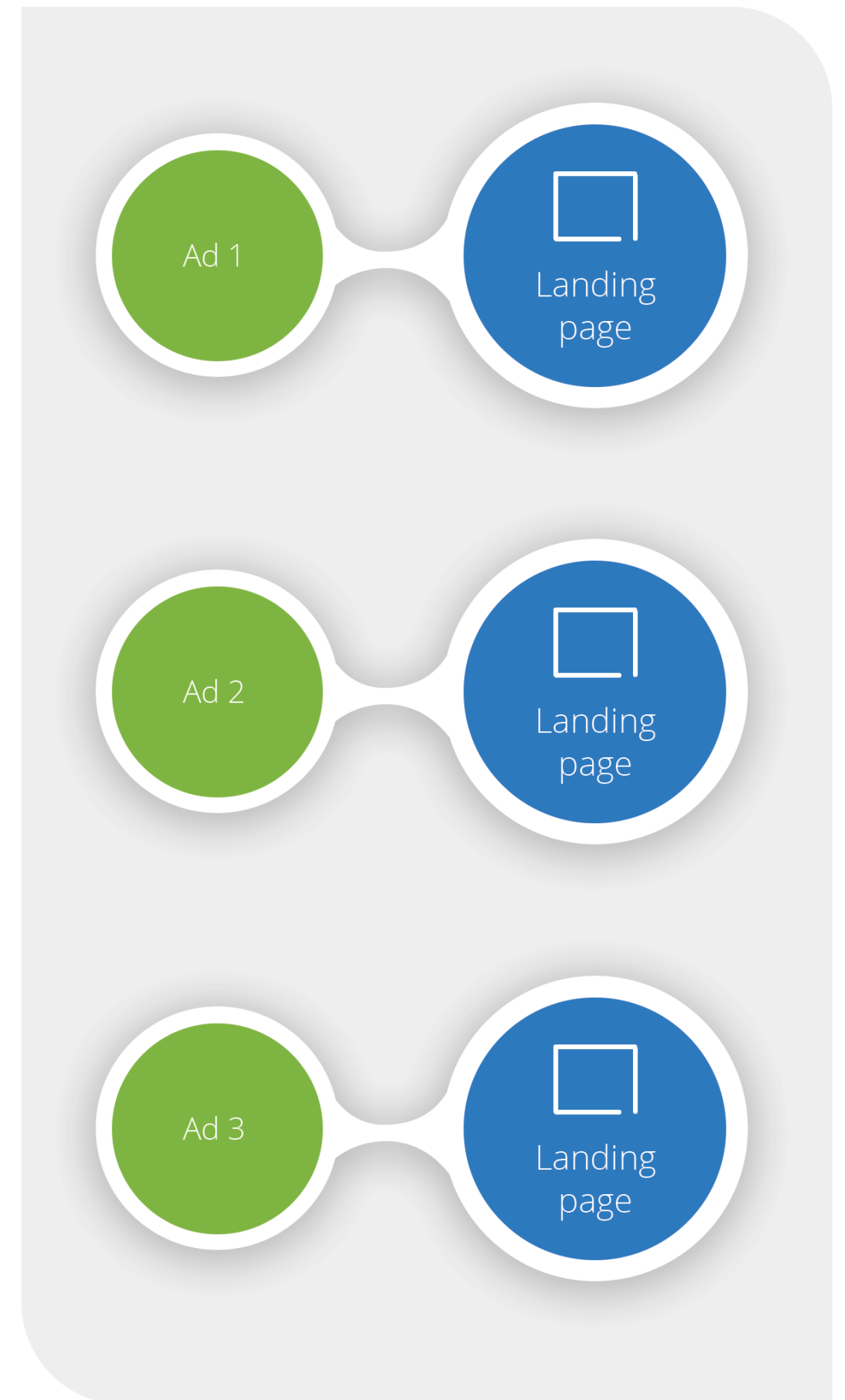
When producing content, you want to think of each piece of content as link bait. This means that each piece of your content should be good enough for people to link to. This mindset will help you generate authority in your market while supporting your overall SEO and link building efforts.



# Strategy #1: website and landing pages

You want to maximize the results you're getting from your website and landing pages. Is your website Google Optimized? Does it lead your buyer through their journey to purchase? Does it explain your USP in two seconds or less? There are many factors that make up a high converting website? Here are 4 tactics to start.

We already discussed the fact that you need to set up a unique landing page for each ad, so you can track the results of each ad separately, which is [Tactics #1](#) of our 4 rules of landing page success.





## tactic #2

Is to ensure that you're testing different headlines and offers (A/B testing) because just like with ads, these two variables have the greatest impact on the conversion of your landing pages, emails or website from visitors into leads.



## tactics #3

Is to simplify your landing page as much as possible to maximize your results. What many people don't realize is that less is more when it comes to landing page success. By limiting the options that are available for your prospect once they arrive on your landing page, you're making it easier for them to take the next step.





## Tactic #4

Is to select the right landing page for the campaign that you're running. There are three different types of web pages for online marketing: Depending on the channel that you're using to drive your marketing results, you want to ensure that you're using the right type of landing page to maximize the volume of leads that you're able to generate.

1

The first is your corporate website.

2

The second is a page used for PPC advertising, such as Google AdWords or Facebook.

3

The third landing page is a highly simplified page used for print or banner advertising.



# Strategy #3: email marketing and automation

As we've discussed, an automated email campaign must be implemented to establish the two key variables that prepare your leads to convert to a sale, which is desire and relationship.

The five key types of automated email marketing systems that can be used to maximize the number of your leads that convert to the sale are as follows:

1

Quick Start  
Campaigns

2

Bonding  
Campaign

3

Shopping Cart  
Abandonment

4

Multi-Video  
Sequence  
Campaign

5

Drip Campaign

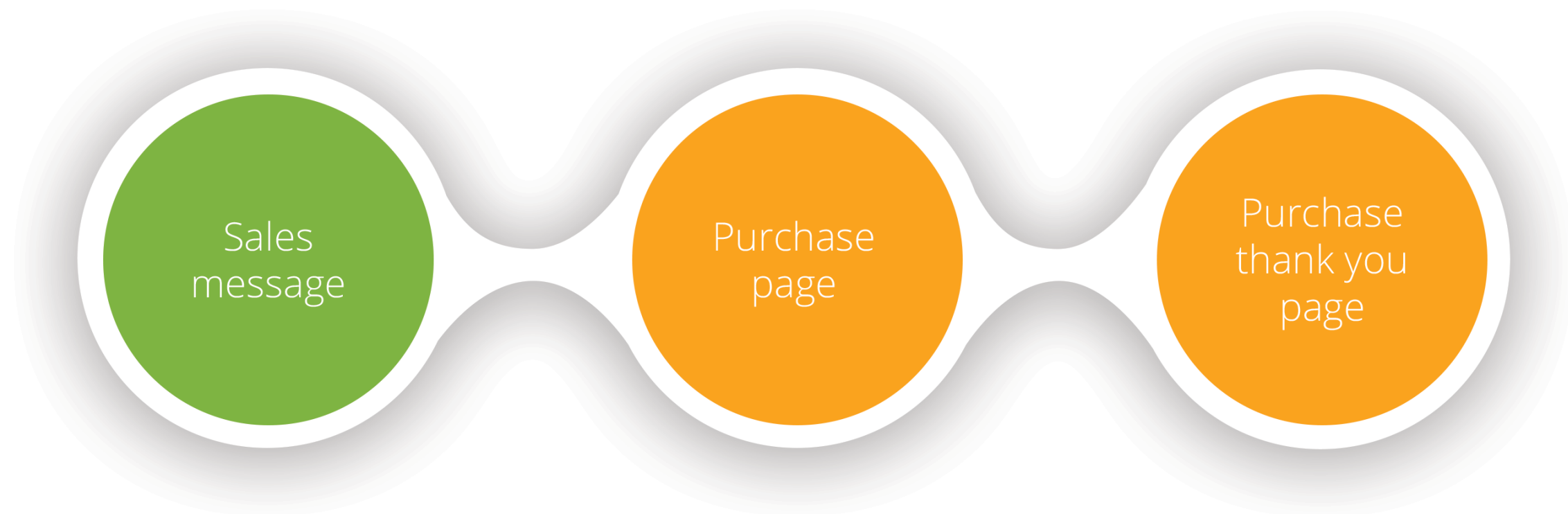




## Quick start campaign

With the QuickStart Campaign, you generate a lead through your landing page, then send them a sequence of emails that drive them to a product specific sales letter, video, or to a sales person to make the sale as you can see here:

The Quick Start Campaign is great if you're looking for a simple campaign for a low-cost product.



## Bonding campaign

A Bonding Campaign is designed for higher priced products and services. Instead of generating a lead through your landing page, then driving them to a sales letter, video, or salesperson, you send them a sequence of bonding emails to establish a relationship and credibility with them before you pitch.





## Shopping cart abandonment

The third type of automated email campaign is the Shopping Cart Abandonment Campaign. With this campaign, the customer adds products to the cart but does not checkout.

They will receive reminder emails, or you can make a special offer to push the sale. It's also completely automated, which means that the results are more predictable.



4

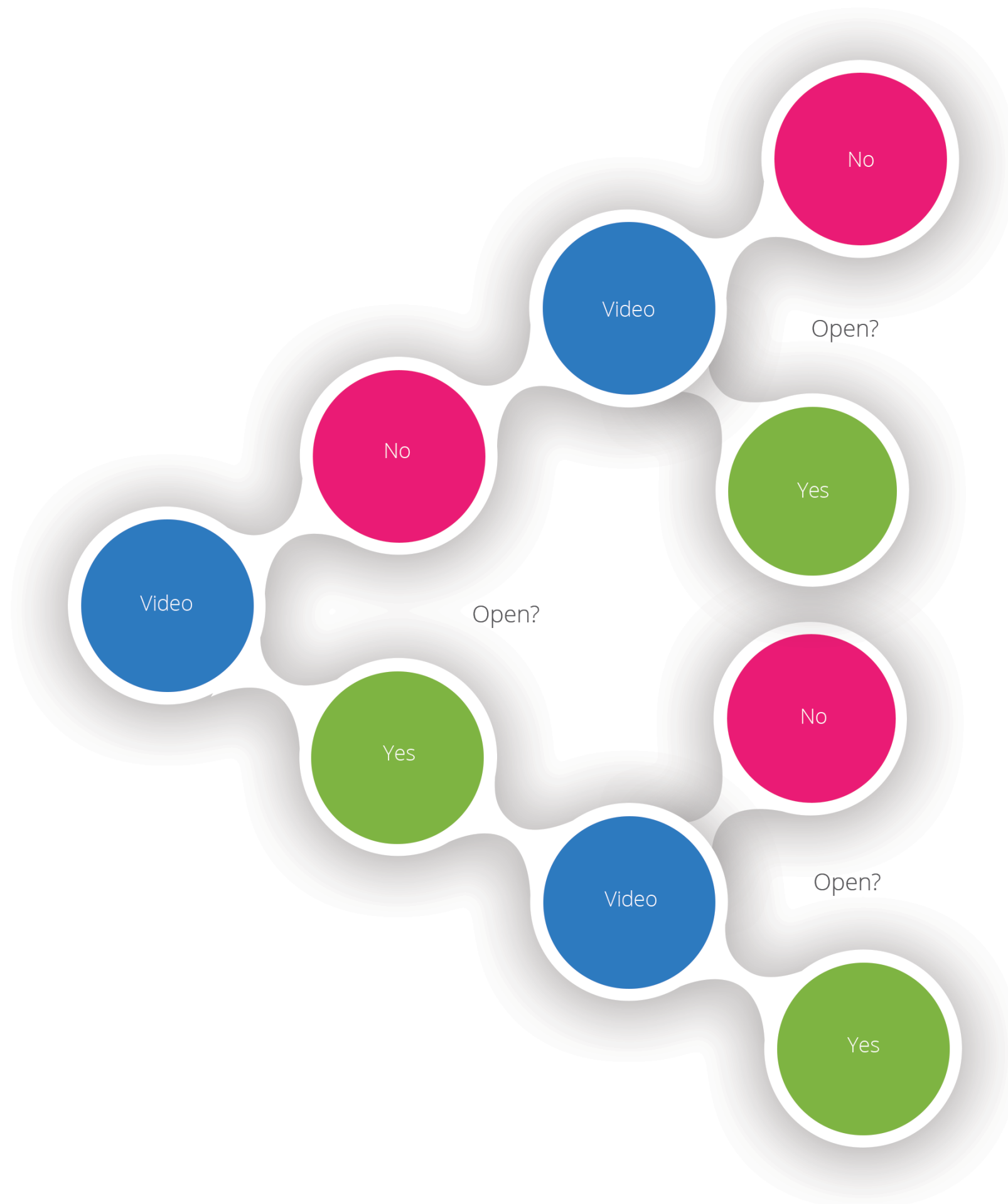
## Multi-Video Sequence Campaign

The fourth type of automated email campaign is a Multi-Video Sequence Campaign. The purpose of this campaign strategy is to develop a relationship and desire with your prospects over a sequence of videos as you can see here.

This campaign is very effective and is ideal for higher priced products.







5

## Drip Campaign

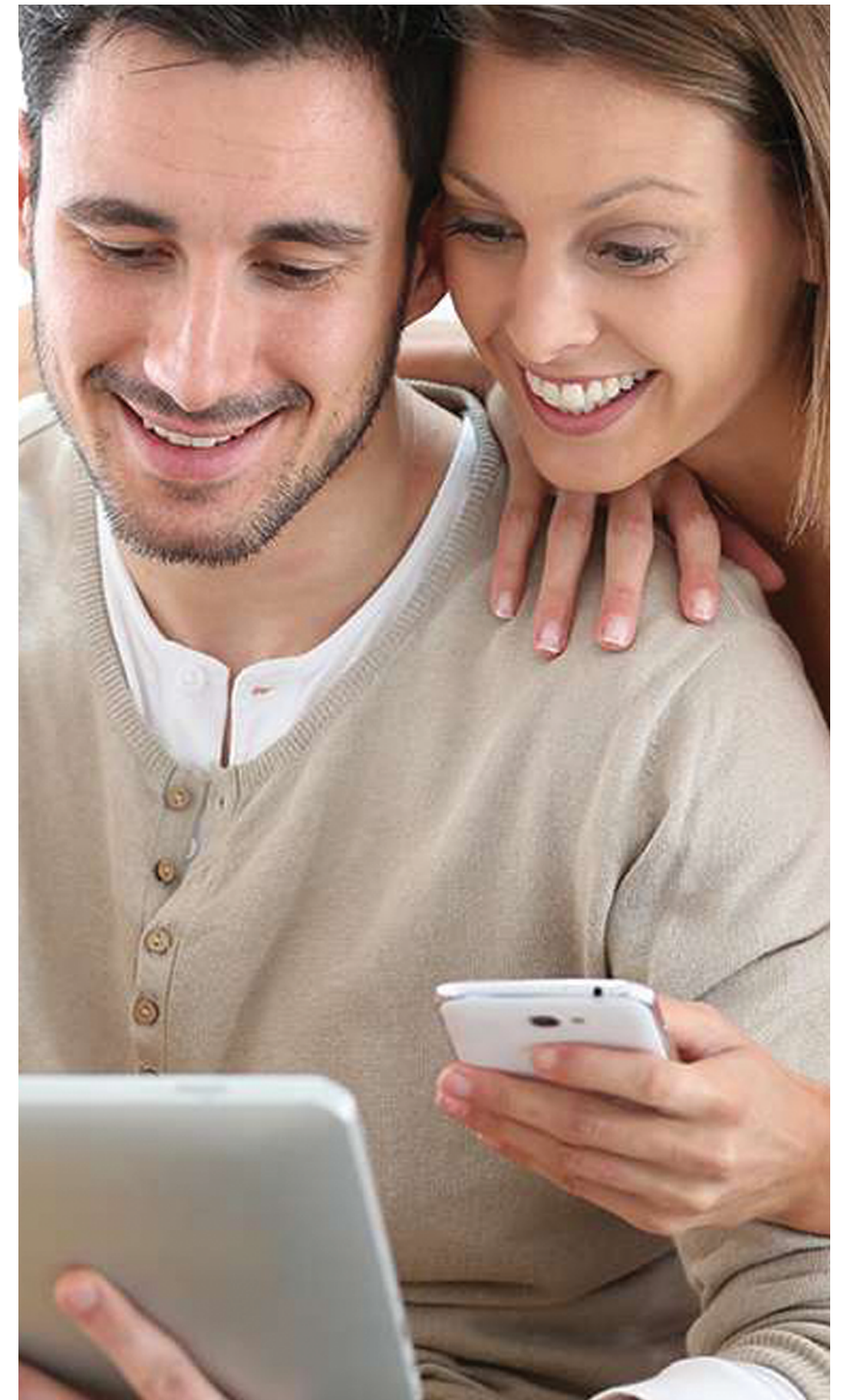
If your leads go through a campaign and don't convert into a sale, they are likely not ready to purchase. This is where your drip campaign comes in.

In your drip campaign, you want to drip out content over time to your list to overcome their objections and stay top of mind.

This gives you the time to nurture your leads, so when they are ready to make a purchase decision, they buy from you.

# The Payoff

The whole purpose of automated email campaigns is to develop a more predictable method of converting your leads into presentations and sales, while better preparing your leads to convert to sale automatically or through a sales person.



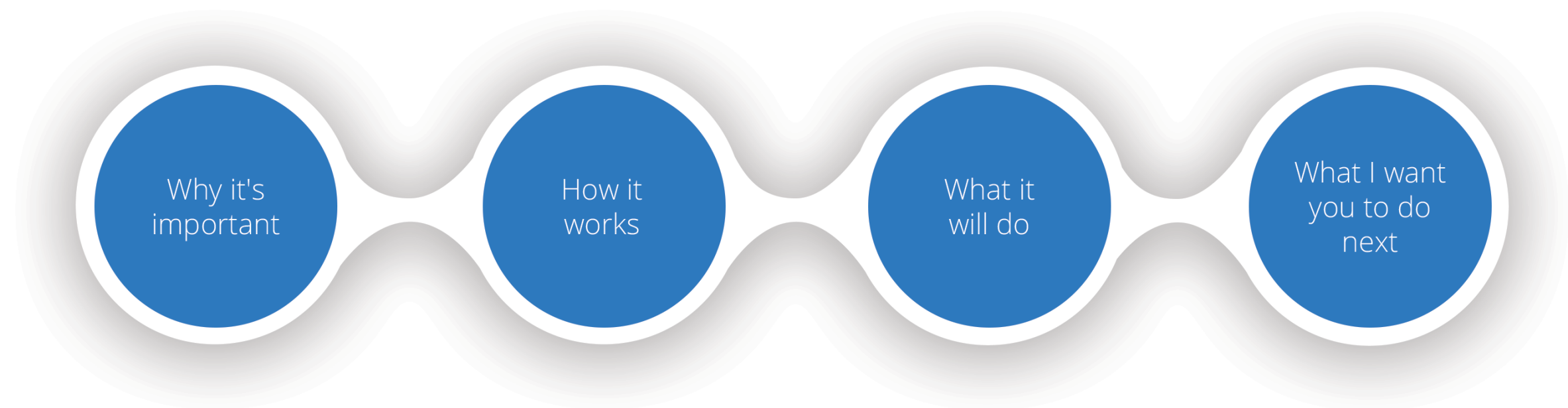


## Strategy #4

# Content Development

Why it's important? How does it work? What will it do? Next, there are several steps in a well-tuned marketing campaign that truly drives results from the initial ad to your landing page and corporate website to the offer that you're making to generate the lead, such as an eBook, to your automated email campaign. And each step in your campaign should properly link to the next step using the right psychology to drive your prospects from being a visitor to a purchaser.

To achieve this, you want to start by telling your prospect what you have to offer is important to them. You then want to tell them how your solution will solve their problem. Then show them what your solution will do. And you want to finish by telling them what you want them to do next.





## Strategy #5: Reporting

Once your campaign is properly set up and you're efficiently generating website visitors, leads, sales presentations, and sales, reporting becomes vital to your long-term success. To scale up a business, you must be able to see how all your advertising, landing pages, and other components of your marketing campaign are working together to drive your growth, in terms of marketing and sales.

To build a stable marketing campaign and business, you need to understand what to do to make changes monthly to continue to scale your business. Some of the metrics that you want to be tracking for each ad include the cost per lead and the cost per sale. There are additional metrics that you want to track but these two are vital.





# Conclusion

The goal of this eBook was to give you a basic understanding of the 5 key areas of an online marketing campaign that together maximize leads and sales. The traffic generation channels that play a vital role to drive website visitors to your landing pages and website.

Web development maximizes the volume of leads that you get from your traffic while getting you the lowest cost per lead possible. And email marketing allows you to generate more sales from your leads.

Now you know what to do, to get the results you want. What would your business look like if you use all these strategies? Would you like to find out? Please feel free to contact us by phone at (469) 850-4194 or by email at [info@dm-groupinc.com](mailto:info@dm-groupinc.com). We will be happy to answer any questions you may have.