

SCALE YOUR MARKETING EFFORTS TO MAXIMIZE ROI



LET'S TALK BUDGETS

I am showing you this as an example of what we do, and what you should be looking for when considering something like this for your business.

SEMINAR STRATEGY

- 5000 mail drop each quarter with 3-5 events per
- Landing page on site built to convert information seekers
- Just had one pull 2.3%
 - 115 registrations
 - 80% show rate - 92 in person prospects
 - 80% appointment rate - 73 meetings
 - 66% will close - 49 clients
- If #'s are light we can use social to push registration
- 1 mailer per quarter / 12 events per year
 - 460 registrations, 368 in person prospects
 - **292 meetings - 196 clients**
 - **\$66 cpa plus the cost of food**

\$13,500 per year

DIRECT MAIL STRATEGY

- 1000 DM pieces per month // let's just talk BR for now
- Information seekers Landing Page
 - This can increase response by .5% to 1%
- 15 leads per 1000
 - 40%-60% close
 - 180 leads per year
 - 60% close rate = 108 customers

\$83 Cost Per Acquisition

\$9000 / year

SHORT TERM DIGITAL STRATEGY

- \$1000 / month Spend.
 - Google FE - \$7-\$15
 - Google Medicare - \$8 - \$19
 - T65 \$29
 - Facebook FE - \$4-\$15
 - Facebook Medicare \$9
- Webinar Model
 - \$15-\$25 registrations
 - 25% show rate
 - (43 register - 10 show - 2 sales)

\$12000 per year - 804 leads@ 15% close
120 clients @ \$100 CPA

LONG TERM DIGITAL STRATEGY

- This is the foundation of all of our marketing efforts
- This gives us the landing page ecosystem
- This gives us the educational content that is needed to educate and convert
- \$25,500 per year
 - 48 pages of content per year
 - Lead mgt. / automation tool (SAMSON)
 - Manage up to \$3000 per month of ad spend on Google/YT/FB

\$25500 per year

SUMMARY

- **\$60,000 PER YEAR**
- **~ 1444 HIGH INTENT OPPORTUNITIES**
- **~ 424 PROJECTED CLIENTS**
- **IN ORDER TO GET A 2:1 ROI YOUR AVERAGE CUSTOMER WOULD NEED TO ONLY BE \$280**

***This is assuming 0 organic leads from site, and 0 referrals which should offset any discrepancy in the details of the numbers I have laid out**

**BECAUSE OF THE SAM AND SIG PARTNERSHIP,
SIG AGENTS GET 10% OFF OF SELECTED SERVICES,
INCLUDING:**

- ▶ Aged Leads
- ▶ Per Lead Orders
- ▶ Website Development
- ▶ Social Campaign Management

OTHER SERVICES SAM OFFERS

CUSTOM BOOK ON AMAZON

- 📖 30,000 words
- 📖 7-9 Chapters
- 📖 Book available on Amazon

**SIG AGENTS CAN GET
A BOOK FOR \$1,500**

- 📖 Custom Cover
- 📖 Custom Intro

SEARCH ENGINE OPTIMIZATION

- 🔍 Get found on Google!
- 🔍 Get Google My Business Setup

**PLUS: CRM AUTOMATION,
BRANDING, YOUTUBE,
VIDEO PRODUCTION,
AND SO MUCH MORE!**

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