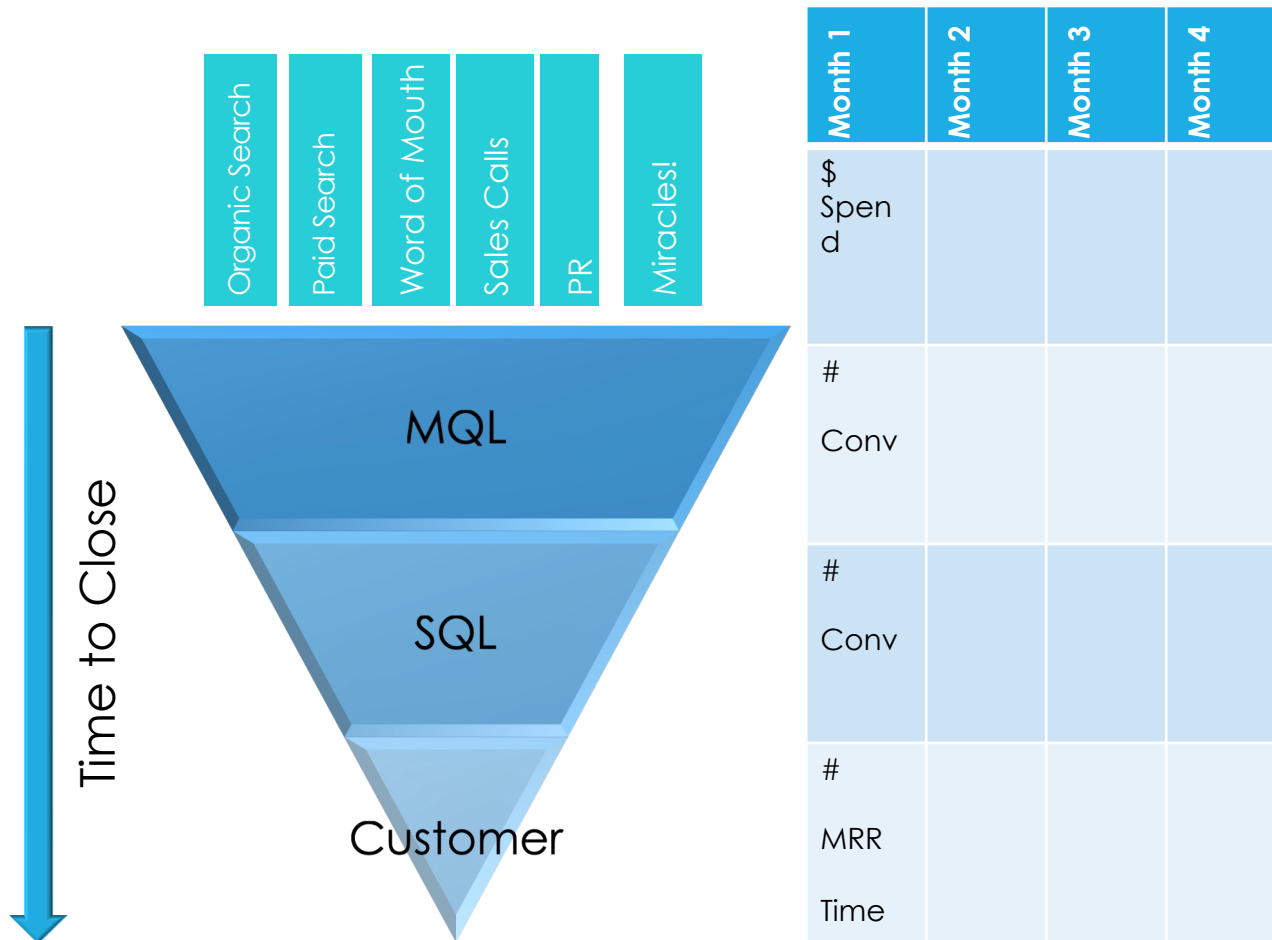


Key Metric Terms

- ❑ State your hypothesis
 - ❑ CAC – Customer Acquisition Cost
 - ❑ LTV – Life Time Value
 - ❑ ARPU – Average Revenue per User/account
 - ❑ MRR, ARR, ACV
 - ❑ Churn – or retentions
 - ❑ Time to Close
 - ❑ Customer engagement
 - ❑ Time on Site/App
 - ❑ Frequency



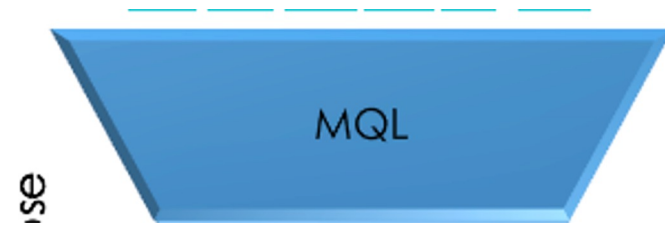
Marketing Channels

- Paid Search
- Organic Search
- Word of mouth
- Sales calls
- Public Relations
- Affiliate
- Email marketing
- Social



Marketing Qualified Leads

- Define qualified vs list
- Suspects
- Prospects
- Qualified Prospects



Sales Qualified Leads

- Hand off to Sales
- Identify steps to close
- Number of calls



Time to Close

- Lead attribution
- Source time
- Compressing or Expanding
- Trend by source



Tracking

- Data allows you to know where to double down and where to hold back
- Conversion ratios

Month 1	Month 2	Month 3	Month 4
\$ Spent			
# Conv			
# Conv			
# MRR Time			

- Home
- Customization
- REPORTS
 - Realtime
 - Audience
 - Acquisition
 - Behavior
 - Conversions

Google Analytics Home



- Suggested google analytics facebook pixel gtm web analytics ga4

Results for "tag manager"

Search instead for tagmanager

Category Service Options Seller Details Budget Delivery Time

Pro services Subscription services Online sellers

796 services available Sort by Relevance

Ad by tracking_expert
Level 2 Seller

I will setup google analytics, tag manager, ad conversions, facebook...

★ 5.0 (6)

STARTING AT \$10

Ad by tracking_expert
Level 2 Seller

I will setup google tag manager, fb pixel, pinterest tracking, conversion tracking

★ 5.0 (92)

STARTING AT \$10

Google Analytics & Tag Manager

<https://analytics.google.com/>
<https://tagmanager.google.com/>

Customer Matrix Example

Ideal Customer Profile	Value Prop 1 “Explore Careers”	Value Prop 2 “Get a Scholarship”	Value Prop 3 “Find a Job”
Students – college bound			
Students – non college bound			
Parents – help you students			

Using AI

- ▣ Write your headlines and ads
- ▣ Rewrite using ChatGPT
 - ▣ To improve click-through rates
 - ▣ To improve SEO
- ▣ Use tools like SEMRush to define keywords, traffic, and competition.
- ▣ Use Jasper.ai to write blog posts on all of those topics

Advertising Networks

- ▣ Google AdWords – shows search intent
- ▣ LinkedIn – B2B ads based on title, company size
- ▣ Meta/FB/IG – is based on interest and demographic
- ▣ TikTok – is based on interest and demographic
- ▣ Snap – is based on interest and demographic
- ▣ Retargeting networks – AdRoll, Google, FB, Mailchimp
 - ▣ Ads follow you around the internet

Websites & SEO

- ▣ Your site needs more than a landing page!
- ▣ How you get to 20 pages
- ▣ Based on value prop and target customer
 - ▣ SEO headlines for blog content
 - ▣ Summary paragraph
 - ▣ 600-800 words
 - ▣ Call to Action
 - ▣ Recorded content – testimonials

Building a List

B2B

- ▣ ICP's are companies
- ▣ User profiles
- ▣ Buy a list
 - ▣ ZoomInfo or similar
- ▣ Scrape a list
 - ▣ LinkedIn
 - ▣ Virtual Assistant

B2C

- ▣ Advertising
- ▣ Social Media
- ▣ Subscribe to Email list

Call to Action (CTA)

- ▣ “Learn More” or “Book a Time”
- ▣ Hubspot Free Edition
 - ▣ Form capture
 - ▣ Calendar tool – book a time
 - ▣ CRM list capture
 - ▣ Notifications for new subscribers
 - ▣ Lead status
 - ▣ Tasks (sequenced tasks)

ROAS vs ROI

- Return on Advertising Spend is a cash on cash return for marketing spend, over time. E.g. , if you spend \$1,000, how long (days) does it take to get \$1,000 in revenue, and what is the total revenue, e.g., 4X return?
 - Ad Revenue/Ad Cost x100
 - Will help you rank your campaign performance
- Return on Investment – is a bigger picture topic that focus on profit
 - Net Income/Total Cost x100

30/60/90 Plan

- Budget
 - Total spend per month

- Channels
 - Top channels

- Tracking
 - What are your key metrics?
 - Traffic
 - Conversion
 - How will you track time to close?

Sales – capturing value creation

How will they buy?

- ▣ Web Direct – place the order to buy on the web
- ▣ Direct – outbound sales, inside/outside
- ▣ Indirect/Channel – fulfills demand, doesn't generate
- ▣ Retail – BestBuy, etc

Sales Model Hypothesis

	Known Market	Unknown Market	Low Price Point	High Price Point	Known Search Words	Unknown Search words
Web Direct	✓		✓		✓	
Direct	✓	✓		✓	✓	✓
Indirect	✓		✓		✓	
Retail						

Sales

- ▣ Model – Pick one, why?
- ▣ Strategy
 - ▣ Who
- ▣ Tactics
 - ▣ How
- ▣ Tools
 - ▣ Sales tools

Business Development

Business Development

- ▣ Strategic relationships
- ▣ Who has the list you want
- ▣ How do you get the partnership

Business Development

- Strategy
 - Who should you get as a partner
 - How will you build the relationship?
 - What channels
- Tactics
 - Messaging/Value proposition
- Tools
 - CRM