

BREAK EVEN OR BUST

5 Selling Systems DigitalMarketer Needed for
Growth

John Grimshaw – Analytics & Data Manager, DigitalMarketer

T&C
2017

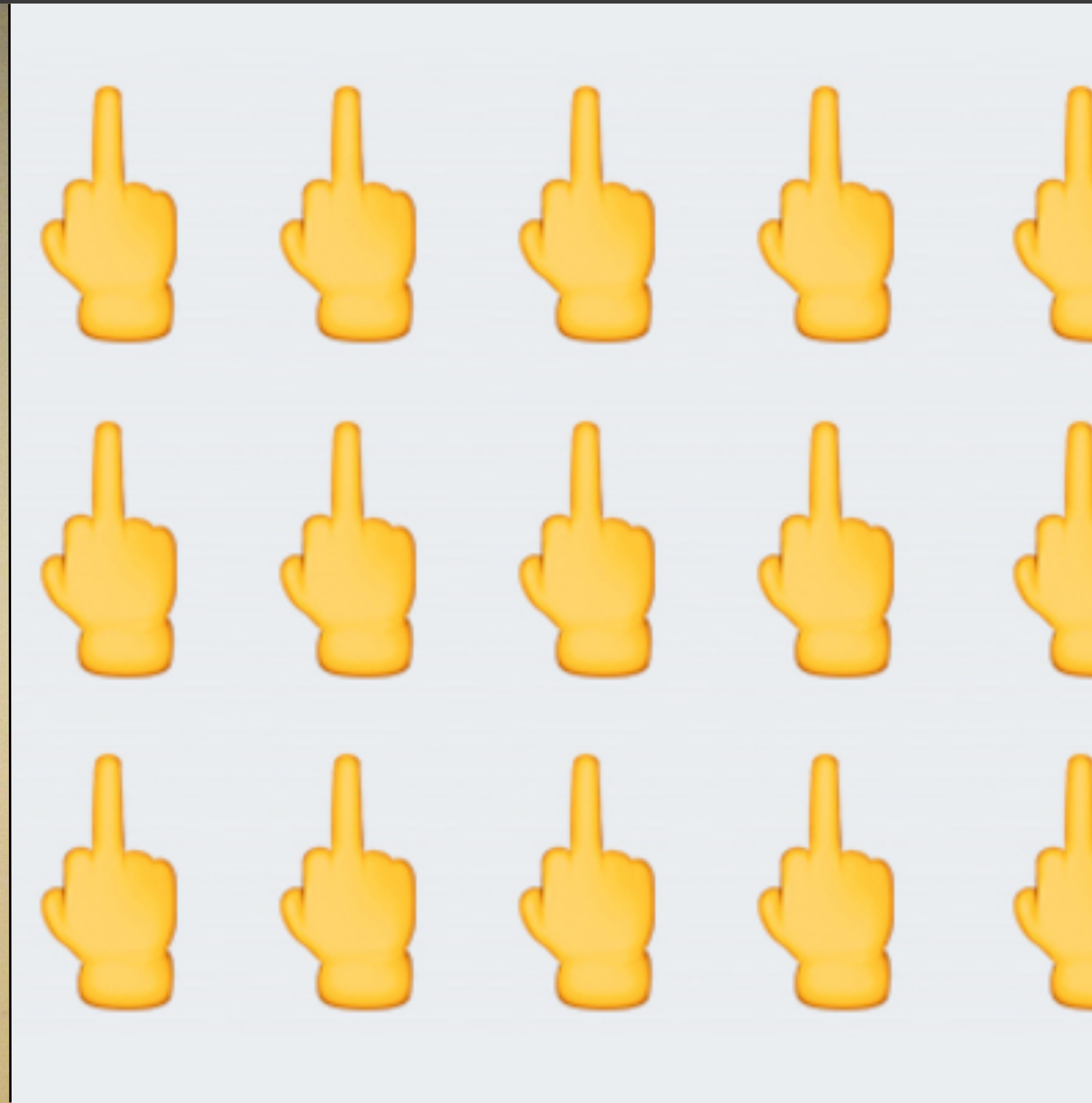
HI, I'M JOHN...



JOHN GRIMSHAW
Analytics & Data Manager
DigitalMarketer

- I manage the systems and assets DigitalMarketer uses to “actually do this stuff”
- I created Analytics & Data Mastery course with the help of Justin Rondeau
- Managed data that drove over \$3 million in paid traffic spend, 261 million emails and hundreds of promotions

I'm Conducting a Social Experiment...





**I'M GOING TO INTRODUCE YOU
TO THE SELLING SYSTEMS
WE'VE USED TO GROW & THE
METHODOLOGY USED TO
BUILD THEM**

GROWING DIGITAL MARKETER

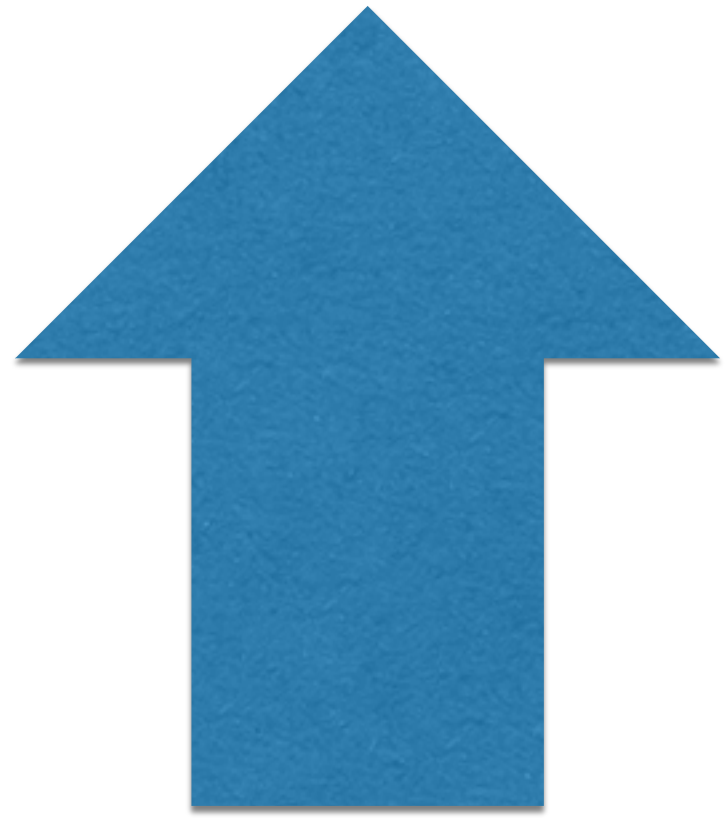
HOW THIS PRESENTATION CAME TO BE

**This is Molly
Pittman...**

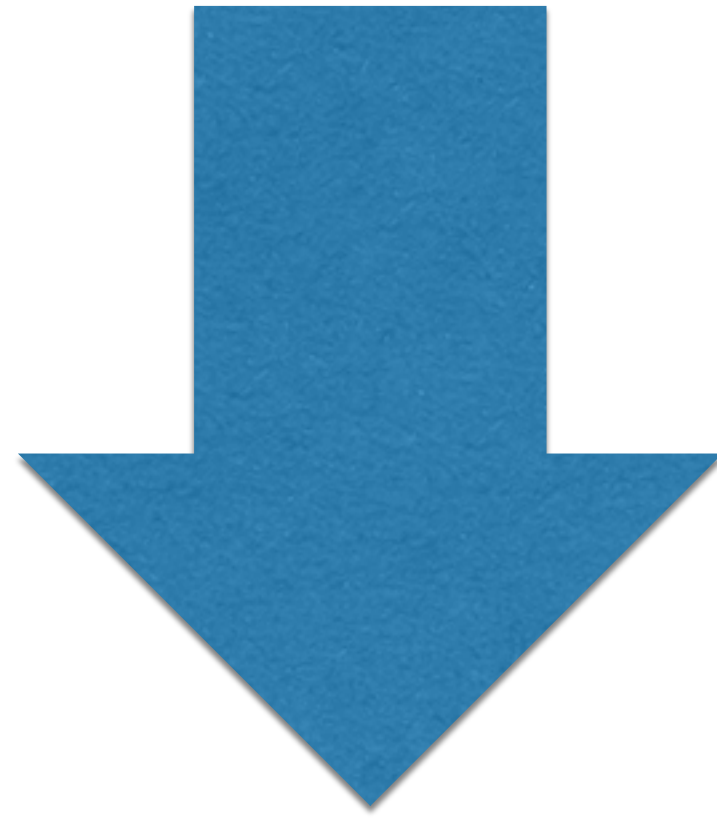
**...she's very
smart :)**



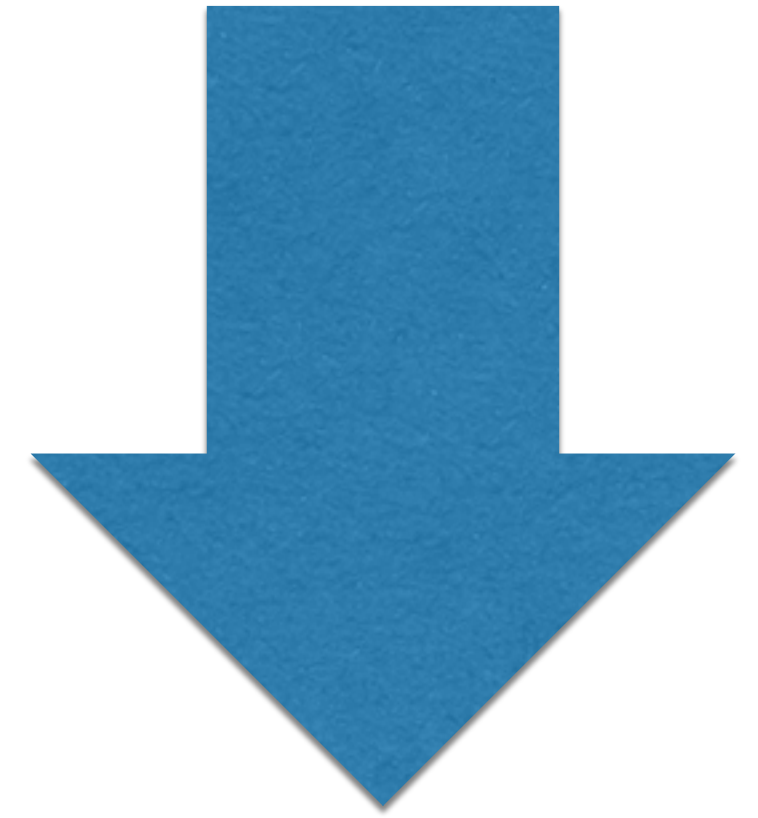
She Identified that We Needed to Make a Change



COSTS



RELEVANCE



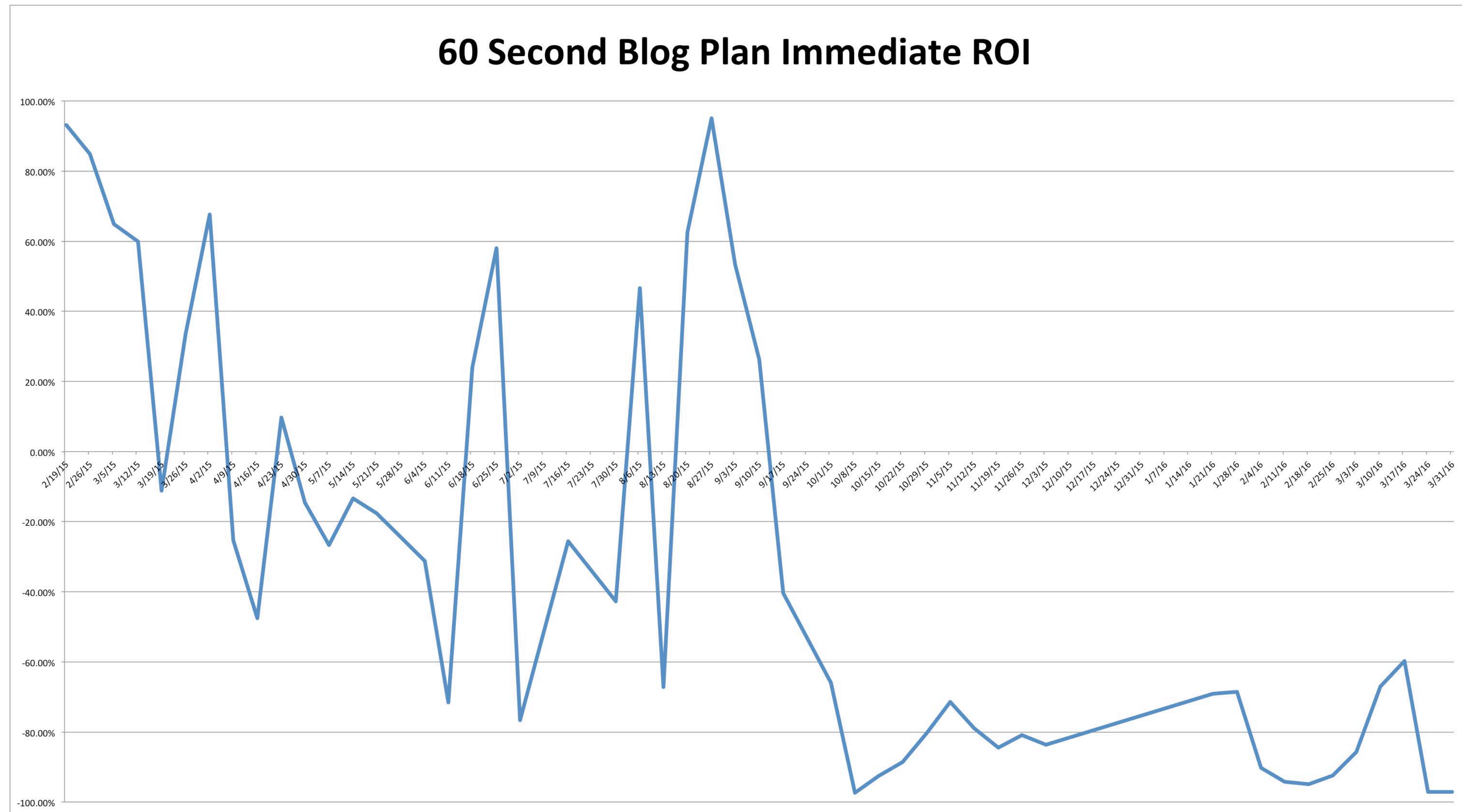
ROI



**WE NEEDED TO EXPAND
OUR MARKET TO INCLUDE
B2B CUSTOMERS**

DIGITALMARKETER SCALED ITS ACQUISITION CAMPAIGNS...

...and it Didn't Go Great.



OUR IMMEDIATE ROI CRASHED



-87%

**DOZENS OF
TESTS LATER...**

—

**OUR IMMEDIATE ROI
DIDN'T IMPROVE, BUT
OUR REVENUE FROM
TRAFFIC WAS GROWING**

**THINGS WERE WORKING – WE
JUST DIDN'T HAVE A PLAN TO
MEASURE HOW *WELL* THEY
WORKED**



The System We Used to Solve the Puzzle

Start Date	Speed	1/1/75	1/6/75	1/11/75	1/16/75	1/21/75	1/26/75	1/31/75	2/5/75	2/10/75	2/15/75	2/20/75	2/25/75	3/1/75	3/6/75	3/11/75	3/16/75	3/21/75	3/26/75	3/31/75	4/5/75	4/10/75	4/15/75	4/20/75	4/25/75	4/30/75	5/5/75	5/10/75	5/15/75	5/20/75	5/25/75	5/30/75	6/4/75	6/9/75	6/14/75	6/19/75	6/24/75	6/29/75	7/4/75	7/9/75	7/14/75	7/19/75	7/24/75	7/29/75	8/3/75	8/8/75	8/13/75	8/18/75	8/23/75	8/28/75	9/2/75	9/7/75	9/12/75	9/17/75	9/22/75	9/27/75	10/2/75	10/7/75	10/12/75	10/17/75	10/22/75	10/27/75	11/1/75	11/6/75	11/11/75	11/16/75	11/21/75	11/26/75	11/30/75	12/4/75	12/9/75	12/14/75	12/19/75	12/24/75	12/29/75	1/3/76	1/8/76	1/13/76	1/18/76	1/23/76	1/28/76	2/2/76	2/7/76	2/12/76	2/17/76	2/22/76	2/27/76	3/3/76	3/8/76	3/13/76	3/18/76	3/23/76	3/28/76	4/2/76	4/7/76	4/12/76	4/17/76	4/22/76	4/27/76	5/2/76	5/7/76	5/12/76	5/17/76	5/22/76	5/27/76	6/1/76	6/6/76	6/11/76	6/16/76	6/21/76	6/26/76	6/30/76	7/5/76	7/10/76	7/15/76	7/20/76	7/25/76	7/30/76	8/4/76	8/9/76	8/14/76	8/19/76	8/24/76	8/29/76	9/3/76	9/8/76	9/13/76	9/18/76	9/23/76	9/28/76	10/3/76	10/8/76	10/13/76	10/18/76	10/23/76	10/28/76	11/2/76	11/7/76	11/12/76	11/17/76	11/22/76	11/27/76	12/2/76	12/7/76	12/12/76	12/17/76	12/22/76	12/27/76	1/1/77	1/6/77	1/11/77	1/16/77	1/21/77	1/26/77	1/31/77	2/5/77	2/10/77	2/15/77	2/20/77	2/25/77	3/1/77	3/6/77	3/11/77	3/16/77	3/21/77	3/26/77	3/31/77	4/5/77	4/10/77	4/15/77	4/20/77	4/25/77	4/30/77	5/5/77	5/10/77	5/15/77	5/20/77	5/25/77	5/30/77	6/4/77	6/9/77	6/14/77	6/19/77	6/24/77	6/29/77	7/4/77	7/9/77	7/14/77	7/19/77	7/24/77	7/29/77	8/3/77	8/8/77	8/13/77	8/18/77	8/23/77	8/28/77	9/2/77	9/7/77	9/12/77	9/17/77	9/22/77	9/27/77	10/2/77	10/7/77	10/12/77	10/17/77	10/22/77	10/27/77	11/1/77	11/6/77	11/11/77	11/16/77	11/21/77	11/26/77	11/30/77	12/4/77	12/9/77	12/14/77	12/19/77	12/24/77	12/29/77	1/3/78	1/8/78	1/13/78	1/18/78	1/23/78	1/28/78	2/2/78	2/7/78	2/12/78	2/17/78	2/22/78	2/27/78	3/3/78	3/8/78	3/13/78	3/18/78	3/23/78	3/28/78	4/2/78	4/7/78	4/12/78	4/17/78	4/22/78	4/27/78	5/2/78	5/7/78	5/12/78	5/17/78	5/22/78	5/27/78	6/1/78	6/6/78	6/11/78	6/16/78	6/21/78	6/26/78	6/30/78	7/5/78	7/10/78	7/15/78	7/20/78	7/25/78	7/30/78	8/4/78	8/9/78	8/14/78	8/19/78	8/24/78	8/29/78	9/3/78	9/8/78	9/13/78	9/18/78	9/23/78	9/28/78	10/3/78	10/8/78	10/13/78	10/18/78	10/23/78	10/28/78	11/2/78	11/7/78	11/12/78	11/17/78	11/22/78	11/27/78	12/2/78	12/7/78	12/12/78	12/17/78	12/22/78	12/27/78	1/1/79	1/6/79	1/11/79	1/16/79	1/21/79	1/26/79	1/31/79	2/5/79	2/10/79	2/15/79	2/20/79	2/25/79	3/1/79	3/6/79	3/11/79	3/16/79	3/21/79	3/26/79	3/31/79	4/5/79	4/10/79	4/15/79	4/20/79	4/25/79	4/30/79	5/5/79	5/10/79	5/15/79	5/20/79	5/25/79	5/30/79	6/4/79	6/9/79	6/14/79	6/19/79	6/24/79	6/29/79	7/4/79	7/9/79	7/14/79	7/19/79	7/24/79	7/29/79	8/3/79	8/8/79	8/13/79	8/18/79	8/23/79	8/28/79	9/2/79	9/7/79	9/12/79	9/17/79	9/22/79	9/27/79	10/2/79	10/7/79	10/12/79	10/17/79	10/22/79	10/27/79	11/1/79	11/6/79	11/11/79	11/16/79	11/21/79	11/26/79	11/30/79	12/4/79	12/9/79	12/14/79	12/19/79	12/24/79	12/29/79	1/3/80	1/8/80	1/13/80	1/18/80	1/23/80	1/28/80	2/2/80	2/7/80	2/12/80	2/17/80	2/22/80	2/27/80	3/3/80	3/8/80	3/13/80	3/18/80	3/23/80	3/28/80	4/2/80	4/7/80	4/12/80	4/17/80	4/22/80	4/27/80	5/2/80	5/7/80	5/12/80	5/17/80	5/22/80	5/27/80	6/1/80	6/6/80	6/11/80	6/16/80	6/21/80	6/26/80	6/30/80	7/5/80	7/10/80	7/15/80	7/20/80	7/25/80	7/30/80	8/4/80	8/9/80	8/14/80	8/19/80	8/24/80	8/29/80	9/3/80	9/8/80	9/13/80	9/18/80	9/23/80	9/28/80	10/3/80	10/8/80	10/13/80	10/18/80	10/23/80	10/28/80	11/2/80	11/7/80	11/12/80	11/17/80	11/22/80	11/27/80	12/2/80	12/7/80	12/12/80	12/17/80	12/22/80	12/27/80	1/1/81	1/6/81	1/11/81	1/16/81	1/21/81	1/26/81	1/31/81	2/5/81	2/10/81	2/15/81	2/20/81	2/25/81	3/1/81	3/6/81	3/11/81	3/16/81	3/21/81	3/26/81	3/31/81	4/5/81	4/10/81	4/15/81	4/20/81	4/25/81	4/30/81	5/5/81	5/10/81	5/15/81	5/20/81	5/25/81	5/30/81	6/4/81	6/9/81	6/14/81	6/19/81	6/24/81	6/29/81	7/4/81	7/9/81	7/14/81	7/19/81	7/24/81	7/29/81	8/3/81	8/8/81	8/13/81	8/18/81	8/23/81	8/28/81	9/2/81	9/7/81	9/12/81	9/17/81	9/22/81	9/27/81	10/2/81	10/7/81	10/12/81	10/17/81	10/22/81	10/27/81	11/1/81	11/6/81	11/11/81	11/16/81	11/21/81	11/26/81	11/30/81	12/4/81	12/9/81	12/14/81	12/19/81	12/24/81	12/29/81	1/3/82	1/8/82	1/13/82	1/18/82	1/23/82	1/28/82	2/2/82	2/7/82	2/12/82	2/17/82	2/22/82	2/27/82	3/3/82	3/8/82	3/13/82	3/18/82	3/23/82	3/28/82	4/2/82	4/7/82	4/12/82	4/17/82	4/22/82	4/27/82	5/2/82	5/7/82	5/12/82	5/17/82	5/22/82	5/27/82	6/1/82	6/6/82	6/11/82	6/16/82	6/21/82	6/26/82	6/30/82	7/5/82	7/10/82	7/15/82	7/20/82	7/25/82	7/30/82	8/4/82	8/9/82	8/14/82	8/19/82	8/24/82	8/29/82	9/3/82	9/8/82	9/13/82	9/18/82	9/23/82	9/28/82	10/3/82	10/8/82	10/13/82	10/18/82	10/23/82	10/28/82	11/2/82	11/7/82	11/12/82	11/17/82	11/22/82	11/27/82	12/2/82	12/7/82	12/12/82	12/17/82	12/22/82	12/27/82	1/1/83	1/6/83	1/11/83	1/16/83	1/21/83	1/26/83	1/31/83	2/5/83	2/10/83	2/15/83	2/20/83	2/25/83	3/1/83	3/6/83	3/11/83	3/16/83	3/21/83	3/26/83	3/31/83	4/5/83	4/10/83	4/15/83	4/20/83	4/25/83	4/30/83	5/5/83	5/10/83	5/15/83	5/20/83	5/25/83	5/30/83	6/4/83	6/9/83	6/14/83	6/19/83	6/24/83	6/29/83	7/4/83	7/9/83	7/14/83	7/19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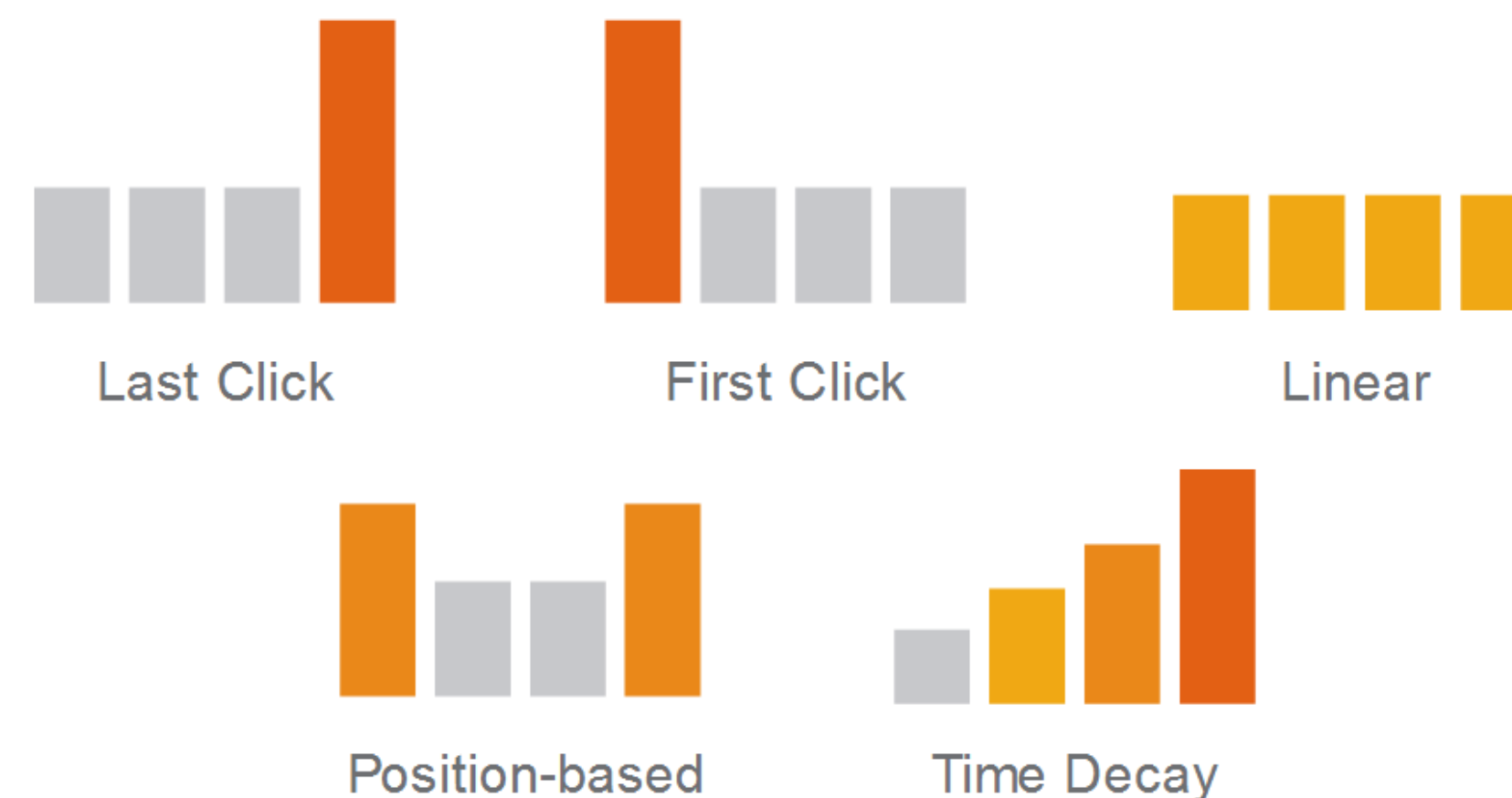
TWO CRITICAL DATA CONCEPTS

ATtribution



What You Need to Know about Attribution

- **Assigns credit for success to customer interactions**
- **There are lots of different ways to model attribution - there is no one right answer**



DigitalMarketer's Two Key Attribution Models

- ***Last Touch*** – Looks at sales happening within 6 hours of their last click. Great for evaluating immediate ROI.
- ***Previous Optin*** – Looks at sales that happened to customers who took a specific action in the past.

ROI



What You Need to Know about ROI

- ROI illustrates the relationship between cost & revenue
- ROI focuses attention on recapturing expenses

$$\text{ROI} = \frac{(\text{Revenue} - \text{Cost})}{\text{Cost}} \times 100$$

- You've made your money back when you hit 0% ROI



HERE'S WHY THESE MATTER

**ATTRIBUTION HELPS US
DECIDE WHAT GETS CREDIT
FOR SUCCESS**

**ROI HELPS US MEASURE
HOW SUCCESSFUL WE
WERE**



**RECAP: WE
EXPANDED OUR
MARKET AND HAD TO
REDEFINE HOW TO
MEASURE SUCCESS**

Let's Jump Back to this Spreadsheet

The Process

- Grouped traffic into cohorts by week and by offer
- Tracked ROI with previous optin attribution
- Identified average date at which break even was achieved

60 Second Blog Planner

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
2015	-16%	9%	34%	58%	77%	104%	113%	123%	147%	169%	186%	194%	243%
2016	-86%	-84%	-83%	-81%	-76%	-71%	-67%	-63%	-39%	-29%	-20%	-16%	12%

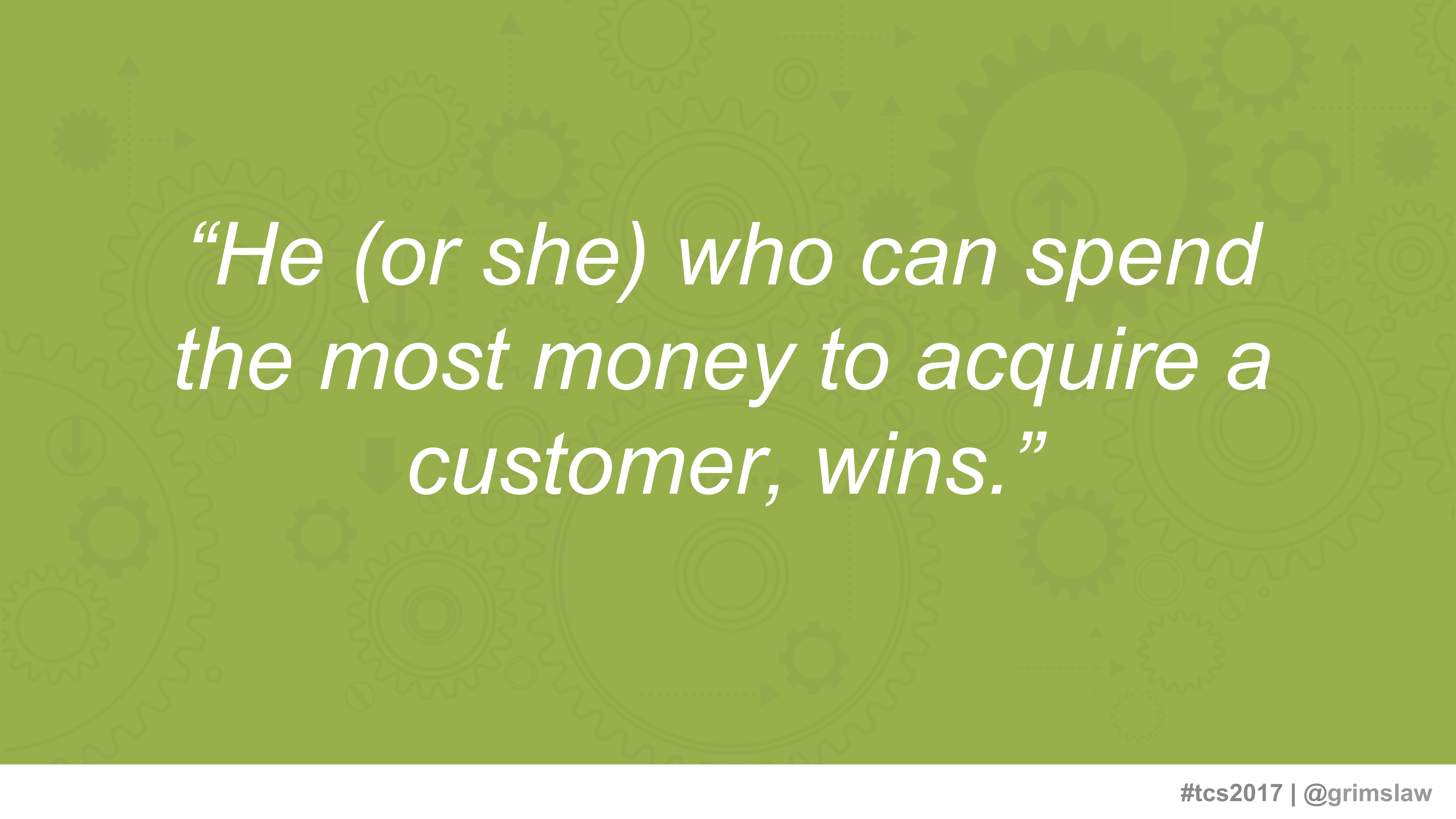
The background is a dark gray with a pattern of interlocking gears and arrows. Some gears are larger and more prominent, while others are smaller. Arrows are also scattered throughout, pointing in various directions. The overall aesthetic is technical and mechanical.

BREAK EVEN

(OR BUST)



0%



*“He (or she) who can spend
the most money to acquire a
customer, wins.”*



IF YOU GET 100% ROI ON EVERY
DOLLAR YOU SPEND ONLINE,
*YOU'VE STUNTED YOUR
BUSINESS*

**MAKING MONEY IS NOT THE
GOAL OF EVERY SELLING
SYSTEM (BUT IT IS THE
GOAL OF SOME)**

Goals of DigitalMarketer's Selling Systems

- Need to *at least* break even at 0% ROI
- Need to break even in a reasonable amount of time
- Need to use the revenue potential of a customer to see how many days you can wait
- You need to have one specific goal – don't ask too much of your system

The Perfect Selling System Questionnaire

- **What is the goal of this system? (*What does the business need?*)**
- **How do you define success for that goal? (*Revenue, leads, subscribers, phone calls, visitors, etc*)**
- **How much risk are you willing to take to accomplish the goal? (*Correlates with opportunity*)**

DIGITALMARKETER'S SELLING SYSTEMS

HOW WE GREW THE BUSINESS

BULK LEAD ACQUISITION

—

Facebook Ad Templates

Goal: Drive New Leads to Our Email List



FREE DOWNLOAD

The Facebook Ad Template Library

Copy & Paste These 7 Proven Facebook Ad Campaigns To Create Low-Cost, High-Converting Ads On-Demand...



GET YOUR TEMPLATES

What You'll Learn:

11 The **11 word ad** that netted \$208,485 in sales using one simple principle of buyer persuasion. (This formula works in ANY market.)



The **"You Forgot"** reminder trick that brings in tons of new customers and leads, even after they've already said NO to your offer! (We use this one over and over... and you should too.)



The **"Use _____?"** question formula that drives down click costs and sharply increases conversions. (Just fill in the blank and watch your clicks soar and costs plummet.)



Plus... we'll reveal our **Top 3 Facebook ads** that generated a combined 110,422 leads for just \$1.76 a piece. (And how we made our money back quickly.)

GET YOUR TEMPLATES



Ryan Deiss - Co-Founder & CEO, DigitalMarketer.com

"When we need to quickly come up with new Facebook ads, these are the "templates" the DigitalMarketer team uses to create them.

Download them and use them... they work!"

Get these ad templates to improve your FB ad campaigns today!

Bulk Lead Acquisition – The Method

- **What is the goal of this system?**
Drive New Leads to Our Email List
- **How do you define success for that goal?**
Positive Growth in Email List
- **How much risk are you willing to take to accomplish the goal?**
Breakeven within 45 days (after first rebill)

How You Can Build This System

- **Creative & Assets:**

Take your business' main product, turn a part of that into a cheaper product, then extract an idea from that into an offer for lead capture. Needs a follow-up sequence & cart abandon retargeting

- **How Much Opportunity: Low**

If core product is subscription, should break even in 2 billing cycles. If not, should break even in 30 days.

- **Potential Pitfalls:**


This system should be less focused on immediate monetization and more focused on moving core product units and focusing attention

LOW ENTRY BARRIER SUBSCRIPTIONS

—

Low Entry Barrier Subscriptions


Goal: Build Subscriptions by Mitigating Risk

Blog Podcast Products Job Board Certified Partners

You're Invited...

Join the Premier Online Community for Digital Marketers

1.00




MEMBERSHIP BENEFITS

- 1) Access Execution Plan Library
- 2) Connect with Industry Peers

Start My Trial

DigitalMarketer Lab Is The Fast, Fun, & Convenient Way To Learn How To Effectively Grow Your Business Online... You'll Learn to:



Execute

Our comprehensive "Execution Plan Library" makes it easy to finish tasks quickly, because we don't just teach you the theory of marketing... we show you, step-by-step, how to actually get stuff DONE.

Low Entry Barrier Subscriptions – The Method

- **What is the goal of this system?**
To encourage subscription growth by limiting initial risk
- **How do you define success for that goal?**
Conversions to full-paying subscriptions
- **How much risk are you willing to take to accomplish the goal?**
Breakeven within 40 days (after first rebill)

How You Can Build This System

- **Creative & Assets:**

Offer a trial, a money-back guarantee, or a subscription bonus worth more than the payment and drive existing leads to that offer

- **How Much Opportunity: Medium**

If you already have a functioning subscription business in place, this is great way to grow. It's not a good strategy for building one, though

- **Potential Pitfalls:**

You must understand conversion rates from low entry barrier offers to full subscriptions and their subscription churn rates after converting

VALUE-CENTRIC LEAD ACQUISITION

Double Your Sales Mini-Class

Goal: Qualify Leads for High Dollar Offer

Announcing: A Free 6-Week Course To...

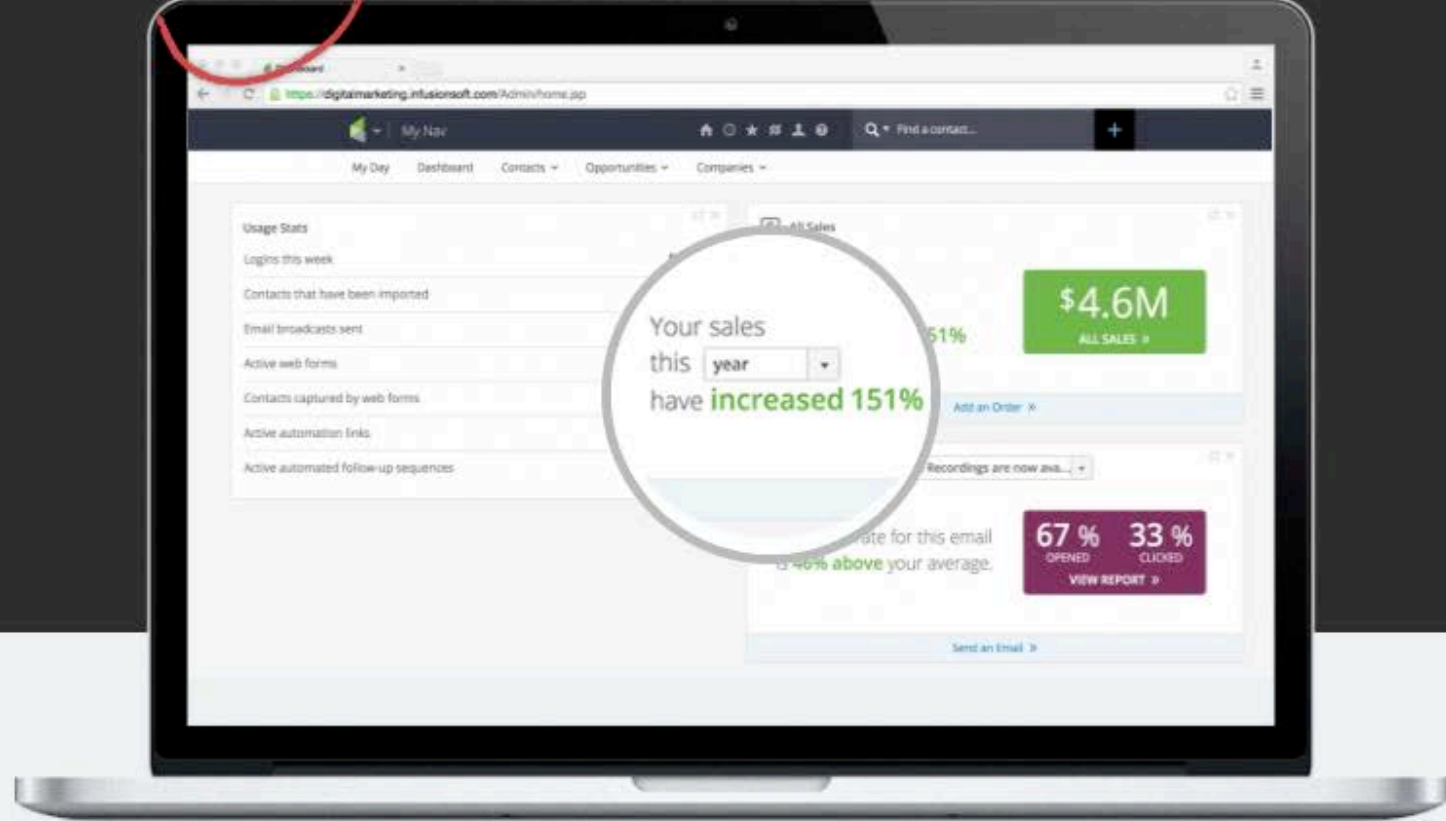
DOUBLE YOUR SALES!

There IS a Formula for Business Growth, and You're About To Discover It...For Free

* Disclaimer: It's free. Like, really free. As in "No Charge." (Did I mention it's free?" :)

REGISTER NOW...IT'S FREE >>

Start today...



Business experts for decades have claimed that they could increase a company's sales, but few have actually offered a formula. **We have, and we're giving it to you...for free!**

Register Now...The Next Class Is About To Begin

First Name

Last Name

Value-Centric Lead Acquisition – The Method

- **What is the goal of this system?**
To educate and excite highly targeted audiences about systems in preparation for a relevant offer for which they are self-qualifying
- **How do you define success for that goal?**
Percentage of course consumed
- **How much risk are you willing to take to accomplish the goal?**
Break-even within 60 days (after completion of high-dollar follow-up sequence)

How You Can Build This System

- **Creative & Assets:**

Choose a high-dollar product your business sells. Identify desire that product can help satisfy, and create content focused on educating people with that desire. Needs a follow-up sequence for content delivery and the high-dollar product.

- **How Much Opportunity: Medium-High**

Aim for breakeven at the end of your high-dollar product follow-up sequence

- **Potential Pitfalls:**

Your content must delivery massive value & be relevant to your offer

MONETIZATION AND RETARGETING

—

Live Events

Goal:
Monetize
Customers

The image shows a website banner for the Traffic & Conversion Summit 2017. The background is a photograph of two men sitting on stools in front of a modern building at night. The text 'T&C2017' is in the top left corner. In the top right corner, there are links for 'Agenda', 'Speakers', and a 'Join Livestream' button. The main title 'TRAFFIC & CONVERSION SUMMIT 2017' is centered, with 'TRAFFIC & CONVERSION' in yellow and red, and 'SUMMIT 2017' in white. Below the title, the dates 'MARCH 10-12, 2017' and location 'SAN DIEGO, CA.' are listed. Two buttons are in the center: 'What is T&C?' with a play icon, and a solid yellow 'Join Livestream' button. A quote from Inc. is featured below the buttons, and a tagline is at the bottom.

T&C2017

Agenda ▾ Speakers [Join Livestream](#)

TRAFFIC & CONVERSION
SUMMIT 2017
MARCH 10-12, 2017 | SAN DIEGO, CA.

[What is T&C?](#)  [Join Livestream](#)

"Traffic & Conversion Summit is the largest, and best, marketing event you've never heard of..."

Inc.

| Everything Has Changed...Again |

#tcs2017 | @grimslaw

Monetization and Retargeting – The Method

- **What is the goal of this system?**
To turn customers into multi-buyers and promote high-dollar products
- **How do you define success for that goal?**
Positive ROI
- **How much risk are you willing to take to accomplish the goal?**
Breakeven within 0-3 days, depending on abandonment retargeting

How You Can Build This System

- **Creative & Assets:**
Use traffic to promote your high-dollar offers to your best customers, not leads, not currently enrolled in these programs
- **How Much Opportunity: Low**
If you aren't breaking even almost immediately, something is wrong
- **Potential Pitfalls:**
These campaigns should target your customers, not cold traffic

SALES LEAD ACQUISITION

—

Sales Lead Acquisition

Goal: Sales Conversations & Migrating Decision Making

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Leverage our comprehensive digital marketing training library to build a rockstar marketing team that gets results



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Stay up-to-date on the latest industry trends and changes thanks to real-time course updates and notifications



Improve Your Retention

Customized training paths for every specialization and skill level builds loyalty and confidence in your best people

#tcs2017 | @grimslaw

Sales Lead Acquisition – The Method

- **What is the goal of this system?**
To generate conversations for offers that require more customization and a more nuanced understanding of the customer
- **How do you define success for that goal?**
Conversations started
- **How much risk are you willing to take to accomplish the goal?**
Breakeven within 60 days

How You Can Build This System

- **Creative & Assets:**

For your most complex offers, build a lead capture system that's only purpose is to initiate a conversation. Requires a follow-up sequence to turn lead into conversation & sales team to convert conversations

- **How Much Opportunity: High**

Use your post-conversation conversion funnel to guide timeline, but remember that the sales cycle will be long

- **Potential Pitfalls:**

You must have a sales team and strong sales processes in place to make this work

TAKEAWAYS

What's the Big Idea?

What You Must Remember

- **Systems that work have specific purposes**
- **Your capacity for risk is your opportunity**
- **The way you measure things *matters***

BIG CAVEAT WARNING

**DON'T DO THIS WITHOUT
PLANNING – OUTLINE
SPECIFIC GOALS & HOW
YOU'LL MEASURE SUCCESS**

The background of the slide is a solid green color with a subtle pattern of white gears and arrows. The gears are of various sizes and are arranged in a way that suggests a complex mechanical or industrial theme. Some arrows are also visible, pointing in different directions.

MEASURING OPPORTUNITY MAKES SCALE POSSIBLE

THANK YOU!

