

# REDUP METHOD

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Lead Capture - Lead Nurture - Lead Conversion

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We Grow Businesses Using The **REDUP METHOD** To Capture, Nurture, And Convert Leads Into Raving Fans

# Build an Audience & Create Conversations

*The REDUP Method will help you dominate online marketing so that your business can grow. You can use this checklist as a guide to make sure you complete all the necessary steps.*

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A good marketing campaign delivers the right creatives and message at the right time. We see too many companies that spend large amounts of money on the creative, yet fail miserably on the delivery.

The first goal of the **REDUP Method** is to build an audience and create a conversation. **Conversations Create Closings!**

Your message has to be clear! You don't want to confuse your audience with industry jargon or words that mean nothing. In marketing,..if **You Confuse, You Lose!**

So the REDUP Method starts with your message. We need to get the words right!

Let's get started.

JACE

# Confuse You Lose

## *Start with your message*

How is your message? Is it clear? Is it confusing?

Great marketing campaigns don't confuse. They are focused on one benefit not a bunch of features. You have to be very clear on what you do, and how your product or service will benefit your customer.

Take a look at the first words on your website! If I someone asked you what you do and you read me the first sentence of your website, would it make sense?

When your message is focused on what the customer wants, they will listen!

Your Message Checklist:

- Unique Selling Proposition (USP)
  - Does it have the benefit in it?
  - Is it simple
  - Does it say what you actually do
  - Does it pass the 5 second test
- Place your USP the following places
  - Website
  - All social media platforms
  - Business card

Your USP: \_\_\_\_\_

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# The Foundation

To be able to measure your return on investment (ROI), the foundation of online marketing needs to be put into place. You need to index your website and track everything. Here's the list!

- Website set up and design (keep it simple)
- Website Optimization: Title, description, and on-page optimization
- Google Tag Manager
  - Connect Google Analytics
  - Connect Google Adwords
  - Connect Social Media Pixels
  - Set up conversions Tracking on Tag Manager and Analytics
    - Phone Calls
    - Thank-you-page
- Google Webmaster (submit your sitemap to Google)
- Google My Business (Google My Business)
  - Select the right Category
  - Built out the GMB profile
  - Create Citations (the Hoth, Yext or manual)
  - Get first 5 reviews
- Create 7, 14, 30, 60, 90, and conversion remarketing audiences
  - Create Google Analytics and Google Ads remarketing
  - Facebook Remarketing
  - More Audiences: visitors, non buyers, buyers
- Bing Webmaster
- Blog set up
- Page speed test and optimization

# Lead Capture

Lead capture is where marketing begins. Without a lead, you can not create a sale. What is a lead? It can be a form fill, a phone call, a text message, a Facebook comment, chats etc. Some leads may be higher quality leads, but with the **REDUP Method**, we are just looking to start a conversation on any platform.

## Conversations Create Conversions!

\*It's very difficult to do this if you have one person running website, one person doing your Facebook ads, and one person doing your Social Media. \*

**One stop shop is a must.**

**We will use the following platforms to create conversations.**

- Google Ads (Search, display, and Video)
- Google My Business Profile
- All Social Media Platforms
- Funnels and Landing Pages
- REDUP Surveys
- Videos and Images
- Organic Search SEO (Search Engine Optimization)

Each platform we use has multiple capabilities. They also have a lot of Artificial Intelligence that will continue to improve over time. Some AI works, and some AI will blow your budgets. This is something we need to test and discover.

# REDUP Method Content Strategy

## Who is going to create the content?

Content creation worries a lot of business owners. They think posting 2 times a day on social media platforms or writing a 300 word articles is content.

It's not!

I see a lot of business owners who get caught up in how many posts are going out vs what kind of posts are going out.

*Quality posts or articles will outrank and perform better than multiple posts.*

Here's how the **REDUP Method** works when it comes to content.

1. **We us Education Marketing!** We create quality articles and post that answer our customers questions. What are the top 10 questions your customers have? Let's start there!
2. **Drive traffic:** We spend money and drive traffic to those posts and articles. The key is to start moving cold traffic audiences to warm traffic.
3. **Collect Data and Audiences:** We create remarketing audiences and will run offers to those who have engaged with our content.

**\*I can't stress how important content creation is to a marketing campaign. It's not easy to wake up everyday and create quality content. Put a team in place that can help you with content or have us create it.\***

# Lead Nurture

New Leads have a Buying Cycle that can be immediate or a couple years. That's just the way it is. You can speed up the cycle with offers but the key is Education them until they are ready to buy.

As a business owner, we tend to underestimate the how long the customer journey takes. We give up, quit too earlier, or built a marketing campaign based off of short term gains. You need an automated lead nurturing campaign in place. This why **REDUP CRM** was created! We want to generate 6 to 20 touches for each lead. **REDUP CRM is a one stop solution. It's 12 Softwares all in one!**

- Google display remarketing campaign
- Google remarketing for search ads
- Social media remarketing campaign
- Email follow up sequences
- Voicemail broadcast
- Schedules, surveys and forms
- Calls and text messages (6 to 20 touches)

*Want to see REDUP CRM in action? You can watch the demo here.*

# Lead Conversion

If you do Lead Capture and Lead Nurture correctly, lead conversion will take care of its self. **REDUP CRM** will take care of the followup.

- Automate Google Reviews
- Client Testimonials
- Shock and Awe Package
- Up Sells to Increase Lifetime Customer Value
- Customer Success and Satisfaction
- Newsletters
- Reactivation campaigns

By using the **REDUP Method** your marketing will stand out...even if you have competitors saying the same thing. *A lot of people don't appreciate how much goes into marketing and how much goes into doing it right.*

Not us!

We respect marketing and know what it takes to get results. Get started with the **REDUP Method**. It works.

Keep Marketing

Jace Vernon



# Your Dilemma (Time & Expertise)

*A lot of business owners don't appreciate how much time and expertise goes into marketing until they have to do it.* Here's your dilemma! If you have time you can develop the expertise and do the work yourself. Could take you years. If you don't have the time, you need to hire the right agency that will put in the time and has the expertise. **How valuable is your time?**

LEAD CAPTURE ----- LEAD NURTURE ----- LEAD CONVERSIONS

## Website Design and Maintenance

Hosting, Email Setup, Design, Funnels, Website Changes, Blog setup, Google Webmaster, Google Tag Manager, Google Analytics, Page Speed and Website Optimization

## Traffic, Ads, and Social Media

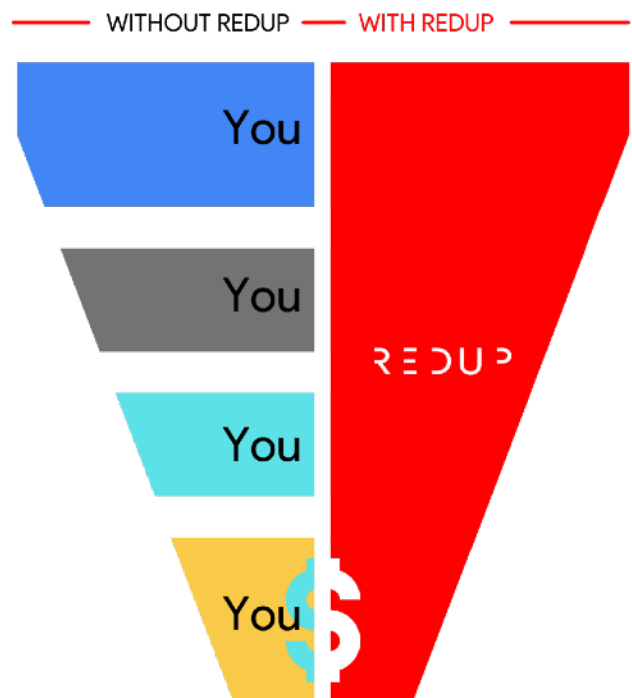
Facebook, Instagram, TikTok, and YouTube Ads. Social Media Platforms, Ad design, Ad Changes, Ad Tracking

## CRM, Workflows and Followup

Lead nurture, Texts, Reviews Requests, Contact Management, Activation Campaigns and Call Tracking

## Tracking, Results and Adjustments

Lead Conversion, Call Tracking, Pipelines, Newsletters, Calendars, Team Management, Return on Investment, Scaling, and So Much More!



We have the expertise and time to take on your project. Get started with the **REDUP Method**. It works.

Keep Marketing

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# READY TO JOIN?

The **REDUP Method** onboarding process is easy.

Step 1: Go to [marketingbyred.com/client](https://marketingbyred.com/client) and fill out the survey and watch the onboarding video

Step 2: We will send you our contract. The contract is simple. It's a month to month contract with a 30 day cancellation notice.

Step 3: We look over the survey and set up kickoff date and kickoff call.

Step 4: On the Kickoff call we ask questions, answer any of your questions, set schedules, gain access to all platforms, and discuss reporting.

The logo for RED, consisting of the letters 'R', 'E', and 'D' in a bold, red, sans-serif font. The 'E' is stylized with three horizontal bars.