



Campaign Panther



# 2022 Digital Playbook

Secrets to Leveling Up Your  
Business In The Next 30 Days

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Business Owners,

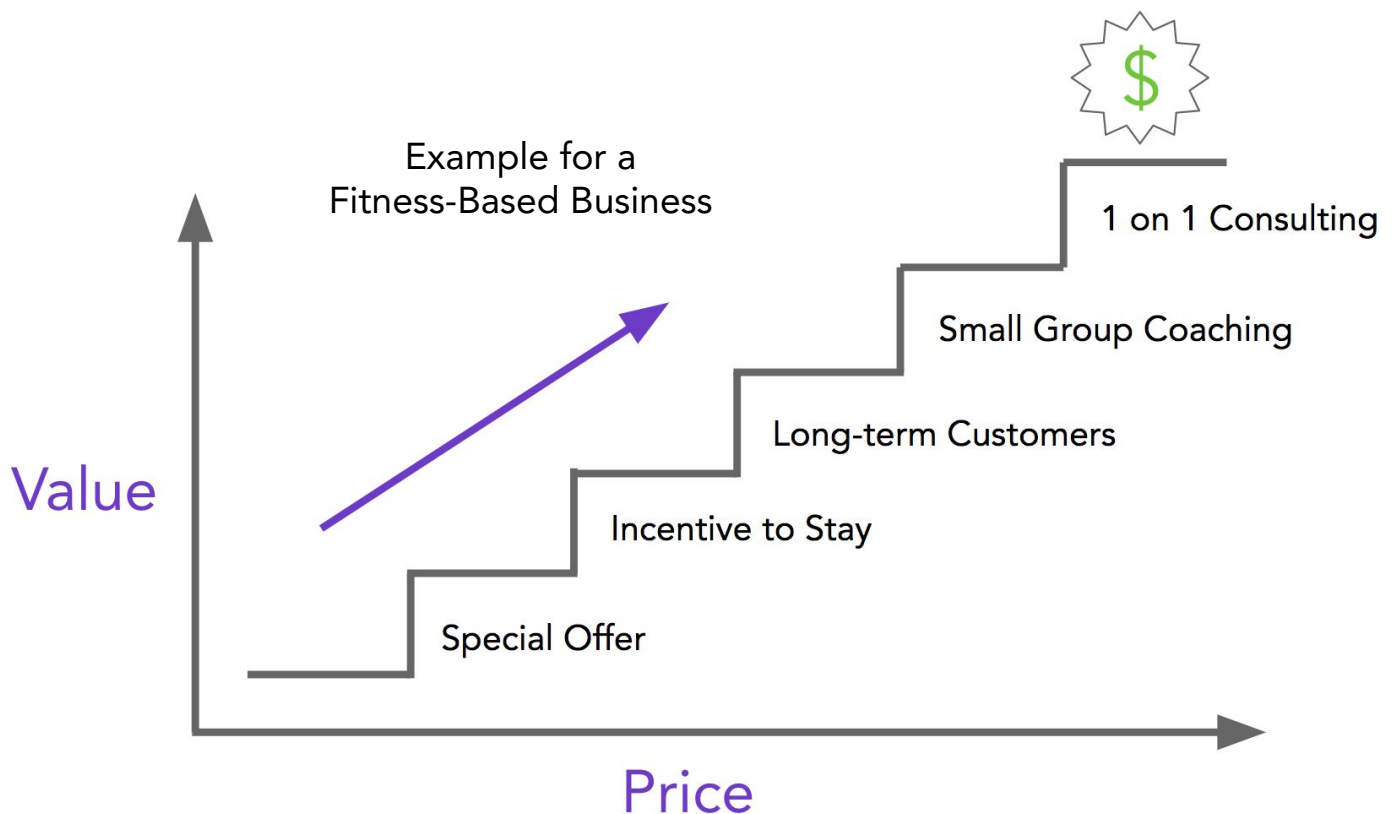
There's a lot of conflicting information out there on what works and doesn't work in terms of growing your business, and taking the next step can feel scary...

We call this “**The Minefield Effect**”, and if you've been worried that you can't grow your company using the newest technology out there, we're going to help you kill those fears by the time you finish this digital playbook.

We're going to cut right through the noise and reveal some of the secrets we've used to help our clients' businesses rapidly grow, and show how the same can be done for you.



# SECRET #1: The Value Staircase



**The Value Staircase** is a structure that guides your ideal customers from first-time visitors into high-paying customers who love your company and will happily spread the word about you. When people first hear about you, it's likely that they won't want to spend lots of money on your services without trusting you first.



And the way to build trust most effectively is to give new customers a small taste of what it's like working with you and work your way up.

The reason you can think of this as a staircase is because each step represents a larger amount of money that your customers are willing to spend in exchange for more value.

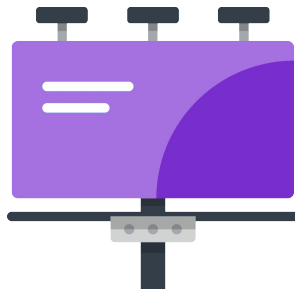
In the beginning, you should give new customers a “crazy not to take it” offer: a deal that's simply irresistible.

Once you get them in the door, you give them an amazing experience with great customer service.

After getting comfortable around you and your team, you offer incentives so they eventually come back later that week, later that month, and then every month thereafter because of all the value they get from you.



## Secret #2: Hyper-Targeting



VS.



If you put a billboard on the side the road that promoted a special offer, you would be paying for all the hundreds of cars to see your ad. But out of all those cars that passed the sign, only a very small percentage could potentially be interested in what you're offering. So why spend money for everyone to see it? They may have driven past your billboard, but did they even see it?

Among the very small number that saw it, you wouldn't know how many people showed up to your front door as a direct result of seeing the billboard.



The alternative is digital marketing.

With digital marketing, you can hyper-target the exact types of customers you want based on age, gender, location, income, buyer intent, and more.

Every click to your website is tracked, and every dollar you spend is measured.

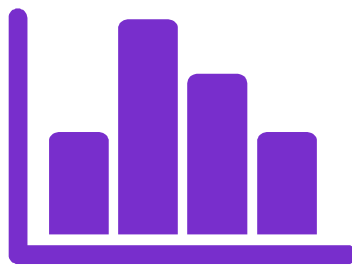
This type of measuring and tracking could never be possible with traditional mediums like billboards, radio, flyers or newspapers, because with those, your ads are being presented to EVERYONE with no specification.

This results in the *right* offer being shown to the *wrong* people.

With digital marketing, you have the opportunity to finally relax, knowing the money you're spending to promote your company isn't simply going down the drain.



# Secret #3: The Follow-Up



Calling or emailing leads **within 15 minutes of opting-in** can increase sales by over **50%**.

Most businesses have a huge problem with not calling their leads. In a study of over 10,000 companies, it was found that the average company takes over **46 hours** to pick up the phone and call leads for the first time.

Imagine a customer calling you with a question on Saturday, and you tell them you'll get back to them on Monday! It's extremely important to contact leads right away while they have you in mind.



# Putting It Into Action



So how can you put these ideas into action all at once?

**With social media.**

Take note of this: over 80% of Americans use social media.

People like to spend a lot of time on it, whether all at once or periodically throughout the day.

This means there are millions of eyes constantly scrolling through posts, videos, photos, status updates, and, yes, advertisements.



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And when it comes to advertising...

Social media is the cream of the crop.

Social media platforms know which sites you visit and how often, how much time you spend doing various things online, and what you purchase.

**From a business standpoint, this is fantastic for getting your perfect offer in front of the right audience.**

You probably know your audience better than anyone. So ask yourself: what do they respond to and why?



There are many ways to approach social media. Here's a rundown of how you can use it to scale your operations:

- **Customer Data:** Using your customer database, you can upload phone numbers, email addresses, and more. This information will then be matched to as many user profiles as possible. This helps your current base stay informed with future promotions.
- **Lookalike:** Now that we have a picture of your current customer database, tools can be used to find 'Lookalike Audiences', or audiences with similar characteristics and purchasing power.
- **Location:** Your promotions can be specifically targeted toward a region, city, state, or zip code that is most likely to purchase your products & services. This is particularly important for businesses who only operate locally.



- **Age, Gender, Interests:** Unless you work with just about anyone, honing in on the right age, gender, and interests of your audience is important to effective marketing. Luckily, this is easy for us to do on social media.
- **Detailed Targeting:** This approach is used to target people who've never heard of your business before. It involves analyzing their behaviors, social media history, group associations and more.

We use these data points to build systems for our clients with minimal extra work from them. Our system brings guaranteed results and ensures that you'll never worry about getting new business again.

You shouldn't have to rely on referrals for a big chunk of your revenue, and for our clients, that's an issue of the past.



### Our System Can Work For You If...

**#1:** You're looking for more qualified people to come to your company who want to buy from you *right now*.

**#2:** You want customers who spend higher amounts of money so that you can increase your profits while dealing with less people.

**#3:** You want to scale your company and put systems in place so that you're not always needed minute by minute.



## Steps to Execution

### 01 Set Expectations

Together, we'll lay out how things will be done and determine a proper course of action.

### 02 Compile Assets

Next, we gather everything needed to launch a successful marketing campaign.

### 03 Create Blueprint

We align your goals with the latest market data to create a plan that gets your business in front of the right people.

### 04 Strategize

We discuss our plan with you and get your approval on key elements.

### 05 Launch

We take action and ensure everything launches smoothly.

### 06 Reporting

We send you reports regularly to keep you up-to-date on your progress.



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# Ready to take action?

[Click here to schedule a call](#)

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