The Marketing Success Formula

A Formulaic Approach to Powerful Prospecting that Will Produce Predictable Growth & Profit
Bonus Cheat Sheet for You

Five Steps to Filling Your Prospecting Pipeline!

Just Send Me an Email Request at:
scott@cross-sellsolutions.com
The Promise

During this presentation, you will discover a complete marketing formula that consistently and predictably attracts more, high-quality prospects to your agency leading to easier sales, more clients and naturally a much bigger bottom line.
Who’s Scott Cantrell?

- A 14 Year Veteran of Proven Marketing Practices
- Chief Marketing Strategist with Bottom Line Solutions
- Marketing Author & Speaker in the Insurance Industry
- Trusted Marketing Advisor to Many Agencies Across the Country
Contact Information

BottomLine
SOLUTIONS

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You’ll Leave With…

- The $1 Million Marketing Lesson
- *The Prospect Quality Matrix*
- The Six Essential Elements of ANY Marketing Tool
- The Truth About Online Marketing
- A Hodgepodge of Marketing Options for You
- *Secrets to Timing Your Prospecting Efforts*
- The Method to Becoming Your Prospects' ONLY Choice
The Seven Agency Success Factors
What Is Your Agency’s 1st Impression?

"I didn't have time to prepare a resume."
The Prospect Quality Matrix

- "Just Friends"
- No Opportunity
+ Ideal Prospect
+ New, Valuable, Long-Term Clients
+ Possible Clients
+ Wasted Prospects
The Marketing Success Formula

Apply the Marketing Success Formula:

Right Market +
Right Message +
Right Media +
Right Time +

= Marketing Success
Component #1

Target Your Market
Target Your Market

- What is my agency’s target market(s)?
- Who makes up my target market?
- Can I get access to them? How?
Ideal Client Profile

Detailed description of a common individual who is the most realistic representative of your target market.

Demographics?
Psychographics?
Geographics?

Create Your Marketing
With That One Person In Mind.
Access to Your Target Market

- How easy it is to contact and communicate with the people who make up your target market?
- What relationships do you have already that could speed up your success?
- One-to-One vs. One-to-Many?
Component #2
Develop Your Message
Develop Your Message

- What does my target market *REALLY* want?
- How can my agency communicate that we can fulfill that desire for them in the best possible way?
- What should my core message be?
- How can I get the most from my marketing messaging? What is my irresistible offer?
Six Key Elements

1. Contact Information
2. Unique Selling Proposition
3. Testimonial
4. Headline
5. Call-To-Action
6. Picture
Writing An Effective Headline…

The Secret To A Killer Headline Is To Make It BIG, Bold & Benefit-Driven!
Your Core Message

Unique Selling Proposition (USP)

A simple, short statement that identifies your agency’s single biggest point of differentiation and its biggest benefit to its target market.
Always Include A Call-To-Action

Call-To-Action (CTA) – A Direct Response Device that compels your potential clients to identify themselves for you so you don’t have to chase them down.

Simply put, a CTA is a statement that asks for a prospect to take a specific action.
Brand Building Should Be The By-Product Of Your Marketing, Not The Primary Objective.

-Lenny Lieberman, Producer at marketing giant, Guthy-Renker
BONUS: Secret Weapon

Define the criteria by which your prospect should make their buying decision, educate the prospect on that criteria, and then be the ONLY option that perfectly fulfills that criteria.
Component #3

Identify Your Media
Identify Your Media

- Which media does my target market most read, watch or listen to?
- Which media does my market respond to?
- What specific media channels should I use to reach my target market(s)?
- Can I stand out from my competitors by using creative media? How?
The Right Choice…Synergy

Offline → Online
The $1,000,000 Lesson
Offline Media Options

- **Personal Contacts**
  (Networking, Phone Calls, Seminars, Speaking, Meetings, Prospect Play Dates, Appreciation Events, Advocate Strategy)

- **Display Ads**
  (Trade Journals, Newsletters, Magazines)

- **Mailings**
  (Personal Notes, Greeting Cards, Tear Sheets, 3D Mail, Monthly Newsletter, Postcards)

- **Collateral Materials**
  (Business Cards, Onesheets, Postcards, Folders)
More Offline Media Options

- **Multimedia Tools**
  (CDs, DVDs, Promotional Items, TV, Radio, Text Msg-ing.)

- **Educational Materials**
  (Articles, Reports, Checklists, Books, Assessments)

- **Social Proof Tools**
  (Testimonial Sheet, Case Studies, Client List, Facts/Data)

- **Publicity**
  (Press Releases, Radio/TV Interviews, Articles)
Online Media Options

- **Email**
  (Autoresponder Series, Personal Notes, Video/Audio Messages, Educational Content, E-Newsletter)

- **Website**
  (Lead Collection, SEO, General Information)

- **Blog**
  (Build Reputation/Relationships, Back-Links, Video, CTAs)

- **Social Media**
  (Facebook, LinkedIn, Twitter, etc.)
Component #4
Determine Your Timing
Determine Your Timing

- When should I reach out to my prospects?
- How often should I make an impression on my prospects?
- How does my target market’s buying cycle affect our marketing timing?
Market Your Agency All The Time

- Stay Top of Mind
- Maximum Impressions = Maximum Clients
- ABG => Always Be Giving!
Sequential Marketing

Implement multi-step marketing campaigns rather than one-time marketing blasts.

Multiple sequenced impressions almost always substantially increases effectiveness.
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