



Welcome  
To Our  
*10x Ads  
Strategy*

How To 10x Your Marketing  
& Get New Clients



**STUDIOHOF**

# Flood Your Sales Pipeline With New Targeted Clients



## Display Ads Strategy

We explain how it works and the cost savings compared with pay-per click ads



## Retargeting Strategy

Give You A Step-By-Step Strategy For Following Your Visitors To Get More Customers



## Affordable

Discover How To Get Your Ads In Front Of Ten Of Thousands Of Targeted Prospects For Less Than The Cost Of A Postcard

# Most Business Owners

Feel Overwhelmed Trying To Figure Out  
The Best Way To Market Online

Are Struggling To Make Their  
Website More Effective In Getting  
More Business

Are Stuck Without Any Real  
Plan To Try To Get In Front  
Of More Potential Clients

**Let's Change Everything Right Now!**



# Four Of The Most Powerful Strategies In Online Marketing



Funnel Pages/Brand Site



Reputation Marketing



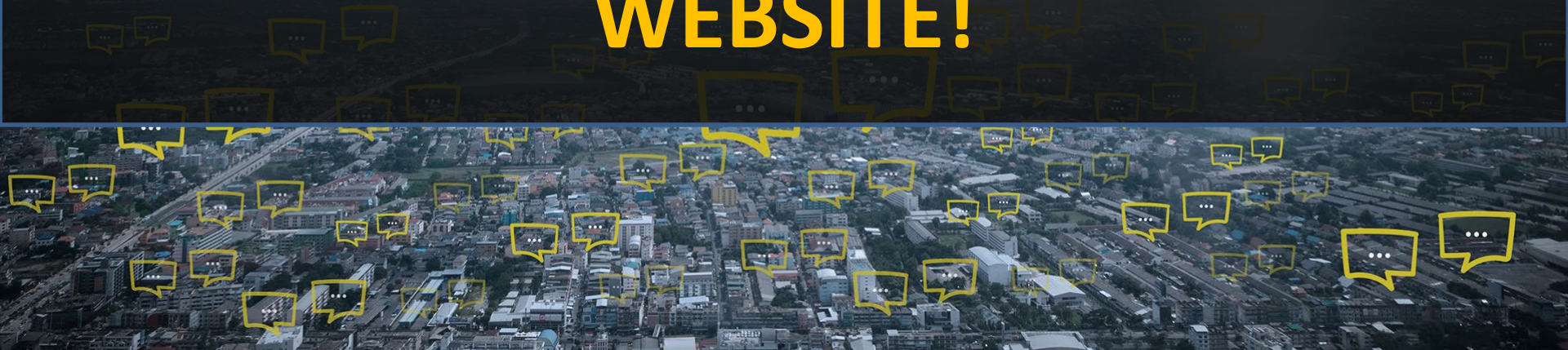
Digital Display Ad Marketing



Social Media

# What's The Most Important Thing That Every Business Needs?

## WEBSITE!





## 5 Questions That Every Website Visitor Ask Before They Contact You

- 1 Will This Solve My Problem?
- 2 Do I Have To Decide Now?
- 3 Am I Getting The Best?
- 4 Am I Going To Regret This?
- 5 Am I Paying A Good Price?

# NEW TRENDS IN WEBSITE MARKETING




88%

Of Consumers Who Search For A Type Of Business On A Mobile Device Call Or Go To That Business Within 24 Hours



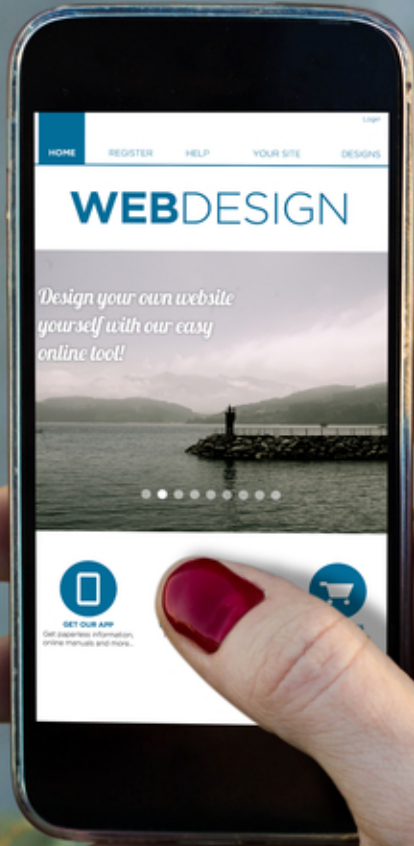
57%

Of All US Online Traffic Now Come From Mobile Devices



Nearly **8 In 10** Customers Would Stop Engaging With Content That Doesn't Display Well On Their Device

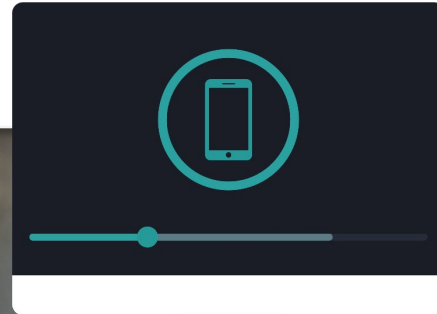
# NEW TRENDS IN WEBSITE MARKETING



“

Almost **60%** Of Users Are On Mobile Scrolling Is More Convenient With A Thumb.. Clicking Is Not. Scrolling Is More Intuitive **Because Of Social Media** Like Facebook And Ecommerce Stores Like Amazon

”





# WHY #1 THING A BUSINESS NEEDS, DOESN'T WORK

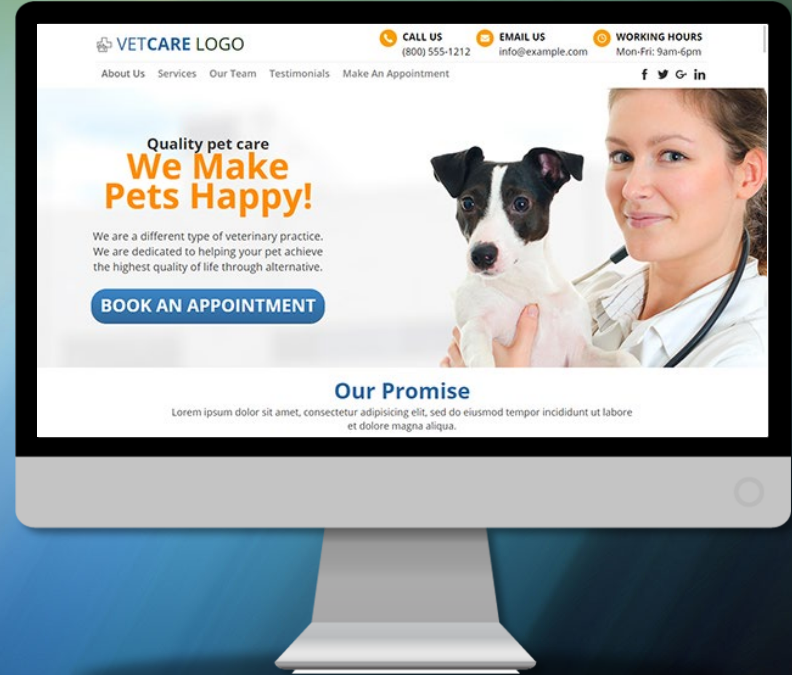
## Webster: "WEBSITE"

A Group Of Pages Online That Usually Contains Hyperlinks To Each Other That Are Devoted To A Single Topic Or Several Closely Related Topics



Websites Are Like  
Brochures They Aren't  
Designed To Do  
Anything Except To Sit  
There And Be Read.

We Don't Want Visitors  
To Just Read We Want  
Them To  
**"TAKE ACTION"**  
And To Convert Into  
Customers.





## 4 ACTIONS WE WANT WEBSITE VISITORS TO TAKE



Click



Subscribe / Opt-in



Call



Order

A modern office environment with people working at desks, viewed through a glass wall. The office has large windows, wooden floors, and contemporary furniture. Several people are visible, some sitting at desks with laptops, and others standing and talking. The lighting is bright and natural, coming from the windows.

**1**

What's The **#1** Tool A Marketer Has To Get Conversions (your story)

**2**

What's The **#2** Tool A Marketer Uses To Get Conversions (Testing)

**3**

How Do You Tell Your Story With A Beginning, Middle And End With A 10 Page+ Website?

**4**

How Do You Split Test A 10 Page+ Website?

**The 2 Most Important Things You Need To Do To Get Web Pages To Convert Better Isn't Possible Right Now.**

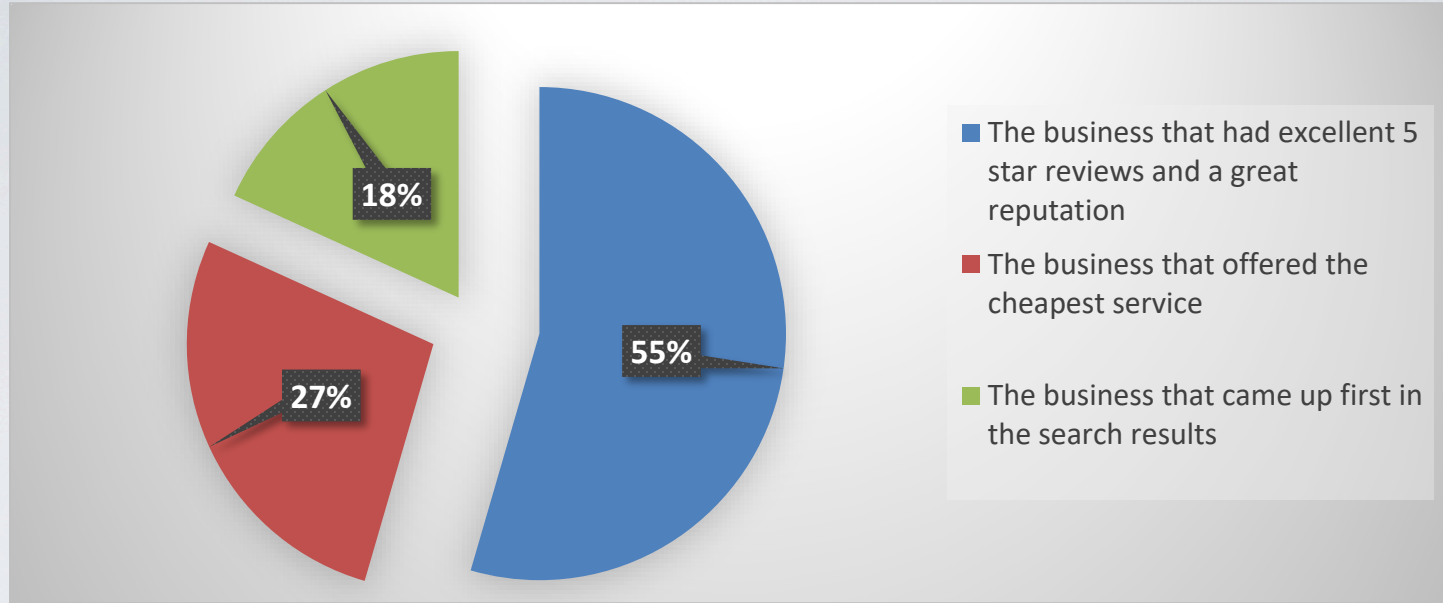


**To Start...**

**Look At Some New Trends  
That Are Happening Right  
Now And Can Make It  
Easy For You To:**

- 1. Stand Out From All Your Competitors**
- 2. Turn Your Website Into A Powerful Tool To Get New Clients**
- 3. Get In Front Of New Clients Almost Effortlessly**

Q: If you were searching for a business...  
**WHO WOULD YOUR CALL FIRST?**



Most respondents would **first call** “The business that had excellent 5 star reviews and a great reputation” **Because “BUYERS” Are Looking For the “Most Reputable” company to do business with.**

A photograph of a woman with long dark hair, wearing a light blue short-sleeved button-down shirt, smiling warmly at the camera. She is standing behind a coffee counter in what appears to be a cafe or coffee shop. In the background, there are stacks of white paper cups, a coffee machine, and other cafe equipment. The image has a semi-transparent dark overlay, and white text is centered over it.

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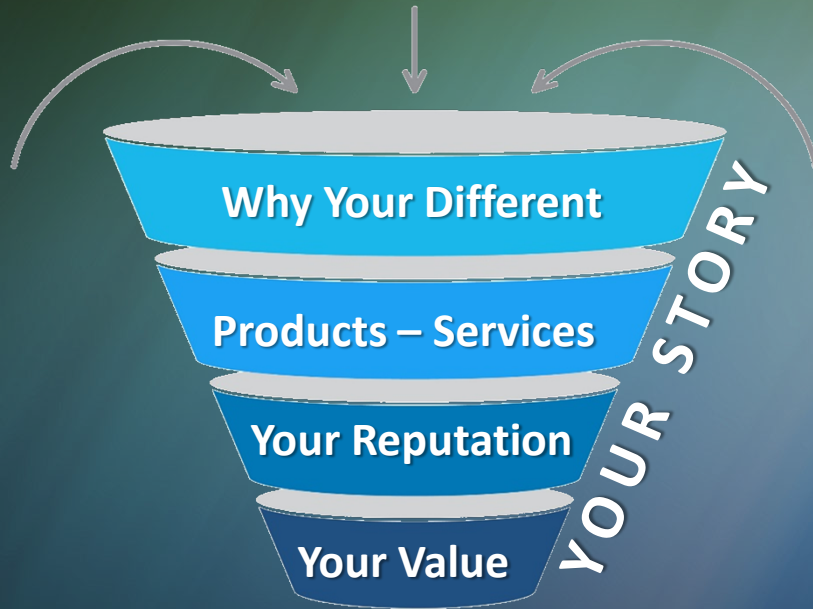
**92% OF CONSUMERS  
NOW READ ONLINE  
REVIEWS FOR LOCAL  
BUSINESSES!**

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SOURCE - 2015 LOCAL CONSUMER REVIEW SURVEY

# INTRODUCING: FUNNELS

Visitors That Are Looking For Products & Services



A FUNNEL IS DESIGNED TO MOVE THE VISITOR INTO THE SALES PROCESS. IT TELLS THE STORY WITH A BEGINNING MIDDLE AND END THAT HELPS THE VISITOR MAKE A DECISION TO CHOOSE YOU.

**What If Instead Of Building A Multiple Page Website Brochure We Build A Single Page Funnel That Was Designed To Convert Visitors?**



# FUNNEL



**1 Page**

**Your Story Is Clear**

**User Friendly Scrolling Navigation**

**Funneling Them To Take Action**

**Split Testing**

**6-10 Call To Actions**

**Mobile Friendly (60% Traffic)**

**Track Conversions**

**VS**

# WEBSITE



**Multiple Pages**

**Your Story Is Confusing**

**Hard To Navigate: Lots Of Clicking**

**No Clear Action Steps**

**No Ability To Split Test**

**Almost No Call To Actions**

**Not Mobile Friendly (60% Of Traffic)**

**Hard To Track Conversions**

# BRAND DIFFERENTIATION

“Your Brand Is The Story That Your Market Believes About The Products, Expertise, And Value You Offer.”

A BUSINESS YOU WALK INTO

BUSINESSES START HERE



VS

BUSINESSES WANT THIS



IL BACIO

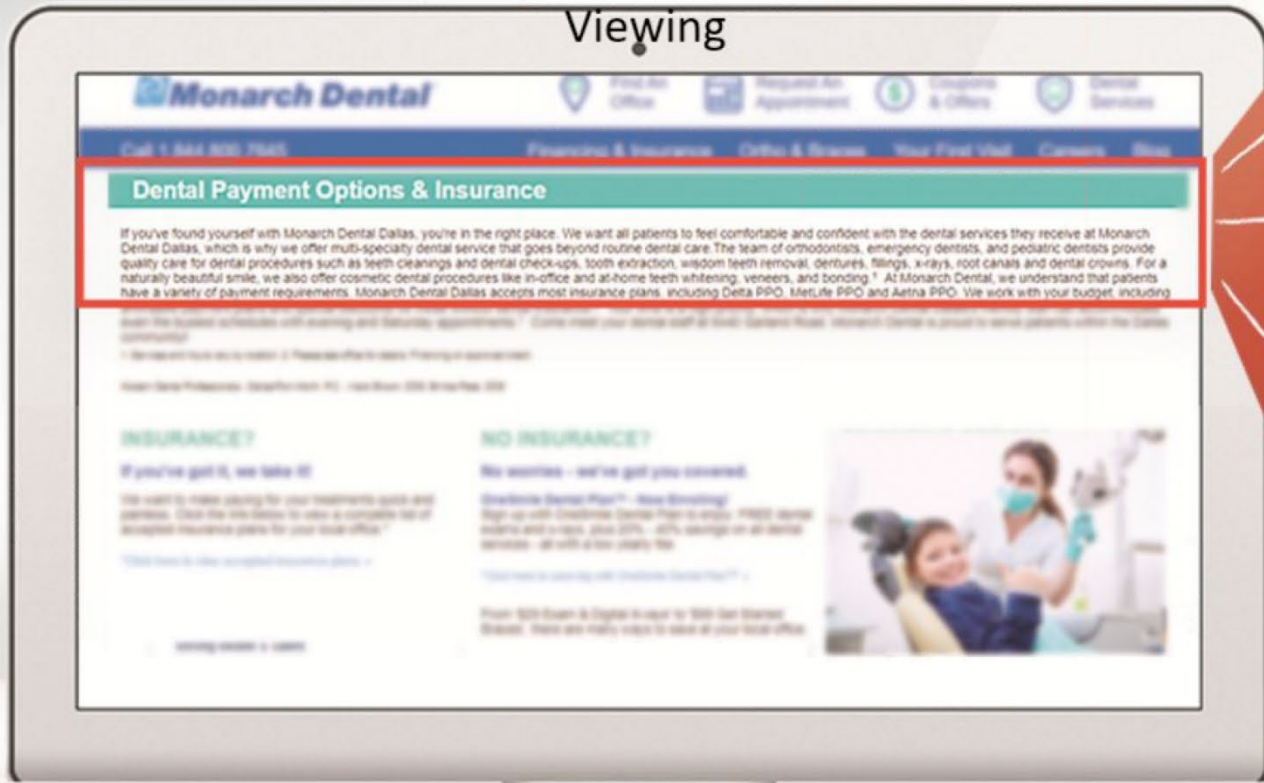
# SECRET 21 STORY BLOCK FORMULA

## FUNNEL PAGE WEBSITE

1. Title / Navigation Block
2. Cover Block
3. Our Promise Block
4. Services: 6-8 Services
5. Call To Action Block
6. Testimonial #1 Block
7. Offer Block
8. Featured Service #1
9. Featured Service #2
10. Featured Service #3
11. [Case Study / Projects/ Portfolio]
12. Contact Us Banner Block
13. Myth Block
14. Who We Are Block
15. Our Expertise
16. Our Team Block
17. 2nd Testimonial Block
18. Call Us Today Block
19. FAQ Block
20. Map Address & Hours Block
21. Footer

This Formula Is The **Starting Point Of Building Your Story** And Gives Us The Foundation To Start Split Testing To Increase Your Website Conversions.

# Most Website Content Was Never Built For Mobile Viewing



60%+ Of Website Visitors See Something That Looks Like a “Tax Audit” When They View On A Mobile Device.

## Monarch Dental

### Dental Payment Options & Insurance

If you've found yourself with Monarch Dental Dallas, you're in the right place. We want all patients to feel comfortable and confident with the dental services they receive at Monarch Dental Dallas, which is why we offer multi-specialty dental service that goes beyond routine dental care. The team of orthodontists, emergency dentists, and pediatric dentists provide quality care for dental procedures such as teeth cleanings and dental check-ups, tooth extraction, wisdom teeth removal, dentures, fillings, x-rays, root canals and dental crowns. For a naturally beautiful smile, we also offer cosmetic dental procedures like in-office and at-home teeth whitening, veneers, and bonding.<sup>1</sup> At Monarch Dental, we understand that patients have a variety of payment requirements.

# We Created Something Called A Story Block A Block Of Content That Is Critical To Telling Your Story

The laptop screen shows a website for 'AIR PRO'. The top navigation bar includes 'Home', 'Our Services', 'About Us', 'Our Team', 'Today's Offer', and 'Testimonials'. On the right side of the header, there are links for 'CALL US [Company Phone]', 'EMAIL US [Company Email]', and 'WORKING HOURS Mon-Fri: 7:30am-4pm'. Social media icons for Facebook, Twitter, and LinkedIn are also present.

The main content area is divided into two sections. The top section features a woman looking up at a ceiling-mounted HVAC unit. A blue callout box on the right contains the text: 'Delivering Amazing HVAC Quality & Indoor Comfort', 'Same Day Service, Upfront Pricing & Service Guarantee', and a yellow 'GET AN ESTIMATE' button.

The bottom section features a man in overalls working on a wall-mounted HVAC unit. To the left, the text reads: 'Our Total Comfort A/C Promise', 'All heating and air conditioning systems are not created equal. The wrong setup could affect your health, your comfort and your wallet.', and a yellow 'CALL US TODAY' button.

The smartphone screen displays a mobile-optimized version of the website. The header shows the 'AIR PRO' logo and the same contact and hours information as the laptop version.

The hero section is a dark blue box with white text: 'Delivering Amazing HVAC Quality & Indoor Comfort', 'Same Day Service, Upfront Pricing & Service Guarantee', and a yellow 'GET AN ESTIMATE' button.

The bottom section features a photo of a technician working on a unit. Below the photo, the text reads: 'Our Total Comfort A/C Promise', 'All heating and air conditioning systems are not created equal. The wrong setup could affect your health, your comfort and your wallet.', and a yellow 'CALL US TODAY' button.



### Dental Payment Options & Insurance

If you've found yourself with Monarch Dental Dallas, you're in the right place. We want all patients to feel comfortable and confident with the dental services they receive at Monarch Dental Dallas, which is why we offer multi-specialty dental service that goes beyond routine dental care. The team of orthodontists, emergency dentists, and pediatric dentists provide quality care for dental procedures such as teeth cleanings and dental check-ups, tooth extraction, wisdom teeth removal, dentures, fillings, x-rays, root canals and dental crowns. For a naturally beautiful smile, we also offer cosmetic dental procedures like in-office and at-home teeth whitening, veneers, and bonding.1 At Monarch Dental, we understand that patients have a variety of payment requirements.

## You Have A CHOICE... On How To Tell Your Story And Differentiate Your Brand

Website  
Content



Story Block  
Content

Which One Will Keep  
Them More Engaged And  
Tell Your Story?



Delivering Amazing  
HVAC Quality &  
Indoor Comfort

Same Day Service, Upfront Pricing &  
Service Guarantee

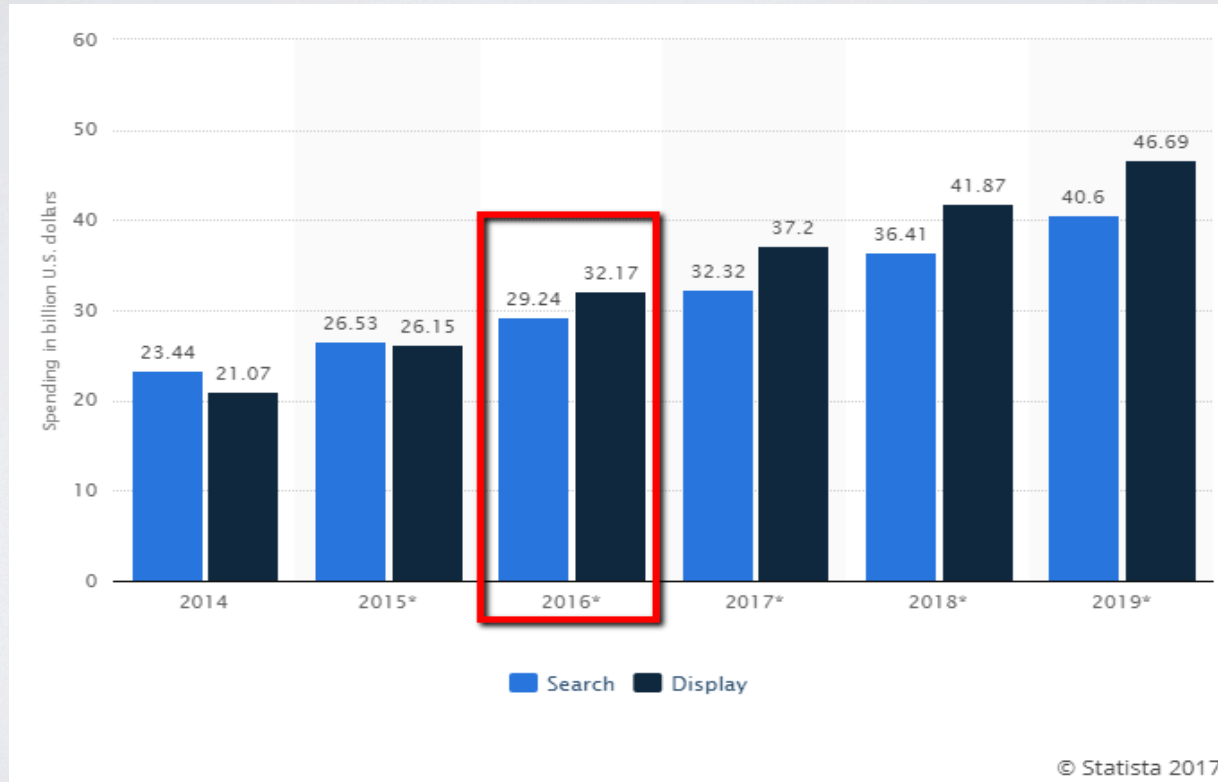
[GET AN ESTIMATE](#)

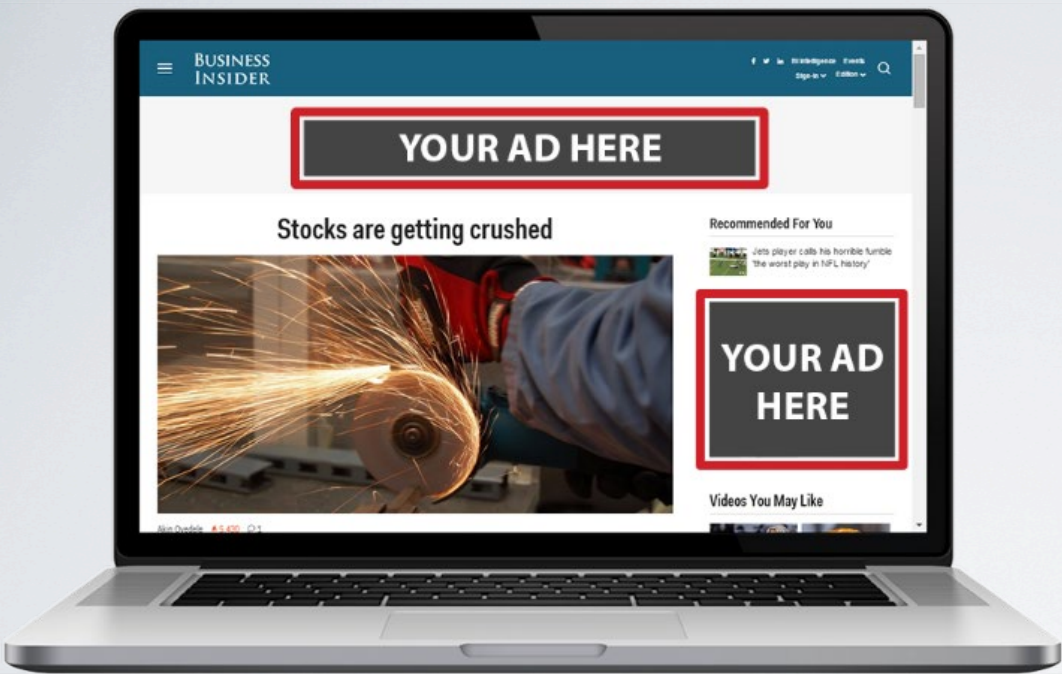


**Our Total Comfort A/C Promise**  
All heating and air conditioning systems are not created equal. The wrong setup could affect your health, your comfort and your wallet.

[CALL US TODAY](#)

# The Tide Has Changed.... For The First Time In History In 2016 Companies Spent More On Display Ads Than Search Advertising





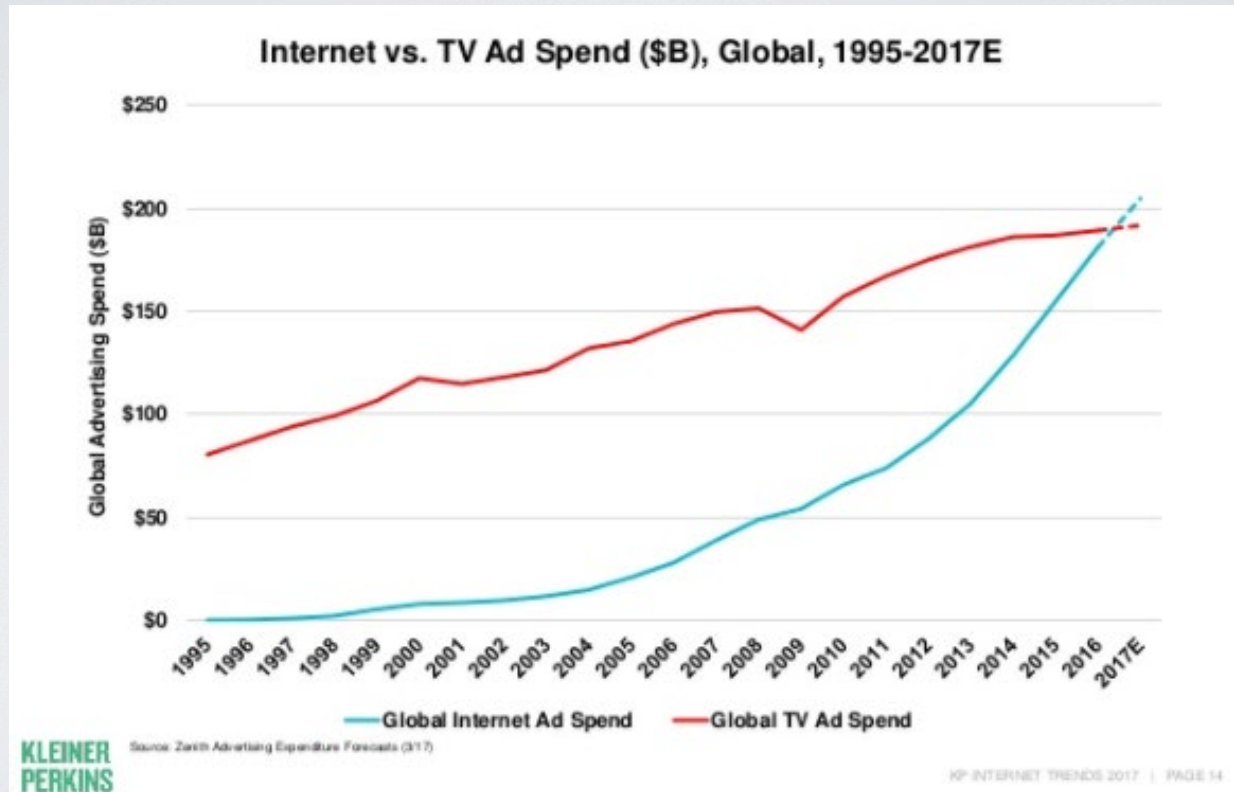
# What Are Digital Display Ads?

The Ads You See When You Go Online.





# For The First Time In History Companies Spent More On Display Ads Than Television Advertising



Your Business Needs  
New Customers...

**TRUE?**

**Q:** What's The #1 Way To Get A  
Business New Customers?

**A: TRAFFIC**



# 3 Major Ways To Get Traffic

## SEO

- ✓ TAKES A LOT OF TIME
- ✓ NO GUARANTEE
- ✓ HIGH COMPETITION
- ✓ VERY EXPENSIVE

## PPC ADWORDS

- ✓ INSTANT
- ✓ HIGH COSTS
- ✓ HIGH COMPETITION
- ✓ VERY EXPENSIVE

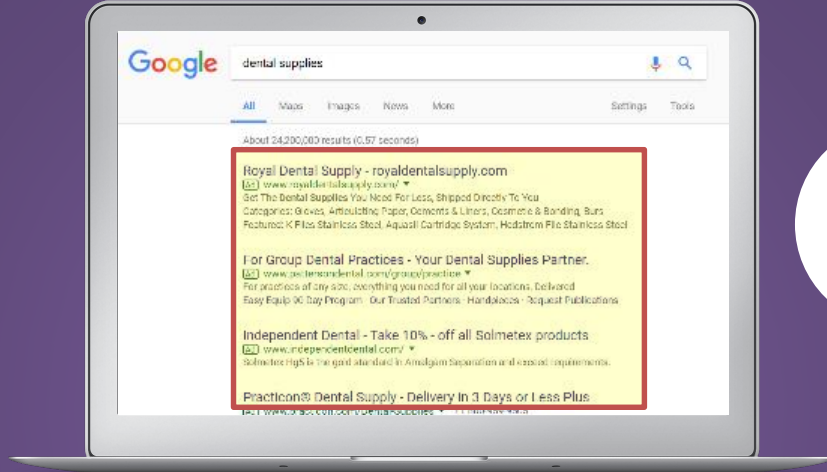
## DISPLAY ADS

- ✓ INSTANT
- ✓ LOWER COSTS
- ✓ LOWER COMPETITION
- ✓ FITS INTO ANY BUDGET

### DISPLAY ADS TERMS:

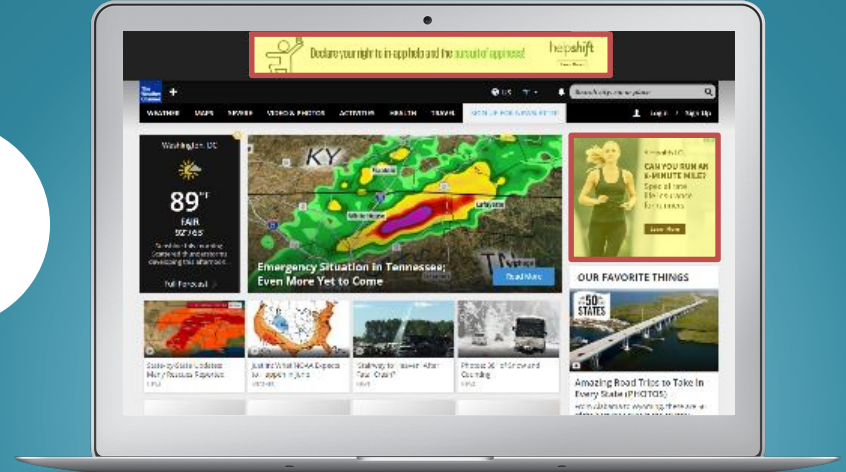
- RTB (Real Time Bidding)
- Contextual Advertising
- Programmatic Advertising

# PPC PAY PER CLICK



VS

# DIGITAL DISPLAY ADS



PPC Marketing Is Placing Your Ad In Front Of Someone Based On The Words They Searched For.  
**Ex: Search AC Repair, Landscaper, Dentist, Etc.**

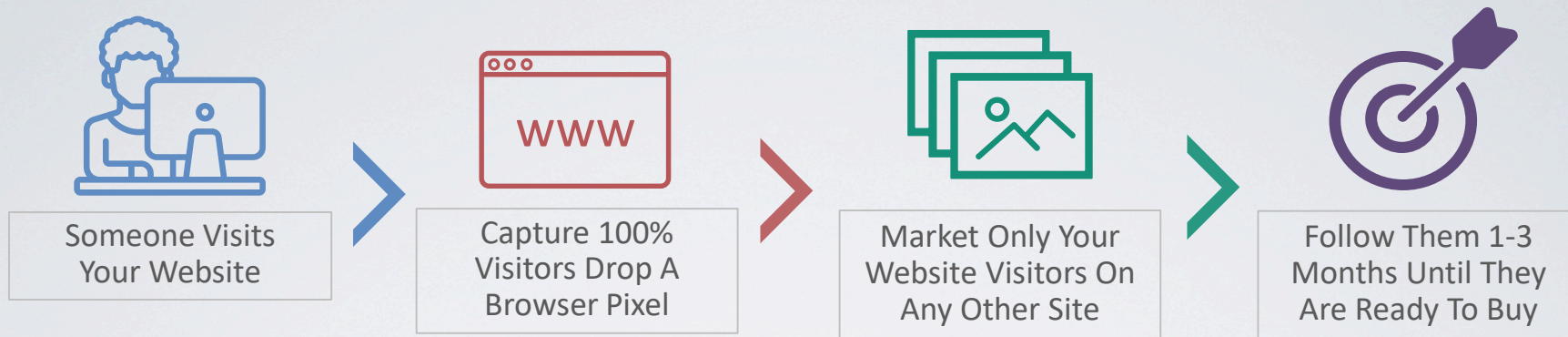
- You Only Pay For Clicks And They Can Range From \$20.00 - \$80.00 For 1 Click
- Only New Cold Traffic. No Branding Or Ability To Follow Up With People That Click On Your Ad

Display Ad Marketing Is Placing Your Ads On Websites Based On Your Target Market's Interests:  
**Ex: Health, Home Improvement, Beauty, Travel, Etc.**

- You Usually Pay Based On Cost Of Impressions Not Clicks. Range From \$25 - \$50 Per 1k Impressions [CPM]
- New Traffic & Retargeting With Long Term Branding AND The Ability To Follow Up With Website Visitors Based On Their Engagement Level

# TWO TYPES OF DISPLAY AD MARKETING

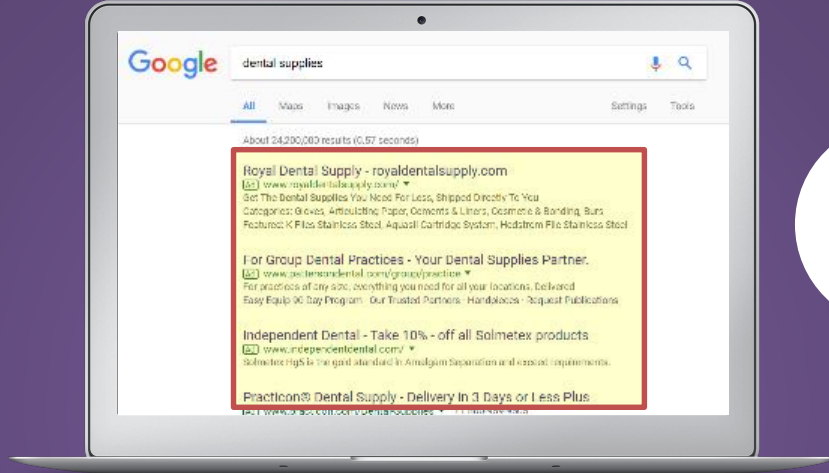
## 🎯 RETARGETING AD TRAFFIC: 96% of Website Visitors Don't Contact You



## 📈 COLD AD TRAFFIC: Drive New Customers to Your Door

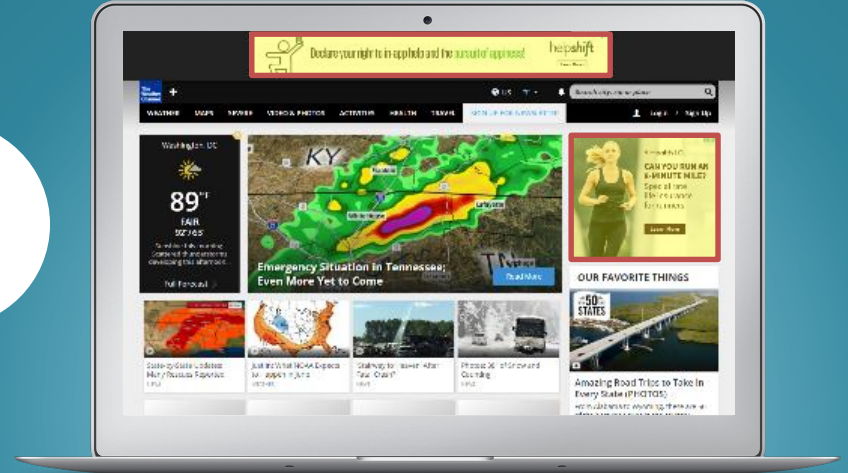


# PPC PAY PER CLICK



VS

# DIGITAL DISPLAY ADS



# COLD TRAFFIC CASE STUDY



# HOME RENOVATIONS CONTRACTOR CASE STUDY: COLD TRAFFIC

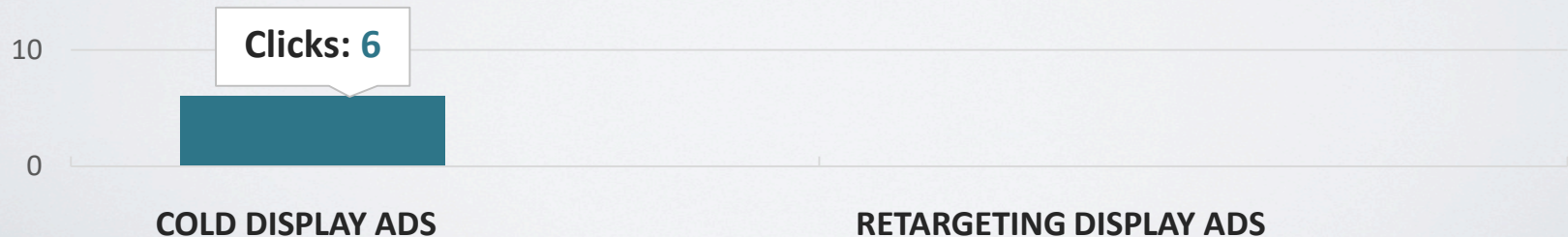
## INDUSTRY NUMBERS

Average PPC: \$8.00-\$10.00/click

Keywords: home renovation, building contractors, home contractors

Cold Display Ads Average Click Through Rate 0.06%

### Clicks For 10,000 Impressions





## HOME RENOVATIONS CONTRACTOR CASE STUDY: COLD TRAFFIC

### TRAFFIC SUMMARY

**53** DAYS

Campaign Duration

**185,644**

Impressions

**324**

Clicks

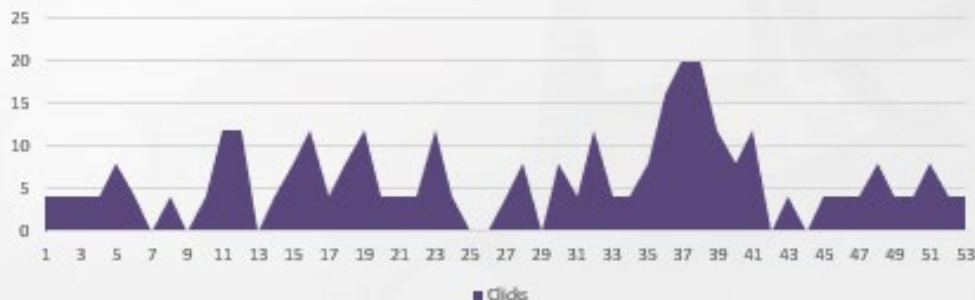
**0.17%**

Click Through Rate

↑ 283% Ind. Avg.



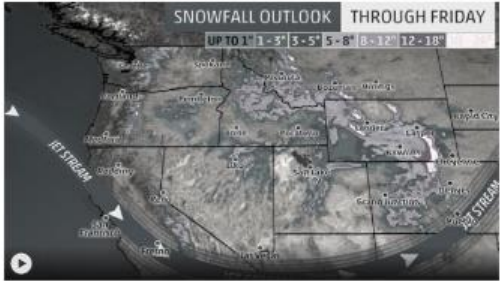
Cold Traffic Clicks for Period





# HVAC COMPANY CASE STUDY RETARGETING TRAFFIC

## WEATHER RADAR & MAPS



### Second Half of May Starts With Snow

Yes, it's mid-May. But a pattern change is adding to the mountain West's impressive snowpack.

WINTER STORM CENTRAL



## REPUTATION AD

The ad above received the highest number of **clicks**.

**Using Ads To Market Your Reputation Was Just 1 Of 3 Ways Effective Ways To Market Your Business.**



Let's Show You A  
Strategy That Can  
Give You More  
Customers With  
"Retargeting"

**Q1:** How Many Visitors  
Do You Get To Your  
Website Every Month?

**Q2:** What's The  
Average Yearly  
Revenue Per  
Customer?

# RETARGETING STRATEGY “Traffic Story”



## WHY DO 96% Of WEBSITE VISITORS NEVER CONTACT YOU?

**THE PROBLEM:** EVERY VISITOR IS A POTENTIAL BUYER FROM TODAY TO 90 DAYS FROM NOW. THERE'S NO WAY OF KNOWING WHO IS WHO, BUT WE DO KNOW THEY ALL FIT INTO 1 OF 3 CATEGORIES.

- ✓ Looking For a Good Deal: **Offer Ads**
- ✓ Looking For A Reputable Company: **Reputation Ads**
- ✓ Looking For A Specific Product Or Service: **Branding Ads**

**Secret That Your Competitors Don't Know Yet...**

You Can 10x Your Results If You Retarget Each Buyer For 90 Days And You Switch Up Your Messaging & Get Rid Of Banner Blindness

# SOLUTION: We Created The 10x RETARGETING FUNNEL

  
**DISCOUNT  
OFFER AD**



  
**FREE  
OFFER AD**



  
**PRODUCT  
BRANDING AD**



  
**DISCOUNT  
OFFER AD**



  
**DISCOUNT  
OFFER AD**



  
**DISCOUNT  
OFFER AD**



3



**REPUTATION  
AD**



15



**REPUTATION  
AD**



25



**PRODUCT  
BRANDING AD**



45



**REPUTATION  
AD**



75



**PRODUCT  
BRANDING AD**



0

10

20

30

60

90

DAYS

# The 10x RETARGETING FUNNEL

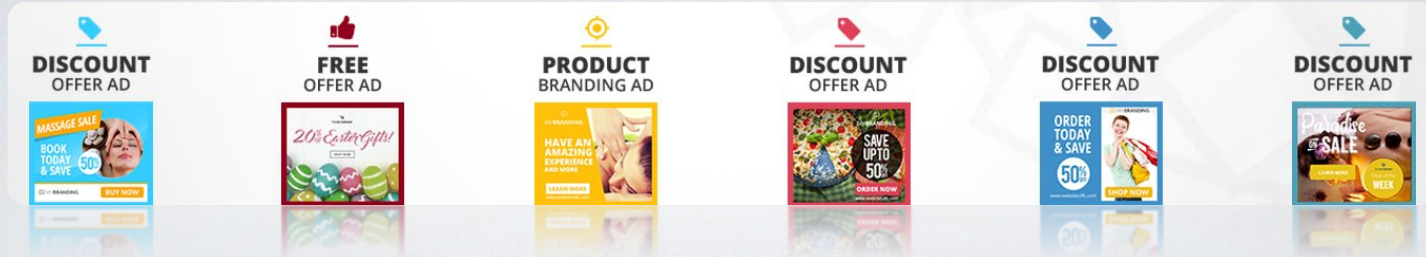


**Q:** Can You See How This Is Different From You're Doing Now?

**Q:** Can You See How We Are Hitting Different Interests Over A 90 Day Period?

**Q:** Can You See How Pay Per Click (PPC) Would Have Cost \$3240 (\$10 Per Click) For 324 New People To The Site?

# 10x RETARGETING FUNNEL



## Why Only Fortune 1000 Companies Do This...

Create 10 Ad Sets (230 ads) @ \$695 Per Set (23 ads)	\$6,950.00
Manage 10 Ad Campaigns @ \$300 Per	<u>\$3,000.00</u>
<b>Total Just To Start</b>	<b>\$9,950.00</b>

And We Haven't Spent Any Money On Ad Placement Yet

# RETARGETING MORE CUSTOMERS WITH VIDEO ADS

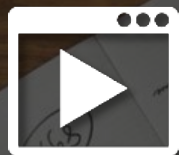
**HIGH CONVERSIONS**  
Using Video Marketing



# LETS TALK ABOUT WHY VIDEO ADS?







# FUN FACTS ABOUT VIDEO MARKETING



“

**76%**

**Businesses & Marketers Surveyed Say That Video Marketing Helped Increase Website Traffic**

”



Who's your audience and what are their needs? This can help you better articulate the benefits of doing business with you and deliver a smarter product or service.

Interactive User

1,505



18,321



Ref: Hubspot



# FUN FACTS ABOUT VIDEO MARKETING

“

**81%**

Of Consumers have been convinced to buy a product or service by watching a brand's video

”

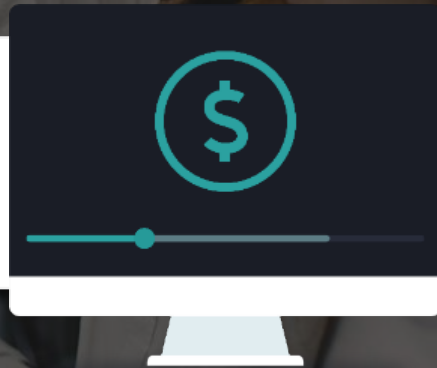




# FUN FACTS ABOUT VIDEO MARKETING



Businesses using video grow company revenue **49%** faster, year-over-year, than organisations without.





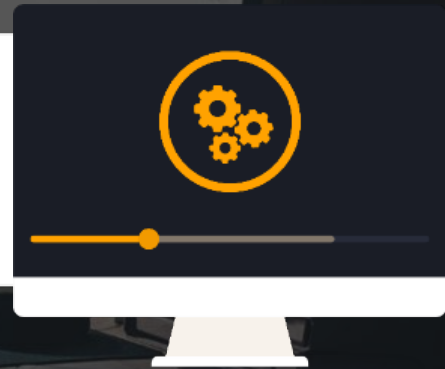
# FUN FACTS ABOUT VIDEO MARKETING

“

**80%**

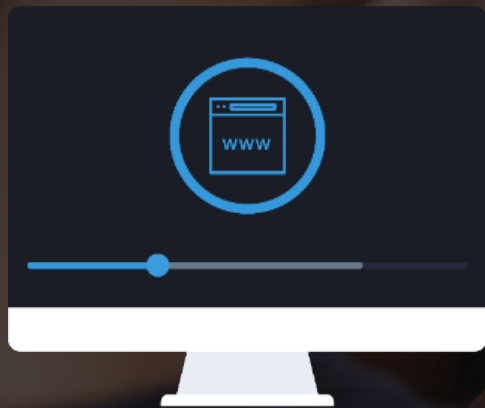
Of Users Can Recall A Video Ad They Viewed In The Past 30 Days.

”





# FUN FACTS ABOUT VIDEO MARKETING



More than three-quarters **76%** of users have visited a company's website after watching one of their video ads on social media.



A photograph of a business meeting. In the foreground, a person's hand is raised, gesturing during a discussion. In the background, another person is seated with their arms crossed. A glass table in the foreground holds a calculator, a pen, and some papers. The scene is lit with warm, soft light, creating a professional and collaborative atmosphere.

**All These Trends Can Help You  
Get More Business If You Have  
A Video Ad Strategy**

**PURPOSE IS TO ADD  
VIDEO TO YOUR  
BUSINESS HELP YOU  
GET MORE CUSTOMERS**

- 1. Story Board Production Process**
- 2. Video Syndication Process**



# OUR PROVEN STORY BOARD FORMULA

- 1. Ask A Provocative Question**
  - Give Us Control & Commands Attention
- 2. Show Valuable Offer**
  - Instantly Catches Their Attention
- 3. Reveal The Savings Benefit**
  - Quantify The Value
- 4. Give A Call To Action Benefit**
  - Benefit Of Taking Action Right Now
- 5. Social Proof**
  - Proof: Others Having A 5 Star Experience
- 6. Hard Close**
  - Summary Of The Offer And Call To Action







# SYNDICATION SUMMARY

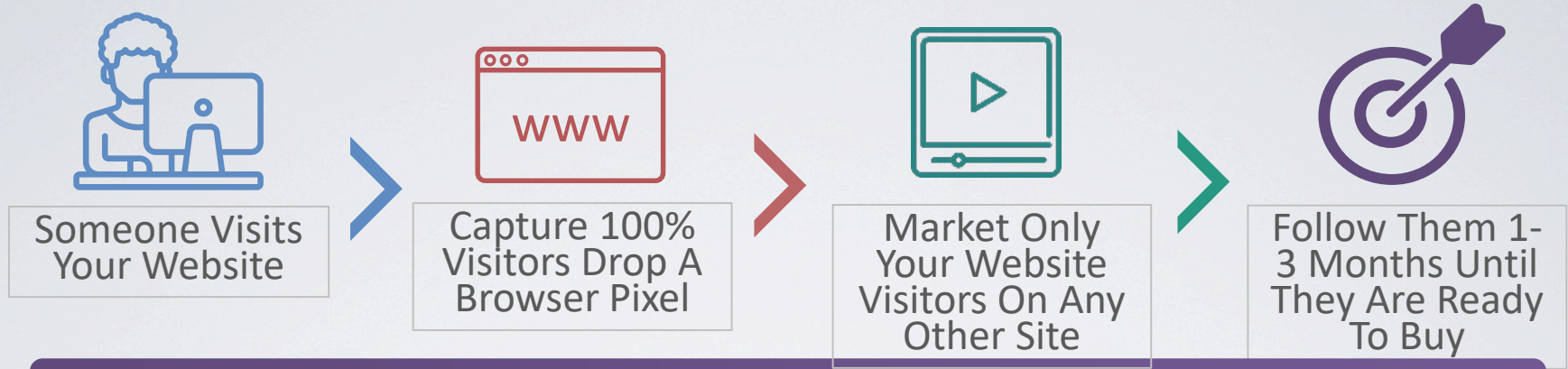
- ✓ Syndicate It To Your Website
- ✓ Organically SEO Optimize To Rank
- ✓ Social Media Syndication
- ✓ Syndication Retargeting

**OUR VIDEO STRATEGY TYPICALLY  
CONVERTS WAY ABOVE THE  
INDUSTRY AVERAGE RATES**

**In Fact, Our Video Ad Strategy  
Beats Even Google.**

# TWO TYPES OF VIDEO AD MARKETING

## 🎯 RETARGETING AD TRAFFIC: 96% of Website Visitors Don't Contact You



## 📈 COLD AD TRAFFIC: Drive New Customers to Your Door



Solution

# DIGITAL VIDEO AD 10X STRATEGY



- ✓ 10 Different Offers Throughout The Year
- ✓ Social Media Syndication Throughout The Year
- ✓ New Monthly Offers To Help Your Website Convert All Year
- ✓ Retargeting 100% Of All Visitors Throughout The Year
- ✓ Up To 20,000 Month Retargeting Video Impressions



**Combine Both VIDEO ADS &  
DISPLAY ADS**

**Into A Combo Strategy To  
Pack Even More Punch**



**Welcome To The  
RETARGETING CRUSHER**

# RETARGETING CRUSHER

## How It Works

1. Use A High Converting Video Ad To Drive New COLD Traffic To Your Website.
2. Retarget EVERY Visitor Using 10 Different Image Ad Sets And Another Video Ad That Follows Them When They Are On Other Sites For The Next 90 Days.

### **Sneaky Traffic Hack: HyperLocal Campaign**

We will do the research & target physical addresses where your ideal customer is likely to be hanging out so they see your video ad on their mobile phone.





## YOUR OPTIONS:

- ✓ Do 10x Retargeting With Image Ads
- ✓ Do 10x Retargeting With Video Ads
- ✓ Do 10x Retargeting With Both
- ✓ Plus Add in Cold Traffic To Send New Traffic To Your Website

**Use The Best Strategy For  
You...**