



**marketing
& consulting**

DOMINATE LEADS

by

The logo consists of the letters 'J' and 'T' in a bold, white, sans-serif font. The 'J' is on the left and the 'T' is on the right. They are set against a dark purple-to-teal gradient background that has a slight glow effect. The background is roughly rectangular but has a pointed bottom-left corner.

JT

marketing
& consulting

DOMINATE LEADS

includes:

- ★ FACEBOOK
- ★ LANDING PAGES
- ★ AUTOMATION
- ★ VIDEO
- ★ EMAIL TARGETING
- ★ RETARGETING

HERE'S AN EXAMPLE OF AN
AD WE'LL START WITH.

REMEMBER,
THESE ADS WILL EVOLVE
AS WE LEARN WHAT WORKS.



Aspirations Dance Company Lombard

Sponsored

FREE class for BOYS only hip hop tonight!!!!

6:00 (ages 4-7)

6:45 (ages 8 and up)

7:30-8:30 Ages 7 and up coed!!!!



33

8 Comments 15 shares 2.8K views

Like

Comment

Share



Most relevant ▾



Write a comment...



Irene Coleman Is this a one time thing? So awesome 😊

Like · Reply · 3w



↳ 4 Replies



Tiara Chatman I wanna sign my boys up ❤️ 1

Like · Reply · 3w

↳ 1 Reply



Rae Grant Who is this teacher?

Like · Reply · 3w

↳ 1 Reply



Viridiana Perez Where ? 🍷 1

Like · Reply · 2w

↳ 3 Replies



Lidia Barrán Martinez Martinez 🍷 1

Like · Reply · 3w



Edith Vera Luis Antonio Martinez let's sign julian up?

Like · Reply · 3w



↳ 3 Replies



Julia Pinelli Vicky Pater ❤️ 1

Like · Reply · 3w

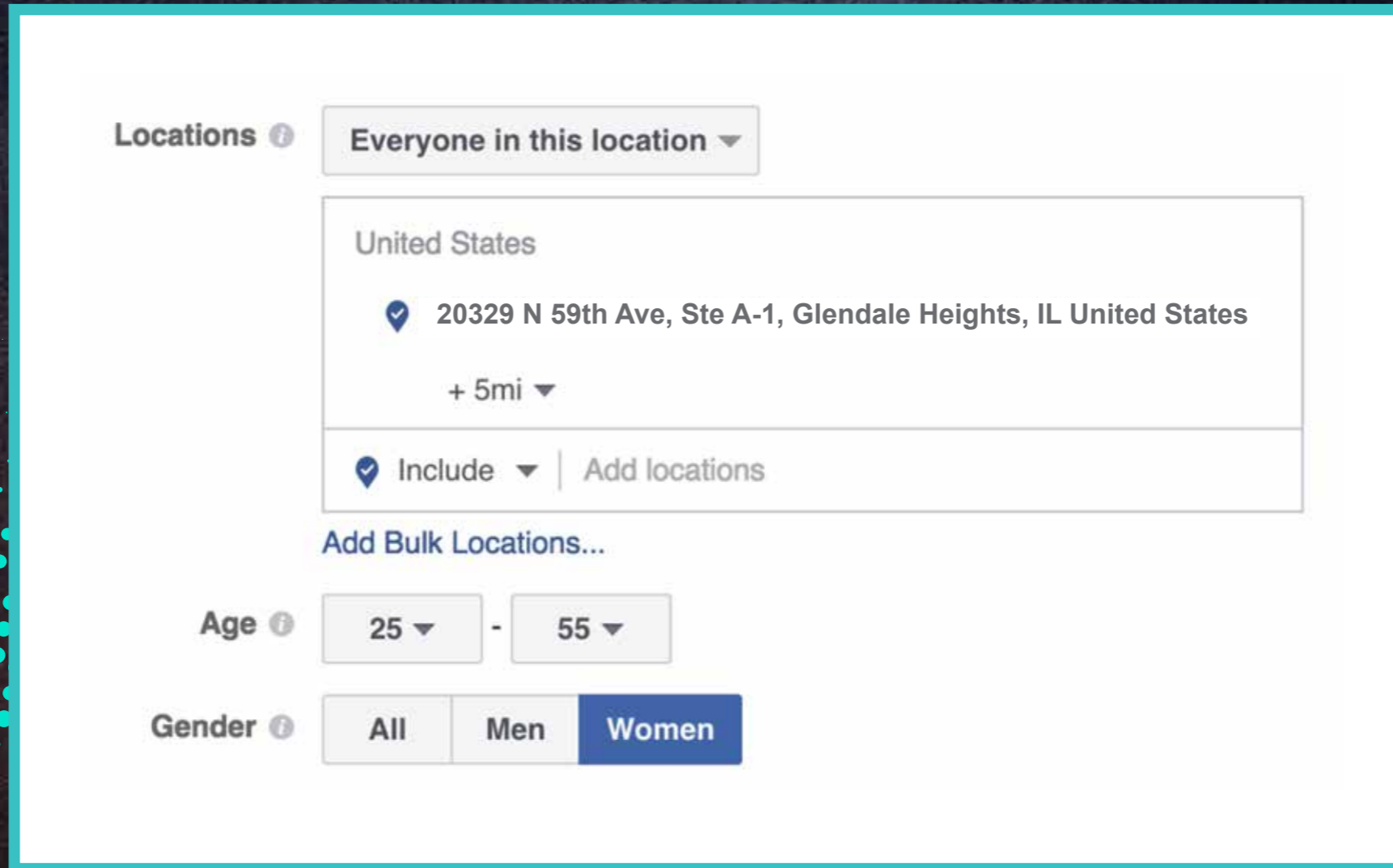


Kristen Peternard Rachel He's amazing! 🍷 2

Like · Reply · 3w

Write a comment...

TARGETING



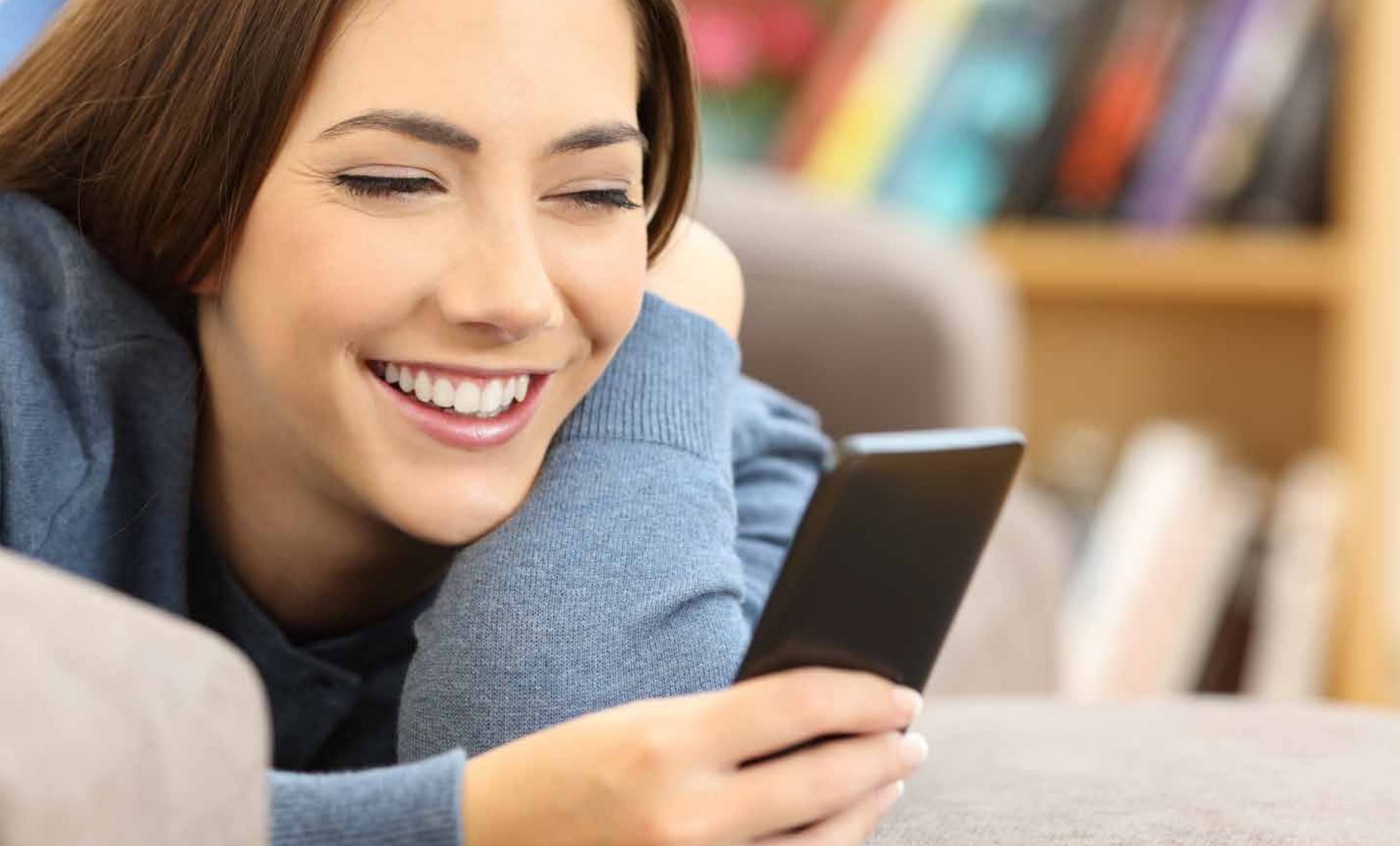
The image shows a targeting interface with the following elements:

- Locations:** A dropdown menu set to "Everyone in this location". Below it, a location box shows "United States" and a specific address: "20329 N 59th Ave, Ste A-1, Glendale Heights, IL United States". A radius of "+ 5mi" is selected.
- Age:** Two dropdown menus are set to "25" and "55", with a minus sign between them.
- Gender:** Three buttons: "All", "Men", and "Women". The "Women" button is highlighted in blue.

Based on our intake meeting, we are **ONLY** targeting the demographic discussed within 5-7 miles of your studio.

We will also use targeting that's part of our

SECRET SAUCE.



TARGETING

Once she clicks on your ad, she'll be taken to a page that looks like this:

Dance Forever
STUDIO

FREE WEEK PASS

During your free week, your child will learn tap, jazz, and hip-hop dances in a fun and energized environment!

Learn more below!

Enter Your First Name Here



Enter Your Last Name Here



480-331-2723



jenn.smith@danceforever.com



GET MY FREE WEEK PASS

Only [13] Remaining!

Dance
Forever
STUDIO

Brand New Studio Location:

Dance Forever Studio
39700 W 14 Mile Rd.
Arlington Heights, IL 60088

We'll even make
you a video!

All we need is a
shirt from you!

Dance Forever
STUDIO



***Brand New* Studio Location:**

Dance Forever Studio
39700 W 14 Mile Rd.
Arlington Heights, IL 60088

FREE WEEK PASS

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jenn.smith@danceforever.com

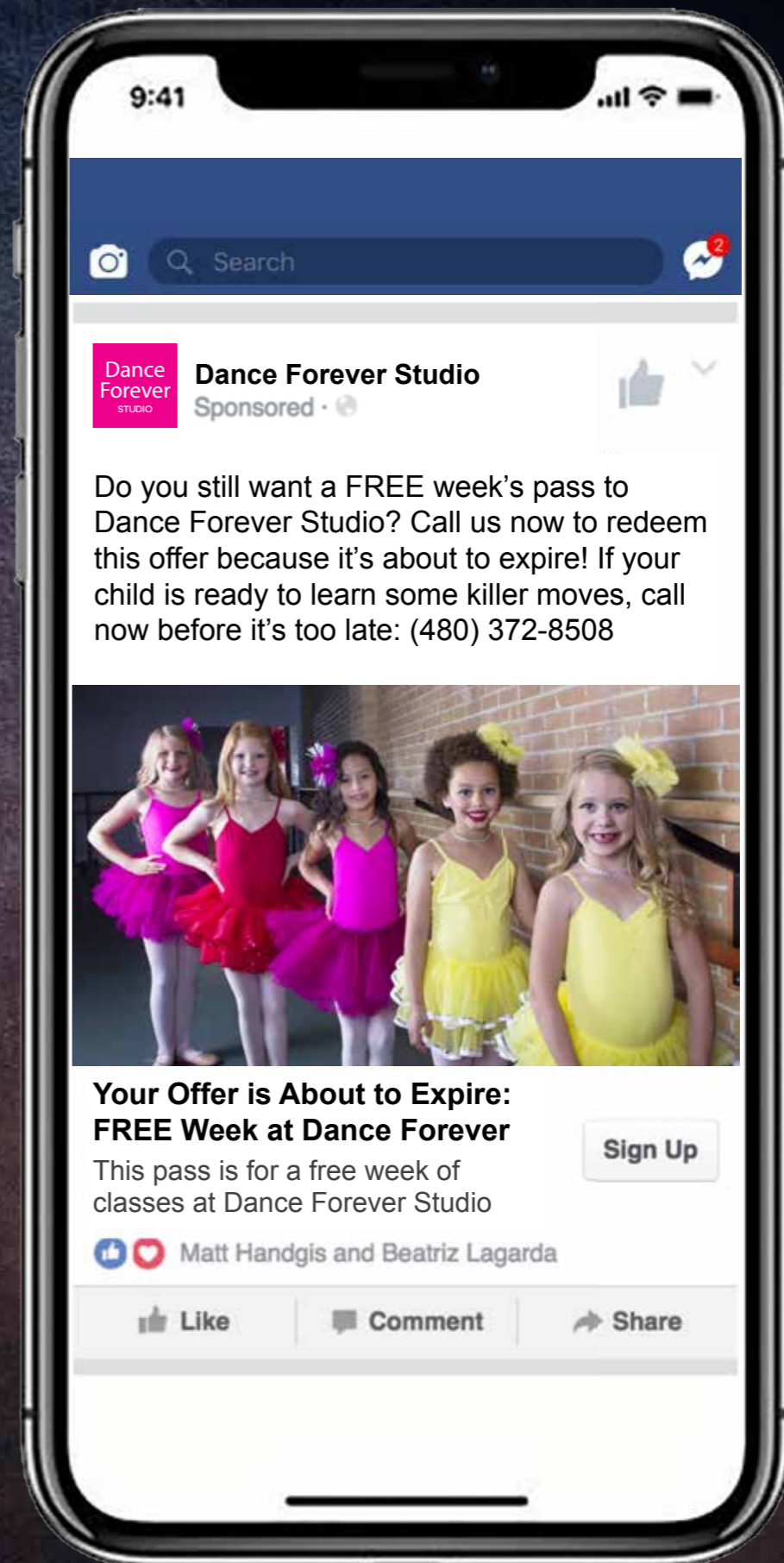


GET MY FREE WEEK PASS

Only [13] Remaining!

YOUR VISITOR WILL FILL OUT THE ENTIRE FORM TO RECEIVE THE OFFER!

For anyone that does **not** fill in the form, they'll be tagged with retargeting to see other ads like this...



These ads will continue
to follow them for a
maximum of 180 days

OR

until they do fill out
the form.

ONCE THEY DO FILL OUT THE FORM,
MANY THINGS HAPPEN
AUTOMATICALLY...

AFTER FILLING OUT THE FORM...

RETARGETED
ADS ARE
REMOVED

USER IS ADDED
TO LEAD SHEET

USER IS TAKEN
TO **THANK YOU**
PAGE

A TEXT
IS SENT TO YOU
& TO LEAD FROM
YOU

AN
EMAIL
IS SENT TO YOU,
US, & TO LEAD
SENT FROM
YOU

Thank You Page: PROMOTES BONUS OFFER

NEXT STEP:
Secure Your Offer!

Dance Forever
STUDIO

We Look
Forward to
Seeing You &
Your Child!

BONUS OFFER:
If you call us before we
call you, we'll throw in
TWO FREE dance bags.
Call (630) 888-8888

While Supplies Last

CALL NOW TO SECURE YOUR OFFER!

AUTOMATED LEAD PAGE

Lead Sheet mike@loudrumor.com

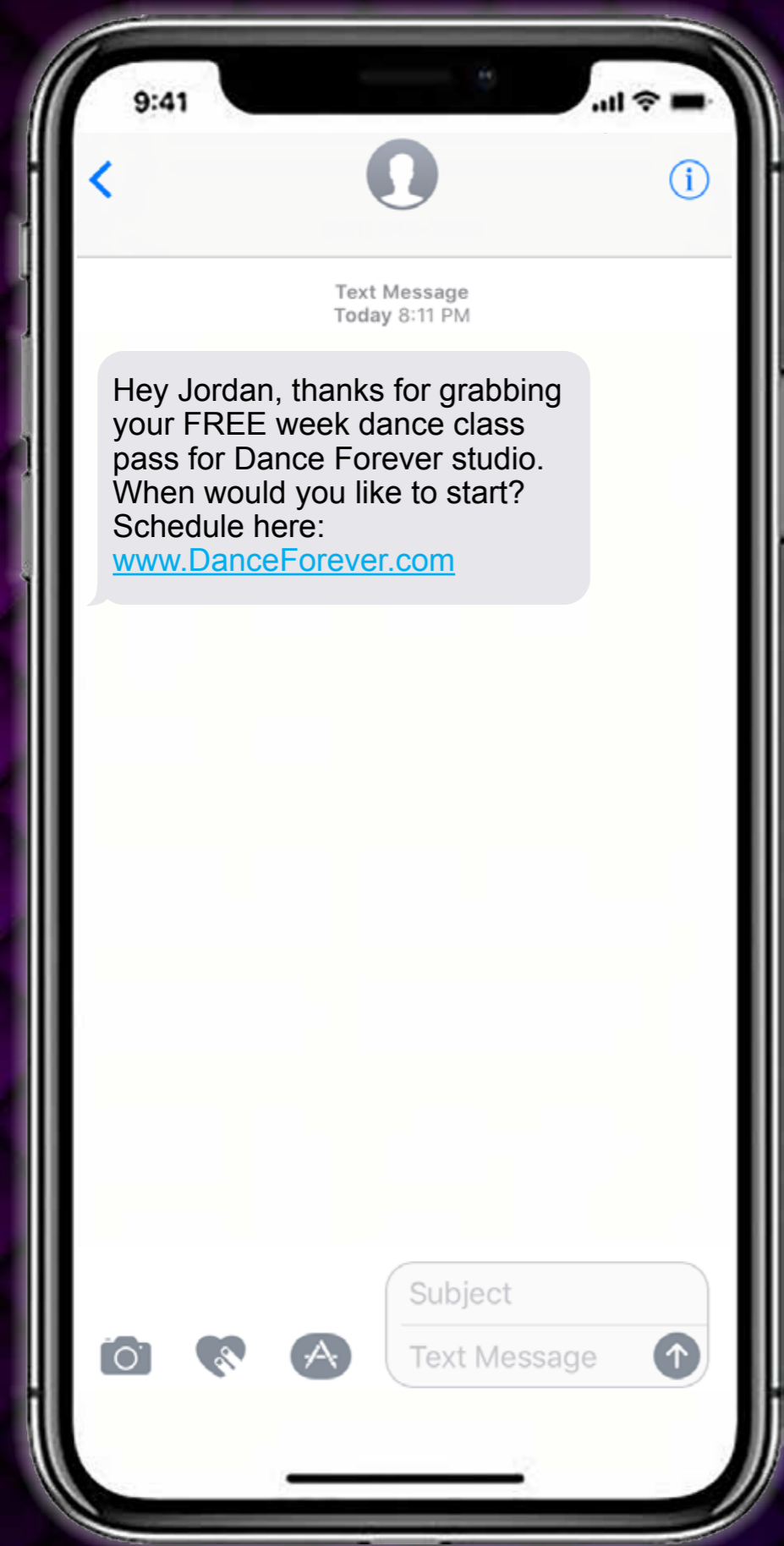
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

Comments Share

fx

	A	B	C	D	E	F	G
1	LEAD CREATED	FIRST NAME	LAST NAME	PHONE NUMBER	EMAIL	PROGRESS	NOTES
2	10/2/2016 8:01 AM	Laura	Broman	555-555-5555	fakeemail@email.com	Shown	
3	10/2/2016 8:09 AM	Rose	Elia	555-555-5555	fakeemail@email.com	Closed	\$159/mo + 12 mo contract
4	10/2/2016 9:21 AM	Amanda	King	555-555-5555	fakeemail@email.com	Booked	
5	10/2/2016 11:13 AM	Jennifer	Caballero	555-555-5555	fakeemail@email.com	Shown	
6	10/2/2016 2:26 PM	Stephanie	Colle	555-555-5555	fakeemail@email.com	Shown	
7	10/2/2016 4:34 PM	Melissa	Crespo	555-555-5555	fakeemail@email.com	Lost	Can't work with schedule
8	10/2/2016 4:48 PM	Patricia	Bojoquez	555-555-5555	fakeemail@email.com	Closed	\$179/mo
9	10/2/2016 5:58 PM	Danielle	Arcelia	555-555-5555	fakeemail@email.com	Lost	Too expensive
10	10/2/2016 6:08 PM	Lorena	Serrano	555-555-5555	fakeemail@email.com	Lost	No response
11	10/2/2016 7:29 PM	Michelle	Serrano	555-555-5555	fakeemail@email.com	Booked	
12	10/2/2016 7:57 PM	Jessenia	Hudye	555-555-5555	fakeemail@email.com	Closed	\$159/mo + 12 mo contract
13	10/2/2016 9:12 PM	Anissa	Marsico	555-555-5555	fakeemail@email.com	Closed	\$159/mo + 12 mo contract
14	10/3/2016 6:02 AM	Jaime	Carlo	555-555-5555	fakeemail@email.com	Working	LM
15	10/3/2016 7:41 AM	Brianna	Merrimen	555-555-5555	fakeemail@email.com	Booked	
16	10/3/2016 8:14 AM	Victoria	Smith	555-555-5555	fakeemail@email.com	Shown	
17	10/3/2016 8:22 AM	Martha	Burton	555-555-5555	fakeemail@email.com	Shown	
18	10/3/2016 10:45 AM	Gianna	Agnello	555-555-5555	fakeemail@email.com	Booked	
19	10/3/2016 11:51 AM	Molly	Flimith	555-555-5555	fakeemail@email.com	Closed	\$179/mo
20	10/3/2016 1:06 PM	Janine	Grecko	555-555-5555	fakeemail@email.com	Shown	
21	10/3/2016 2:22 PM	Tolina	Pole	555-555-5555	fakeemail@email.com	Shown	
22	10/3/2016 3:51 PM	Rosalee	DiPasquale	555-555-5555	fakeemail@email.com	Closed	10 pack (\$150)
23	10/3/2016 5:16 PM	Grace	Lopez	555-555-5555	fakeemail@email.com	Working	LM
24	10/3/2016 5:28 PM	Jessica	Alvaraz	555-555-5555	fakeemail@email.com	Working	Going on vacation this week
25	10/3/2016 5:48 PM	Tammy	Rutkowski	555-555-5555	fakeemail@email.com	Working	phone tag
26	10/3/2016 6:00 PM	Felicia	Diaz	555-555-5555	fakeemail@email.com	Booked	

Sheet1

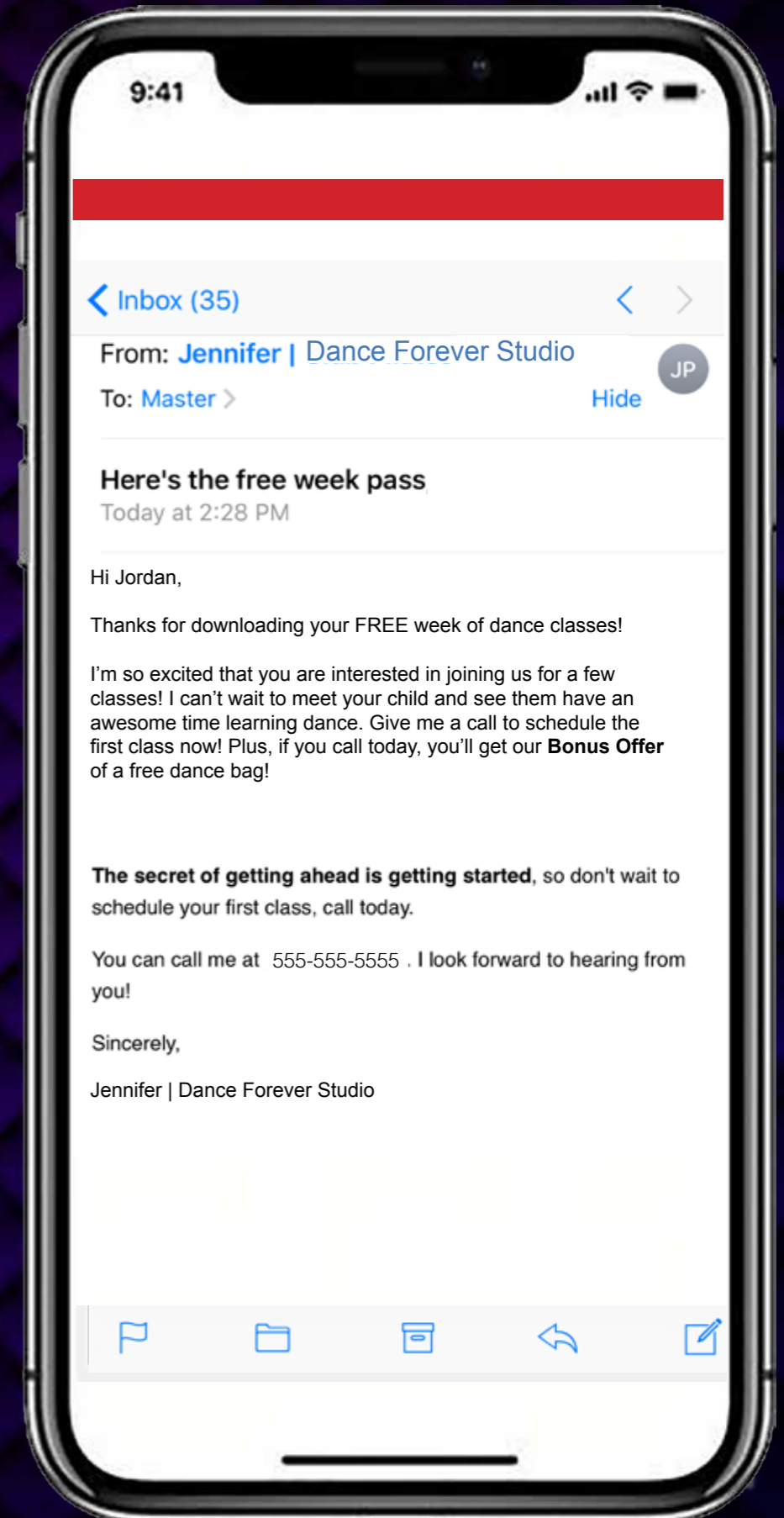


AUTOMATED TEXT MESSAGE THEY'LL RECEIVE:

- ★ Comes from you ★
- ★ Addresses them personally ★
- ★ Provides instructions on how to secure offer ★

AUTOMATED EMAIL THEY'LL RECEIVE:

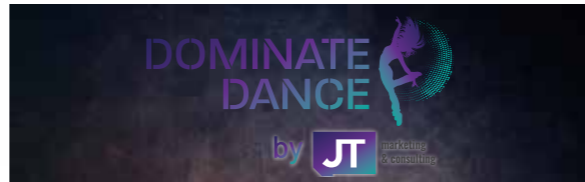
- ★ Gives them the pass ★
- ★ Comes from you ★
- ★ Addresses them personally ★
- ★ Reminds them of bonus offer ★





And they'll get
2 MORE EMAILS
before the week is
over.

When you contact them,
you'll **stop the automated emails**
by filling out the **“Redeem Coupon”**
form we'll send you.



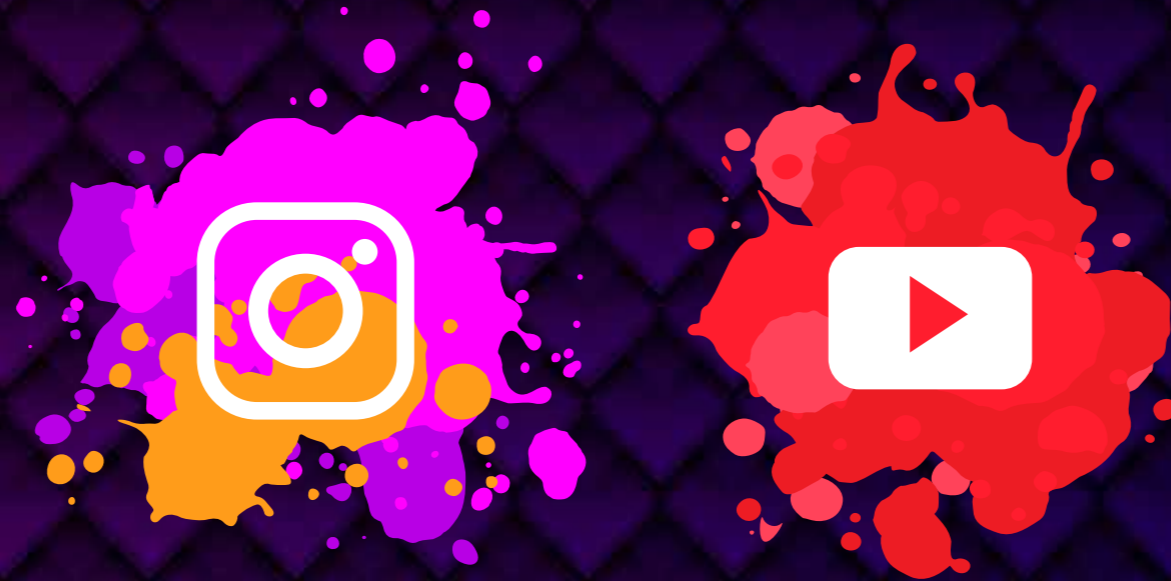
Free Classes | Opt Out Form

To be sure your new member doesn't keep getting emails reminding them to redeem the coupon, please fill out the form below.

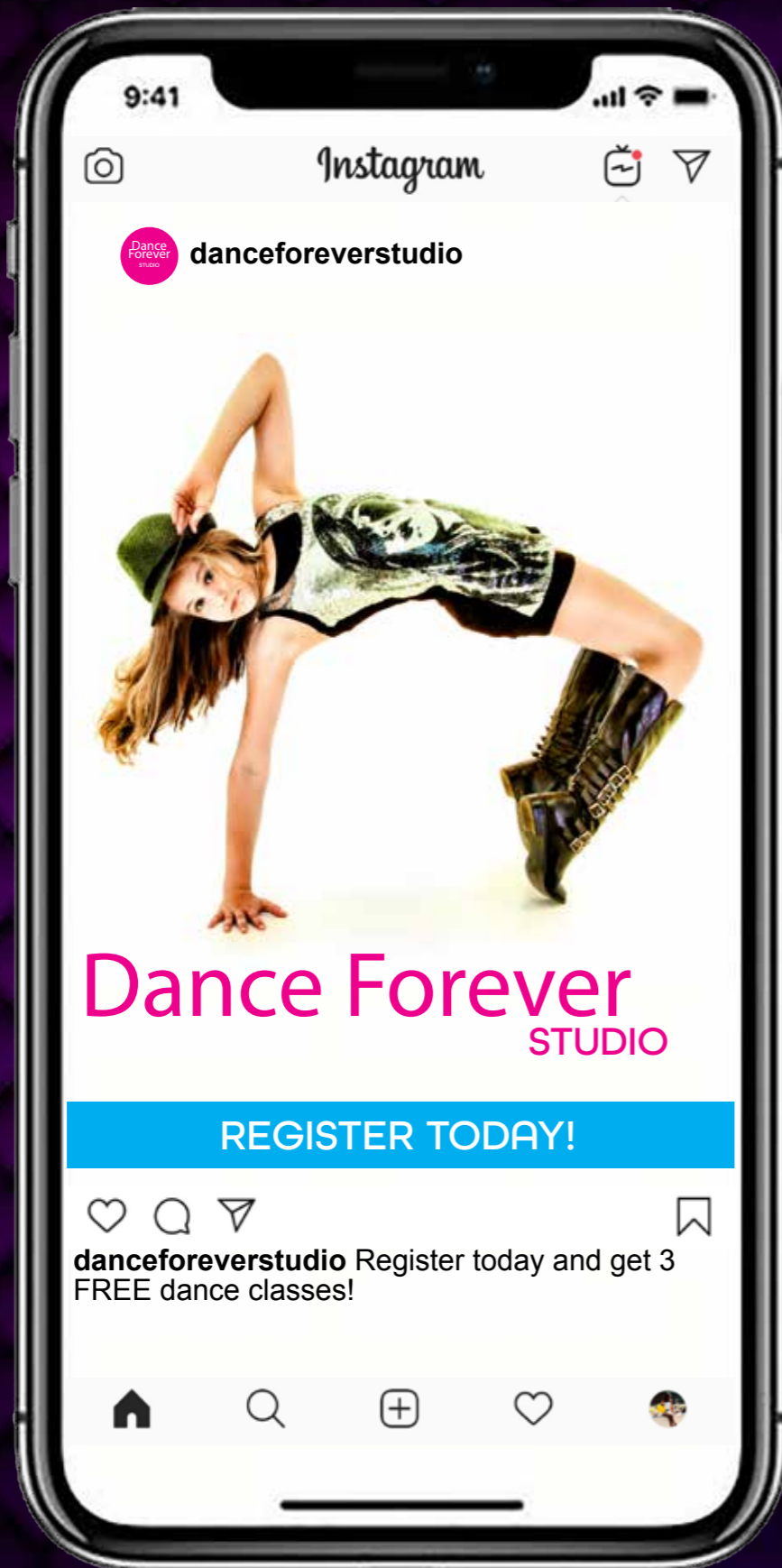
IMPORTANT: Be sure to use the same email that they used to receive the coupon.

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
Phone	<input type="text"/>
Email *	<input type="text"/>
Location	<input type="text"/>
Coupon Redeem Date *	<input type="text"/>

Stop E-mail Drip Campaign



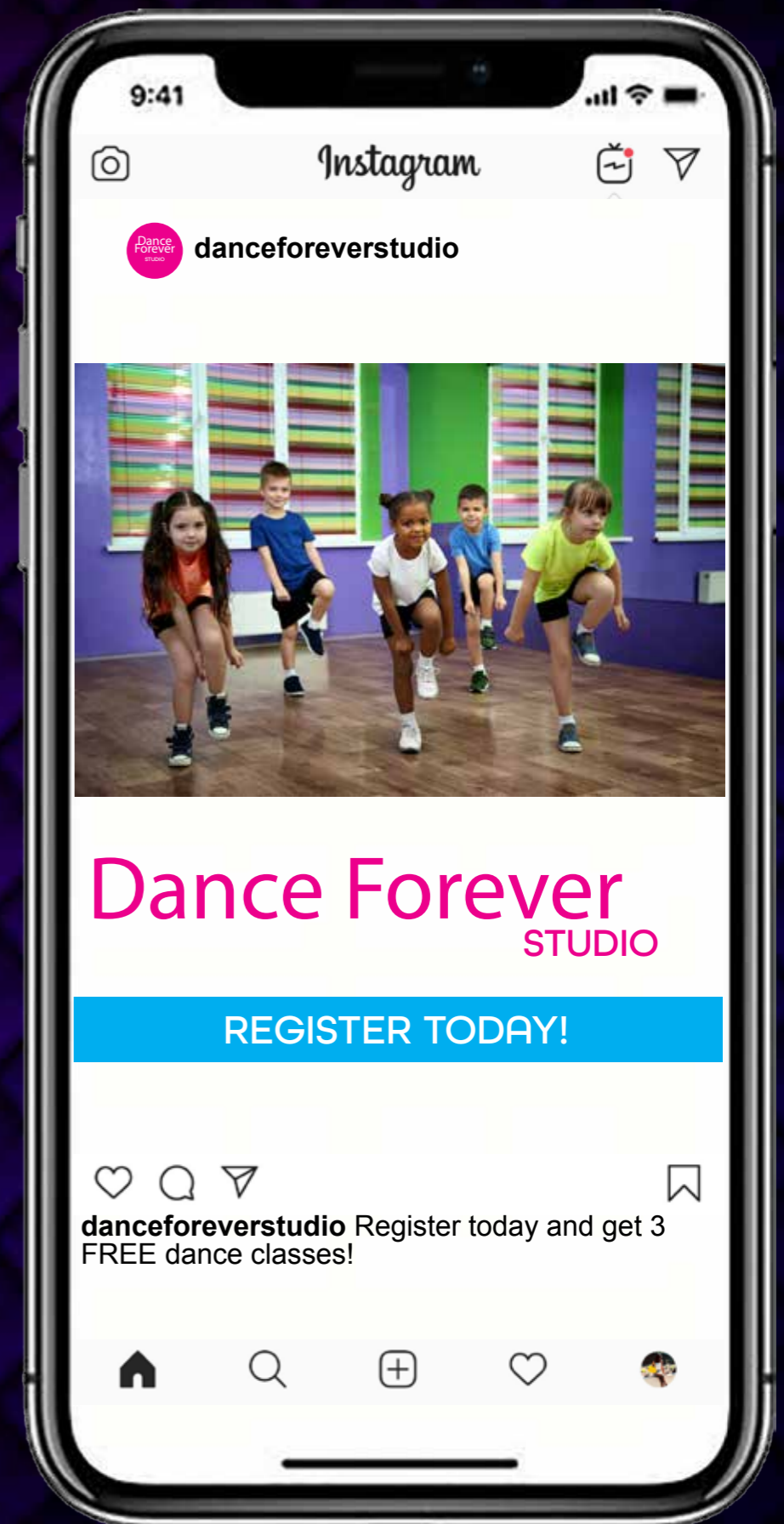
ACCELERATOR PRODUCTS



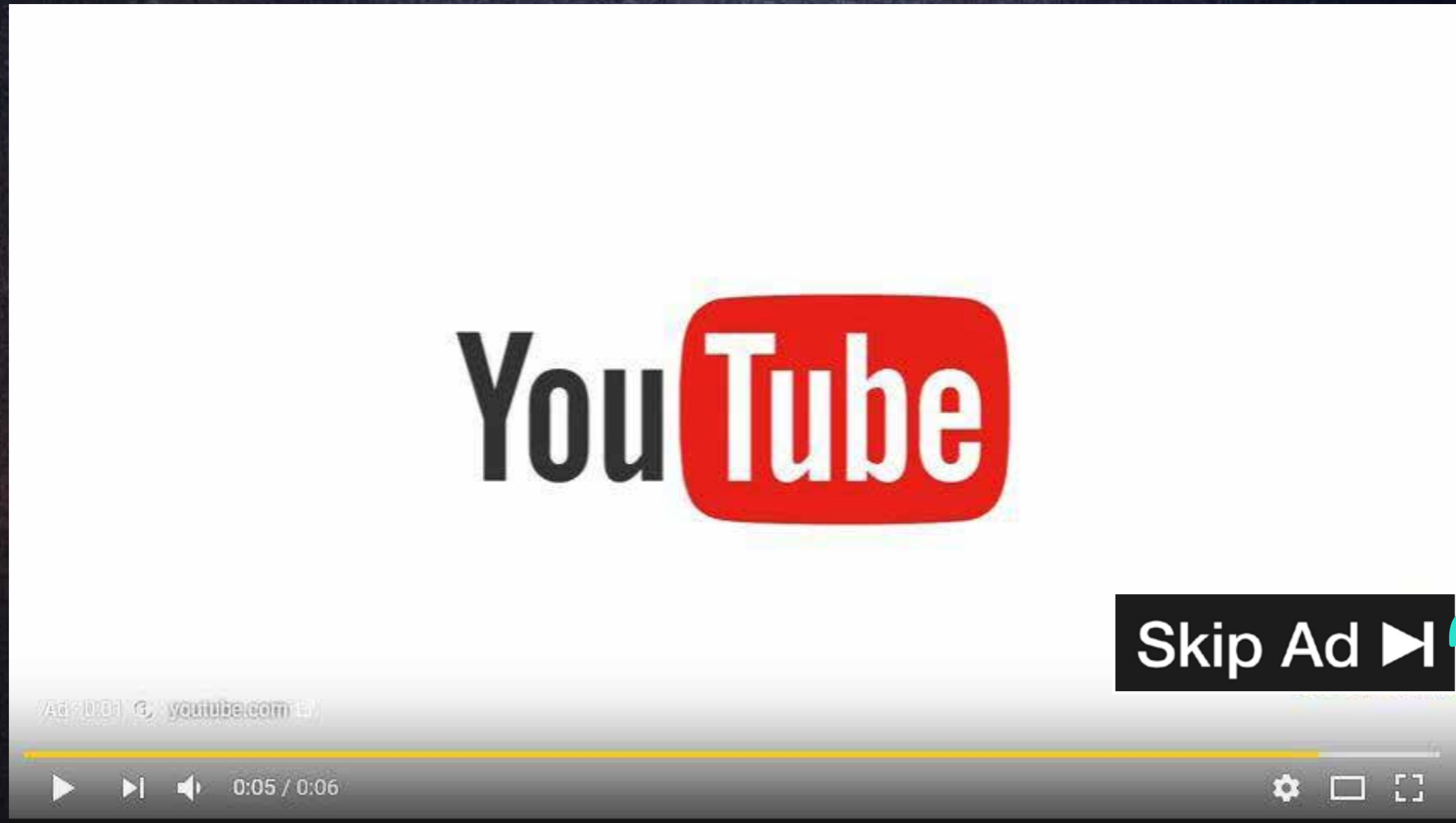
INSTAGRAM ADVERTISING

INSTAGRAM ADVERTISING

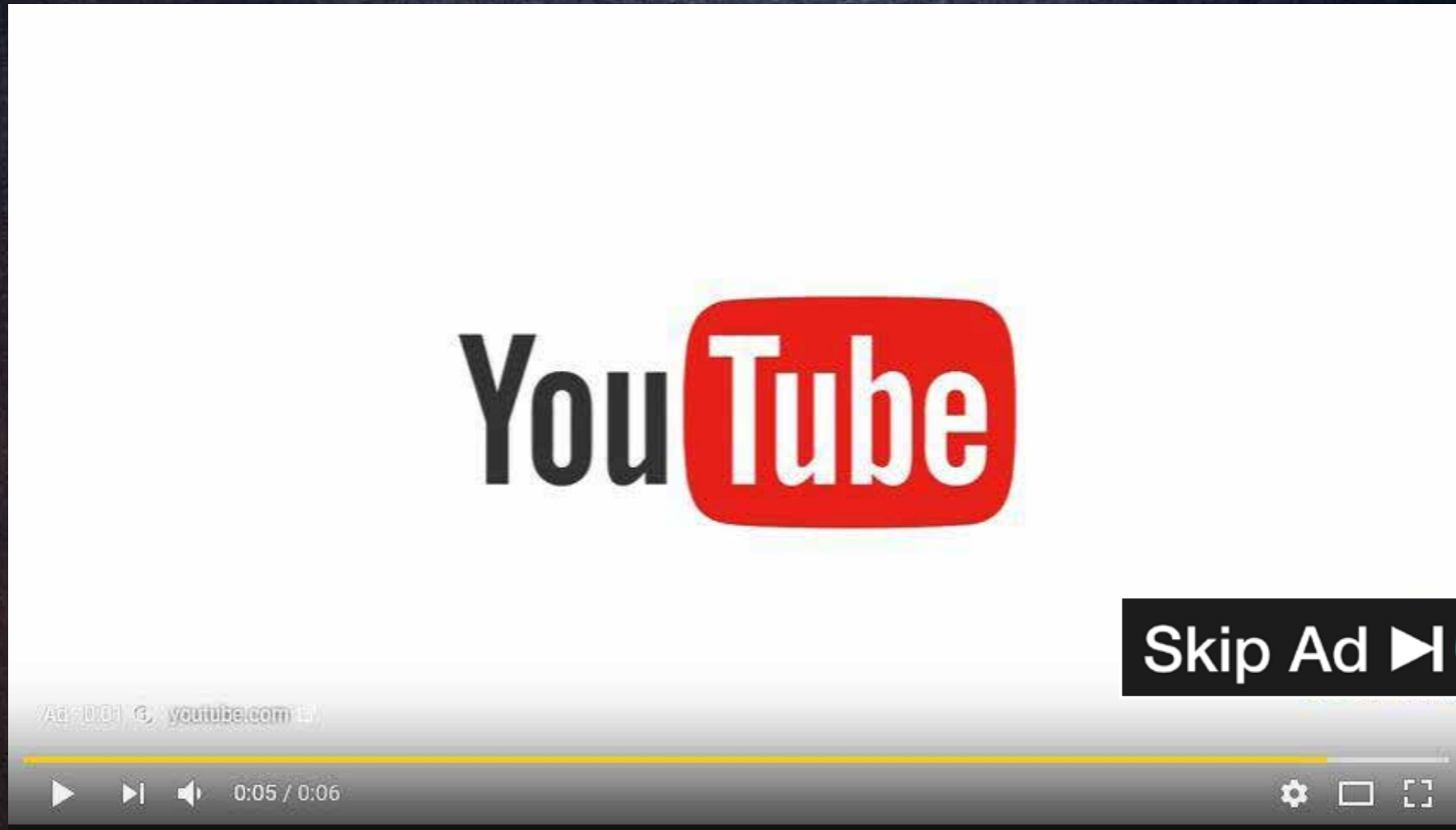
- ★ Managed within the Facebook Advertising Platform
- ★ Location (Radius/City)
- ★ Gender/Age
- ★ Lead cost on par with Facebook
- ★ We mainly use the **retargeting** capability, as we've learned the cost per lead is about **1/4** of the cost over straight targeting



YOUTUBE ADS



YOUTUBE ADS



You've seen these types of ads on YouTube, right?
The ones where you wait 5 seconds before being
given the option to skip the ad?

YOUTUBE ADS

THESE ARE CALLED **TRUE VIEW ADS**



And it's all **FREE** unless:

- ★ They watch 30 seconds of your ad or longer ★
- ★ They watch the entire video ★
- ★ They **click** through the landing page to learn more ★

94% of ads get skipped

YOUTUBE ADS



You can target ads by...

- ★ Anyone that visited your website or landing pages
- ★ Location (radius/city)
- ★ Gender
- ★ Age
- ★ Videos they watched

and more...

REMEMBER HOW I SAID
94% OF YOUTUBE ADS
GET SKIPPED?

THIS MEANS...



- ★ If your targeted ads get 10,000 impressions (views)...
- ★ 9,400 should be 100% free
- ★ You'll pay for 600 of them
- ★ Average cost = 10 cents per true view
- ★ That's \$60 for 10,000 impressions and 600 true views or site visits

Not a bad way to stay in front of your target audience, huh?

WITH ANY ACCOUNT YOU CHOOSE,
YOU'LL HAVE YOUR OWN
ACCOUNT MANAGER.



THESE GUYS ARE RIDICULOUSLY
AMAZING!

HOW MANY PEOPLE DO YOU HAVE
DOING THE SALES RIGHT NOW?

DO YOU HAVE A TEAM OR DO YOU
RUN THE SHOW YOURSELF?



5 minutes



VOICEMAILS



TEXT



FOLLOW UP

80% OF ALL SALES
ARE MADE BETWEEN
THE 5TH & 12TH TOUCH

CALLS
LEAD 1-4
TIMES

VS.

CALLS
LEAD 5-12
TIMES



CAN YOU MAKE
THESE LEADS A
PRIORITY?

MOST POPULAR

LOUD



\$1,500
per month

Basic Dance Dominate Program

50 - 100+ Leads/Month

1 Video

YouTube + Instagram Ads

Monthly Coaching Call w/ CEO

Includes \$500 Ad Budget

GET STARTED

INTERMEDIATE

LOUDER



\$2,500
per month

Elite Dance Dominate Program

75 - 150+ Leads/Month

1 Video/Quarter

YouTube + Instagram Ads

Monthly Coaching Call w/ CEO

Includes \$1,250 Ad Budget

GET STARTED

FOR MAXIMUM GROWTH

LOUDEST



\$5,000
per month

Elite Dance
Dominate + Coaching

200 - 300+ Leads/Month

1 Video/Month

YouTube + Instagram Ads

Monthly Coaching Call w/ CEO

Includes \$2,000 Ad Budget

GET STARTED

*All plans include ad spend and require a 3 month commitment.

3 MONTHS ->
MONTH-TO-MONTH

MOST POPULAR

LOUD



\$1,500
per month

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