



Sales & Marketing **TECHNOLOGIES**

Unlocking Your Potential To Thrive Online

DIGITAL MARKETING

Digital Marketing...

What works?

What doesn't?

Why isn't my business growing?



Get the technical monkey off your back!

DIGITAL MARKETING

- * It starts with YOU!
- * What is your mindset?
 - * Do your OWN marketing?
 - * Someone else on your team?
 - * Hire someone else?
 - * Do no marketing at all?
 - * Would like to and don't know where to start?



Get the technical monkey off your back!

DIGITAL MARKETING



Get the technical monkey off your back!

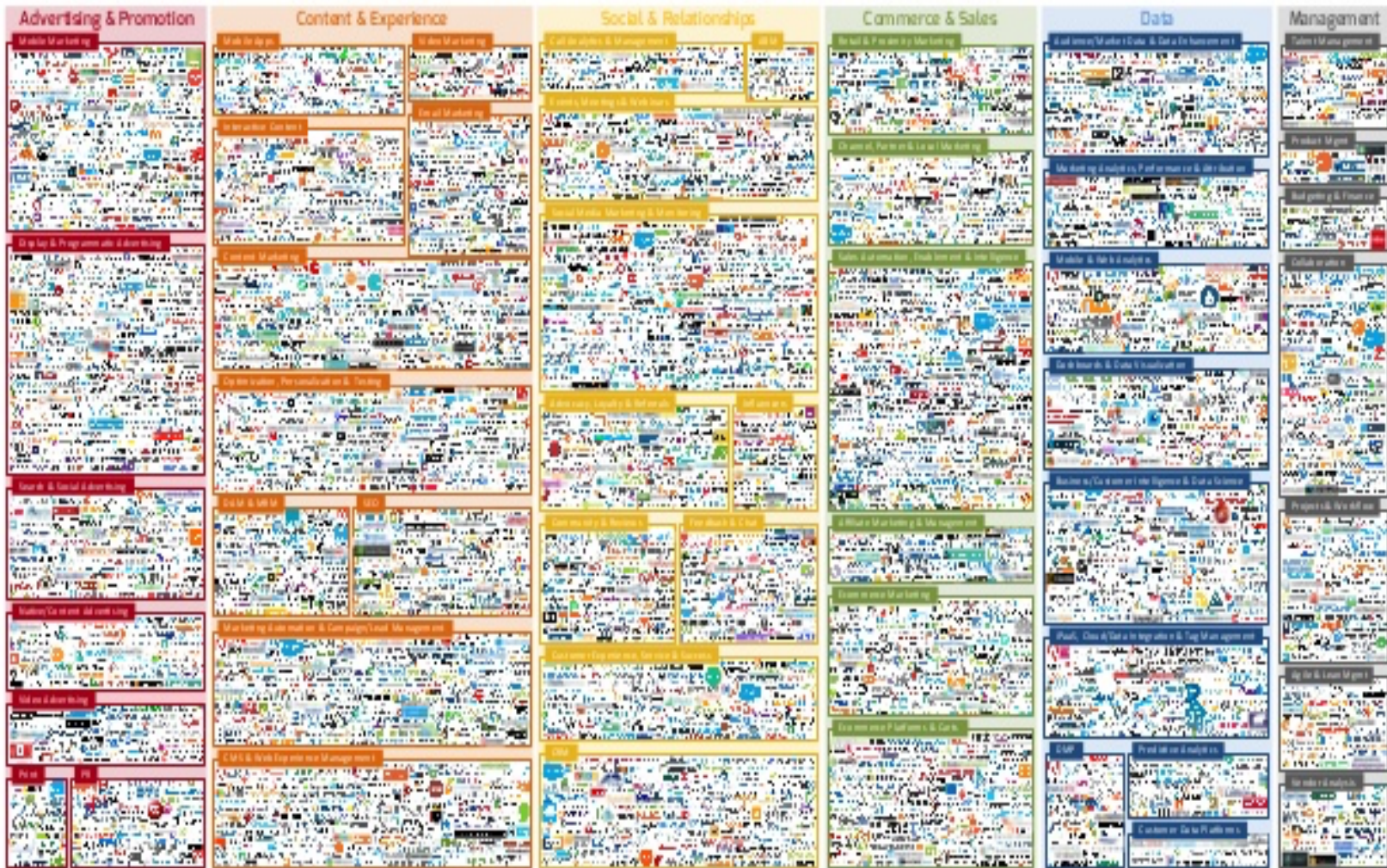
DIGITAL MARKETING

Defined:

Digital marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online.



Get the technical monkey off your back!



Small text at the bottom of the grid, likely a list of companies or data sources.



Get the technical monkey off your back!



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DIGITAL MARKETING

- * Listen this way: What can I do that I'm not currently doing?
- * What is my score? 5 principles
- * What am I going to do next?
(Takeaway)



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What do I do?

- Marketing is getting increasingly technical
- Do SOMETHING! Don't stay on the sidelines!
- Keep moving and refining



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5 Basics for Success

Website

Email/
CRM

Social

Offer



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BASIC 1: Website



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Website

- YES!
- Do one!!
- The 90's are over...modernize
- Your calling card
- And...build to convert



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Website: Own It!

- *The only asset you'll OWN:
- *Own your Domain: Gains authority over time
- *Own your content: Duplicate content, low scores for search, you stop paying, you lose content
- *Own your content management system
- *If you're outsourcing, get in writing, who owns domain, content and content management system
- *If someone is helping you, know all your logins!



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Websites: Build to Convert

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WINDOWS & DOORS

SEARCH GO Home Blog **Contact Us**

Call Now: **888.787.1740**

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Windows
Doors
Coatings
Builders & Remodelers
Family Owned

Looking for **Energy Efficient Windows?** Look no further

- Vinyl, wood-clad windows
- Central Florida's largest volume dealer
- Simonton, Andersen, PGT and more!

View Windows



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Websites: Build to Convert

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Windows and Doors direct from the factory

FAS Windows & Doors is Central Florida's largest volume window and door dealer in the state of Florida for replacement and new construction. FAS stands for Father And Son, and Ernie & John Wilding stand behind the sale and installation of every product we carry.

FAS Windows & Doors is in business to provide you with the highest quality and most energy-efficient windows and doors available from the nation's top manufacturers. We proudly carry American-made windows from Andersen, Eagle, Simonton, and PGT, among others! With showrooms in Orlando and Tampa, we showcase a wide selection of replacement windows and doors that will fit your needs!

FAS Windows & Doors ensures that all local regulations are adhered to when we perform work at your home. For your protection, we secure permits on all installed jobs. You work hard for your money and you expect quality products and service from your contractor. We assure you that FAS is a reputable and reliable company, worthy of your trust.

Let Our Family Take Care of Yours!

Super Values

Coupons & Showroom Specials!

VIEW NOW

ACT NOW!

Receive a
\$55 Rebate on Windows
\$95 Rebate on Doors and
15% off Coating

GET A QUOTE

Get a FREE Quote

First Name []
Last Name []
Phone []
Email []
Comments []

Submit

Live Now! , my name is Dan, how may I : you?
Start Chat



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Websites: Build to Convert

QUICK LINKS

- Windows
- Doors
- Exterior Painting / Coatings
- Builders
- Gallery
- About Us
- Team FAS
- Contact Us
- Locations
- Careers
- Testimonials
- Customer Satisfaction Survey
- Blog
- Site Map

COMPANY INFORMATION

FAS Windows & Doors
Corporate Office: 3020 Mercy Drive, Suite F • Orlando, FL 32808
877-289-0825
Orlando Showroom: 2233 W Fairbanks Avenue • Winter Park, FL 32789
877-289-0825
Tampa Showroom: 7711 Anderson Road • Tampa, FL 33634
877-289-0825
Toll Free: 888-787-1740 • FL Lic. # CGC1518212

FOLLOW US

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What Live Now!
Hello, my name is Dan, how may I assist you?
[Start Chat](#)
LiveChat



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Basic 2: Email

- Yes!
- Best bet for long term nurture
- Best bet for ongoing awareness
- It's ok if not everyone reads them



Get the technical monkey off your back!

Email

- Your blog (disguised as newsletter/blasts)
- Announcements
- Campaigns
- Provide Value
- Warm Fuzzy's (Happy Holidays)



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Email: Provide Value!

Dave Larson

To: Dana Clary

How Anyone Can Use Live Video Broadcasting for Their Business

October 18, 2016 at 11:48 AM

Inbox - Dana SMT 

Greetings!

I'm excited to share the [latest addition to Sales & Marketing Technologies' Tips and Trends...](#)

[How Anyone Can Use Live Video Broadcasting for Their Business](#)

Video marketing is here to stay, but there is also an even more engaging video content opportunity that is continuing to grow - live video broadcasting. Find out how it can work for your business: [\[click to continue\]](#)

Enjoy!

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Email: Provide Value/Blog it!



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Menu and Search ☰

How Anyone Can Use Live Video Broadcasting for Their Business

[Previous](#)

10/18/2016

How Anyone Can Use Live Video Broadcasting for Their Business



It's true that a picture is worth a thousand words, so how many words is a video worth?

for Their Business



It's true that a picture is worth a thousand words, so how many words is a video worth?

Answer: Nearly two million per one minute of video.

While [creating videos for your business](#) is still a huge part of marketing your business, there is a newer, even more engaging type of video content that is taking over – live video broadcasting.

Using Live Video for Webinars

While not all webinars are filmed in front of a live audience, many webinars create better traction and better engagement when performed live. With live webinars you're able to interact with your audience in real-time and offer specials to the people involved based on your interactions.

You can utilize webinars in many different industries including everything from education to healthcare to fashion, thanks to its ease of use and adaptation to all kinds of events. Attendees only need to have high-speed Internet access and a willingness to attend to click on a link to join. It could not be an easier, economically effective, or innovative way to increase your leads.

Webinar tools have come a long way over the years. Products like GoToWebinar and Zoom Webinar make hosting webinars fairly easy. Then it is just a matter of sharing your webinar invitation with your email list and social media followers. If you don't have a list, you could always advertise your webinar using [Facebook ads](#) to increase attendance.

[Download Your Free E-book](#)



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Basic 3: Social



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Social

- **Stop the Madness**
- **Have Your Business Evaluated and Only Do What Works!**
- **Can be “Fun”...Can Make a Difference or mess up your brand!**
- **Concentrate on Facebook: Brand Value, Great Way to Advertise and Build Followers**



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FAS Windows & Doors
@FASWD

Home

About

Photos

Likes

Videos

Polls/Quizzes+

Posts

Quality Reviews

Create a Page



Like Message Save More

Contact Us

Status Photo / Video

Write something on this Page...



FAS Windows & Doors

1 hr · 🌐

1 day until the Orlando Fall Home & Garden Show at the Orange County Convention Center!

October 21st - 23rd. Booth # 300

Come by and see our wide selection of brands like Andersen, Simonton, ProVia, Neuma and PGT. Our products will be on display for you to see, touch and try. Our professional staff will be there to answer all of your

Construction Service & Supply · Contractor
in Winter Park, Florida

Open Now

Search for posts on this Page



859 people like this

Tracey Tibbitts Lager and 3 other friends



97 people have been here



Open Now · 9:00AM - 5:00PM · \$\$\$

Get additional info



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@FASWD

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About

Photos

Likes

Videos

Polls/Quizzes+

Posts

GuildQuality Reviews

Create a Page

Liked Message Save More



FAS Windows & Doors

October 14 at 8:56am

We're happy to announce the newest member of the FAS Family!! Revaeh Grace born on October 13, 2016 7lbs 7ozs. Mom and baby are resting comfortably 😊



Like Comment Share

10

Top Comments

Write a comment...

Contact Us

Times like these I'm REALLY happy extra money on impact ... See More

2 Likes 1 Comment

Like · Comment



Paige Harden Kolm

August 15 at 9:17am

Florida's Largest LABOR DAY Florida State Fairgrounds

2 Likes

Like · Comment



Gary Doc Coatoam

December 31, 2015 at 10

Good honest people running a very business!

2 Likes 1 Comment

PEOPLE ALSO LIKE



Risi Competizione

Sports Team



Scuderia Corsa

Sports League



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Like Message Save More

FAS Windows & Doors
October 12 at 1:20pm

After Hurricane Matthew last week we've received lots of calls asking about Hurricane rated windows. Here's a video that shows the benefits of impact glass.

<https://www.youtube.com/watch?v=3qCf8wct2pc>



Impact-Resistant Window Testing

Impact-resistant SafePoint™ glass is the perfect choice for homes on or near the coast from Florida to the Northeast region. During a storm, the exterior pan...

YOUTUBE.COM

Like Comment Share

6



Write a comment...

FAS Windows & Doors
October 6 at 8:34am

ATTENTION:

Due to Hurricane Matthew, FAS Windows and Doors offices will be closing today, Thursday, Oct. 6th around 12:00 noon and will remain closed through Friday, Oct. 7th. Our hopes are to be open on Saturday, Oct. 8th if power hasn't been interrupted.

If there are any service issues that arise, our overnight emergency service



Construct

LIKED BY TH



English (US)
Français (Fr

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Cookies · Mc

Facebook @



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Basic 4: A Great Offer

The screenshot shows the homepage of FAS Windows & Doors. At the top, there is a navigation bar with a search box, a 'GO' button, and links for 'Home', 'Blog', and 'Contact Us'. The main header features the FAS logo with the tagline 'TRUST THE LEADER' and 'WINDOWS & DOORS'. Below the header is a secondary navigation menu with categories: 'WINDOWS', 'DOORS', 'EXTERIOR PAINTING / COATINGS', 'TEAM FAS', 'ABOUT US', 'BUILDERS', 'LOCATIONS', and 'GALLERY'. A prominent red banner on the left reads 'Super Values Coupons & Showroom Specials!' with a 'VIEW NOW' button. To the right, a blue banner says 'ACT NOW!' with details about rebates and a 'GET A QUOTE' button. Below these is a red banner for 'Get a FREE Quote' with a form for 'First Name', 'Last Name', 'Phone', 'Email', and 'Comments'. The main content area on the left has a heading 'Windows and Doors direct from the factory' and several paragraphs of text. A video player in the center shows a man speaking, with the caption 'Let Our Family Take Care of Yours!'. A small chat window is visible in the bottom left corner.

TRUST THE LEADER
FAS
WINDOWS & DOORS

SEARCH GO Home Blog Contact Us
Call Now: **888.787.1740**

WINDOWS ▾ DOORS ▾ EXTERIOR PAINTING / COATINGS ▾ TEAM FAS ABOUT US ▾ BUILDERS LOCATIONS GALLERY

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\$95 Rebate on Doors and
15% off Coating

GET A QUOTE

Get a FREE Quote

First Name
Last Name
Phone
Email
Comments

Central Florida's Volume Dealer

FAS Replacement Windows an...

Let Our Family Take Care of Yours!

ive Now!
ny name is Dan, how may I
...

meeting you and building a relationship
our neighbors. Call us at 888-787-1740 to see
our windows and door needs today!



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A great offer:

Welcome!

Pediatric Dentistry we strive to provide care for your child that is affordable for all. We offer orthodontic care for infants, children, and adolescents, including those with special needs and developmental needs.

In Ormond Beach, we provide a full range of pediatric dentistry services for the comfort and convenience of our patients. Our team is specially trained to provide individualized attention and care tailored to their needs.

HALLOWEEN CANDY BUY BACK

Bring your Halloween candy to our office and receive \$1 for every pound of candy thrown into our candy dumpster!

HALLOWEEN CANDY BUY-BACK!



Barnes & McDonnell Pediatric Dentistry
Bring your Halloween candy to our office and receive \$1 for every pound of candy thrown into our candy dumpster!

NOVEMBER 1st THRU NOVEMBER 4th
7:30 AM - 5:00 PM

FORT WARRIE 1740 W. WINDY HILL RD. FORT WARRIE, FL 32073
ORMOND BEACH 1500 W. ORMOND BEACH BLVD. SUITE 100 ORMOND BEACH, FL 32134

Trick or Treaters ONLY!

[CLICK FOR DETAILS](#)



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Basic “Success” Factor 5

**HIRE AN
EXPERT!**



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Hire an Expert!

- * Stop Being a Slave To Your Business...Stop doing your own marketing.
- * FTI...staying busy with the marketing (you do not want me cleaning your carpet,teaching your martial arts, or fixing your toilets!
- * Grow Your Business...Hire an expert!
- * Invest in Your Business!
- * High Integrity, High Work Ethic
- * Build your business to sell it...then don't sell it



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Hire an Expert...What to look for

- * Hire the right people (and vendors)
- * How long have they been in business?
- * What are their results? Excellence!!
- * Team members...Unite around your business...interested in you winning!
- * Effective Communication
- * Ask questions!!!



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Extra Credit: Online Business Systems

- Back of House: Training videos
- Marketing Automation/CRM: Communicate while you are sleeping
- Sales Automation: Back end systems that are upselling, communicating with prospects
- Sales Automation...tracking sales activities



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What's Your Score?

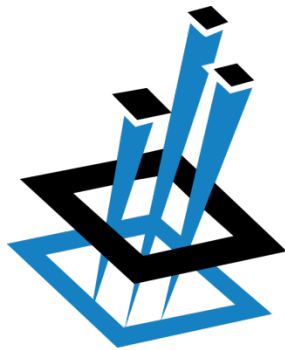
- * A great site
- * Email
- * Social
- * Offer
- * An expert

Bonus: Online Marketing and Sales
Machine working while you are sleeping



Get the technical monkey off your back!

An offer for you!



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GET THE TECHNICAL MONKEY OFF YOUR BACK!

HOWARD PARTRIDGE INNER CIRCLE ATTENDEE PACKAGES
THESE OFFERS EXPIRE AT NOON ON OCTOBER 22, 2016

For those wishing to enhance their marketing skillset...

- KNOWLEDGE BUILDER PACKAGE**
- Smart Tips & Trends. Weekly tips to assist you in your business marketing efforts, delivered via email.
 - How to Create Engaging Facebook Pages. A checklist and guide, delivered via email.

Knowledge Builder Package: **FREE**

For the Entrepreneur...

- MARKETING ADVISOR PACKAGE**
- Sometimes you need someone with a high level of marketing expertise to bounce ideas off and to give feedback. Now you have that expertise on call. Book up to 2 sessions or 4 Q&A call-ins per month for quick advice on marketing offers, technology, copy opinions, etc. Consulting only.

Marketing Advisor Package: Regularly: \$350 per month **Conference Special:** \$297 per month **Save:** \$53 per month

For the Do-It-Yourself Marketer...

- MARKETING ASSISTANT PACKAGE**
- If you are a hands-on marketer and occasionally need a little advice or technical help, the Marketing Assistant package is for you. Includes everything in the Marketing Advisor Package plus up to 4 hours of digital marketing services on your project. Perfect for programming needs, SEO, Social Media* and blog writing support.

Marketing Assistant Package: Regularly: \$950 per month **Conference Special:** \$697 per month **Save:** \$253 per month

For the Small Business owner or Marketing Director...

- INSTANT MARKETING TEAM**
- Includes everything in the Marketing Advisor package plus... 10 hours of digital marketing services per month, choose from 24 digital marketing services including: website builds, social media marketing*, landing pages, copywriting, web programming, SEO, Infusionsoft automation, funnel build outs and more!

Instant Marketing Team: Regularly: ~~\$1,600~~ per month **Conference Special:** \$1,250 per month **Save:** \$350 per month



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100% Satisfaction Guarantee!



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