

THE ULTIMATE MARKETER PLAYBOOK



How to leverage automation to scale your
small business without scaling your payroll

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from \$0 to \$2,000,000



ABOUT THE AUTHOR

Hi, I'm Brett Fairbourn!

I've helped hundreds of businesses leverage automation to scale efficiently. I was named Ultimate Marketer at Keap's annual user conference for my work at CrewTracks.

Now I'm your marketing guy, and this is our playbook.

If you'd like help implementing these plays, text me: (801) 628-8851.



ACKNOWLEDGEMENTS

Too many to mention, but here are the ones that have been so influential, acknowledgment might be legally required.



Infusionsoft hired me when I was a high school teacher. I got to learn Lifecycle Marketing from the people who invented it, and then teach it, classroom-style, from Phoenix to Sydney.

Infusionsoft rebranded as Keap and was subsequently acquired by Thryv.

CREWTRACKS

CrewTracks gave me a taste of entrepreneurship, but I had a salary and a lot of freedom thanks to those who took bigger risks.



If you tend to handle the tech in your business, you should check out Monkeypod's courses to learn to do this stuff yourself.



THE CUSTOMER LIFECYCLE

Too many businesses celebrate when they close a sale, failing to realize the transaction is the middle of the customer journey, not the finish line.



The customer lifecycle has 3 main stages: attract, sell, and wow.

As you guide prospects through the customer lifecycle, your goal is not just to close sales. Your goal is to

create raving fans.



Potential customers have varying levels of awareness of the problem you solve. They might be:

1. Unaware of the problem
2. Aware of the problem
3. Aware of solutions
4. Aware of YOUR solution

The **attract** stage guides them along this spectrum of awareness until you have captured them as a lead.



In the **sell** stage, we engage leads with content that helps them whether they become a customer or not. Think of leads like strawberries in a field: some are red and ready for harvest, while others need more nurturing first. We're going to keep nurturing the leads. They will appreciate our level of care, and many will become customers when they're ready.



You've earned your customers' trust and money, but are they raving fans yet? The **wow** stage can include surprise value-adds at the point of purchase, a card in the mail, proactive follow-up, satisfaction surveys, and more.

Automation really shines here, notifying you of in-trouble customers, generating repeat customers, and soliciting reviews and referrals from your biggest fans.

ATTRACT AND SELL WITHOUT AUTOMATION?

Lifecycle marketing is the process of turning total strangers into raving fans.
You cannot do this at scale without automation.

Let's look at the first two stages: **Attract** and **Sell**. Do you ever attract leads that don't end up buying anything? Of course you do! And you worked hard and paid good money for those leads! So what do you do? If you're like most small business owners, you go out and get more leads. Here's how that math works out:

Attracting and Selling WITHOUT Automation

	January	February	March	
Marketing Spend	\$1000	\$1000	\$1000	Marketing Spend: \$3,000
New Leads	100	100	100	Leads: 300
Sales	10	10	10	Sales: 30
Average Sale	\$200	\$200	\$200	Customer Acquisition Cost: \$100
Revenue	\$2000	\$2000	\$2000	Average Customer Value: \$200
				Marketing Spend ROI: 200%

This is great, but...

Do you see the missed opportunity?

Here's a hint:



Attracting and Selling WITHOUT Automation

	January	February	March
Marketing Spend	\$1000	\$1000	\$1000
Leads	100	100	100
Sales	10	10	10

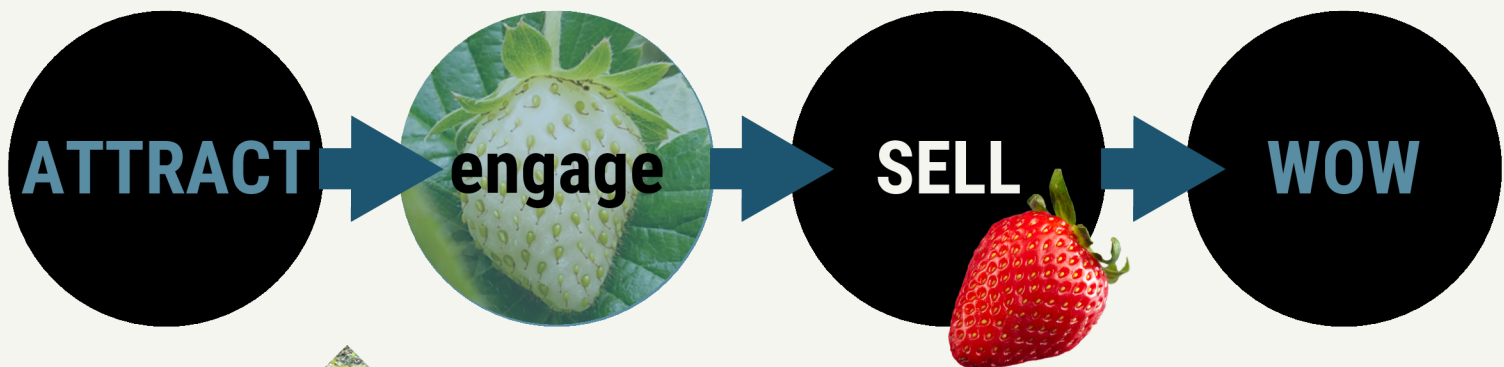
We left 270 leads behind!

THIS IS NOT THE WAY TO CREATE RAVING FANS.



Like green strawberries, leads that don't buy right away may need time and nurturing.

What difference would it make in your business if anywhere a prospect got stuck, automation went to work engaging with that lead until they're ready for the next stage?



Let's look at the math again, and this time, we're going to put automation to work following up with unconverted leads. In terms of the strawberry analogy, we're going to set up some sprinklers.



**WHAT DIFFERENCE WOULD IT
MAKE IN YOUR BUSINESS IF
ANYWHERE A PROSPECT GOT
STUCK, AUTOMATION WENT
TO WORK ENGAGING WITH
THAT LEAD UNTIL THEY'RE
READY FOR THE NEXT STAGE?**

**THE
ULTIMATE
MARKETER
PLAYBOOK**



ATTRACT AND SELL WITH AUTOMATION



If we have 100 leads in January and convert 10 into customers, that means we start February with 90 leads. Automation empowers us to follow up with them.

Think about the conversations you have before someone decides to buy. What questions do they ask? What concerns do they have? What tips do you offer? Can you anticipate their questions, concerns, and needs **even if you've never met them?**

You are an expert at what you do. Put some of that expertise into **automated** follow up, and you'll gain a reputation as a person/business who cares about helping people. You'll create fans before they even become customers, let alone once they benefit from your product or service.

Let's assume we keep converting new leads at 10%, but **we also track and follow up with existing leads automatically**, offering them valuable content, and that results in 2% of them becoming customers.



Attracting and Selling WITH Automation

	January	February	March
Marketing Spend	\$1000	\$1000	\$1000
Leads	100 new	90 existing 100 new	178 existing 100 new
Sales	10	2 from existing 10 from new	3 from existing 10 from new
Unconverted Leads	90	178	265
Average Sale	\$200	\$200	\$200
Revenue	\$2000	\$2400	\$2600

Marketing Spend:

\$3,000

Leads:

300

Sales:

~~30~~ **35**

Customer Acquisition Cost:

~~\$100~~ **\$86**

Average Customer Value:

\$200

Marketing Spend ROI:

~~200%~~ **233%**

Same marketing spend. Same number of leads per month. Five extra sales.

What if this continues for a year? Two years?

WHAT DIFFERENCE WOULD IT MAKE?

	Year 1 WITHOUT Automation 	Year 2 WITHOUT Automation 	Year 1 WITH Automation 	Year 2 WITH Automation 
Marketing Spend	\$12,000	\$12,000	\$12,000	\$12,000
New Leads	1,200	1,200	1,200	1,200
Sales	120	120	231	439
Unconverted Leads	1,080 (no follow up)	2,160 (no follow up)	969	1,729
Average Sale	\$200	\$200	\$200	\$200
Revenue	\$24,000	\$24,000	\$46,200	\$87,800

Converting existing leads at a rate of 2% via automated follow-up will more than triple your sales in 2 years.

BUT WAIT! DO NOT FORGET:

Too many businesses celebrate when they close a sale, failing to realize the transaction is the middle of the customer journey, not the finish line.

The easiest way to create raving fans is to reward them in surprising ways after they make the emotional decision to trust your business and give you money. Lifecycle marketing via automation ensures you're engaging your prospects **and also your customers**, turning them into raving fans who tell their friends.

PLAYS THAT ATTRACT

The first stage of lifecycle marketing is Attract. In this stage, we guide prospects along the spectrum of awareness until we've captured them as a lead. Much of the work in this stage revolves around messaging, but once you've got the messaging ready, you'll want to put it to work using automation plays like these. I've built each of these plays dozens of times, and there are many more. These are just four effective ones.

1

See next page

Lead Magnet Delivery

A lead magnet is something valuable that you give away in exchange for a prospect's contact information. For example, this playbook is free, and all it cost you was your email address. I've put in tens of thousands of hours, learned directly from the best in the industry, worked with hundreds of businesses, and distilled the most essential elements of Lifecycle Marketing into this playbook. Make sure your lead magnet is similarly valuable, and delivery is automated.

2

Kiosk /Trade Show Sign Up

If you have a brick-and-mortar business or attend in-person events where you meet potential customers, this is a great "Attract" play for you. This play allows strangers to fill out a form on a tablet, or your employees can greet passersby and fill out the form for them. Once they tap "Submit," they'll see a personalized thank you message for a few seconds before the form reappears for the next entry. And of course, automation goes to work following up

3

A Good Blog

A blog is a long-term strategy for attracting leads. This play has three parts that you must repeat indefinitely. First, write a blog post addressing (and pouring salt in) a pain point your potential customers have. Second, post on all your social accounts letting people know the blog post promises relief from the pain point. Third, the post must contain a Call To Action (CTA), encouraging readers to share their contact information with you in exchange for blog updates, a lead magnet, or something else.

4

Nice To Meet You

If networking matters to you, you need this play. My favorite version of this play begins by taking a photo of a business card. The photo is automatically converted into a contact record in your automation software, and an email goes out from you with the subject, "Nice to meet you." The body of the email can be rather vague because it's the timing of this play that makes it impressive. One minute you're shaking hands with a new contact, and the very next minute they have an email from you.

ATTRACT play deep dive: LEAD MAGNET DELIVERY

A lead magnet is something valuable that you give away in exchange for a prospect's contact information. For example, this playbook is free, and all it cost you was your email address. I've put in tens of thousands of hours, learned directly from the best in the industry, worked with hundreds of businesses, and distilled the most essential elements of Lifecycle Marketing into this playbook. Make sure your lead magnet is similarly valuable, and delivery is automated.

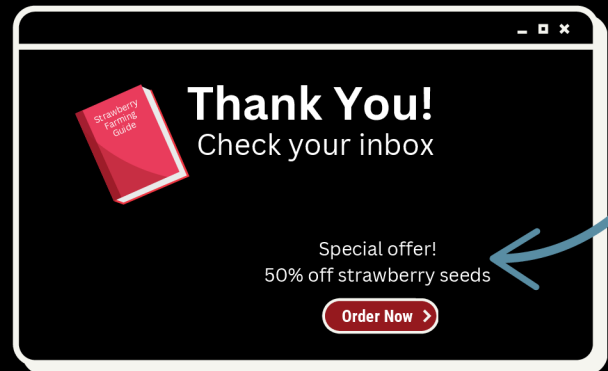
1

The prospect requests your lead magnet.



ULTIMATE MARKETER TIP

The thank you page for something free is the best place to sell something cheap

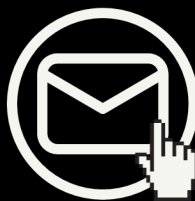


2

We attempt delivery up to 3 times. When the prospect downloads the lead magnet, we stop delivery attempts and begin follow up.



Delivery Attempt 1



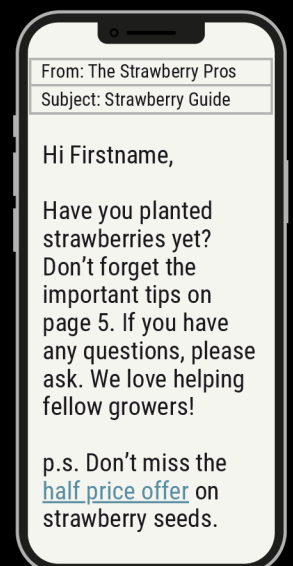
Delivery Attempt 2



Delivery Attempt 3

3

Automated follow up can be 100% hands-off, or we can include task reminders for your team to reach out personally.



PLAYS THAT ENGAGE

We'll give "engage" an honorary stage here since the time between "attract" and "sell" is so vital in the world of marketing automation. Every time your phone rings or someone fills out a form on your website, it represents money spent. Only 2% of those first-touch interactions will result in a sale. Don't let those valuable leads slip through the cracks. Follow up with them automatically using plays like these:

1

See next page

Long Term Nurture

If you only have one automated follow-up play in your business, make it this one. Nothing can replace a human interaction, which means your human resources are best utilized with the hot leads - the 10% that are ready to buy. For the other 90%, there's automation. The longer you use automation, the more you will love this play. Over time, you'll establish a nice pipeline of "bonus" sales that might have fallen through the cracks when you were doing things the old way.

2

Ad-Hoc Email/Text Broadcasts

Technically, this is not an automated play. But while your automations are running with evergreen content, it's a good idea to send an email or text broadcast once in a while so you're showing up in real-time for your prospects. In fact, this play can become a secret weapon if used strategically. From industry news to flash sales to oops/correction emails, there are a million ways to engage your unconverted leads with text and email broadcasts.

3

Win/Loss Interviews

Win interviews fit more neatly into the Wow stage of lifecycle marketing, but loss interviews fit perfectly right here. A loss interview is a meeting with a prospect who had an opportunity to buy your product or service and opted not to. Loss interviews are incredibly valuable for discovering and responding to threats, whether the threat comes from a competitor, a misconception about your offering, or a confusing page on your own website. Plus, loss interviews demonstrate the level of care that creates raving fans. Automated invitations and scheduling make it easy.

98%
OF SALES REQUIRE
FOLLOW UP
AFTER INITIAL CONTACT

Source: IRC Sales Solutions

ENGAGE play deep dive:

LONG TERM NURTURE

If you only have one automated follow-up play in your business, make it this one. Nothing can replace a human interaction, which means your human resources are best utilized with the hot leads - the 10% that are ready to buy. For the other 90%, there's automation. The longer you use automation, the more you will love this play. Over time, you'll establish a nice pipeline of "bonus" sales that might have fallen through the cracks when you were doing things the old way.

1 We determine a lead is not ready to buy.



2 Long term nurture is your opportunity to bottle up your expertise and knock the socks off of these people who are not raving fans (or even customers) yet.



Do you have bad soil?



Strawberry-eating pests



The secret to big berries



Free consultation



Did you see this article?

3 "Long Term" could be a few weeks or a few years, depending on what you're selling.

We can utilize lead scoring to track leads' behavior and let you know which ones are warming up. We can also notify you of each click on a long-term nurture message, as well as trigger automated follow up regarding the topic of the email they clicked in.

ULTIMATE MARKETER TIP

EASY MODE: If someone else has great content, share it with your audience!

PLAYS THAT SELL



While it's helpful to imagine an "engage" stage to highlight the need to follow up with those who don't purchase, the "engage" plays on the previous pages are really part of the "sell" stage of lifecycle marketing. Here are four more plays that hit a bit harder in terms of pushing to close a sale.

1

Consultation or Demonstration

This play perfectly encapsulates an important principle: automation does not replace human connection; it facilitates human connection. Whether you're selling a physical product, a professional service, or a software subscription, nothing beats two humans building a relationship when it comes to win-win interactions. This play allows prospects to schedule a meeting, receive reminders about that meeting, attend the meeting, and then receive follow up.

2

Seasonal Sales

A classic example of this play involves one message per month with a discount related to the time of year. Limited-time promo codes related to holidays, graduation time, important events in your industry, or your prospect's birthday are ideal. We can even make the sequence restart every year so it generates sales for you forever after a single setup. We can automate slight tweaks to the copy, or we can notify you to update the messages once a year.

3

See next page

Upsells & Cross-Sells

Arguably the most lucrative lesson of lifecycle marketing is this: your customers are your best prospects. Those who have given you money are the most likely to give you money. You can see this principle in action every time someone asks you to round up for charity. "Hey, while you're handing over money, why not hand over a little more?" Donating to charity is an example of a cross-sell, while an upsell is generally more relevant to the initial purchase, like an accessory, a larger size, an extended warranty, or a bundle.

4

Payment Plans

Is there any end to the things automation can accomplish for your business? No, there is not.

A payment plan is the ultimate price objection eliminator.



SELL play deep dive:

CROSS-SELLS & UPSELLS

Most businesses utilize upsells and cross-sells at the time of purchase. If you don't, you should. In this deep dive, let's take the concepts a bit further and look at how every prospect action is an opportunity to invite further action. What's an "upsell" for someone who has called to ask you a question? Offer your expertise in the form of an email series! Everywhere your prospect takes a baby step, we invite them to take one more.

1 A prospect takes action.



Text



Call



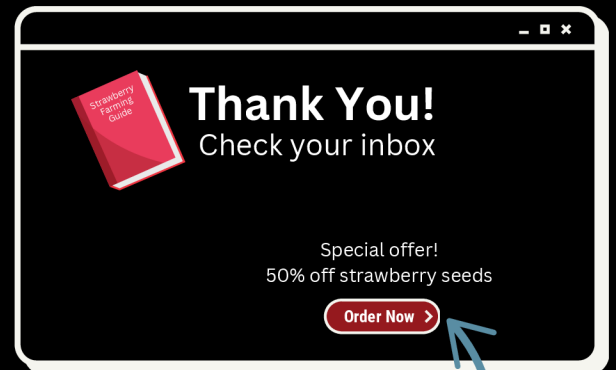
Visit Website



Visit Location



Purchase



ULTIMATE MARKETER TIP

Remember this from a few pages ago?
This is an upsell after a lead magnet.

2 We present another call to action that is relevant, easy, and appropriate to the stage of lifecycle marketing.



Text



Schedule Call



Call



Offer Resource



Visit Website



Promo Code



Visit Location



Free Sample



Purchase



Classic Upsells
and Cross-Sells

PLAYS THAT WOW

This is the fun part! Wowing your customers is easy with automation. My favorite hands-off way to wow customers is in play #1. However, as fun as it is to play Santa Claus, we've got a business to run here. Once you've wowed your customer and created a raving fan, you can reward them further for providing reviews and referrals. This helps more strangers take steps toward becoming raving fans, completing the "cycle" of Lifecycle Marketing.

1

Cards & Gifts

I'm a raving fan of Mailbox Power, which may not be surprising considering the service they offer. Mailbox Power integrates with lots of software providers to allow you to automate the sending of cards and gifts with your branding, your customer's name and other info, and a personalized note. I can't tell you how many times I've received a text thanking me for a gift, and I have to login to my system to confirm, well look at that, I did send them a gift. How thoughtful of me.

3

Customer Nurture

Remember the long-term nurture play? You can (and should) do the same thing with your customers. Bottle up your expertise and offer it proactively in the form of regular, automated communication. This play combines nicely with #1 and #2 above. Set up a series of automated emails, text messages, cards, gifts, and satisfaction surveys, and you'll maintain your reputation as a person/business who cares and loves to help. Be careful, though! This play is often poorly executed via self-serving messages that do not put the customer first.

2

[See next page](#)

Satisfaction Survey + Review/Referral

How do we know if your customers are becoming raving fans? Ask them! A simple one-click survey with a happy, neutral, and sad face can work wonders in terms of monitoring customer sentiment. Plus, providing a few different places to click means we can determine where each click leads. We'll guide happy customers to share their experience with others, while unhappy customers will be flagged internally for non-automated personal follow up.

4

Internal Reminders

"Internal Reminders" is a vague name for an endless variety of plays. Essentially, this refers to automated task creation for yourself or your employees. Automating the sending of a birthday card is fine, but what if you have a high-dollar membership that renews once a year? It might be a good idea to remind yourself to reach out 2 months before a customer's renewal, and again 1 month before. That way when it's time to renew, the relationship is nice and warm, and your phone call isn't out of the blue.

WOW play deep dive: SATISFACTION SURVEY+

Would you like to take a survey? I bet you wouldn't! If you're going to send your customers a survey, you better make it extremely easy for them to respond, make sure they know it's extremely easy to respond, and then guide them along the path you'd like them to take depending on their response. Can we make happy customers even happier while helping unhappy customers become happy? With automation, we can.

1

We send the customer a "One-Click Survey" email and direct them to a different feedback form depending on which face they click.



ULTIMATE MARKETER TIP

Even if the customer doesn't fill out the form, we know which face they clicked.

2

The follow up is everything in this play!

If someone chose the happy face and then filled out the form, **YOU HAVE A RAVING FAN!** Call them, send them the gift card while you're on the phone, and also send them their own words along with your Google Maps link, or your App Store listing, or your Yelp page, or wherever you want that customer to **copy and paste their own words into a 5-star review!**

There is so much more to say about this play. To watch a video overview, go to hiretheultimatemarketer.com/surveyplay

TRICK PLAYS

Wait, what? This was not in the table of contents, and we do **not** want to trick our would-be fans. However, I have learned a few “tricks” over the past 10+ years of working with small businesses, and you’ve been kind enough to read this far, so please enjoy these quirky off-menu marketing tactics.

1

Oops Message

Do not use this one on purpose. Sooner or later, you will make a mistake on a massive outgoing message, whether it’s a text, an email, a postcard, or social media post. When you make that mistake, celebrate! You have a huge opportunity. Follow up with an “oops” message correcting the error, and both messages will draw more attention than usual. Think about the most important thing you could communicate to your audience that day, and include it in the follow up.

2

RAD Program

RAD stands for “Random Acts of Delight.” Credit where credit is due: Yanira Sesniak established a RAD program at Infusionsoft, and I had the privilege of working on her team. A Random Act of Delight is an unscheduled, proactive effort to make someone’s day, whether they’re a prospect, customer, or partner. And while it’s unscheduled and proactive, it can still be automated. Review Plays That Wow #1 to see what I mean.

3

The Grunt Test

The grunt test is a quick way to evaluate the first-impression effectiveness of any marketing content, but especially the homepage of your website. Look at it for 2 seconds, close your eyes, and (this part is optional) let out a little grunt. You’re checking for two things:

1. If I had never seen this before, would I have a clear understanding of what’s being offered?
2. Is there a simple call to action that urges viewers to do the thing I want them to do?

4

Provide an Easy Button

In the quest to create raving fans, it’s possible to be too accommodating. Some people don’t need careful handholding - they just want to skip to the front of the line and sign up. Make sure you let them. For example, if you’ve read this playbook and thought, “Man, I should hire this guy,” do it. Go to hiretheultimatemarketer.com, click “Connect with me,” and send me a message containing the word “strawberry.” That’s your ticket to the front of the line. I appreciate you reading my playbook. Thank you.

IS THIS TOO GOOD TO BE TRUE?

	WITHOUT Automation	Year 1 WITH Automation	Year 2 WITH Automation
Marketing Spend	The Usual	The Usual + Hire the Ultimate Marketer	Back to The Usual
Revenue	The Usual	2x	3x

If your product stinks, then yes.

Automation is not the solution to a bad product.

However, if you have a product or service that generally satisfies your customers, automation is your key to turning those customers, as well as more prospects, into raving fans. **It's time to scale your revenue by multiples, not percentages.** I've worked with hundreds of small businesses helping them implement sales and marketing automation, as well as the internal automation that makes it all possible without hiring a bunch of staff.

After serving 20-30 companies at a time, I went all-in with a friend's company, and together we built CrewTracks from \$0 into the millions. As the growth began to take off, another friend suggested I apply for the Ultimate Marketer award for my work at CrewTracks.

The following several pages are my winning application. It's a real-world, in-depth case study showing what happens when you implement the plays in this book. It is not too good to be true. This stuff works.

And while I hope I've provided enough information for you to implement these plays on your own, there's an easy way to implement a full playbook of lifecycle marketing in your business:



CREWTRACKS™

application for
THE ULTIMATE MARKETER CONTEST
submitted by Brett Fairbourn



IN THE PAST YEAR,
CREWTRACKS™
USAGE HAS INCREASED BY
702%
AND WE ARE JUST GETTING STARTED
HAVE YOU SEEN A DEMO YET?
CALL 801-742-5555 OR SCHEDULE A DEMO AT CREWTRACKS.COM

Figure 1: A recent social media post. Although in the actual post I omitted numbers from a huge client we signed on a year ago, because 702% is so bonkers I didn't think people would believe it. But for this application, I'm using the real number.

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Please describe your business. Tell us how it started. Do you sell a product or service? What is your target market?

CrewTracks is field management software for construction companies. Much like the company formerly known as Infusionsoft, our company name is also the name of our one and only B2B SaaS product. Also, like Infusionsoft, we have a clearly defined vision comprising our purpose, values, and mission (see the final two pages).

CrewTracks started in 2014 when a software developer and a concrete contractor got together to solve the problem of excessive, slow, inaccurate paperwork in the construction industry. The first customer came on board in 2016. I joined CrewTracks unofficially in January of 2017 after chatting with the aforementioned software developer and CrewTracks founder, Mike Taylor. Mike's sister is married to my brother, and we ran into each other at a family event. We had a very unexpected conversation about this new app he was developing, and the fact that he had purchased Infusionsoft but hadn't done anything with it yet. Having worked at Infusionsoft from 2014-2016, I knew I could help, and I missed being closely involved in the Infusionsoft community. CrewTracks became my side gig. I found myself working all day and playing in the CrewTracks/Infusionsoft world all night. Finally, after months of begging Mike, I joined CrewTracks full-time in June 2017.

	Annual Revenue	# of Employees	List Size	# of Customers	# of Users	Monthly Advertising Spend
<i>Before Infusionsoft (Dec 2017)</i>	\$169,498	4	1,173	44	458	\$0
<i>After Infusionsoft (Apr 2019)</i>	\$253,365 in 3 months on pace for \$1,013,460	14	3,647	125	4,467	\$5,000

Figure 2: Key Metrics Before and After Infusionsoft

Initially a fledgling custom project for one contractor, CrewTracks is now a robust yet simple SaaS offering with nearly 4,500 users and growing. We serve all kinds of construction companies, but a large portion of our customers are in excavation, concrete, paving, masonry, and scaffolding. We have two types of ideal customers. First, a company with up to 50 employees and \$10M in revenue. These companies are easy to onboard and see value from CrewTracks immediately. Second, companies with several hundred employees and \$50M-\$100M in revenue. These companies often have multiple divisions and can take months to fully onboard, but once they've integrated CrewTracks into their operations, we're basically married to them – like a royal marriage, not a celebrity marriage.

How do you generate interest? (i.e. advertising, SEO, driving traffic to your site)

Marketing cutting-edge software to a technology-averse audience is a unique challenge. Most of our spending and our leads come from non-digital marketing efforts, like print ads and trade association events. Nevertheless, our SEO is a great source of leads, and our digital marketing efforts have been successful as well. Here is an example of one month's marketing spend:

- \$700 Facebook ads (pixelated + lookalike)
- \$1,500 Display ads (persona, behavioral, keyword, and retargeting)
- \$2,000 Print ads (association magazines)
- \$1,000 Travel/lodging/food/registration for association events (average monthly expense)

Here is an example of a video Facebook Ad and its corresponding landing page. We ran a series of four ads, each one highlighting a pain point of field management for construction companies. The video ends with, "We've got 3 other pain points you might relate with. Go ahead and click 'Learn More' to see them, and if you find yourself nodding along, schedule a free demo. Maybe we can help." The landing page has a video that contains all four pain points. I recorded the audio for this project, and I found a freelancer in Serbia on Upwork to do the animation for \$300.



Figure 3: One of our "Pain Points" Facebook Ads

CREWTRACKS™

4 Field Management Pain Points

CrewTracks - Field Management Pain Points

Watch laterShare

GET FREE DEMO

Are you a...

(Click the one that best describes you)



Foreman or Field Worker?



Owner or Project Manager?



Office Manager?

GET FREE DEMO

Figure 4: Landing Page for "Pain Points" Facebook Ads

Here are our recent ads in Masonry Magazine and SA (Scaffolding and Access) Magazine, and their corresponding landing pages. I designed these ads using Canva and the landing pages using LeadPages.

Stop Chasing Paperwork
The field management app for masonry companies
now includes **custom document control**.

CREWTRACKS™

801-742-5555
crewtracks.com/masonry

Stop Chasing Paperwork
"I have never, never had communication with the field like this before."
Michele Farinaccio,
Eagle Scaffolding Services, Inc.

CREWTRACKS™

crewtracks.com/sa
WORLD OF CONCRETE Booth N1379 801-742-5555

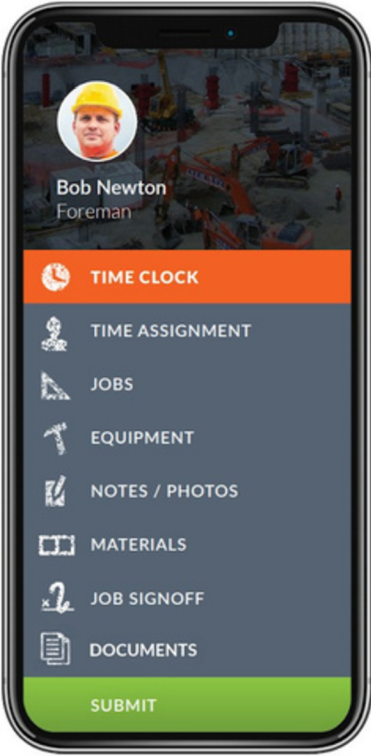
Figure 5: Our Ads in Masonry and SA Magazine

Welcome **Scaffolding and Access** readers and **SAIA** members!
Schedule a demo here to get 3 months free with an annual agreement.

CREWTRACKS™

Paperless Field Operations **for Scaffolding**

Get a free demo to see how CrewTracks puts time
and money back into your business.



Here's why CrewTracks deserves special consideration:

- ✓ We've worked with Scaffolding experts and the SAIA to develop a product **specifically tailored to the Scaffolding industry.**
- ✓ Features developed for Scaffolding include **custom inspection forms, non-compressed images** (for higher resolution) and a **one-glance schedules list.**
- ✓ **Continuing Innovation in response to our customers.** After implementing CrewTracks, expect regular updates with new features.
- ✓ **The greatest benefit for the price, period.** People switch from expensive alternatives to CrewTracks **all the time.**



"I have never, never had communication with the field like this before."

~ Michele Farinaccio,
Eagle Scaffolding Services, Inc

GET FREE DEMO

Figure 6: Landing Page for SA Magazine Ad

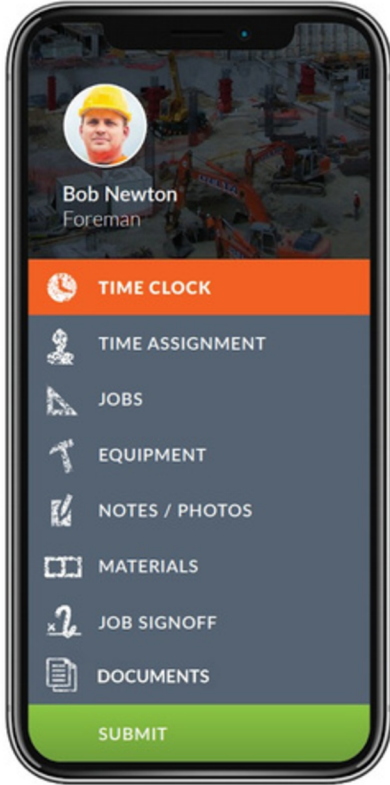
Welcome **Masonry** readers and **MCAA** members!

Schedule a demo here to get 3 months free with an annual agreement.

CREWTRACKS™

Paperless Field Operations for **Masonry**

Get a free demo to see how CrewTracks puts time and money back into your business.



Here's why CrewTracks deserves special consideration:

- ✓ We have worked with Masonry experts and the MCAA for years to develop a product **specifically tailored to the Masonry industry.**
- ✓ Features developed for Masonry include **optional clock in/out** (use a digital timesheet instead) and daily estimate vs. actual **production tracking.**
- ✓ **Continuing innovation in response to our customers.** After implementing CrewTracks, expect regular updates with new features.
- ✓ **The greatest benefit for the price, period.** People switch from expensive alternatives to CrewTracks **all the time.**

GET FREE DEMO

Figure 7: Landing Page for Masonry Magazine Ad

All of these landing pages have a lower section containing screenshots and testimonials. If you'd like to see the whole landing page, click the following: [Facebook](#), [Masonry](#), [Scaffolding](#).

How do you capture leads and get permission to market to prospects?

I know what you're asking, but "getting permission" can mean something totally different in this industry. Of course, we have our digital lead magnet – a free demo. On our website and landing pages, prospects give us their information in exchange for a scheduled, live demo with an account manager, and we have automated follow up about the demo if they miss their appointment. During the demo, the account manager sets up proper expectations about keeping in touch if the sale doesn't close. Or, in another very typical Infusionsoft use case, we collect leads at trade shows and ask permission to send them information about CrewTracks, then import the leads and start our Trade Show Campaign.

However, "getting permission" takes on a whole new meaning when we're trying to break into a tight-knit, niche construction trade community like masonry or scaffolding. We've found that our most important assets in these marketing efforts are our strong, trusted partnerships, and until we've established those, we're not getting anywhere. Here are two humorous examples.

First, we've been working with the MCAA (Mason Contractors Association of America) for two years now, and we're finally starting to see a big payoff. It has taken that long to garner trust with prominent members of the masonry community, which has served as a green light to practically everyone involved with the association. Soon we will be able to attend MCAA events and say without presumption, "Are you using CrewTracks yet?" as we continue to work with a larger and larger percentage of MCAA members. Nevertheless, even with an introduction from the CEO of the MCAA, we received a rather cold greeting at the recent CMCA (Canadian Mason Contractors Association) convention in New Orleans.

We were basically saying "hello from the outside" of another tight-knit community. It took some late nights out with the boys and a lot of NOT talking about CrewTracks for even our current customers to acknowledge us at the event. It's a very relationship-first approach, which fits perfectly with our core value, "We think long term." I can honestly say I have made more friends than customers at masonry events, and that's just the way we like it. Relationship first, business second. One more example. We recently ran our first ad in SA Magazine (see figure 5). When the magazine came out, we received exactly zero leads. Not a single phone call or landing page conversion. After a couple days, I received a phone call from Michele, our scaffolding customer who had agreed to appear in the ad. She said, "BRETT! What am I supposed to do about all the people calling me about CrewTracks!?" The ad worked because Michele was in it, and our audience trusts her. They don't trust us yet, but they will. The president of Michele's company happens to be the incoming president of the SAIA (Scaffolding and Access Industry

Stop Chasing Paperwork

"I have never, never had communication with the field like this before."

Michele Farinaccio,
Eagle Scaffolding Services, Inc.

Call us
Don't call Michele!
After our previous ad, she fielded as many calls as we did!

801-742-5555
crewtracks.com/sa

CREWTRACKS

Bob Newton
Foreman

- TIME CLOCK
- TIME ASSIGNMENT
- JOBS
- EQUIPMENT
- NOTES / PHOTOS
- MATERIALS
- JOB SIGNOFF
- DOCUMENTS
- SUBMIT

Figure 8: Our Second Ad in SA Magazine

Association), and another of our customers is one of the fastest-growing scaffolding companies in the country, whose VP of Operations is also a key trainer for the SAIA as well as a regular contributor to SA Magazine. We have the right relationships in place, they are genuinely our friends, and by the time we're all together at SuccessCon, I will have attended the SAIA Committee week in Portland to expand our network in that industry.

In short, "getting permission" to market successfully to these communities is more like gaining entrance to an exclusive club than checking a box on a webform. It's not only a unique challenge, but also the source of some of the best relationships in my life – it's safe to say that goes for my team as well.

How do you nurture and educate these prospects?

First and foremost, we have excellent account managers who take care of our prospects and customers. We have a very low-pressure approach, and it's not uncommon to have dozens of interactions over several months or even a couple years before a prospect becomes a client. Each of these interactions is recorded in Infusionsoft, and we use opportunities to keep track of our pipeline stages. We also track five key metrics to gauge the effectiveness of our account managers: notes applied, demos scheduled, demos completed, CrewTracks users added, new revenue, and total revenue. We use Graphly to create a dashboard that shows us how we're performing compared to our goals.

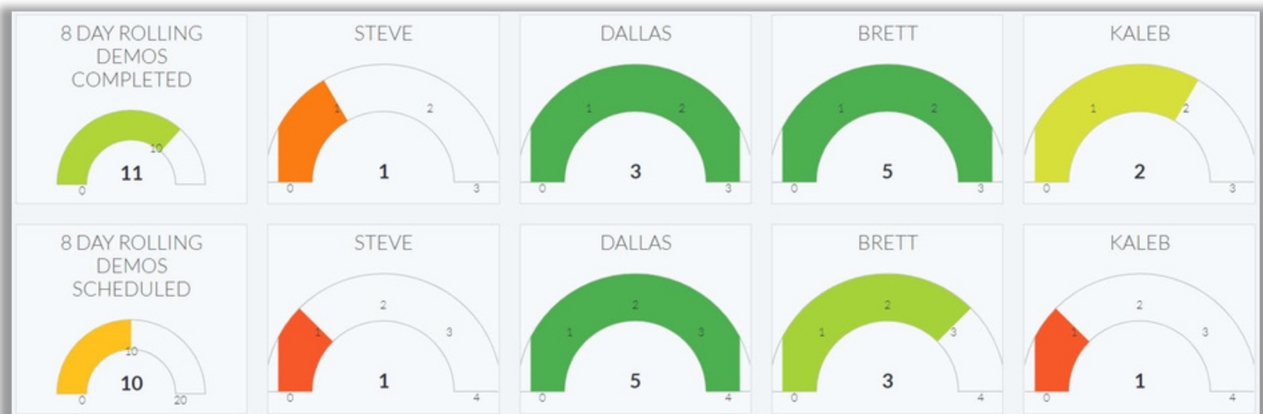


Figure 9: Part of our Graphly Sales Board

We also have two prospect nurture campaigns that account managers make use of: Trade Show Follow Up and Long Term Nurture. The Long Term Nurture opportunity stage is basically the "I give up for now" stage. It's the account manager's indication that they don't feel the prospect will close soon, but still might in the future. The campaign begins with personalized messages from the account manager, and as the lead gets older/colder without engagement, transitions into branded messaging from CrewTracks and eventually simple seasonal greetings. The campaign lasts 18 months. Each email has links, and when a prospect clicks a link, the account manager is notified so they can make a timely phone call.

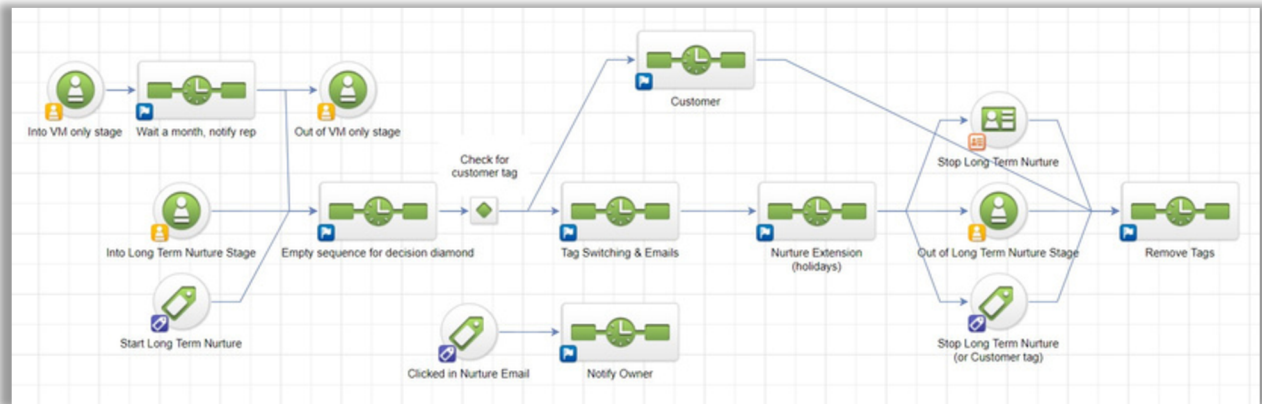


Figure 10: Long Term Nurture Campaign

The Trade Show Follow Up campaign runs for 7 weeks after a trade show and sends personalized, “Still trying to follow up with everybody, I’ll call you asap” emails from the account manager until the account manager changes the opportunity stage or applies one of the three “LVM” note templates. Each “LVM” template triggers an appropriate follow-up email. If the account manager fails to apply a note template or make a stage change, the lead automatically enters long term nurture.

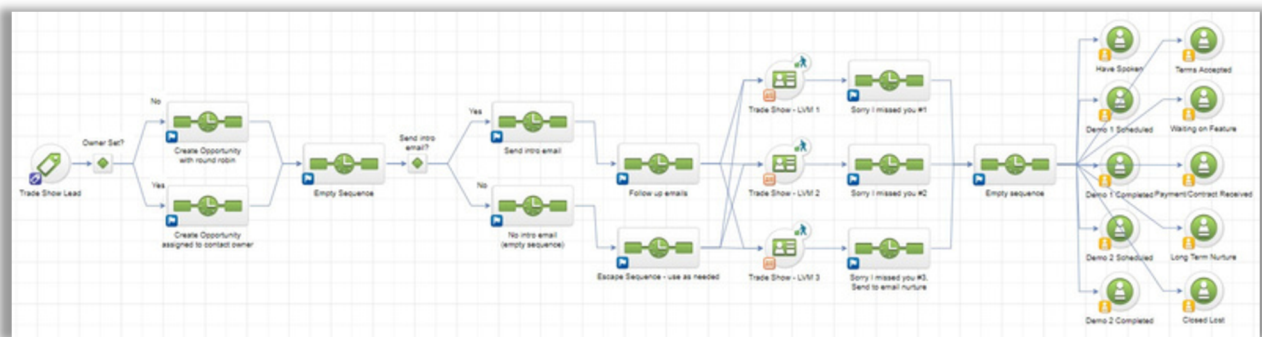


Figure 11: Trade Show Follow Up Campaign

What have you done to convert these educated leads into customers and clients?

Our key conversion tool is the live demo, and success in the demo depends on the skills of our account managers as well as their adherence to our core values. Naturally, the key actions we want prospects to take are to schedule a demo and then show up to the demo. To this end, we have tailored our messaging to the industry and role of each prospect. We have competitors, and we want our target niches to understand we are made *for them*, not just for construction. For example, our messaging often mentions prominent customers in the target industry, and our trade show banners and landing pages are industry-specific. Furthermore, our landing pages often include a self-identification aspect where the prospect can click on an avatar of an owner, an office manager, or a foreman. In each case, the pop-up messaging indicates pain points CrewTracks solves for their respective role.

Once a prospect has decided they want a demo, we make scheduling easy via AppointmentCore. We've repurposed one of the User fields in Infusionsoft to hold the account manager's AppointmentCore scheduling URL for merging into emails. We then append the contact's ID, and the resulting text in the "URL" field when setting up the link an Infusionsoft email looks like this:

~Owner.StreetAddress1~~Contact.Id~. This provides a unique link for each contact so they can click the link and choose an appointment time without re-entering their information.

CREWTRACKS™

Schedule your free demo here

⌚ Timezone: MDT 2:38pm View Type: Compact List

The displayed slots are based on your current time of 2:38pm. If this is not your current time / timezone, please use the menu above to choose the correct timezone.

PLEASE SELECT AN AVAILABLE TIME SLOT FOR YOUR APPOINTMENT

< Apr 2019 >

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

< PREVIOUS Tuesday, April 23rd, 2019 NEXT >

9:00am - 9:45am 10:00am - 10:45am 11:00am - 11:45am

12:00pm - 12:45pm

Figure 12: AppointmentCore Demo Scheduling Page

How do you use Infusionsoft to automate the sales transaction process?

I'm so glad you asked. This is my favorite thing I've set up in Infusionsoft, and I must give credit to Greg Jenkins of Monkeypod fame for figuring out how to do this.

The account manager processes payment within CrewTracks itself, then fills out an internal form to record the sale in Infusionsoft. Depending on the options selected in the form, one or two of three sequences start, but the fun one is the top one.

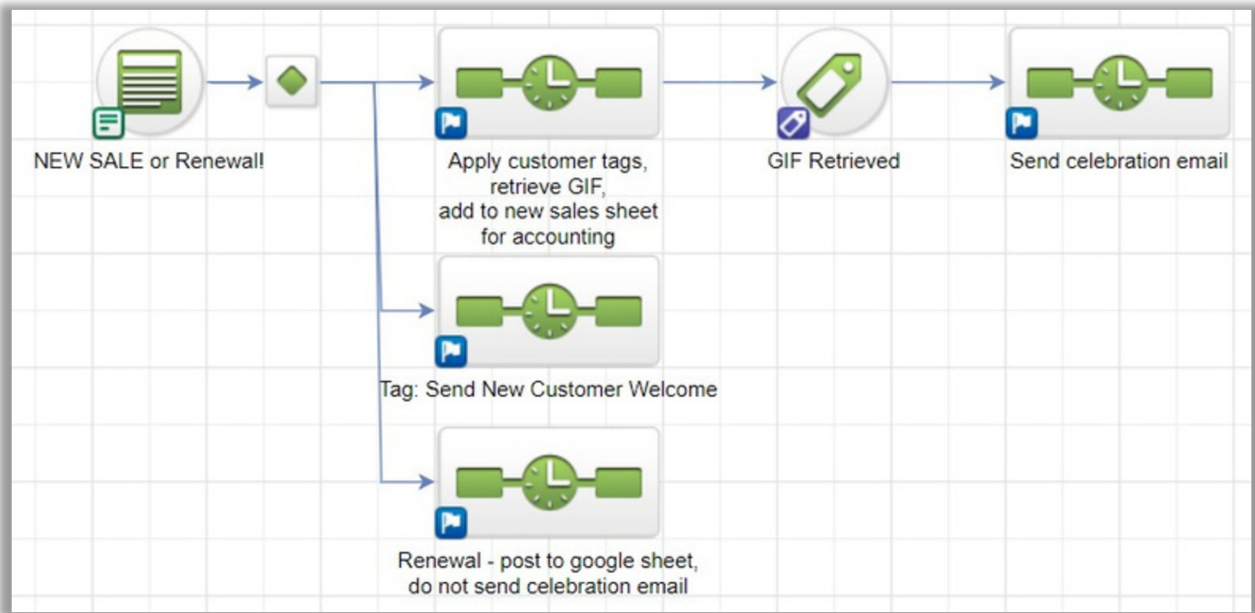


Figure 13: New Sale Campaign (internal campaign - a tag is applied to launch a separate New Customer Welcome campaign)

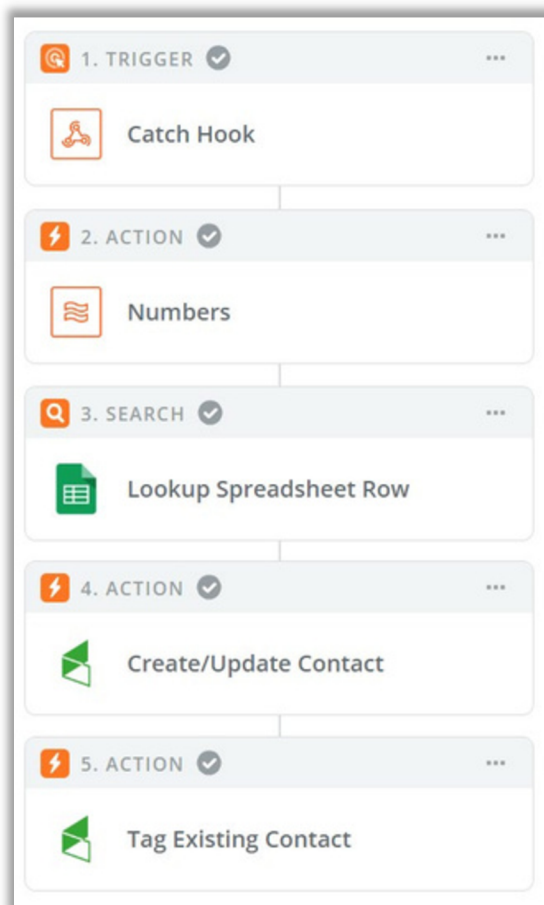


Figure 14: Zapier "Celebration GIF" Zap

That top sequence does some tag switching and sends two HTTP posts. One goes to a google form to populate the new sales spreadsheet, which our accountants use to double-check our billing numbers in CrewTracks. The other goes to a Zapier webhook. Zapier then generates a random number between one and however many celebration GIFs I currently have in my collection, then looks up that row in my GIF collection google sheet and inserts the URL of that GIF into a custom field. Then Zapier applies a tag to let Infusionsoft know the deed is done. Once the tag is applied, a celebration email goes to everyone in the company informing them of the company name, the contact name, the account manager that closed the sale, and the number of new users we just added to CrewTracks. The information in this email is, of course, accompanied by a freakin' sweet celebratory GIF. Here's an example:

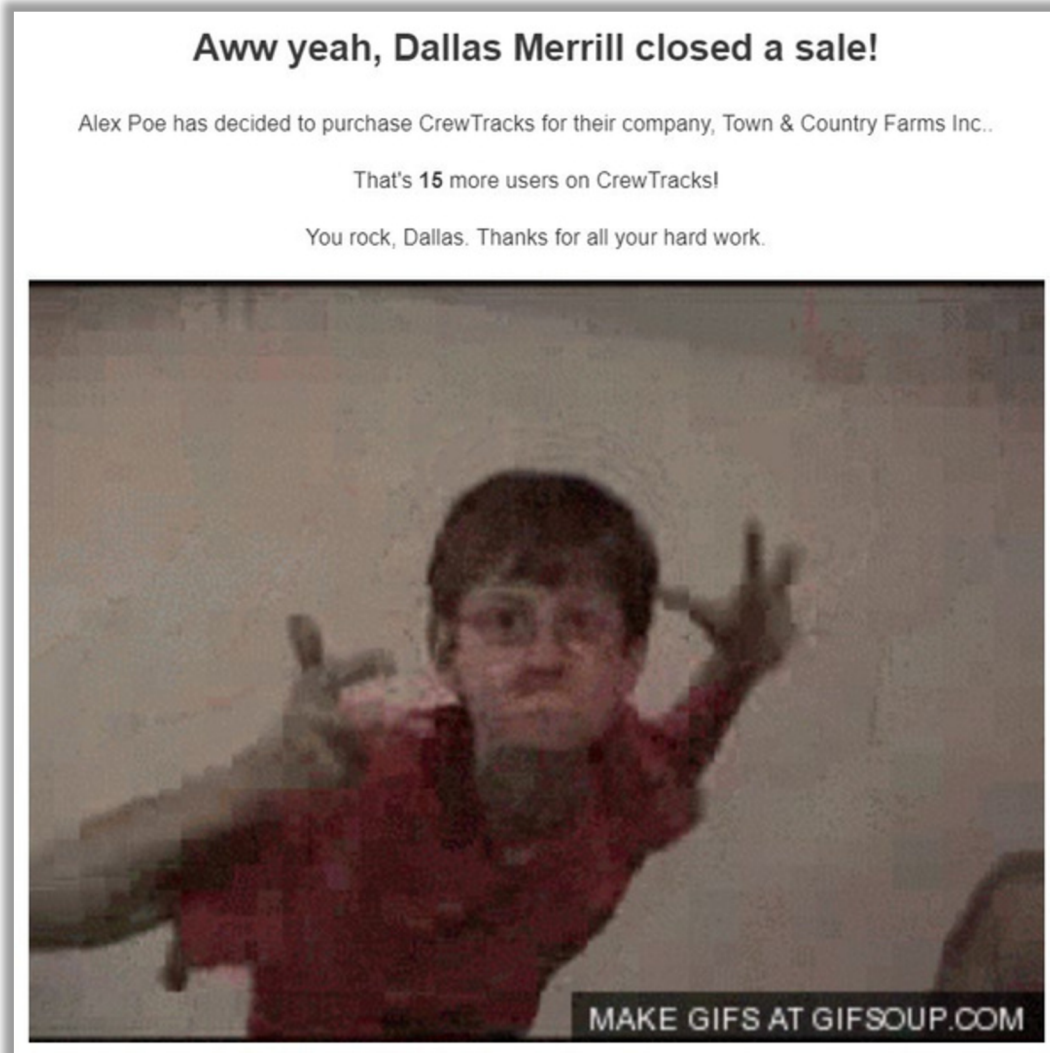


Figure 15: Super Dope Celebration Email with a Freakin' Sweet GIF

How do you use Infusionsoft to follow up with those who owe you money?

There hasn't been a need for automation in this area yet, but I can see how there will be as we grow. As a SaaS company, we have an effective safeguard against nonpayment – we can deactivate their CrewTracks account. We've never had to do that yet, but our customers understand that that will be the result if they don't pay their bill. We stick with a personal approach when a credit card fails or expires. Every customer has a contact at CrewTracks that they know by name. Given this relationship, it would be strange for our customers to receive communication about nonpayment that came in any form other than a phone call from their account manager. Of course, those phone calls are recorded as notes in Infusionsoft, and if the payment represents an annual renewal, the renewal is recorded in the internal form in the campaign described in the previous section.

What are you doing to keep your marketing personal to customers and avoid losing repeat business?

We have metrics in CrewTracks that alert us if someone's usage has decreased or stopped – that's the main red flag that we might be at risk of losing someone's business. In Infusionsoft, we continue using opportunities after the sale to track onboarding stages, and we use Graphly in our weekly onboarding and retention meeting to help us visualize the health of our recent sales and customer base.

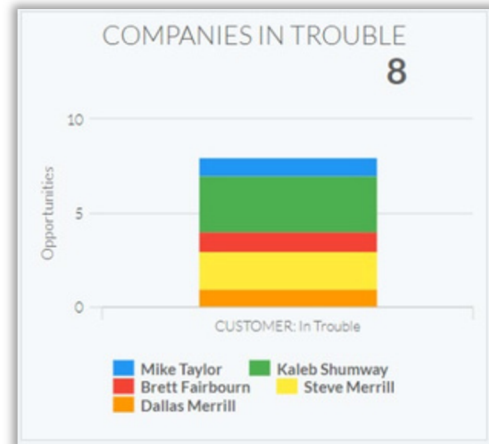


Figure 16: Parts of our Onboarding & Retention Graphly Board

In terms of automated follow up, all our customers are entered into our customer nurture campaign, which includes one personalized greeting each month, usually revolving around a seasonal or holiday message, and we often include pictures of our staff to reinforce the personal touch.

(By the way, that's me in the white shirt and 3 of the 4 people who out-tenure me at CrewTracks: Kaleb, Ryan, and Mike, our founder)



Figure 17: Customer Nurture Holiday Email

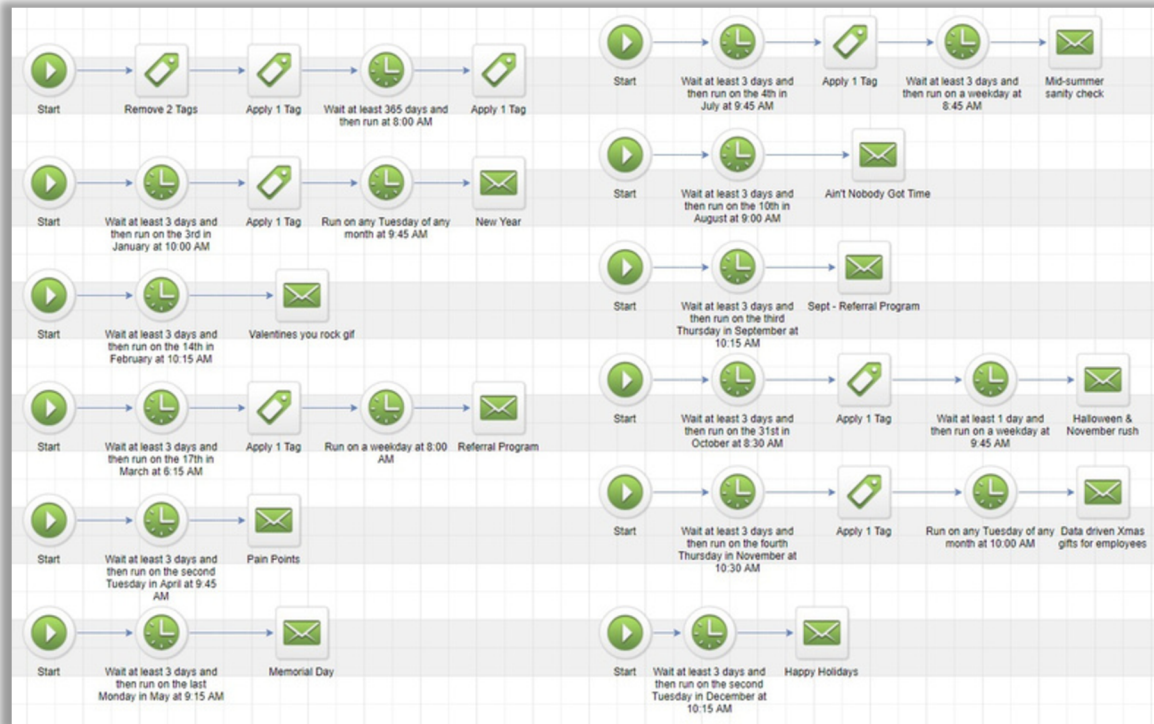


Figure 18: Customer Nurture Campaign

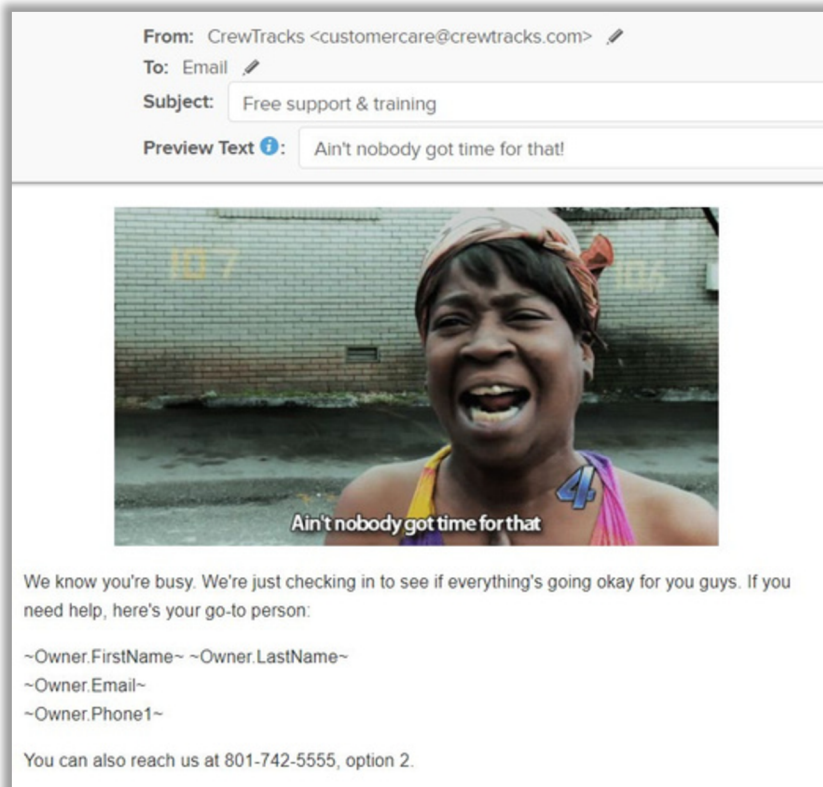


Figure 19: Seasonal Customer Nurture Email (Summer - Busy Season for Construction)

We also have our customers segmented by lead source, industry, and geographical location, and we use this information to send email broadcasts about relevant news and events we will be attending. For example, “I am so glad we met at ~Contact._TradeShow~, will you be attending again? We’ll be there next month and I’d love to meet up.” Below is an example of an email for masonry companies. Although this one was sent to prospects, it’s my personal favorite industry-specific email broadcast.

Notice the name drop at the very bottom. Kent Bounds wasn’t a customer when this email was written, but we had chatted several times. He is the president of one of the most trusted masonry companies in the country, and his father (the CEO) was recently inducted into the Masonry Hall of Fame. Right now, each new job they start is being set up in CrewTracks. Once all their previously existing jobs are complete, they’ll be fully onboarded. The plan was to wait until summer to fully onboard, but Kent said, “I like CrewTracks too much to wait that long.” Now the plan is to visit their jobsites with a camera crew this summer, and I can’t wait to see the video we’ll put together. But I digress. The email:

Hi Brett,

We have so much to say to masonry companies right now, but we know you're busy! So here's the bullet list version:

- We LOVE masonry companies!
- **You** have been shaping our product for over a year, and a LOT of masonry companies are implementing CrewTracks right now.
- We're famous (see pages 21 and 62 in Masonry magazine)
- [Click here](#) if you want to take another look at CrewTracks right away
- **Reply to this email** if you'd like to meet up at World of Concrete



Did you get this issue of Masonry?
Check out pages 21 and 62!

First, we love Masonry companies. This email is reaching 120 Masonry companies who have not yet implemented CrewTracks, and we would love to get to know you better. It's been so rewarding to collaborate with masonry experts to resolve operational bottlenecks.

Thanks to all the conversations we've had, we can provide what masonry folks want, and we also have a couple tricks up our sleeve that we think will be meaningful innovations in the industry. Frankly, we work with really smart and fun people in the masonry industry, our app changes the way they do business, and we would love for you to be a part of it.

You can schedule a free demo [here](#), or **feel free to reply to this email**. FYI, we'll have two booths at World of Concrete in January - one inside and one in the area between the Bricklayer 500 and the Fastest Trowel. So schedule a demo, give us a call, or find us in Vegas. One way or another, let's keep in touch.

As a reminder, your go-to contact at CrewTracks is Brett Fairbourn, direct line: (801) 682-4886.

Sincerely,

A very pumped up CrewTracks team

p.s. Happy Thanksgiving next week!

p.p.s. If you checked page 21 in Masonry magazine and all you see is Kent Bounds (great guy, by the way), look up and to the left a bit. Those two guys in front of the TV and laptop are our very own Brett and Kaleb at the MCAA midyear meeting in Austin. :)

Figure 20: Email to our Masonry Segment. Both links lead to our Masonry landing page.

What do you do to upsell your customers so that you have more repeat business?

We pride ourselves on the fact that we don't have upsells. A CrewTracks subscription comes with unlimited support and training. We do charge a fee to prepare documents for use in our new document management feature, but that's to offset costs, not for profit. The long-term success of our SaaS company depends on recurring revenue, so the closest thing we have to an upsell is a renewal. Our customers generally sign a one-year agreement, and we want to make sure they renew each year. To that end, we have a Renewal Reminders campaign that sends emails to the account manager to make sure they're in touch with clients that are renewing soon. Some of our happiest customers are the ones that never call us, so this ensures the relationship is warm before asking for a renewal. Here's an example:

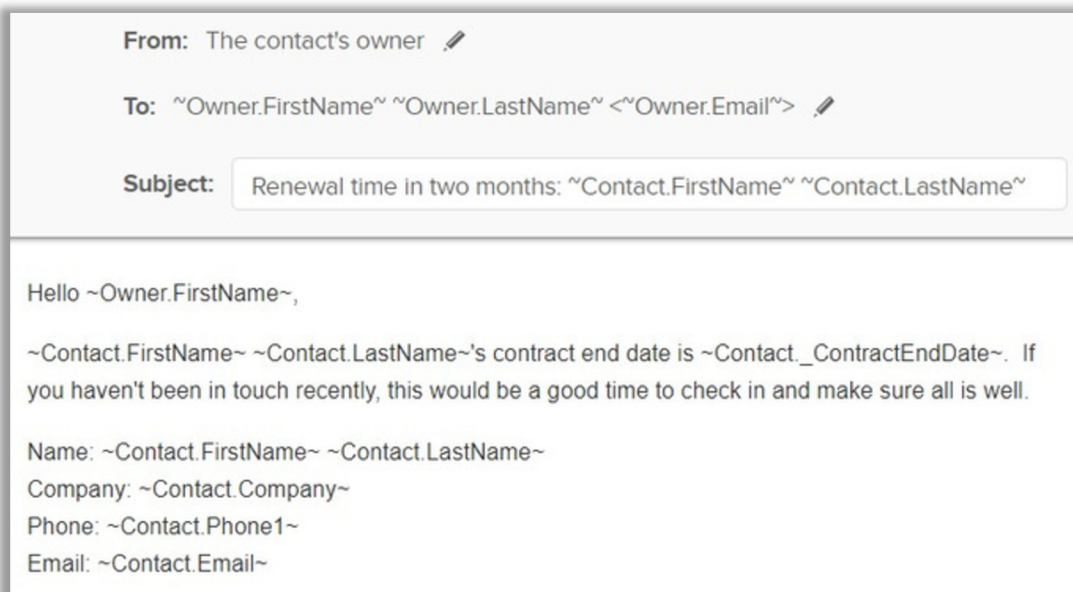


Figure 21: Renewal Reminder Email for Account Managers

What have you done to turn customers into advocates and give you testimonials and refer their friends and colleagues?

We collect quotes and testimonials organically and share them internally via our "announcements" email alias, and I keep a list in Evernote. As needed, I will reach out to these customers, remind them of what

they said, and ask for their permission to use these quotes in our marketing. The example I mentioned earlier about Michele Farinaccio is noteworthy, but not unique. You can see other examples on our website and landing pages, and you can also see a collection of video testimonials [here](#).

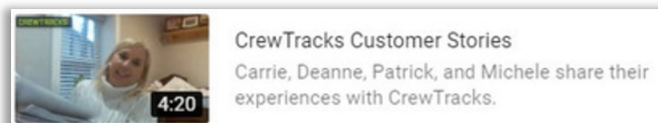


Figure 22: Customer Stories Video Thumbnail (Click it!)

Although we solicit and receive referrals as part of our normal customer marketing and nurture, our most enthusiastic advocates participate in our referral partner program. We invite every customer to be a referral partner twice a year, unless they're in the "in trouble" opportunity stage.

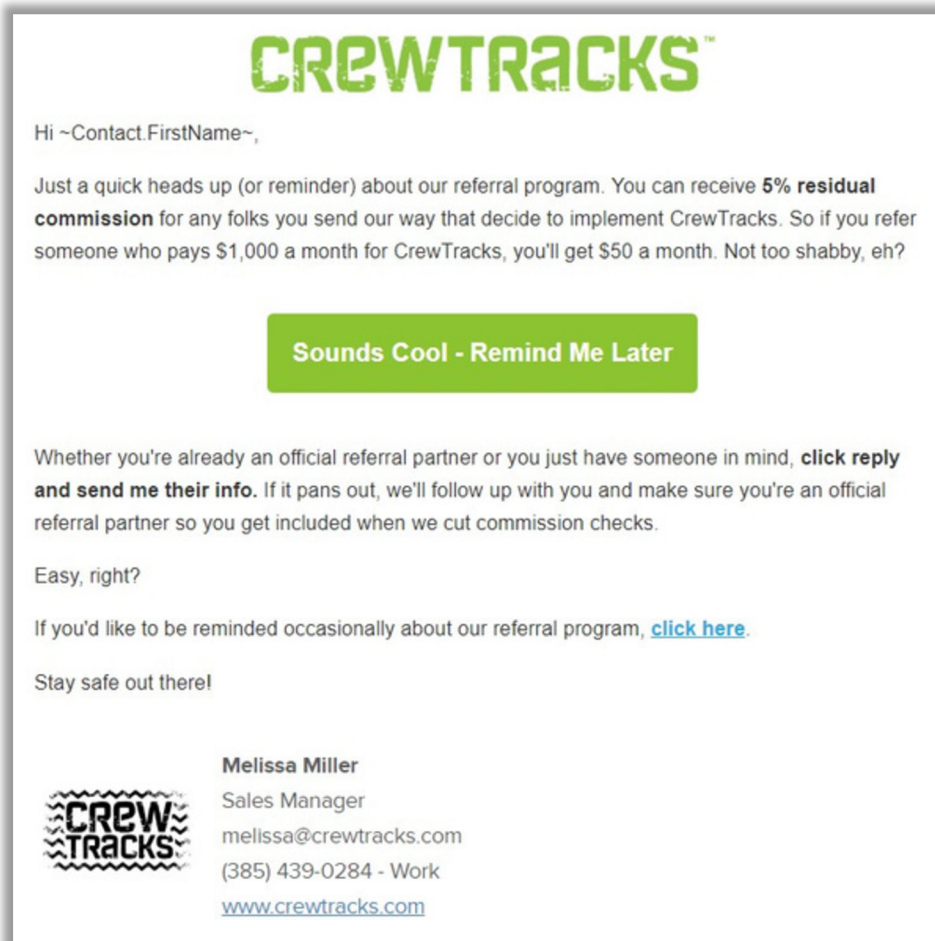


Figure 23: Referral Partner Program Invitation Email

We use Infusionsoft's Referral Partner features to pay commissions to our referral partners. Our partners receive 5% commission for sales we close with their referrals, and 2% for sales closed by partners that they recruit (i.e. a 2-tier referral partner program). Our top referral partner is a prominent member of his trade's community and has played a part in 9.5% of our sales since he became a customer and a partner. I love hearing him joke about how he's doing nice things for his wife on CrewTracks' dime. Granted, he's paid us more than we've paid him, but he loves our product and his company has doubled in size since he implemented CrewTracks, so it's a fantastic partnership no matter how you look at it.

Our referral partners receive periodic reminders about their potential commissions, as well as reminders of their login credentials for our referral partner center. The campaign appears on the next page, and I'd like to give another shoutout to Greg Jenkins for the Referral Pod course that made this possible.

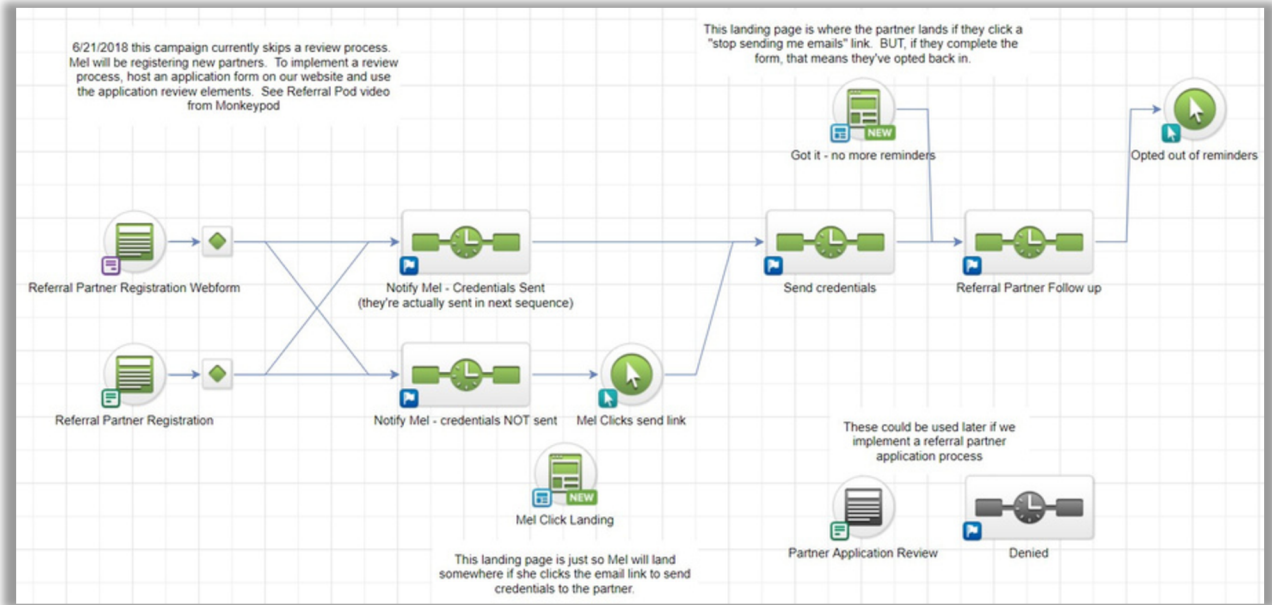


Figure 24: Referral Partner Registration & Reminders Campaign

If you'd like to login and take look at our referral partner resource center, [click here](#) and use the username "BRF" and password "test". Or [click here](#) to skip straight to the video housed there.

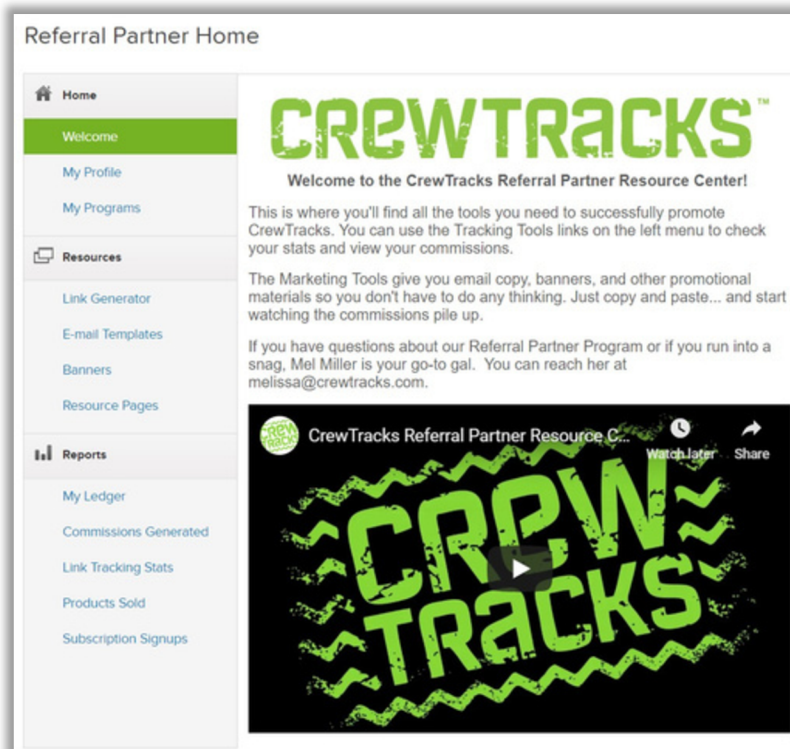


Figure 25: Referral Partner Resource Center

What other cool ways are you using Infusionsoft in your business?

Wow, what a great question I just added for myself. At CrewTracks, our vision is central to everything we do, and that is especially true of our core values. In order to foster recognition of each other's embodiment of our core values, I created the Core Value Awards program. Essentially, anyone can fill out the nomination webform any time they see someone at CrewTracks demonstrating our core values.

The image shows a webform titled "CREWTRACKS™ Core Value Award Nomination". The form is divided into several sections:

- New nomination, who dis?**
 - Two text input fields: "Your First Name *" and "Your Last Name *".
- Who are you nominating?**
 - Three text input fields: "Their First Name *", "Their Last Name (optional)", and "Their Email *".
- Which core value(s) did they demonstrate?**
 - A multi-select dropdown menu with the instruction "(Ctrl+Click to select more than one) *". The options are:
 - We innovate by combining vision with feedback
 - We face challenges with optimism
 - We persist and follow through
 - We listen; we care; we serve
 - We do the right thing
 - We work as a team
 - We are resourceful
 - We think long term
- How did they demonstrate our core value(s)?**
 - A large text area labeled "Description *" with a placeholder "Description *".
- Deploy Nomination Robots**
 - An orange button at the bottom of the form.

Each time the form is filled out for an employee, the previous values are overwritten, so a note is applied that contains the form's responses in order to retain information from past nominations. Also, an email announcement goes to the whole company, letting us know the details of the nomination. Here's a recent example:

Greetings, citizens of CrewTracks!

I am feeling HAPPY because **Jared Erickson** has been nominated for a core values award! It seems that Jared demonstrates the following: **We persist and follow through.**

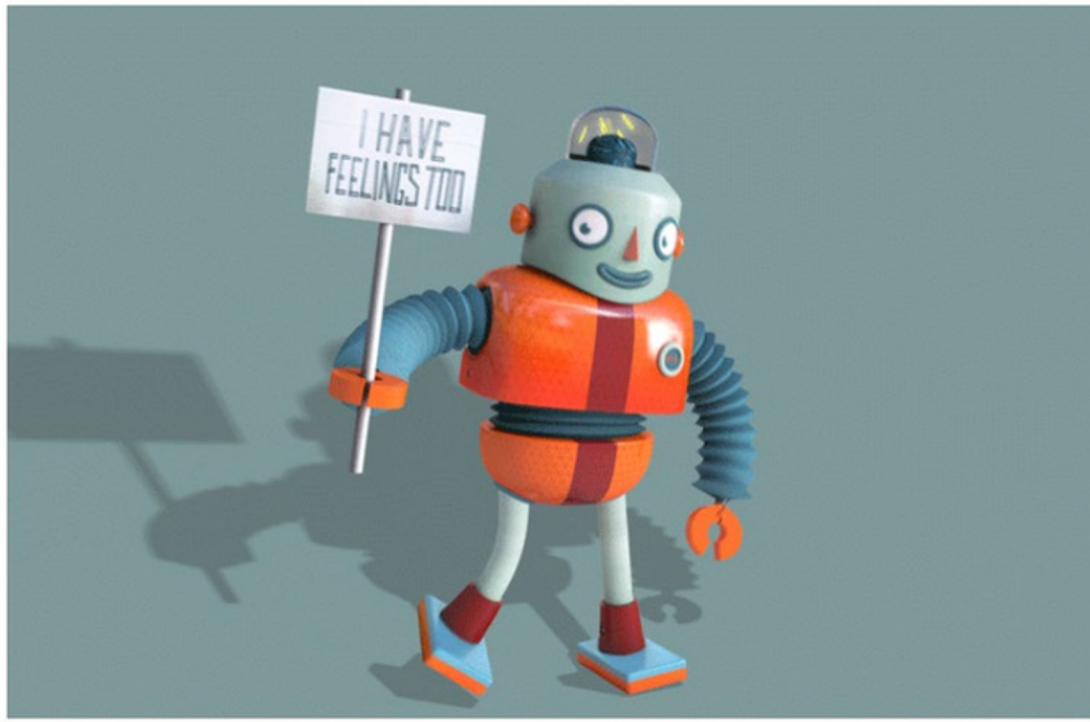
Specifically, someone said, "**JARED PASSED THE BAR EXAM!!! Talk about persistence and follow through! Also, fun fact: in 2015, over 7,300 people attempted to pass the bar and failed... in California alone! We are so lucky to have Jared on our team. He's incredibly smart and thorough, and such a great teacher for us and our customers.**"

That was a kind human thing to say. And guess what? Jared is now eligible to win a prize in our next company meeting. Humans love prizes. So I shall love prizes, too.

If you would like to nominate someone, [click here](#).

Sincerely,

Nomination Robot



At our quarterly company meeting, we have drawings for prizes, and employees get an entry in the drawing for each nomination they received. During the drawing, nomination details are displayed on the projector. It's a ton of fun, and a great way to reinforce our core values.

Bottom line, how has Infusionsoft's all-in-one sales and marketing solution impacted your business?

I started working full-time at CrewTracks in June 2017. By the end of that year, version one of several Infusionsoft tactics I've presented here were in place. In January 2018, we hired two account managers, and a few months later, we hired a sales manager. Our next sales/marketing hire after that was a year later. During that year (March 2018 to March 2019), **all of the following happened without hiring a single person in sales or marketing:**

- We went from 35 to 100-225 leads per month (depending on trade shows & association events)
- We went from 2 to 12 new clients per month
- **We grew from \$200,543 to \$614,974 in trailing 12-month revenue**

That is the power of Infusionsoft. Several times, Mike (our founder) has pulled me aside and said, "I can't even tell you what a good decision it was to hire you." Don't tell him I said this, but his best employee is a lot cheaper than I am, and never takes days off. Thanks to Infusionsoft, we have exceeded every goal we set, and suddenly our long-term goals aren't so long-term anymore.



Why should we choose you to present your story at SuccessCon 2019? Why are you the next Ultimate Marketer?

I'll be candid – I never would have applied for this contest if Greg Jenkins hadn't suggested I do so. When he said I ought to apply, I scoffed. All I see is unfinished work, imperfect campaigns, and endless opportunity. Day after day as I've brainstormed, negotiated, designed, built, recorded, written, and edited every aspect of our marketing, I've never had a chance to sit back and reflect on the marketing machine in its entirety until now.

Now that I look back and see what I've accomplished, I *need* to tell everyone about it at the Ultimate Marketer Contest. Marketing is only one of the hats I wear at CrewTracks—I've also closed \$125k in sales—and Marketing is the only hat I don't share with anyone yet.

It's just me and Infusionsoft.

Just this normal dude who was teaching high school Spanish four years ago! **Everyone who hears my presentation can do what I've done if they have a good product.**

Plus, marketing cutting-edge software to a technology-averse audience makes for some great stories, a couple of which you've read here, and teaching for four years makes a guy a pretty good presenter, even if I do say so myself.

At CrewTracks we face a unique challenge, and we are not only succeeding, we are dominating. I am incredibly proud of my contribution to CrewTracks' success, and I can't wait to tell everyone about it at SuccessCon.

Video

[Just a one-minute teaser](#) 😊😊

CrewTracks Vision (Purpose, Values, Mission)

Next two pages.

CREWTRACKS™

Our Purpose

We help and innovate for the people
who build and maintain our world

Our Values

We innovate by combining vision with feedback

We face challenges with optimism

We persist and follow through

We listen, we care, we serve

We do the right thing

We work as a team

We are resourceful

We think long term

Our Mission

Create the world's best field management software in the
construction and field service industry with a focus on
simple solutions and strong partnerships



CREWTRACKS™ Our Values

We innovate by combining vision with feedback

- We work hard to keep things simple for the client office staff and even simpler for the field crews
- We move and iterate quickly and balance that with releasing a quality product
- We balance continual improvement of our features with creating new ones
- We experiment and try new things without fear of failure
- We have courage in challenging the status quo

We face challenges with optimism

- We confront the brutal truth of difficult situations, yet at the same time, never give up hope
- We kick the inner cynic to the curb
- We take the time to enjoy and celebrate victories

We persist and follow through

- We have a culture of performance and accountability
- We aren't afraid of taking on challenging problems
- We do what we say we'll do
- We "close the loop," providing closure to clients and assuring completion of tasks
- We are empowered employees and we take initiative to solve problems

We listen, we care, we serve

- We practice open, honest communication
- We are kind and respectful
- Every client has a point of contact they know by name
- We are cheerful and service oriented, causing clients to say things like, "Wow! I've never been treated so well."
- Our senior employees take time to teach, train, and help junior employees and take them under their wing

We do the right thing

- We believe in integrity and trust
- We are honest with ourselves and others
- We own our mistakes and strive to fix them and learn from them
- We have an overall expectation of quality
- We believe people matter

We work as a team

- We speak and act with humility
- We place the right people, at the right time, in the right roles for each stage of the company
- Ideas win on their merit rather than because of who said them
- We have a culture of teaching and learning
- We foster friendships and positive relationships in the workplace

We are resourceful

- We find ways to do more with less
- We are thrifty but spend money where it counts
- We use our time wisely

We think long term

- We focus on clients that are a good fit
- We win sales through competence, persistence, and building long-term relationships rather than pressuring for a quick sale
- We believe in compensating our employees generously in the long-term
- We are focused on growth more than profit
- We believe in financial sustainability
- We sacrifice in the short-term where necessary for the long-term good of the company

THE ULTIMATE MARKETER OFFER



I've put in tens of thousands of hours, learned directly from the best in the industry, and worked with hundreds of businesses to distill the most essential elements of Lifecycle Marketing into this playbook. Lifecycle Marketing is not a trend. It works every time, and it has been working for over 20 years. The question is how you're going to implement it.

CHEAP & SLOW

You have limited resources. You have to spend your time and money effectively. If you're tech-savvy and have six months to a year to dedicate to building this from scratch, you can do it yourself. I'll point you in the right direction.

But if you'd rather skip the learning curve, I've already done it. I won The Ultimate Marketer award after scaling CrewTracks by 7x in a single year, and the most important work that drove those results happened upfront, in the initial setup. I'd love to bring that to your business.

Think about it this way: go to the gym once and enjoy improved fitness all year. Your initial Lifecycle Marketing setup works the same way. Even if you never add another play, the automation runs while you sleep – this year, next year, and the year after that.

I work with a small number of clients at a time so I can give each one everything I've got. If you're ready to talk, let's find out if we're a good fit.

– Brett