

# THE **ULTIMATE** MARKETING ENGINE



**5 STEPS** to Ridiculously  
Consistent **Growth**

**JOHN JANTSCH**

*Author of Duct Tape Marketing*

**A PDF COMPANION TO THE AUDIOBOOK**

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FIGURE 1

Stage	Foundation	Level-Up	Organize	Stabilize	Scale
<b>Characteristics</b>	<ul style="list-style-type: none"> <li>• Founder-driven sales</li> <li>• No website leads</li> <li>• Company-/product centric content</li> <li>• Inconsistent online presence</li> <li>• Little social media engagement</li> <li>• No consistent email outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Not converting website traffic</li> <li>• Struggling to get on page one/maps</li> <li>• No engagement in social media</li> <li>• Not following up on leads effectively</li> <li>• Not sure how to use online advertising</li> <li>• No solid sales process</li> </ul>	<ul style="list-style-type: none"> <li>• Not tracking client relationships</li> <li>• Not fully tracking marketing results</li> <li>• Not actively upselling and cross selling</li> <li>• Not taking full advantage of online advertising</li> <li>• Not seen as a leader in the industry</li> </ul>	<ul style="list-style-type: none"> <li>• Using CRM for sales</li> <li>• Marking KPIs established</li> <li>• Developing additional offerings</li> <li>• Converting leads from online ads</li> <li>• Community and industry involvement</li> <li>• Internal marketing roles developed</li> </ul>	<ul style="list-style-type: none"> <li>• Predictable and consistent lead flow</li> <li>• Building internal marketing team</li> <li>• Sales management driven</li> <li>• Recognized leader in industry</li> <li>• Financial mastery</li> <li>• Internal marketing roles established</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>• Rapid marketing changes</li> <li>• Not sure where to invest</li> <li>• Social media seems a waste</li> <li>• Not getting repeat business</li> <li>• Too many tasks</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough time to produce content</li> <li>• Not sure what content to produce</li> <li>• Online advertising seems too complex</li> <li>• Not converting enough leads</li> <li>• Not retaining enough clients</li> </ul>	<ul style="list-style-type: none"> <li>• Lead cycles up and down</li> <li>• Marketing return hard to understand</li> <li>• Client acquisition still seems high</li> <li>• Sales process still too manual</li> <li>• Customer service inconsistent</li> </ul>	<ul style="list-style-type: none"> <li>• Profitability varies</li> <li>• Expenses increase rapidly</li> <li>• Marketing experience hard to maintain with growth</li> <li>• Need strategic marketing hires</li> <li>• Founder issues</li> </ul>	<ul style="list-style-type: none"> <li>• Culture as marketing suffers</li> <li>• Staff turnover</li> <li>• Employee branding</li> <li>• Innovation</li> <li>• New product/service offerings</li> </ul>
<b>Promise</b>	<ul style="list-style-type: none"> <li>• Website prepared to convert leads</li> <li>• Traffic flow from search engines</li> <li>• Branded social media presence</li> <li>• Automated reviews</li> <li>• Reengaged customers</li> </ul>	<ul style="list-style-type: none"> <li>• Higher quality traffic and leads</li> <li>• More ideal client interactions</li> <li>• Search engine and maps ranking</li> <li>• Automated lead nurturing</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent lead flow</li> <li>• Reduced waste on advertising</li> <li>• Automated lead nurturing</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent lead conversion</li> <li>• Word of mouth and referral marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent lead flow</li> <li>• Business value growth</li> </ul>

FIGURE 2

# MARKUP OF COPY FROM LAW FIRM WEBSITES

1

██████████ is one of the top 100 law firms in the country, with 570 attorneys in 16 cities stretching from Washington, D.C. to Los Angeles.

Whether you need legal counsel to structure your business or organization; to ensure it is compliant with industry or government regulations; or to protect it in litigation situations, ██████████ has the broad range of experience and depth of attorneys to help you meet your legal objectives.

We have strong national resources and Washington, D.C. connections that allow us to deliver detailed insight and cost-effective solutions to our clients. Our bench strength is balanced by our Midwestern roots and work ethic to deliver the best of all worlds — true value.

*Big*

*Cost Effective*

*Broad Range*

*Value*

*Midwestern Values*

2

██████████ is an international law firm with a legacy spanning more than a century. Established in Kansas City in 1889, today the firm has grown to approximately 1,500 employees worldwide, with more than 500 attorneys and 226 research analysts and paraprofessionals. The firm has nine offices strategically located in Geneva, Houston, Kansas City, London, Miami, Orange County, San Francisco, Tampa, Florida, and Washington, D.C.

██████████ is committed to being the best in the world at providing creative and practical solutions at an unsurpassed value. We are deeply passionate about achieving the best results for our clients from the boardroom to the courtroom and sustaining a diverse environment where everyone is respected, feels appreciated, and experiences fulfillment and enjoyment through meaningful personal contributions.

*Big and Old*

*Value, results, and solutions*

3

At ██████████, we take pride in our ability to work in partnership with our clients to achieve their goals. Our client engagement philosophy highlights three critical steps: We identify achievable goals. We work to find the best strategy for achieving those goals. We implement powerful legal strategy in a skillful, aggressive and cost-effective manner. We believe our success is measured by our results.

*Value, results, and solutions*

*Partnership*

*Cost Effective*

4

██████████ was founded in 1873 on the heartland principles of honor, service, trust and value. We are committed to serving our clients in the same unwavering manner today. Our mission for every client: to achieve the best possible bottomline result at the earliest possible date. ██████████ with clients and delivers highest quality of legal services in an effective and efficient manner.

*Old*

*Midwestern Values*

*Partners*

*Cost Effective*

*Results*

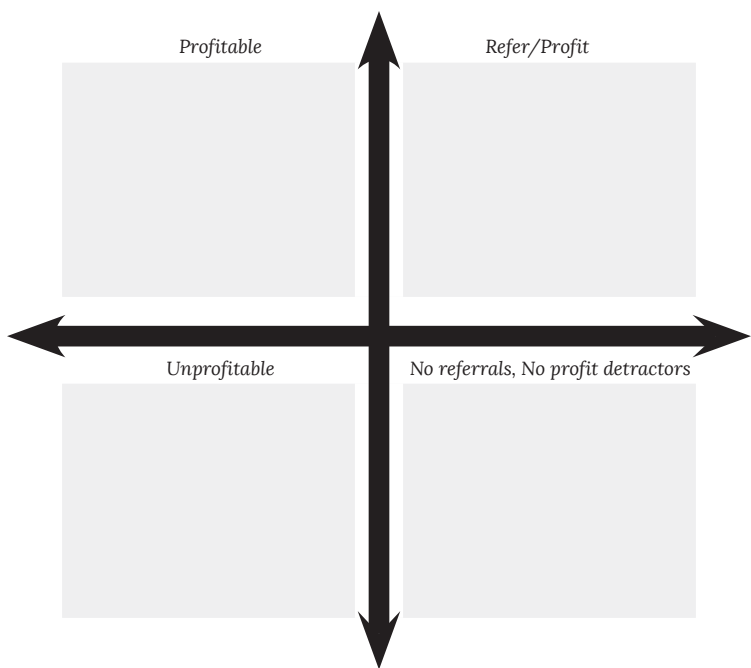


FIGURE 3