

## SUGGESTED MARKETING PROGRAMS

We can state with all certainty, that unless you drive traffic to your private label it will not generate revenue for you. To drive traffic, you are either going to have to do the work or hire an agency to do it for you.

Keep in mind that one funding commission is usually worth around an average of \$7,000 to you. Selling just one business credit coaching service can be worth another \$3,000 to you. So consider investing a small amount each month to generate traffic for you using all or some of these programs to generate \$10,000 a client.

### Program #1 – Paid For Social Media Engagement

- Facebook Page Setup
- Facebook Posting
- Facebook Group Posting
- Instagram Business Profile Setup
- LinkedIn Page Setup
- LinkedIn Posting
- LinkedIn Group Posting
- Instagram Posting

The cost of these types of programs range from \$99 a month to \$299 a month to get them done effectively. There is no use in doing these for one or two months. These are a year by year commitment to have them be a good return on your investment. Expect to pay \$1,000 to \$3,000 on an annual contract to yield good results. Remember that is the cost of one funding commission or one business credit coaching sale! We recommend <https://guaranteedigital.com/> as a solution source provider.

### Program #2 – Paid For Local SEO Marketing

- Top 50 local search directories
- Includes map, voice, and nav sites
- Monthly SEO blog articles
- Google My Business (GMB)
- Weekly GMB Updates;
- Quarterly SEO Videos

This program is probably the most important to drive both SEO and Local listing traffic. This helps you to come up on all the local “near me” searches, map searches, voice searches, and be placed correctly on the top 50 local and national directories. Here too the costs range from \$99 to \$299 a month with annual pay contracts giving you a price break. You need to be in for the full year to get the best ROI. We recommend you try <https://synup.com/> for your local marketing.

# Traffic Driving Programs

## Program #3 – Paid For Craigslist Ads

The basis of the Craigslist ad program is to run one ad per day in each of your chosen markets that will direct traffic to your pre-qualification scan pages and to your phones. For example, if you posted one ad per day in Austin Texas <https://austin.craigslist.org/> it would run you \$5 a posting or \$150 for the month. You might get five to ten calls a week, and if you closed one funding or one business credit coaching service your ROI would be at least 20X. Again, you have to drive traffic to your private label to make money. We recommend you try <https://www.classifiedkings.net/> for help with your craigslist advertising.

## Program #4 – Paid For Email Marketing

This program includes a custom email platform for doing safe and clean mass emailing. It is a third party provider. The data can be acquired from a number of third party providers. We suggest marketing to newly filed business lists where the new business owners will be in need of funding, building business credit, and optimizing all facets of their marketing. We recommend <https://www.accutrend.com/> for your data needs.

### These Records Normally Include –

- Phone, address, contact name
- Contact email (no info@, support@, etc.)
- In some cases website and LinkedIn
- SIC code
- SIC description
- Revenue and # of employees

This gives you the ability to email, call, send postcards, along with inviting to events, webinars, podcasts, etc. The emailing platform cost is \$29 a month which provides dedicated servers to send from and allows for up to 2,400 emails a day to be sent at the rate of 100 an hour with template and tracking management for seeing who opens and clicks your emails. The mailer provider we prefer is <https://jmailerpro.com/>

## Program #5 – Paid For More Traditional Methods

The end goal is to reach as many small business owners as you can and drive them to your business finance pre-qualification scan. Here are some more ways of doing just that.

- Hold educational webinars
- Trade journal ads
- Radio commercials
- Call center cold calls
- Newspaper ads
- Podcasts sponsorship

# Traffic Driving Programs

## Program #6 – Paid For Online Ad Networks

Paying for online ads can be cost effective if done on the right place and for the right amount spent per completed pre-qualified scan. Consider if you spent \$500 to receive 50 completed pre-qualification scans and 5 of those pre-qualified with only 1 to fund. You would have spent \$500 to possibly earn \$10,000 which would be the average funding commission on a \$70,000 deal plus selling them your business success coaching.

- Facebook sponsored posts
- Instagram ads
- LinkedIn ads
- YouTube Commercials
- Google display network
- Regencyads.com
- Craigslist.com ads
- Yelp.com ads

## Program #7 – Self Utilized Social Media

These groups take a little work and time but can reap big rewards if you stay with it. You can also hire a marketing firm to do all the posts for you.

- Facebook groups
- Facebook business page
- Facebook posts
- LinkedIn groups
- Instagram posts
- YouTube videos

## Program #8 – Self Utilized Face To Face Networking

Your business finance pre-qualification private label is a powerful tool and a much needed service. You will find that organizations and events below will appreciate having the ability to help their members or their events attendees to quickly and easily know if they pre-qualify for financing. You can pay referral fees.

- Chambers of commerce
- Trade and franchise shows
- Networking events
- Community meetup group events
- Mentoring and guru events
- Hosting your own events

Use these tools to find or schedule events:

<https://eventbrite.com/> <https://eventful.com/> <https://meetup.com/> <https://10times.com/>

# Traffic Driving Programs

## Program #9 – Self Established Referral Partners

Most of the groups listed below have a large network of business clients that will need your business finance pre-qualification and credit building services. They do not have the time or inclination to have their own private label but can easily refer their clients to you for a referral fee. Many will be happy to be able to better serve their clients and to make some extra revenue while doing it. If you want a large master database of these prospective referral partners a cheap way to get all their info is <https://datasourceone.com/>

- Accountants
- Business Lawyers
- Marketing Agencies
- Business Brokers
- Web Designers
- Franchises Companies
- Credit Repair Companies
- Business Coaches
- Credit Unions
- Local-Regional Banks

## Program #10 – Direct Mail Posters or Fliers

With printing, postage and data included it will cost about 50 cents a postcard to get your message to newly filed LLC and INC small business owners. Your commission could be \$7,000 or more per client with an additional \$3,000 for adding on your business finance and credit building success system when they fund. You can make \$10,000 or more from a single client! We like <https://www.postcardmania.com/> to fulfill mailers.

To reach 1,000 of these new filed small businesses will cost you about \$500. If even one deal funds you could have a 20X ROI. We have a third party provider who collects new business filing data daily. They sell for 10 cents each in batches of 5,000. Imagine what you could do with 5,000 newly filed small business owners that you could give a free business finance pre-qualification scan to and let them have free “Step One - Lender Compliance” access to your private label system. Closing just 2 out of those 5,000 could make you \$20,000.

## As A Private Label You Have To Market To Make Money

Whether you utilize our suggested marketing programs or you employ your own, it is vital to your success that you have consistent and productive marketing to drive traffic to your business pre-qualification scans.

If one prospect funds for just \$70,000, you could earn \$7,000. When that funded client goes into your business success system you can earn another \$3,000 making you \$10,000 from a single prospect. Will you spend \$500 a month to make \$20,000? 20X!! We certainly hope so ...

# Traffic Driving Programs

## Bonus - Full Service White Label Lead Generation Strategy

One of the best ways to utilize our Private Label Success System is to become a white label for all the various vendor services that exist in the system. What that means is that instead of becoming simply an affiliate or a reseller of a specific vendor service you become a self branded white of those same services.

An example of this could be the entity formation service where instead of listing four such service providers you will list only one service provider which will be your white label of an entity provider service.

With this business strategy you will market each white label service as a stand alone business outside of your success system private label. By so doing you can have small business owners who come to your other white labels for the sole purpose getting those services. You can then use each inquiry as a basis to cross market your private label success system to help them build strong business credit scores and to receive funding.

You can have white labels for entity formation, phone services, online marketing, local listings, accounting, tax services, merchant processing, business plans, websites, professional emails, domains, hosting and more. This allows you to cast a wide net of business services and to lead generate from each of those individual services.

## Full-Service **White-Label** Strategy

