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MARKETING

RE-ENGAGE OLD PROSPECTS AND CONTACTS

WITH THESE 3 POWERFUL DEVICES

"NEW LEADS ARE 4 TIMES MORE EXPENSIVE TO CONVERT
THAN EXISTNG ONES"

SM Research

- 360 COLLINS STREET, MELBOURNE, VIC 3000 -

This report will show you 3 easy ways to re-engage old prospects, contacts and (even) acquaintances back into your “buying process”. Most are bad at this – you won’t be!

After you’ve read the next page itself.

IT WILL SHOW YOU HOW A BUSINESS CAN GROW BY \$340,200 IN 12 MONTHS, BY BECOMING BETTER AT RE-ENGAGING

(what a strange statement to make.. I know .. please keep reading)

Even if you spend the same amount of time on your business that you do now.

Whilst these tools have been shown to work in any industry, they will work best where a client is worth more than \$1000 in sales.

E.g. Financial advisors, Coaches, Accountants, Dentists, building and similar industries

Dear friend,

I am going to tell you something that will potentially damage my business. But it’s the truth. So, people need to know this.

We all know, based on decades of research, it cost 4 times more to acquire a new lead than to develop an existing one.

[So, here is why you should be making **\$340,200** more but are not.]

After 550+ clients, this is what I have observed. On average, new leads can currently cost:

$\$1000$ (Ad spend) + $\$2000$ (in your time) = $\$3000$ /month

→ if you have existing/old prospects you have not developed, you are sorely overspending both time and money.

Because, based on statistics that have stayed constant over decades,

You could have saved $\$2250$ /month in terms of advertising costs and your time

[if we had re-engaged old prospects effectively]

A grand total of $\$27,000$ /year that could have gone to your bank account + time spent doing more enjoyable things in your life.

Recap: You save 4 times more by re-targeting existing prospects or people that are showing interest. If your lead generation efforts are worth \$3k/month (and they probably are, on a pro-rata basis & ad spend), you should have saved \$2750/month or \$27,000. An ad budget of \$27k can get you up to \$340k in sales.

For close to nothing. And that profoundly saddens me.

Most of the time, these old leads are people that know of you already or may have even met you.

A second email from you is not unwelcome.

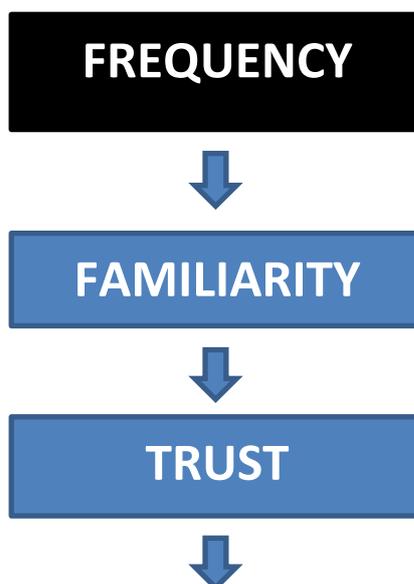
Now you have interacted more than once with this prospect.

A higher frequency of interaction:

- That is SUPREMELY IMPORTANT! -

**Advertisers spent \$40B in 2014 to get more frequency.*

Because, we have all seen this work:



HIGHER SPEND

FREQUENCY (without spamming/boring) is highly valuable. So we know, these old prospects have a much higher chance to convert.

Every day that goes by, we lose this income – \$27k that would have been much easier to obtain.

I think of it as being stabbed in the back by my own business. Because I am ignoring it.

It is a silent killer. **Medium sized businesses can run a \$27k ad campaign and double their businesses.** Yet, smaller ones lose that money every day.

It is a painful, frustrating and tragic bloodletting.

“What a shame it is to fight so hard for our lives and businesses .. and yet give it away so freely a morcel at a time.”

That was just the cost.

We recently did a rather ordinary campaign that did an ROI 12,600%. On less productive and new leads.

We have been at this since 1999 in one form or another, obviously our numbers are not the norm. Besides I don't know anything about your business .. so who am I to tell you how to run your ship..??

But the fact remains:

[With a budget of \$27k in marketing, you would have gotten \$340,200. That is the HIDDEN COST of not re-engaging properly.]



If the glass was half-full, we could say that is **A \$340k OPPORTUNITY.**

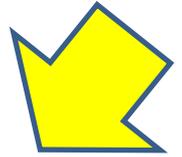
That is an opportunity that all my clients benefit from, and that you can too.

Top Internet Marketers (those that have been around for over a decade and have made companies hundreds of millions of dollars) believe that **the money is in the follow-up.**

Frank Kern, Bill Baren and Ryan Deiss come to mind.

I have reviewed over 200+ of them and no one disagrees so far.

Imagine the possibilities here?



If it takes \$27k to generate \$340k.. and if that \$27k is floating around in your business already .. mostly in terms of your own time.. that just needs to be diverted to a more productive area.

At this point, you may be asking yourself .. HOW?

I will give you 3 of these highly productive areas in the next pages:

“3 highly effective ways to re-engage these old prospects so you can quickly turn them into paying customers.”

[Click here to see if this would work in your business.](#)

CUSTOM AUDIENCES DELIGHT!

If you have a list floating around, of old prospects..

If you are in a position to put your contacts in a mailing list of some kind..

This is for you.

Using a really simple feature called custom audience, Facebook now allows us to communicate with our prospects without emailing them directly.

But you do need their email addresses to upload.

Step 1: Send them a friendly email re-introducing yourself from your own personal email

Step 2: Upload all old prospects emails into a custom audience in Facebook.

(this is a copy paste thing even an IT-illiterate like me could do)

It takes less than 10 seconds, we timed it.

Step 3: Get your message on Facebook i.e. a page, a post.. an ad.. anything you want to communicate.

Step 4: Advertise it to that custom audience of old prospects.

(a similar campaign to this cost us \$1.38/day)

You can rinse/repeat the above as many times as you want. At present.

→ Anyone on that mailing list gets that message straight in their News Feed.

[No more nagging emails.]

Marketing gurus are going gaga over this one.

CONVERSIONS ARE THROUGH THE ROOF AS PROSPECTS ASCRIBE MASSIVE TRUST DUE TO THE FREQUENCY ALONE!

CUSTOM AUDIENCE, DOUBLE-DELIGHT!

This one uses another feature called a pixel, again, we are talking about copy and paste here.

Step 1: From above material, ad or page post etc, have a link to your website.

Step 2: Using the pixel, Facebook allows you to monitor who clicks on the link and records their information

(this info is not shown to you.. besides you already have it, as it is an old prospect – so no laws are broken here)

Step 3: Facebook allows you to re-market a variety of offerings to the person who has clicked – who we know is interested from their past behaviour.

*this was a feature that was only allowed by Sony and other giants before... now anyone can .. and for a few bucks.

[Now I have explained what this new technology can do, you've seen how cheap it can be too, so you know this can work for you]

WHAT TO DO WITH THESE RE-ENGAGED FOLKS?

Surprisingly, some business owners do the simple steps above... then drop the ball.

Here's one sure way how not-to-drop-the-ball.

All your ads and facebook posts need to go to something valuable to your prospects.

Not just to a list of your services on your site.

Or a list of great things said by a bunch of strangers your prospects never heard of (recommendations or the like).

Preferrably send them to some information they would find highly valuable.



You could write a short blog post (by the way this is converting like crazy right now),

Use a call to action at the bottom of the advice.. feel free to copy and paste a version of this:

“So, if you want to see this and even more powerful advice at work in your life (or business), please call 1 800 XYZ ABC for a free consultation.”

All the traffic you get from the Delight and Double Delight, you can send to 3 different blogs or a video or a webinar or a seminar – wherever.

With highly useful information & With a crystal clear call to action.

Step 10: Watch the appointments and sales roll in!!!!

Our latest data shows us that part of this worked for a list as small as 30!!

Would like to see how this will work in **your** business NOW?

For FREE!

**What would your business look like if you
did all this?**

Click here to see if you qualify.