

A man in a dark jacket and glasses stands in front of a whiteboard, gesturing with his hands. He is addressing a group of people whose silhouettes are visible in the foreground. The whiteboard has handwritten notes, including 'BIZ. 1/CHECK', 'BIZ', and 'BIZ Exp.'. A large sign on the wall reads 'BUILDOUREMPIRE'.

BUILDOUREMPIRE

Clever INVESTOR

MARKETING OVERVIEW



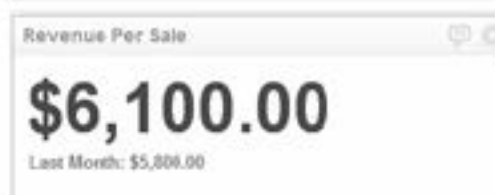
FAIL FAST

DATA, ANALYTICS AND METRICS

KLIPFOLIO TODAY

MONEY OUT / ACTIVITIES

MONEY IN / RESULTS

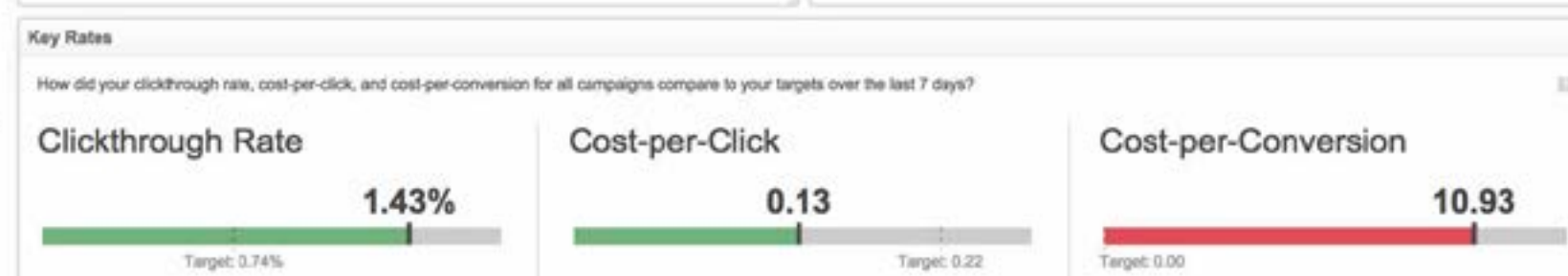
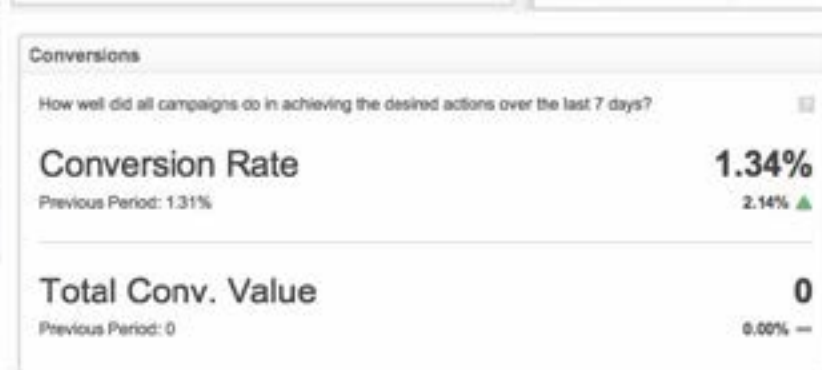


Funnel

Metric	On Target	Past 30 Days
Visits	64%	775,539
Site Events	51%	100,200
Leads	70%	54,750
Opportunities	29%	5,010
Wins	35%	2,491

Campaign Performance

Campaign	ROI	Leads	Wins	Start
01/09 Email Blast	-18.45%	1,214	2	Thu, Apr 01, 2010
Blue Team Video	-8.72%	325	42	Mon, May 10, 2010
Red Team Skyscraper	11.05%	235	58	Wed, May 12, 2010
Red Team Banner	33.88%	512	121	Sun, Apr 04, 2010
		2,286		



RECOMMENDATIONS

Top down decisions and adjustments

Our highest-ROI decisions will often flow from offers, messages and target segments—not simply “pass/fail” assessments of specific programs or tactics. You can always evolve your mix of tactics, but even the best tactics applied to the wrong strategies won’t produce a fraction of your desired results.

It’s impossible to run a race without a finish line. Start with the outcome.

It’s essential to plan our programs with ROI in mind from the outset. When you quantify the outcome you expect from each marketing investment, you can then determine exactly how you will measure the program against those goals and position yourself to achieve them. We need to measure ROI to find not just what works, but what works better. We need to focus on “improving ROI,” not just “proving ROI.” Only with discipline, planning, and a closed-loop process, you will be able to improve your marketing ROI.

Standardize KPIs, Metrics & Analytics

What does success look like? What metrics are most important for each activity? It’s important that everyone agrees on what the funnel looks like, what we’re tracking, where we’re tracking it and what’s the point of truth for those metrics? Data alignment assures we are making marketing decisions that aren’t subjective and we fill any missing data.

This means we must measure things not just because they are measurable—but because they will guide us towards the decisions we need to make to improve company profitability.

Standardize Tracking

UTM codes will give us a wealth of data around ad, campaign and source performance. Right now there’s no standardized method, tool or formatting.

Define and align the revenue cycle

The first step in revenue cycle analytics is to define the stages of the revenue cycle, starting with potential buyer awareness and moving through marketing and sales to close business and beyond. Marketing and sales collaborate to formally define each stage and the business rules that determine a prospect’s movement from one stage to the next.

RECOMMENDATIONS

Be data driven

We need to know our customer’s lifetime value overall and also their lifetime value per product, churn or attrition rates. These numbers will help give us a better understanding of how much we’re willing to pay for a lead or LTV:CAC. The best rule of thumb is spending 40% or less than customer’s lifetime value.

A SaaS company has a gross margin of 75% and monthly customer churn of 2%, and each customer spent an average of \$40 with you every month, the calculation would look like this:

$75\% \times (1 / 2\%) \times \$40 = \$1,500 \text{ LTV}$

Think outside the funnel

Beyond metrics related to marketing, we need metrics, KPIs and goals for sales, products and customers. We can use that data to inform us on whether to pursue new initiatives, what outcomes to predict and what to focus our efforts on.

- » Shift the mix from many small deals to fewer larger deals (or the reverse).
- » Build out market presence for a specific segment of the product portfolio.
- » Increase revenue per customer.
- » Increase products per customer.
- » Increase average customer lifetime value.
- » Increase customer retention.
- » Optimize a high-performing geography.
- » Improve customer experience.

	Facebook	Youtube	Paid Search	Email	Nurture
IMPRESSIONS	2,000,000	2,000,000	100,000	100,000.00	9,373
CTR	1.50%	1.50%	2.00%	2.00%	2.00%
OPEN RATE				15.00%	15.00%
LP CONV. RATE	3.00%	3.00%	3.50%	3.50%	3.50%
PRODUCT PRICE	\$12,000.00	\$12,000	\$12,000	\$12,000	\$12,000
CPM	\$25.00	\$25.00			
CPC			\$5.50		
TOTALS					
Clicks	30,000	30,000	2,000	300	187
Conversions / MQLs	900	900	70	11	7
Spend	\$50,000.00	\$50,000.00	\$11,000.00	\$0.00	\$0.00
ROAS	\$2.16	\$2.16	\$0.76		
Acquisitions	9	9	0.7	0.105	0.06561183551
Gross Revenue	\$108,000.00	\$108,000.00	\$8,400.00	\$1,260.00	\$787.34
Controls	Sales Close %	Profit Margin %	Avg Aux Sale	Aux Sale %	Abandon %
	1.00%	75.00%	\$937	10.00%	15%
Total Impressions	4,200,000				
Total Clicks	62,487				
Total Conversions / MQLS	1,887				
Total Acquisitions	19				
Spend	\$111,000.00				
CPL	\$58.82				
ROAS / NROAS	\$3.63	\$3.17			
Aux / Cross sell	\$176,817.63				
Gross Revenue	\$403,264.97				
Net Revenue	\$351,811.96				

A man in a dark jacket and glasses stands at the front of a dark room, gesturing with his hands. Behind him is a whiteboard with handwritten notes. To the left, a large sign reads 'BUILDOUREMPIRE'. In the foreground, the silhouettes of an audience are visible.

BUILDOUREMPIRE

THE CLEVER BRAND

ELEVATE DON'T COMPETE

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SEPTEMBER 18 - 20

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LEARN THE 5 THINGS
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Wholesaling houses is one of the fastest and easiest ways for entering Real Estate business to get started in Real Estate. But there's a lot of confusion about what Wholesaling Real Estate is and why it may be the best way to make money in Real Estate today. In this free guide, we share the 5 things we wish we knew before we started Wholesaling Real Estate.

Real estate investors share 5 things a few years ago, we would have done MANY more deals, seen a LOT more properties, and made MUCH more money each month!

DOWNLOAD OUR FREE WHOLESALING REAL ESTATE GUIDE

Enter your email to learn the 5 things I wish I knew before I started Wholesaling Real Estate.

First Name:

Last Name:

Phone:

Email:

[Download Guide Now!](#)

Wholesaling Inc. has been featured on...

Our 3 Step Framework Buy Right / Manage Right / Finance Right

This Free Webinar Reveals:

- ✓ The framework that allowed a pizza guy and a drug rep to purchase over +1,000 units in only 5 years, create a \$80,000,000 portfolio with their own money and retire from their jobs in less than three years.
- ✓ Our 3 Step Framework: Buy Right, Manage Right, Finance Right.
- ✓ The strategies that are being employed in today's current market that will bring your business and move you closer to your goals.
- ✓ A Step By Step Game Plan For You To Get Started in Multi-Family Apartments.



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From The Desk of Rick Minero, CEO HSE Capital
Orlando, Florida
May 2019

Dear Future Real Estate Star,

Reading this short page could turn out to be the most worthwhile investment you've ever made...

...For far, far more than just your finances.

In fact, by the time you finish this true story, I believe things could turn around for you and your family permanently. And you could even leave an impact on a small part of the world.



astroflipping **KeyGlee**

SOUND IMPOSSIBLE?

CASE STUDY:
REAL ESTATE INVESTOR JOSIAH GRIMES

LEARN HOW HE SCALED KEYGLEE TO 1-2 WHOLESALE DEALS PER DAY

How to Become

ATTENTION: If you've dream money in real estate OR if you estate but haven't gotten serious challenge is for you

From the desk of: Cody Sperber
Re: The 30 Day Deal Challenge

Please excuse the direct language I use on this page. Little blunt, it's important to communicate that this is...

Sure, this challenge is going to be a lot of fun. That said, we're not playing around here.

Contrary to what late night infomercials want you to believe, real estate isn't easy. You'd be rich already if it was. Unfortunately, you need to do more than just "click a button" and have money fall from the sky.

At the end of the day, no matter how simple it is to flip a house with no money down, and no matter how much help our team gives you, there is only one person who's going to make this happen... YOU!

GET OFF THE SIDELINES AND GET IN THE GAME

Let me ask you a serious question...

What if our team were to give you everything you need... all the training, all tools, all the support you need to close a no-money-down real estate deal in the next 30 days...

All-New Software Gives You Instant Access To MLS Listings and Identifies the Best Deals in Your Local Area in Seconds. **Try It FREE!**

but I still didn't have the **DEALS** or **MONEY** to show for it

[Free Mike Chan](#)

How to Flip a House in 4 Days for Huge Profits... Without Using Money or Fixing It!

...And How To Copy This Strategy In Less Than 10 Minutes!

Register My Spot Now!
Exclusively Limited - Only 100 Spots Available

This is a free version, and will be 100% approved

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Sirius

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Full Powers Education Unlimited Monthly Leads



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BILLY GENE IS MARKETING INTRODUCES... THE GENIEUS AD-VANTAGE



2:29

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WHO IS RUSSELL BRUNSON?

Over the past 10 years, Russell has built a following of over a *million entrepreneurs*, sold hundreds of thousands of copies of his books, popularized the concept of **sales funnels**, and co-founded a software

100% No Cost LIVE Webclass

Learn My Shopify Strategy For Creating Buying FRENZIES Online For Any Product or Niche! [Step by Step Case Study]

Next Live Stream: **TODAY**

YES! RESERVE MY SEAT NOW!

You're Going To **LEARN:**

- ✓ Exactly how I find and cherry pick products that are proven to convert in any niche
- ✓ My secret sauce to turning passive customers to high ticket buyers
- ✓ How I'm doubling my sales volume with ads targeting on ads
- ✓ See my exact ad campaigns (inside of my personal account)
- ✓ How I'm using email marketing to get sales with no ad cost
- ✓ How I'm using drop shipping & Print On Demand to "double dip" with my sales & earn more profit

YES! RESERVE MY SEAT NOW!




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"How To St
Traveling T
B



Buy an undervalued property, fix it up, and then flip it for a profit!

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Ralph R. Roberts
Real estate expert, author, and investor
with Joe Krynski

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WITH NO MONEY OR CREDIT



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HOW TO WHOLESALE HOUSES FOR HUGE CASH - PART II (With Contracts Included)

& REAL ESTATE MARKETING

How to Be a Real-Estate Millionaire



ERNE BRAVEBOY


HOW TO WHOLESALE HOUSES FOR HUGE CASH

REAL ESTATE MARKETING

HOW TO WHOLESALE HOUSES FOR HUGE CASH

TING INTRODUCES...

AD-VANTAGE



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serious question...

everything you need... all the training, all in a 10-minute down real estate deal in

REVERSE WHO

Buying

shopify

YES! RESERVE MY SEAT NOW!



RECOMMENDATIONS

Brand reboot

Clever needs to stand out to cut through the noise. The market is full of low end pretenders. Every Joe Nobody is creating a video saying they have experience flipping houses and can teach prospects how. We want to remove ourselves from the crowd who are advertising the same manner with the same message.

I suggest we reboot the brand as a company/community clarifying the infrastructure, technology and expertise of the company. We form a tribe and pull prospects, leads and customers into our brand. "Want to be a Clever Investor? Hey Clever Investors." Vs "Hey it's Cody the Clever Investor".

Throw Rocks @ our enemies

Our job as experts and leaders is to help bring people to higher ground. To move them from where they are to where they want to be. To create distance from the bottom feeders and clutter we need to throw rocks them, calling out differences between us and them.

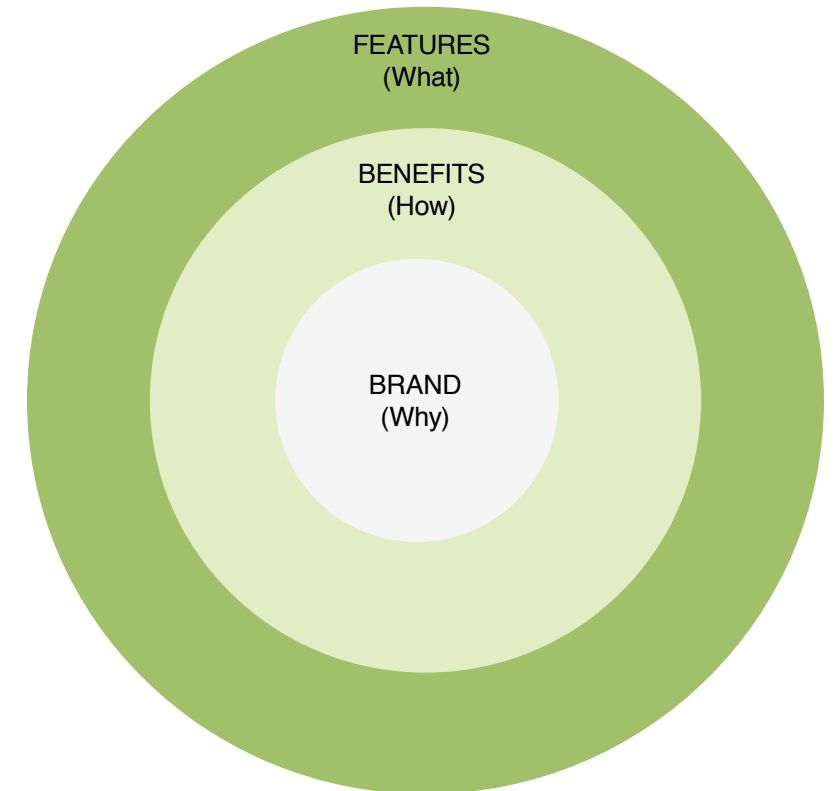
Clarify voice & personality

Who are we and what is our personality? Why do we exist? What is our purpose, our cause and our beliefs? Right now our voice and personality is a little schizophrenic. We market to humans—and humans, by nature, do not care about what you are... they care about who you are. By building our brand from the inside out, we can connect with our values, goals, and customers even more.

Product branding & messaging

If we are asking how to make our products seem more exciting, we're asking the wrong question. To win attention these days we need to ask a different question "How do/can we help?" What benefits do we provide to the target audience in relation to each product and its key message.

If we are asking how to make our products seem more exciting, we're asking the wrong question.



MY FIRST TIME MEETING CLEVER

A woman in a cowboy hat is holding a large framed award. The award features a trophy and the name 'Kathleen Dubord'. In the background, another woman is holding a large dollar sign. The entire scene is dimly lit, serving as a background for the text.

CUSTOMER JOURNEY

FOCUS ON CUSTOMERS & RETENTION

Thinking, planning & acting like a brand

Clever needs to stand out to cut through the noise.



RECOMMENDATIONS

Focus on retention

Clever puts more effort into customer acquisition than they do for customer retention. We have systems in place when there are issues or complaints and do a great job there. But we don't do a great job at creating a branded relationship after the sale to show how much we value them and encourage them to keep doing business with us.

- » Creating a community among our advocates
- » Provide exemplary customer service
- » Making our customers feel heard and valued
- » Associating our brand with a positive experience
- » Keeping our customers interested and engaged
- » Showing customers we want their business.

Prepared for the future & equipped to make strategic business decisions

- » How likely it is that you'll be able to keep each new customer you gain.
- » How long you'll be able to retain each customer if you continue with your existing strategies.
- » How much your company may grow in the future.

Recognize when a problem is likely to emerge

- » There may be a problem with your product or service.
- » When customers may be unhappy with your customer service.
- » When one of your competitors may have jumped ahead in market share thanks to a new found competitive advantage, such as better technology, an improved buying experience, or product improvement.



Formula

$$CRR = ((E-N)/S) \times 100$$

WHAT'S IT MEAN TO BE A CLEVER INVESTOR?



ON BOARDING NEW CLEVER INVESTOR

AMAZING
ON BOARDING EMAILS

VIDEO TUTORIALS

RECOGNITION FOR
MILESTONES

PRO TIPS

EMAILS FROM
SUPPORT

EMAILS FROM CLEVER
AGENT (CRM)

TESTIMONIALS

CHURN STATE 3RD-5TH MONTH

FREE TRIALS

WEEKLY MOTIVATION
TEXT FROM CODY

TESTIMONIALS

ATTRITION MONTH
DISCOUNT

LOYALTY PROGRAM

DISCOUNTS ON
PRODUCTS

SWAG

FREE CLEVER SUMMIT
ONLINE VIDEO

PREMIUM YOUTUBE
SUBSCRIPTION

MOMENT OF JOY

MOMENTS OF
RECOGNITION

CONTEST

CODY IN CAR
GETTING COFFEE

???

LOYAL & ADVOCATE 6 MONTHS - 1+ YEAR

REMOTE CONTROL
LAMBO

VOICE MAIL OR PHONE
CALL FROM CODY

ONE ON ONE CALL
WITH MENTOR

REFERRAL PROGRAM
EARN FREE OR \$

SWAG BAG

1ST COME 1ST SERVE
PROPERTY REFERRAL

CODY & GUEST IN CAR
GETTING COFFEE

SWAG BAG

DISCOUNTS ON
PRODUCTS

FREE TRIALS

???

???

???

???

SHARING THEIR EXPERIENCE
WITH THE WORLD

CLEVER LEADERBOARD



Filter by

MOST COMPLETE



Real estate mogul leaders

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Bryce H.

GuardMate
#1 of 1,654



Heather R.

Gymboreezee
#2 of 1,654



Marcus A.

Anytee
#3 of 1,654



Paul B.

#4 - 1,654
[view activity](#)



Brandon M.

Cur8te
#4 of 1,654

Up & coming learning leaders

[view all up and comers](#) →



Luke W.

Patchwerx
#1 of 1,654



Maxwell T.

FreightLingo
#2 of 1,654



Sam H.

Hawker
#3 of 1,654



Lauren D.

DunkKing
#4 of 1,654



Rachel N.

Racquetz
#4 of 1,654

A man in a dark suit and white shirt is holding a large, thick red magnet. The magnet is curved, and it is attracting numerous 100 Euro banknotes that are floating in the air around it. The background is dark, and the overall scene suggests a strong attraction or investment in content.

INVEST IN CONTENT

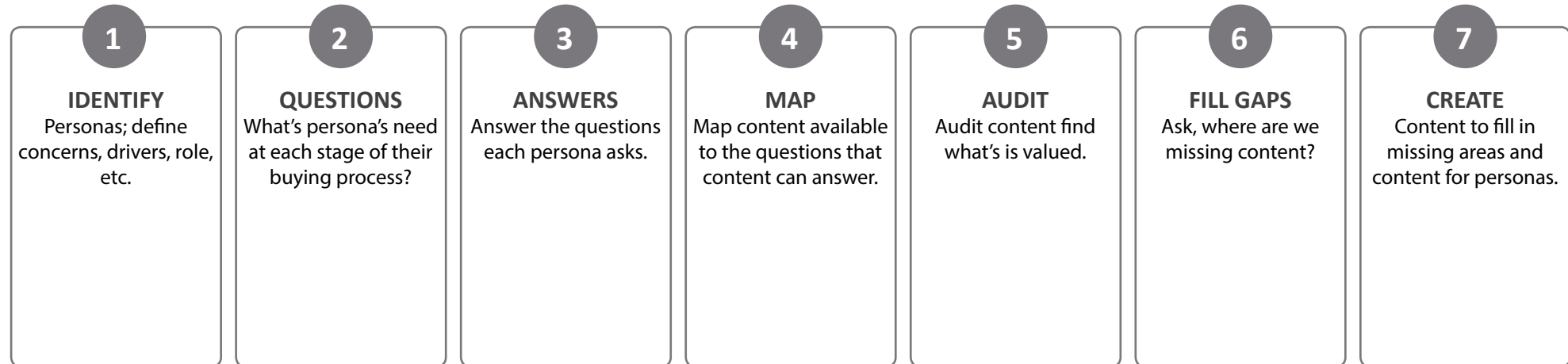
CREATE & CURATE TO BOOST EXCITEMENT & CONVERSION

RECOMMENDATIONS

Creating Avatar's or Personas

This allows us to carefully craft a messaging matrix that defines our branded language when speaking to each persona in regards to our product; it's features and pricing. Each persona is then aligned with our marketing automation and CRM customer flow so consumers can be identified, segmented and fed the appropriate content at the appropriate time. Combined with insight from internal resources and practicing unified marketing we can develop an intelligent customer strategy by constantly measuring metrics and filling gaps as necessary.

- » Create custom audience in Facebook and look at demographics
- » Social listening – What are people interacting with, discussing, asking?
- » Interview prospects and customers
- » Interviews with people we want to become customers
- » Customer surveys and market research
- » Internal workshop with different teams to provide insights such as sales





CODY

- » THINKS & FEELS
- » INFLUENCES
- » PAIN POINTS
- » GOALS / WHY
- » CHANNELS



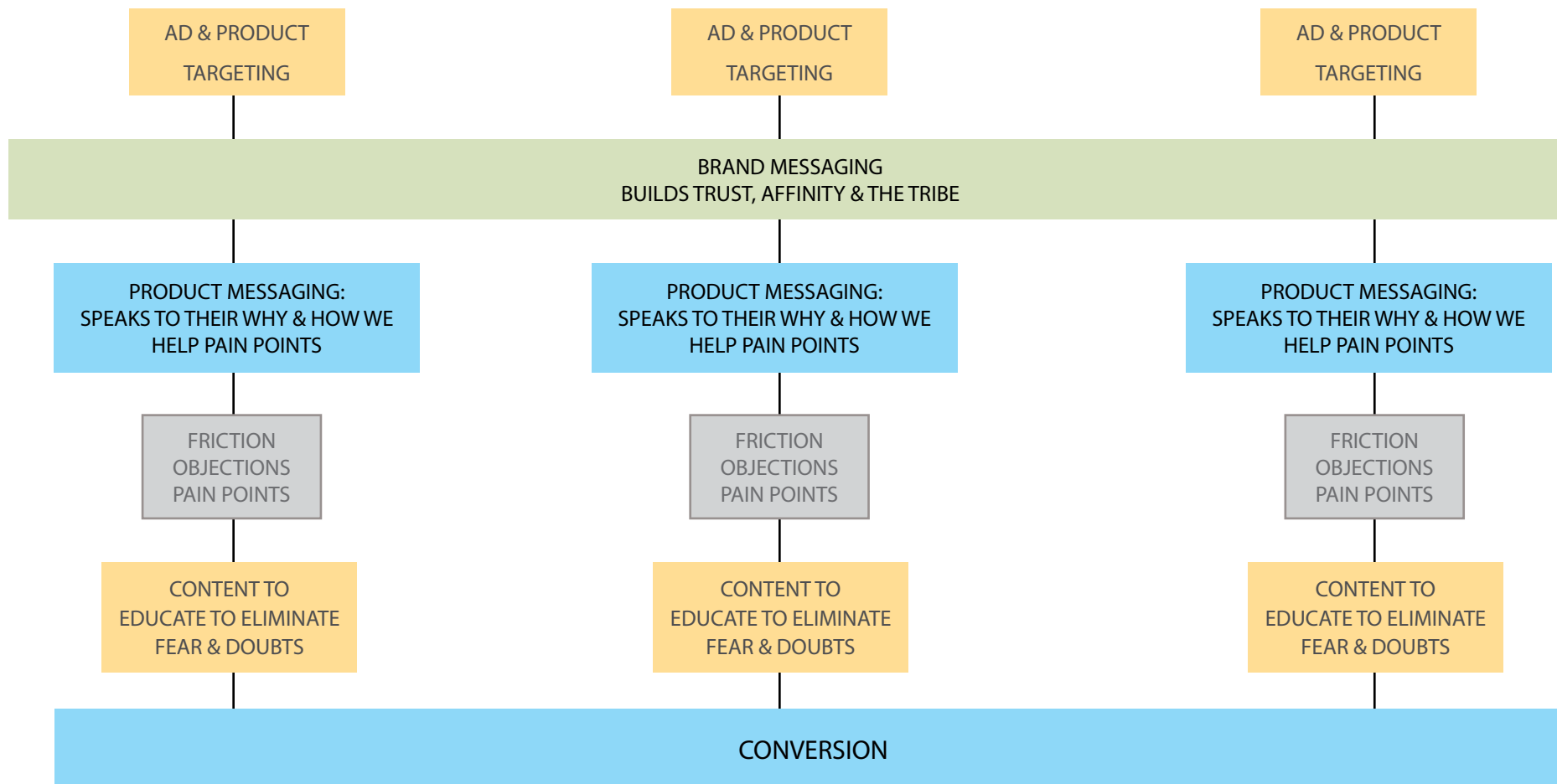
LEIF

- » THINKS & FEELS
- » INFLUENCES
- » PAIN POINTS
- » GOALS / WHY
- » CHANNELS



EL JAFFE

- » THINKS & FEELS
- » INFLUENCES
- » PAIN POINTS
- » GOALS / WHY
- » CHANNELS



Content mapping

The diagram illustrates the buying stage funnel for three personas (A, B, and C) and a blended audience. Each persona's funnel starts with a 'Buying Stage' box, which branches into three sub-stages: 'Early', 'Middle', and 'Late'. These sub-stages lead into a series of five white boxes, representing individual content pieces. A bracket on the right side of these boxes indicates that 'HIGH VALUE CONTENT, BEYOND DISCOUNTS AND PROMOTIONS MOVE THEM TO THE NEXT STAGE'. This leads to a sequence of three colored boxes: 'MEASURE' (yellow), 'TEST & INNOVATE' (green), and 'REPEAT' (blue). The same structure is repeated for Persona B and Persona C. At the bottom, 'The Blender' section shows a combined funnel with three sub-stages: 'ENGAGED' (blue), 'MODERATE' (blue), and 'DISENGAGED' (blue). These lead into a series of five white boxes, which then lead to the same 'MEASURE', 'TEST & INNOVATE', and 'REPEAT' sequence.



OPTIMIZATION

STANDING STILL IS MOVING BACKWARDS

RECOMMENDATIONS

Drastic changes. Fail fast & iterate.

It's always good to be testing but sometimes you need to fix what's broke. I like marketing to remain agile, iterate and fail fast. It's the only way to test theories, innovate and stay on top of trends. Even if we are OK with failing and iteration, that doesn't mean it will be done haphazardly. Best practices remain.

Fixed, schedules for everything.

This is the cadence at which we march to continually improve.

- » Scheduled landing Page A/B testing, email subject line testing, Ad testings
- » Content calendars & production calendars plus experiments and innovation calendars
- » Scheduled reporting on outcomes, metrics and KPIs from your area of ownership
- » Yearly and quarterly company initiatives and marketing planning

Testing is where tactics lie. Creating is where innovation lives.

It's important to spend time concepting and think like there is no box. What are the things we have never tried that can have a huge impact versus the small tweaks that move the needle.

Every channel needs a documented strategies, goals & KPIs

Each channel needs a documented strategy with defined goals, and metrics to show success. Until this is done, activities have no direction boundaries.

Youtube Example Core Objective:

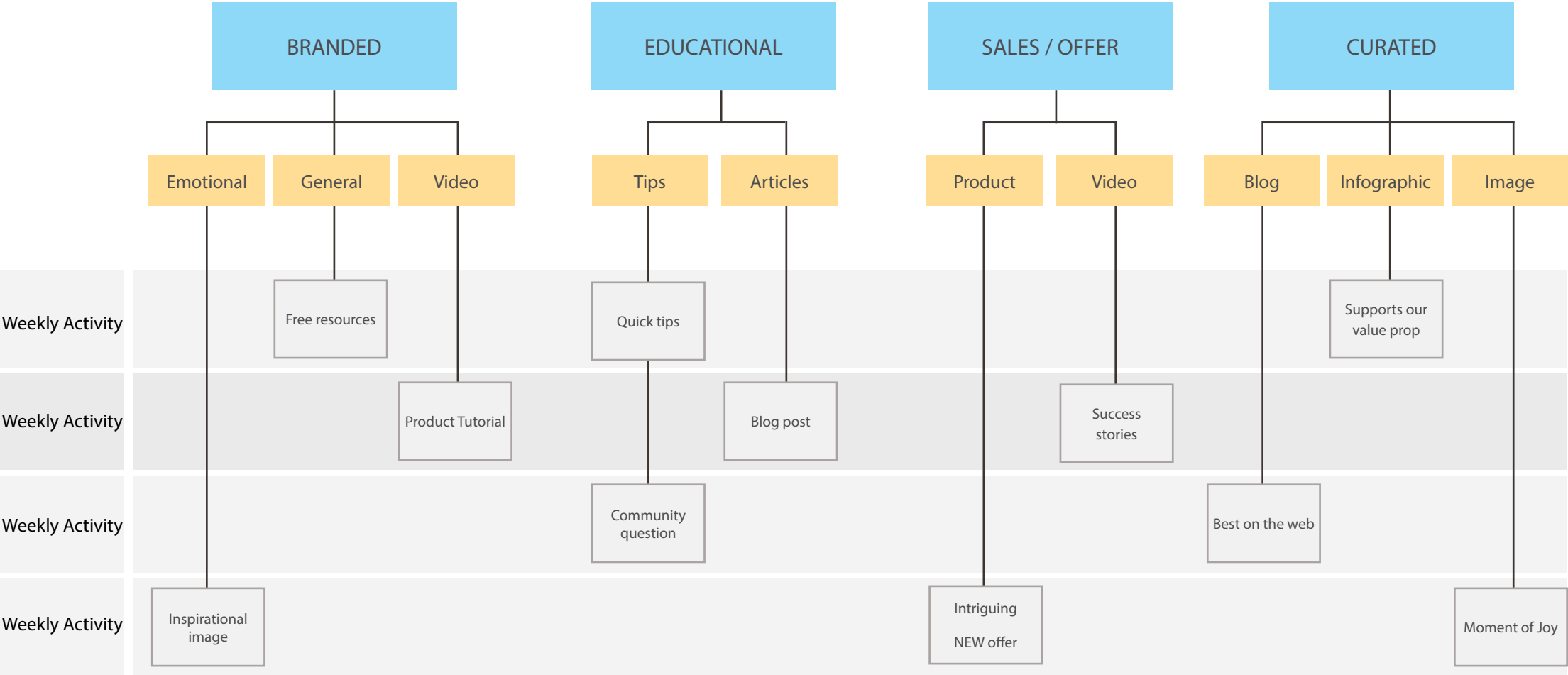
YouTube's core objective is to provide Thought Leadership. We do this by providing Real Estate tips, advice and motivational content around the entrepreneur mindset. We want to attract X amount of impressions per month, X amount of views per month, X% of these visit our website/product page (which converts at X%).

Youtube Example Secondary Goal:

We want X amount of these new visits to follow us on X channels. \$X amount of revenue is made by displaying ads on our videos. X% of leads are converted by YouTube content used in various points of our funnel.

RECOMMENDATIONS

FACEBOOK PUBLISHING CALENDAR



RECOMMENDATIONS

Lack of up tactical planning

As a fly on the wall in meetings there's a lot of post launch corrections related to disjointed advertising, copy, emails, etc.

- » Show the team proposed user flows
- » All creatives need to go through an approval process to ensure cohesivness
- » Show the team propose email program with suggested A and B versions of the From: Subject: and Preheaders
- » Tell us how you're A/B testing email copy, the philosophy and what you expect the outcome to be

The background of the slide features a dark, deep blue sky filled with numerous white and light blue diagonal streaks, resembling star trails from a long-exposure photograph. At the bottom of the frame, there is a dark, silhouetted mountain range with jagged peaks.

PROCESSES

STRUCTURE & ACCOUNTABILITY

Autonomy might be leading to apathy

There seems to be very little transparency into exactly what is being done, when, amount of time, results, etc. despite meetings. It's "I'm going to do this." There's no accountability into the result, delivery and strategy.

Project processes

I talk a lot about accountability and ownership, how it trickles down to each team member in marketing. Transparency creates accountability, high performing marketing teams need documented project processes. I want everyone to understand how long every type of marketing project takes from cradle to grave versus arbitrary dates pulled out of you know where. What are the steps, milestone and deliverables. What team member is responsible for what and the consequences for failure. Accountability is a two way street. Some of the processes that need to be developed are:

- » Project kickoffs - You tell us requirements, hopes and dreams & we'll make it happen.
- » Review process - Simplify who the owner and one reviewer is.
- » Post mortem reviews - Let's discuss what went wrong and fix.
- » Common project turnaround times - Establish agreed upon / standard times

Project Management

It's important the project management system uses automated work flows to eliminate manual passing of tasks from one team member to the next. For example, once a copywriter is done writing the copy and completes the task it should automatically move that task to the designer and notify them.

- » Everyone is required to use it and check off tasks.
- » Project templates need to be created for common projects.
- » Everything we do is inside the system and planned. We need complete transparency in workload and accountability

Do you have the right people & responsibilities

Can we utilize our resources better or do we have the right people doing what makes the largest impact? Example is Zach needs to be writing copy versus Trevor. We need to get the resources developed to streamline his process, know the voice and represent the brand without Trevor.