

# The 7 Point Marketing System



# First things first

Let's make sure you're in the right place. DT is an agency I started in 1998. We have a pretty singular purpose. Our intent is to provide you the tools and systems necessary to take control over your marketing results.

We earnestly believe that marketing should be *profitable*, not *expensive*. If you spend a dollar, you should get back three. Or more.

It's a pretty damn simple concept, yet we continue to talk with business owners and professionals every day who look at marketing as an expense.

Let's be clear, it's only expensive to market your business if you don't know what you're doing. When you have the right tools and strategies for the job, every dollar you spend produces profit for you.

If you gave me a dollar, and I gave you back three, would you spend time trying to figure out how to get that transaction to cost less than a dollar? Or would you try to figure out how many times you can repeat that transaction every day, tripling your money every time? If your response is the former, we're probably not going to end up working together. If you would try to repeat the act of tripling your money as many times as possible, we might be a good fit.

## Make sense?

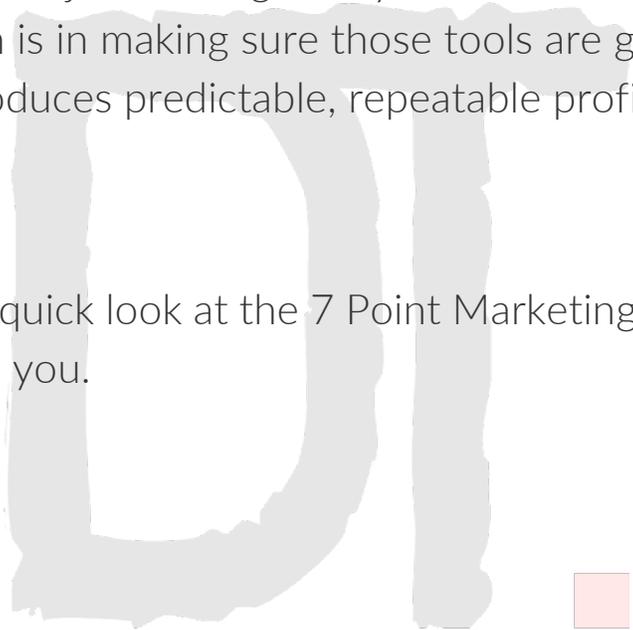
That's pretty much the gist of what we're about. If you're only interested in finding someone to build you a great-looking website or to help you set up a Facebook page, there's no need to read further.

Our concern isn't in just making sure you have the right tools for the job. Our concern is in making sure those tools are getting put to use in a way that produces predictable, repeatable profits for you.

Make sense?

If so, let's take a quick look at the 7 Point Marketing System to see if it resonates with you.

Read on...



# The 7 Point Marketing System

To get the best results possible from your marketing, you need to be sure you're hiring the right company to support you.

After nearly 18 years in business, we've identified 7 essential points that need to be covered by any website or marketing vendor you choose to work with. Please review our list and see if it resonates with you. Our 7 Point Marketing System ensures you're working with a vendor that can truly help you achieve your goals.

There are countless 1-2 point agencies out there. There are many 3-4 point agencies. We've also found a handful of 5-6 point agencies. But there are very few 7 point agencies to be found. *Whether or not we end up working together, this list will give you a clear picture of what type of vendors you're talking with and to what extent they'll truly be able to help you reach your goals.*

Please consider these 7 points when choosing your marketing vendor:

1. **ASSESSMENT-BASED-** Do you have a bottom line result you need your marketing to achieve? Then the process of creating your campaign needs to begin with an assessment of your current marketing, what type of results you're getting now and what your goals are moving forward. If your vendor is asking

questions mostly involving color, layouts, typography and features, you're beginning a design project, not a marketing campaign. It's important to know whether you're working with a design firm or a marketing agency. Let's be clear..there's absolutely nothing wrong with hiring a graphic designer to build you a website. **But graphic design and marketing are not the same thing.** If you have marketing-related goals for your website, you want to hire a marketing agency.

2. **SCALEABILITY-** Does the company you're hiring have clients already operating successfully at the level you aspire to reach? If your goal is to grow your business, it's essential to verify that your website vendor has the ability to support you at that level and beyond.
3. **OWNERSHIP-** Let's say you've hired a company to create a website for you. What happens if you discontinue your service agreement with that vendor? Do you still get to keep your website? Technology companies change and evolve constantly. You want to *own* your website, not just rent it. After having spent a lot of money and time building up your web presence, the last thing you'll ever want is to have to start all over from the ground up just because you've outgrown your current provider or have become dissatisfied with the service they provide. If you're building something, make sure you own it.

4. **UMBRELLA SUPPORT-** As a small business owner, you inevitably have marketing and strategy-related questions from time to time with regards to your website, social media, traffic systems, etc, etc. How do you launch a pay-per-click campaign? What social media platform is the best to focus on for your particular business? What's the best way to promote and sell a new product or service you're launching? How do you get more traffic or improve lead generation from your website? How do you get a better response rate from the email newsletter you send your subscribers? Does your vendor cover questions and concerns of this nature, or do they just provide tech support? It's important to know that you have someone in your corner to help you address concerns of this type.
5. **PLAIN LANGUAGE-** Can your vendor talk with you about reaching your goals in terms that are meaningful to you? Most website vendors can talk all day long about clicks and hits and other metrics. But you can't put clicks in the bank, and you can't pay your employees with hits. You want a vendor you can talk with you about your goals without any technobabble.
6. **ACCOUNTABILITY-** When something isn't working, it's important to know your vendor will take ownership of the issue without passing the buck.

7. **AGENCY-** There's nothing wrong with hiring a freelancer to build you a website. But what happens when your freelancer goes back to college or moves on to another career? Technology is changing at an ever-increasing rate. A talented freelancer can be a very skilled technician in some areas, but as a business owner you need a lot more than just a brilliant web presence. You need a vendor with the perspective and resources necessary to be able to support you on a number of different levels. Web development, tech support, marketing strategy and consulting. If any of these is missing, you're left holding the bag and are accountable for producing results in an area where you don't always have the ability, time or experience necessary. Hiring an agency provides you access to an entire team that can support you on a number of different levels. It also means they can ensure a quick turnaround time on any of your support requests.

Interestingly enough, there seem to be very few companies out there that can deliver on all these fronts. Believe me, I understand! We've had to work our fingers to the bone to find the right talent and to create the right systems that can be quickly and easily implemented for you.

## What to do next...

Again, most businesses don't need or care about all of this. They simply want to have a pretty website and call it a day. But we know that's not you, or you wouldn't have read this far. If these 7 points make sense to you, use this page:

<http://dangeroustactics.com/inquiries/>

Or if you prefer, you can call our office at 765-477-0047.

I'll make sure to either get on a call with you myself, or I'll connect you with a partner in our company who can answer any questions you have. Let's look into it a bit further and see if we're a good fit to work together.

We're excited to help!

Talk soon,



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