

DIGITAL MARKETING SERVICES

PLAYBOOK

g!
gotcha!

Digital Marketing Services (DMS)

With gotcha!, Digital Marketing Services is one of the easiest things you could sell. With our system, you don't have to know much to make sales. The biggest challenge with selling DMS is overcoming the common misconception that you need to be an expert on the topic before you can talk about it.

For all of us, when we first started selling, we went out into the field with very little product knowledge, yet, we were still able to make sales. We smiled, took notes, listened and when we didn't know how to answer a client's question, we told them we'd check with our team and get them the answer.

Even today, complex sales opportunities are not sold by one person. The sales rep qualifies the opportunity, generates interest, then sets up a meeting and makes sure the required people are in it from their team. These companies can have multiple departments involved when selling a large project.

There is a big world out there. At \$24 billion, promotional products make up a small bite of what you could be earning today. Here's why you should be concerned with getting out of your comfort zone and learning something new.

For starters, businesses spend more on digital marketing services than they do for advertising and marketing combined - over \$800 billion at the US level in 2020. That's why so many Digital Agencies have popped up over the last decade; to go after a share of this spending.

Here's why you should care: DMS services are in the same circle as promotional products! Both are marketing services and, chances are, the person you deal with at your client business IS buying these services as well. If you are not talking to them about DMS, you are missing out on boatloads of profits.

You're in sales and sales is all about numbers and ratios. It doesn't take a rocket scientist to see that \$800 Billion is much, much, bigger than \$24 Billion and the ratios scream easier money. You are talking to decision makers who are purchasing DMS all the time (or they know who is), yet why are you leaving 32 TIMES the money on the table?

Growing your sales is crucial for your business, and we are simply suggesting you restructure your approach to clients so you can take advantage of more opportunities and take your business to a new level.

Digital Marketing Services include the following:

Website Development

Online Advertising

SEO

Website Hosting

Reputation Management

Online Video Production

and more...

Still a bit confused about what are or how to sell digital marketing services? Don't worry, gotcha! has developed a system that will make it super easy for you to sell Digital Marketing Services and expand your business.

Welcome to gotcha!

gotcha! Is a digital development agency offering both custom and proprietary services. We run a medium size team of about 45 people and offer digital services and products to help businesses grow. We are a Google Partner and have won numerous awards for our expertise including Good Firm's 2018 Fifth Best Software Company in Dallas. We are truly a partner you can trust to not only deliver what we say we will, but who's vested interest is in helping you grow your business in any way we can.

Because we have been a trusted partner to our distributors since the launch of our company, we have seen thousands of client opportunities allowing us to learn how these businesses work and what their marketing challenges are.

We have spoken to decision makers in every position, from practically every industry, in all sizes of companies. Early on, we said yes to just about every digital opportunity that came our way and as a result, have had our hands in so many different projects, our experience skyrocketed. We have developed an understanding of what works and what doesn't, based on company size, industry and budget.

From all this knowledge and experience, we have crafted processes that work, expertise that get results, and proprietary products that get the job done.

There are over 150,000 digital agencies in the U.S. and they are hot to get your clients' business! Not only that, many many more are overseas and are blowing up your clients' email, telephones and LinkedIn profiles, offering them digital marketing services. In fact, the noise is so loud your clients don't even read what these people are saying.

With the birth of so many "digital experts" with beautifully crafted sales pitches, offering so many types of services, it becomes next to impossible for your clients to decide what to buy let alone who to buy from.

This is where you come in. Your relationship with existing clients provides the opening through this wall of noise that can and should be taken advantage of. Doing so, will explode your business.

Here at gotcha!, we have developed a solid process that when followed leads to more sales.

We offer outstanding top level services and products and enable you to bring them directly to your clients, all the while earning a size-able chunk of the profits and, in most cases, residual money. We are proud to say we do NOT sell direct. Our goal is to be the best supplier partner you've ever had.

The gotcha! Process

As mentioned above, chances are you are already talking to a person who is either the decision maker or an influencer concerning digital marketing services for their company. We understand the challenge you have of setting up a formal discussion with your client.

Here at gotcha! we call these formal discussions Discovery Calls and have found our method of conducting them extremely effective in closing DMS orders with clients. We do these Discovery Calls with you so you are never alone trying to discuss and answer digital marketing service-type questions.

We break our sales process down into four sections:

- 1) Pre-Discovery Call,
- 2) Discovery Call,
- 3) Proposal Review, and
- 4) Closing. Below we review each step:



1) Pre-Discovery Call

In order to get a client interested in setting up a Discovery Call, you need bait; something of real value that would be of interest to them, that you can offer for free. We found what works best is offering a no-charge “online and competitive audit” of your clients’ business.

Start by asking your contact how they like their website and if it’s working for them. Then tell them you have access to a top analytics team at your company and you can offer them an online and competitive audit. Then ask if they would be interested in receiving one, and when they say yes, schedule a meeting to review the results with your “digital expert” (gotcha!).

These audits provide deep insights into how they can do things better online, and how they compare to their competition. including targeting the right search traffic and the best ways to convert this traffic.

Our team of experts will prepare a professional audit and send you login instructions to an online meeting. These audits have a value of at least \$2,500.

2) Discovery Call

We have performed hundreds of Discovery Calls with our distributor partners and their clients. We know how to do these and have developed a process we follow when doing them. More is learned about your client and what they want in a Discovery Call than at any other time. Take good notes because, more often than not, your client will reveal things that will help you expand your sales with them in other areas.

Using the scheduler in your gotcha! dashboard, you can setup the Discovery Call. When you schedule an appointment with our system, our research team automatically gets notified and will begin the audit. You will receive the online meeting login instructions via email and just have to send them to your client.

All that is needed at this point is for you and your client to show up in the meeting, do a brief introduction and let our call leader take it from there.

Your Call Leader will cover the following:



The credibility Statement
(Why us)



Let the client answer a few
question and uncover concerns



Review the audit



If warranted, schedule a 10 min
proposal review call

3) Proposal Review

The last thing we do on the Discovery Call is schedule a Proposal Review. We find that most clients ask for pricing for different services and products, and scheduling a formal 10 minute Proposal Review, while we are on the call, establishes the seriousness of the request.

gotcha!'s team will then prepare the proposal, brand it with your logo and bring it with us to the next call. We will quickly review what we have included and answer any questions the client may have and then send it to you so you can forward it to them.

All our pricing on our custom services is at a 30% margin and 40% for our products.



4) Closing

Once the proposal is in your clients hands, it is up to you to follow up and close them. Sometimes they will want another meeting to wrap up their service/product selection and we are happy to jump on another call to do so.

Remember, you own the account. These are your clients. gotcha! understands this and supports it, which is why it is so important that your clients get it too.

Be on every call you can, be the one who closes, be the one who manages the relationship. gotcha! will take care of the rest. Our team has been at this for many years and we are ready to make you look good. Once closed, simply let us know and we will explain next steps.

Stakeholder Responsibilities



gotcha!

- Works for you
- Helps manage client expectations
- Observes opportunities and notifies you
- Understands your clients business model
- Keeps you informed and will cc you on all communications
- All work approval flows through you to your clients
- Will NEVER go around you



Distributors (You)

- Are the account managers
- Own the relationship with your clients
- Manage client expectations
- Understand your clients business model
- Observe opportunities
- Decide if we get the job
- Decide if we keep the job
- Stay involved in all phase of work
- Be present in most of the client meetings
- Keep us informed (we are on the same team and work together)



Clients

- Understand the power of this relationship
- Know YOU are their account manager
- Will follow our process
- Engage in good and relevant feedback
- Ask questions
- Meet project milestones concerning them
- Provide requested content
- Will be comfortable relying on us
- Love what we do for them!

SIDEBAR 1: How To Schedule a Discovery Call

From your web browser:

Our Discovery Call scheduling page is on a mobile friendly URL and you can get to it by simply typing dc.gotchamobi.com into your cell phone browser. This way you can schedule a DC while in front of your client. Don't forget to save the icon to your home screen for super quick access.

From your gotcha! dashboard:

Step 1

Login to Platform

Go to gotchamobi.com and click login in the nav. Then click the gotcha!stream™ icon. Login using your email and password. If you don't know your password, click "forgot password".

Step 2

Schedule Discovery Call.

Click the "Schedule a Meeting" link in the left hand menu and follow the prompts to set up the type of meeting you'd like: A Discovery Call for a meeting with your client or if you have questions yourself, a 15 minute chat with a member of our team.

Step 3

Receive Online Meeting Login

Once booked, you will receive login instructions to the online meeting and our research team will be alerted to complete the audit. We will then show up at the allotted time.

SIDEBAR 2: About Our Audits

Digital audits can be very generic or they can be full of unique data and business insights. The audit you will provide to your clients is the latter. Our research team will take the time to analyze your clients business, website, sales cycle, call to actions, conversion strategies, available online traffic, trends and more.

We then pull all this data into a report with your company's logo and will come to the scheduled Discovery Call ready to review it.

We DO NOT prepare reports without a scheduled Discovery Call due to the time it takes to prepare them. All we need is 24 hour notice and we will put together something of value to your clients.

Online and Competitive Audit



(\$2,500 Value)

Included In Your Clients Audit

- ☐ Onpage SEO examination of website
- ☐ Website structure check
- ☐ Call-To-Actions
- ☐ Localization check
- ☐ Ranking check
- ☐ Mobile friendliness check
- ☐ Competitive audit
- ☐ Technologies used
- ☐ Backlink audit
- ☐ Keyword analysis
- ☐ Social Review
- ☐ Speed test