

The background is a blurred photograph of a business meeting. Two people are seated at a table, looking at documents with various charts and graphs. One person is holding a pen over a document. A calculator is visible on the table. The scene is brightly lit, suggesting an office environment. The text is overlaid on this background.

LOCALWERX **MARKETING MASTERMIND**

Plan. Execute. Amplify. Review. Leverage.



4Ps of Marketing



PRODUCT

What you sell.

Physical goods, services, consulting.



PRICE

How much you charge. How that impacts how your customers view your business. (high-dollar; value-based.)



PLACE

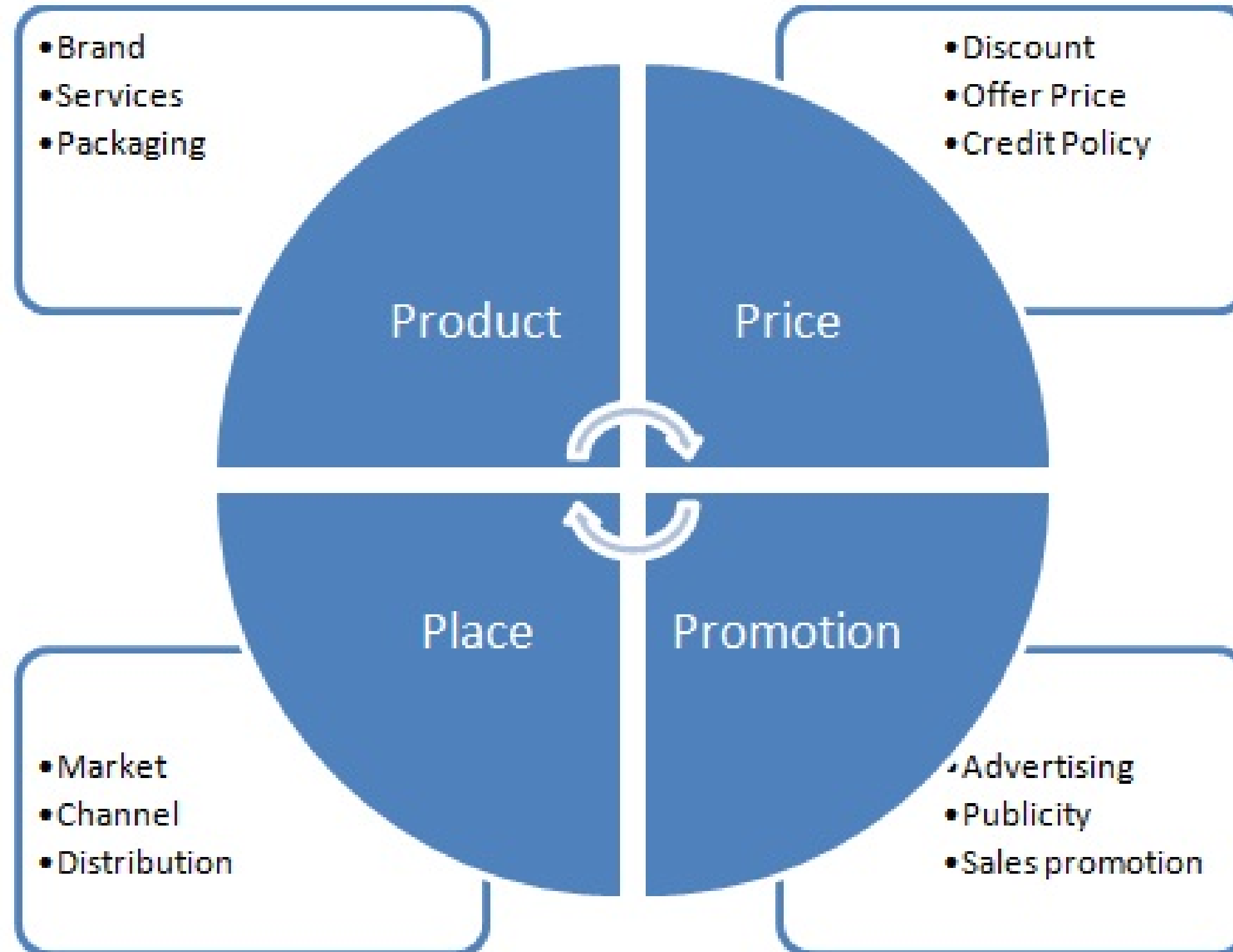
Where you promote your product or service. Where your ideal customers go to find information about products/services they need.



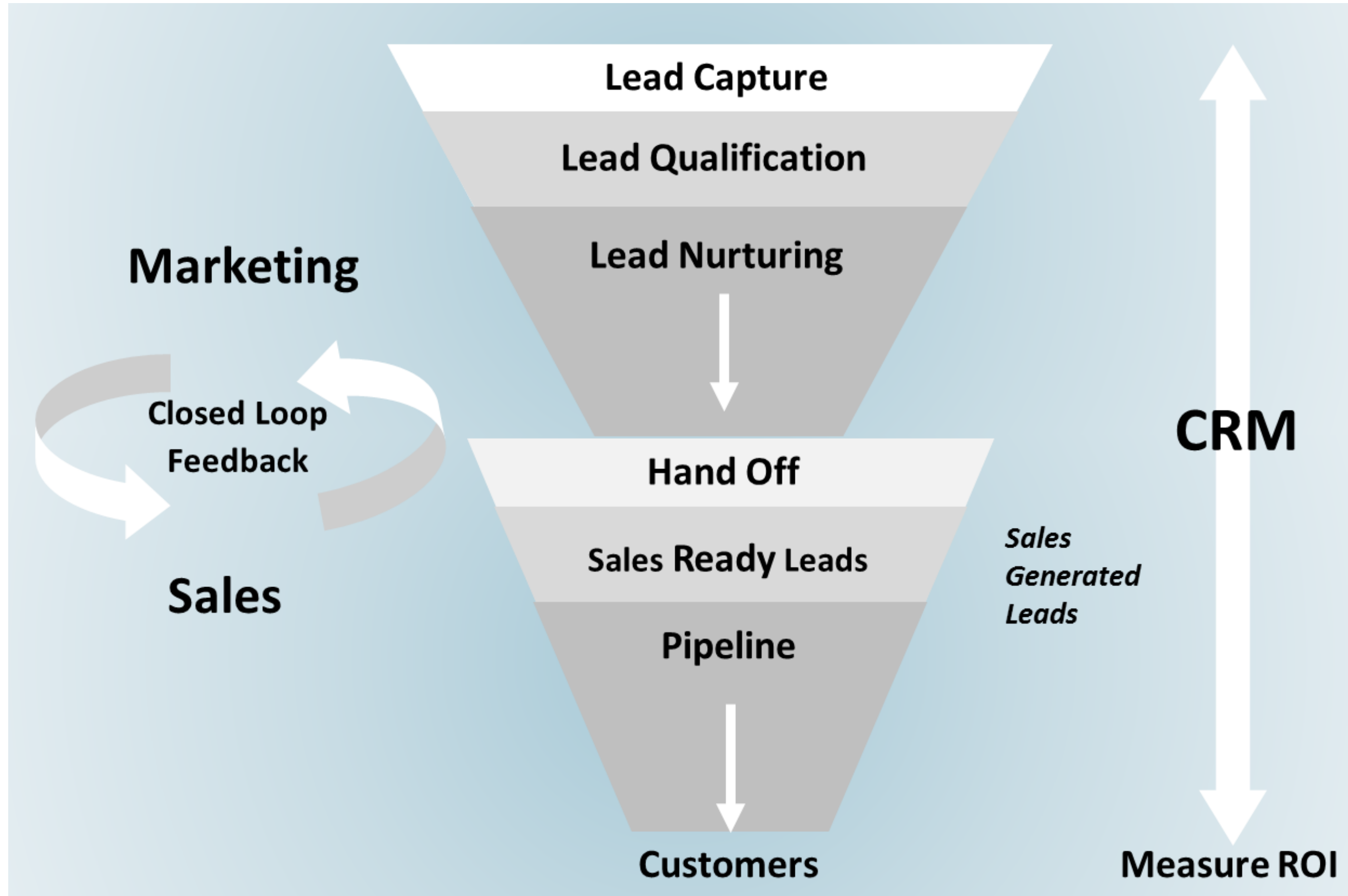
PROMOTION

How your customers find out about you. The strategies you use to drive awareness for your product/service.

4Ps of Marketing



Lead Generation



PEARL METHOD

01

Plan

Weekly topic or theme
Message. Method. Medium

02

Execute

Create the functionality to
support your plan.

03

Amplify

Extend your marketing to
additional channels

04

Amplify

Extend your marketing to
additional channels

05

Review

Analyze your efforts to
determine what worked

06

Leverage

Adjust upcoming plans
based on past experience

01 Plan

Campaign Message

- 13 week cycle
- One product/offering or campaign theme
- 12 features/benefits create a weekly topic or theme
- Plan your campaign. High level: Message. Method. Medium
- Plan your weekly topics/messages: feature, benefit to client, resulting value

Resources you'll need

- campaign copy
- email platform
- printed marketing pieces
- designer
- distribution (networking events, facebook ads, etc.)

LocalWerx CRM

NEW APPOINTMENT!

NEW DEAL!

The image displays three overlapping screenshots of the HighLevel CRM interface. The top screenshot shows a calendar view for 'Matthew Aguilera' with various appointments. The middle screenshot shows a 'Leads' and 'Prospect' list for 'Bedding Med Spa - Fresno, CA'. The bottom screenshot shows a dashboard with 'Opportunities' (204), 'Pipeline Value' (\$180,513.30), and 'Conversion Rate' (6.37%). A green circle with a white dollar sign is positioned at the bottom right of the screenshots.



02 Execute

Prepare your campaign

- write marketing copy (emails, print pieces, etc.)
- create & deploy lead capture form
- outsource design
- send print pieces to printer