

HOW TO FIND A TRUSTWORTHY MARKETING AGENCY FOR 2019 & BEYOND.

A Guide In How To Never Get Burnt By
A Digital Marketing Company *Ever* Again!



SUCCESS WIZARDS
make a difference

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INTRODUCTION

If you want to reach your audience and attract more interest from your ideal customers in 2019 and beyond, you need master the digital marketing space!

In fact digital marketing has evolved so much that it's now simply called "marketing".

Like it or not, the old ways don't work anymore (except for your usual referrals from a trusted source – this will never go out of fashion).

This is great for you!

Why?

This means the days of marketers being able to hide behind "smoke and mirrors" are over.

Hooray!

With the technology now available, every aspect of the marketing cycle is measurable.

This means marketers now have to be accountable for every dollar invested.

If they are not, their days are numbered.

So with this in mind, here's 6 things you ought to look for and expect in a trustworthy marketer in 2019 and beyond.

The Success Wizards Team © 2018

THE THREE PRIMARY VALUES OF A MARKETING AGENCY FOR 2019 AND BEYOND.

The measure of a Marketing Agency can be ascertained by their core values. You want the core values of your agency to match those of your business. Without a values match, trust and communication will be difficult.

Company Values Also known as corporate values or core values, are the fundamental beliefs upon which a business and its behavior are based. They are the guiding principles that a business uses to manage its internal affairs as well as its relationship with customers.

01

Simplicity

Your marketer should be able to explain to you (and to a five-year-old if necessary) what they are doing and why they are doing it. If they are not able to clearly articulate these things, you have to question if they actually know what they are doing well enough.

“If you cannot explain it to a five-year-old then you don’t know it well enough yourself!”

– Albert Einstein



02

Transparency

If your marketer is able to explain things to you in simple language, the next thing to gauge if they are doing the right thing by you is their level of transparency.

The good thing for you as a business owner is that with the advances in technology, **everything in marketing is now measurable** (from first contact to after sales follow up).

This means that your marketer should be presenting you with metrics on a regular basis so you can see that what they are doing is working.

But not just any metrics, they should be providing you only the metrics that:

1. Make sense.
2. Can be understood in a matter of seconds.
3. Can be used to create or refine strategies.

Who has time to decipher pages and pages of irrelevant information? Simple metrics that at a glance allow you to understand your marketing success (or otherwise) with the **clarity to make quick decisions** is required.

**YOU SHOULD FEEL
INCLUDED!**

03

Education

Your marketer ought to educate you as they suggest and implement strategies for you.

With your education, **you gain a better understanding** of why the strategies are being employed and what the expected results of those strategies are.

Your ongoing education will allow you to ask the right questions at the right time and will ensure that you are included in the decision making process, rather than being an outsider who is having something “done to them”.

Don't think of this as traditional education as you know it, but as a **sharing of knowledge**. Just as any true team would share information in order to achieve a common goal.

You should feel included.

THE THREE STRATEGIC PRINCIPLES OF A MARKETING AGENCY FOR 2019 AND BEYOND.

The effectiveness of a Marketing Agency can be ascertained by their strategic principles that underpin the vision for the financial return on your marketing investment. Strategic principles should be few in number and be easily understood by any layman.

Business Strategy is the company's working plan for achieving its vision, prioritizing objectives, competing successfully, and optimizing financial returns with its business model.

01

The Four Pillars Of Profit

Your marketer should discuss with you **The 4 Pillars of Profit** (or a version of it). The 4 Pillars of Profit are crucial points in your customers' life cycle that directly affect your profitability, i.e. the success of your marketing investment.

If your marketing strategy is not built to maximize the effect of these 4 pillars, you are throwing good money down the drain.





02

The Ideal Customer Experience

If your marketer has not discussed The Ideal Customer Experience (or a variation of it) with you.... RUN!

Many marketers focus on what the business (you) wants which is **“more leads and more sales”**. This is fine; that is what you ultimately want.

However, if this is all you are focussed on, it also means you are missing the biggest part of the marketing cycle, aka “what do your customers want?”

If your marketing activities are not developed and built with your customers as the star of the show, your marketing activities are like a bonsai tree: your growth will be stunted.

Creating **The Ideal Customer Experience** is the key to high quality, high converting marketing.

“What Do Your Customers Want?”

YOUR CUSTOMERS ARE THE STAR OF THE SHOW!

You see, your customers need to feel as if they are in control of their buying process.

If they perceive that you are trying to push them in any way, they will not feel right about your business and most likely they will disappear, never to be seen again.

Your marketing must be 100% aligned to **how your customer wants to experience your business** and their buying process, and allow them to feel in control throughout the entire interaction.

We describe this as customers “falling through your marketing to reach a sale “uninhibited”. This is the true definition of **The Ideal Customer Experience**.

Anything less, is “broken” marketing.



03

Automation

With technology, you have the ability to automate a large part of The Ideal Customer Experience. If automation is not a part of your marketing strategy, you may get some quick wins, however **you will never maximize the value of your marketing dollars.**

You see, not everyone is ready to buy from you right away. They may like what you have to offer, but circumstances may not be right for them to buy straight away. If this is the case, how can you keep in touch with them until they are ready to buy?

And what if they express an interest in what you offer but they need more information before being able to go to the next stage of the buying cycle?

Are you going to waste your valuable time talking to lukewarm leads? Or would you prefer to give them the information they require automatically, so when it comes time to talk with them, they are “ready to buy”?

Automation can be used to do the repetitive tasks in the Ideal Customer Experience and in some cases **up to 80% of the experience can be automated.**

AUTOMATE TO GET YOUR TIME BACK!

Can you imagine how much this will save you and your sales team in wasted time on leads that are not well qualified?

You may be able to reduce the size of your sales team and put the saved money in your pocket.

On top of this, the most valuable aspect to automation is that you systematize your business.

This means that at some point you will be able to **choose when and how much you want to work** or you could sell your business at a premium price as your systems are consistent and repeatable.

Your goal should be to use technology to systematize and **automate as much as you possibly can** whilst still delivering on The Ideal Customer Experience.



GET STARTED NOW!

Marketing has changed forever, which also means that you need to reconsider how you are approaching your marketing and who you are employing to do it for you.

If you'd like to dive deeper and understand how **The 4 Pillars of Profit** and **The Ideal Customer Experience** can improve your bottom line, we encourage you to reach out and book a complimentary (online via Zoom) discussion with Rohan James.

Rohan James is a **Marketing Wizard**, a **Marketing Automation Strategist**, has a background in **Copywriting** and also had 4 years on the **pro golf tour**. So you may even get some golf tips on this call!

To book your call, simply [click here](#) or go to: <https://www.successwizards.com.au/book-complimentary-call/>

YOUR COMPLIMENTARY CALL

HERE'S WHAT YOU WILL COVER ON THIS CALL WITH
MARKETING WIZARD ROHAN JAMES



01

The 4 Pillars of Profit

Learn how you could double your profitability with just small incremental improvements in The 4 Pillars of Profit.

02

The Ideal Customer Experience

Understand how to map out your Ideal Customer Experience.

03

Automation

Understand what aspects of your business and Ideal Customer Experience you could automate to give you your time back.

To book your call, simply [click here](https://www.successwizards.com.au/book-complimentary-call/) or go to:
<https://www.successwizards.com.au/book-complimentary-call/>

make a difference

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