

# 60 Minutes to Accelerate Your Sales



PRESENTED BY BOB MCKIM  
AND ANDOR GYULAI



# Presentation By



- Bob McKim,  
CEO/Chairman – McKim  
Nonprofit Consulting

CEO/Chairman – MSDBM  
Nationally recognized  
company who fashioned  
Customer Relationship  
Marketing won 22 national  
and international awards  
for database marketing  
and direct mail

CEO/CFO – Robert McKim  
Advertising –

- Andor Gyulai, Head of Viral  
Explosions for Business  
Owners

Providing solution for online  
marketing, including: cohesive  
branding, email marketing,  
web site building, video  
marketing, blogging, social  
media, and search engine  
optimization.

Founder of  
Volleyball1on1.com, the #1  
instructional volleyball website  
in the world.

# Agenda for Today



- Examining who and where you are
  - Strategic Plan
  - Business plan
    - Competition
    - Product
    - Target Audience
    - Marketplace
- The Marketing and Sales Tools Checklist
  - Target Audience identification
  - Database of names
  - Internet marketing
  - Social media
  - Email marketing
  - Launching your campaign

# Strategic Plan vs. Business Plan



- Strategic Plan is a process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.
- Business Plan is a document that shows how a business is going to achieve its objectives laid out in the plan both from a customer marketing viewpoint and the financial statements to back up the strategic plan. Typically a business plan contains top level business strategy, research data, marketing plans, tactical plans and financial forecasts

# In Challenging Times Don't



- **The #1 mistake marketers make during market slowdowns**
  - Suspending all their marketing activity
  - Not offering specials
  - Stop collecting names and interests

# Deliver Immediate Cash Flow



*Cash flow.*



# Keyword Research



Just like a map for a journey you must have a website-map before building a site.

Why?

- Target the Most Effective Easiest Words
- Keyword Clustering
- Cannot change site after fact as it Kills SEO

# Website SEO



- **4 little-known ways to increase search results**
  1. Keyword Research
  2. Website Copy
  3. Backlinks (Social Proof)
  4. Metatags; description (should be < 150 characters)

# Website Copy



## Keywords on the site (Each Page Targeted)

1. URL
2. Title Tag
3. H1
4. H2, H3, H4
5. First Line
6. 3-7% Keyword Density
7. Hyperlinks
8. More...

# Backlinks



1. Anchor Text
2. Quantity
3. Quality (PR1-PR10)
4. Link Wheels
5. .Edu & .Org
6. Type of site
7. More...

\$\$\$Traffic\$\$\$



Ideal Demographic

Keyword Research



Opt-In (Build List)

Website



Build a

Relationship



Social Media

Facebook Opt-in

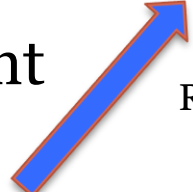
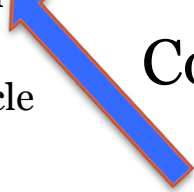


Email Marketing



Content

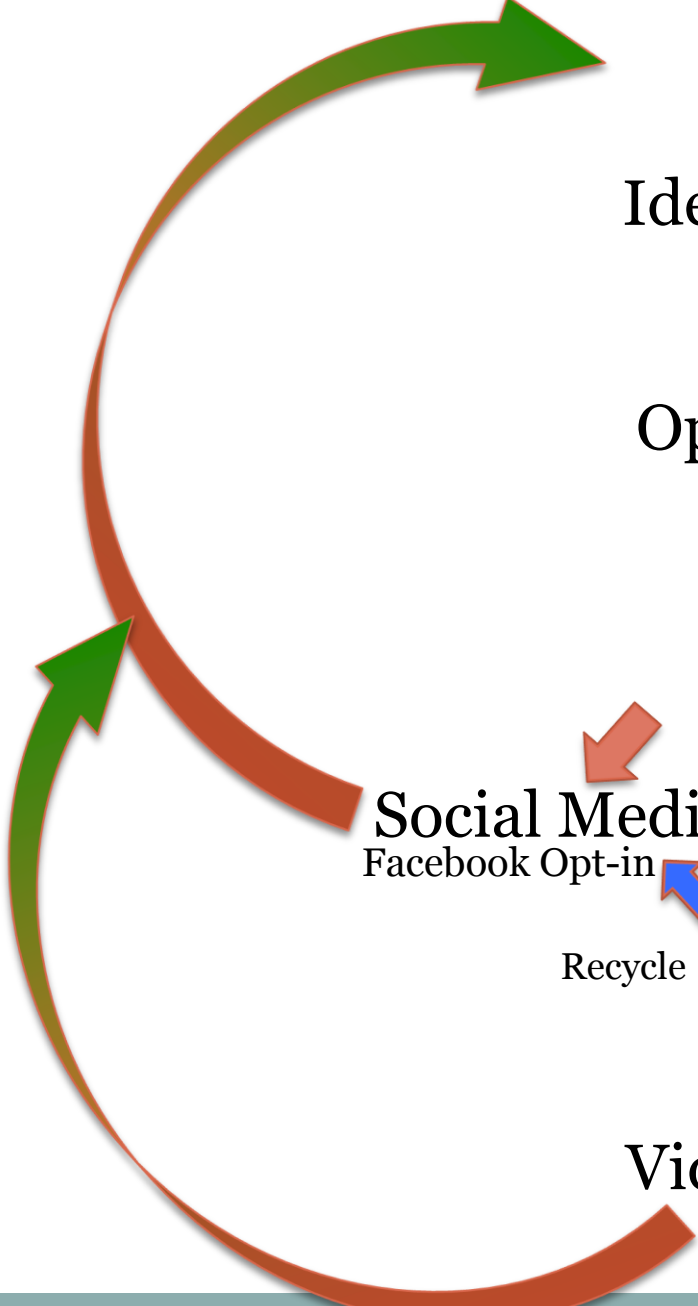
Recycle



Recycle



Video Blogs

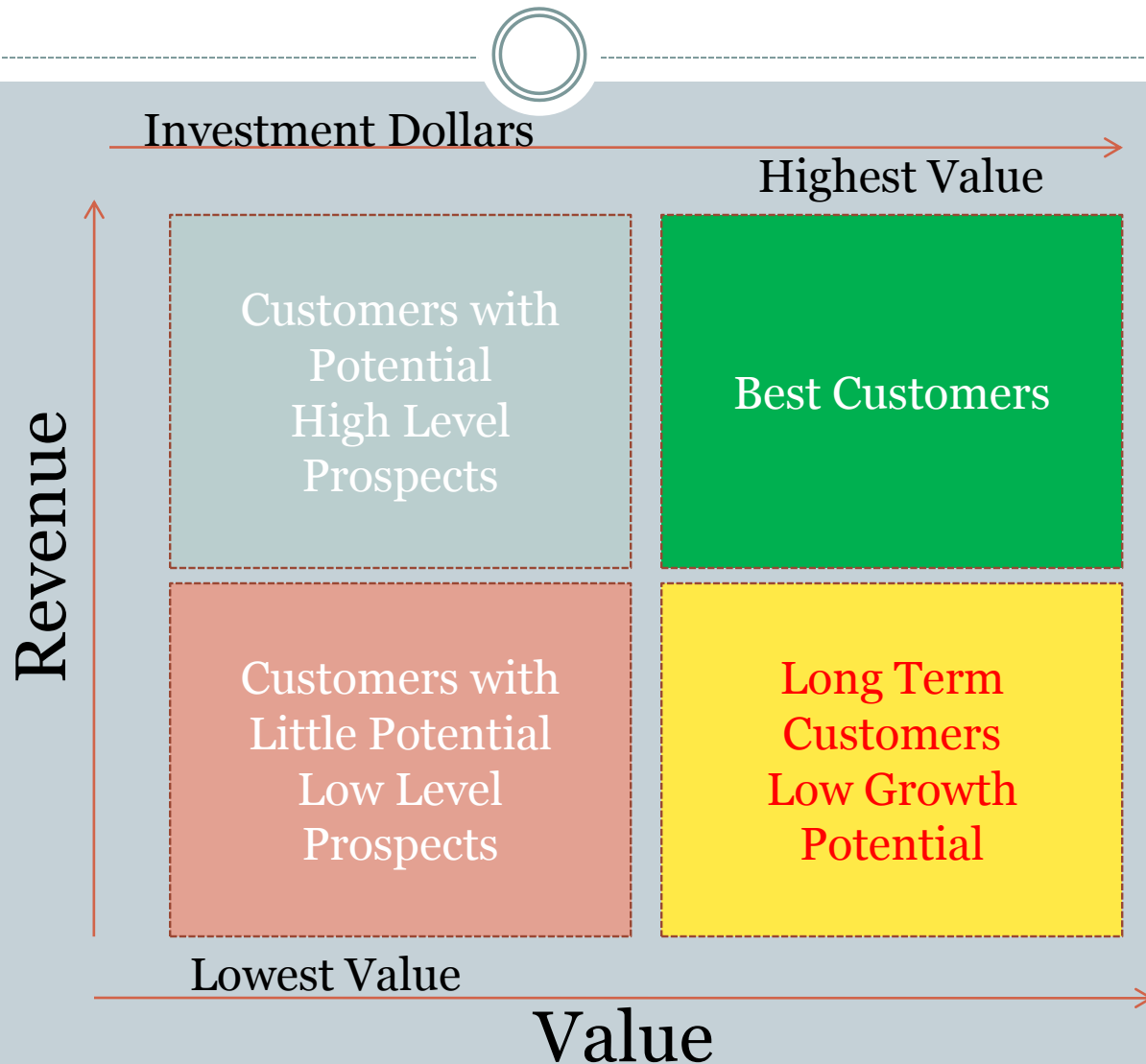


# In Summary



- There is a need to have an integrated internet marketing program that touches all the points of contact
- consumers spend 70% or more of their disposable income within a 5 mile radius of their house.
- 89% of consumer's do online research before making offline purchases. Source: comScore
- It is important to have a professional assist with the technical development tying everything together.

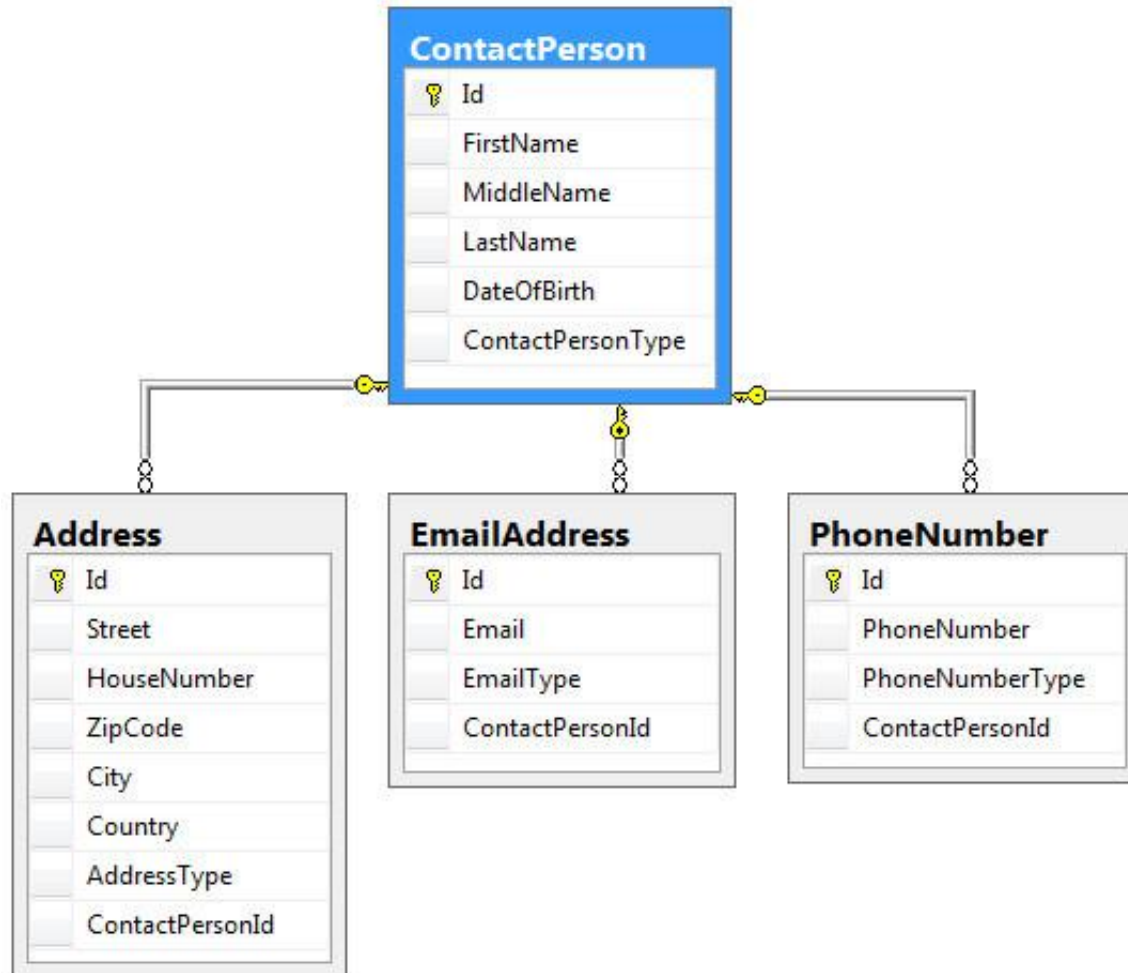
# Customer Value Analysis



# Move Customers to a Database



# Database Diagram



# Customer Relationship Management



# Database Mining



- **5 overlooked techniques to mine your database for hidden profit**
  1. **Most recent customer is your best source for new money**
  2. **Look for potential lapsed customers and get to them before they lapse**
  3. **Frequency in purchases indicates willingness to spend more**
  4. **Look for increasing purchase amount from customers they can buy more**
  5. **Find the hottest selling item and promote it**

# Email vs. Direct Mail



- Email vs. direct mail: Costly mistakes most marketers make
  - Email
    - ✦ Not having a compelling and engaging subject line
    - ✦ Not getting their attention with an offer right away
    - ✦ Being too wordy or having too many pictures in the email
    - ✦ Not using the correct list
  - Direct mail
    - ✦ Not being personalized
    - ✦ Not including a return envelope
    - ✦ Not having a compelling offer
    - ✦ Not mailing to the right list

# Internet Lead Generation Tactics



- **7 Internet lead-generation tactics that drive quality leads**
  1. Use landing pages for promotions, linked to home page
  2. Capture visitor information on landing page
  3. Use blogs
  4. Get listed in The Open Directory Project
    - ✦ [www.dmoz.org](http://www.dmoz.org)
  5. Register with search engines
    - ✦ Unpaid and Paid
  6. Create compelling website content
  7. Affiliate marketing (Shopping, travel, etc.)

# Important to Remember



- **The most important way to improve response in this market**
  - Customers and prospects are looking for value
  - Offer your best selling products or services with a discount for immediate response
  - Use every means to get the word out
  - Do it often as possible
  - Use all the social media and tie it all together

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**THANK  
YOU!**