

CLIENT SUCCESS GUIDE

RULES OF THE GAME

We want you to be successful in your business!

For us to do that, we need to be successful in our execution.

Please review the following guidelines as they pertain to our engagement:

1. I understand that Glow Media Marketing has my best interests at heart and by offering a guarantee, they are taking a risk for my benefit.
2. I understand that lead generation from Glow Media Marketing is only a supplement to my sales efforts, not an overnight one-shot cure-all for my business.
3. I understand that in order to close a deal, on average it takes 8-15 touchpoints and follow ups. I understand that Glow Media Marketing's job is to provide the first 1-5 touchpoints and I must follow up, call, text, email or otherwise to close new customers. If I do not do this, I am severely hindering my results and I will not hold Glow Media Marketing accountable if these actions are not taken.
4. The program you've chosen to hire us for is designed to outsource a portion of your lead generation efforts. The best way for Glow Media Marketing to get the best results is to trust and allow us to run our process.
5. I agree to allow Glow Media Marketing to do their job and not micromanage any part of the process
6. The growth of my business is solely my responsibility and I understand that I must engage in other proper business development activities including, but not limited to networking, referrals, cold calling, warm calling, etc. and not rely solely on Glow Media Marketing for my business success.
7. I understand that there are three levels of leads (outlined in this document) that I will be receiving from Glow Media Marketing and that it is solely my responsibility to follow up with those leads and turn them into sales. Glow Media Marketing is not responsible for sales in any capacity.
8. I understand that Glow Media Marketing is a Guaranteed Lead Generation company and by going into business with them, I understand that they will generate leads, and it is my responsibility to generate sales.
9. I understand that Glow Media Marketing has many clients and that Glow Media Marketing employees have lives and families and promise to respect their time and trust that Glow Media Marketing will deliver the results as outlined.
10. I understand that Glow Media Marketing is not a perfect system and, just like any other business, challenges happen.
11. I understand that I am going into a partnership with Glow Media Marketing and, if any challenge arises, we will both work together to solve any challenges and be patient with one another to make things right.
12. We both understand that we are human beings and agree to be understanding and compassionate with anybody that we deal with in our business while striving for the best results possible.
13. I understand that by violating any of these rules, I will be impeding my own business, Glow Media Marketing's business and Glow Media Marketing's ability to generate consistent, long-term results for myself and their other clients.
14. I agree to not take advantage of the guarantee and, if I am receiving leads, I will not ask for a refund except for an extreme circumstance.

15. I understand the “30 days” starts from the campaign launch date, not my deposit date

TYPES OF LEADS

With Sounds Like Marketing, depending on the package you’ve purchased, you will be getting a mix of the following types of leads.



Level 1: **BOOKED**

- ✓ Booked Appointment directly on your calendar using your calendar link
- ✓ You get notified via email and on your calendar
- ✓ Asked verbally to meet or call



Level 2: **ENGAGED**

- ✓ Replied to an email, Linkedin message or Facebook asking for more information, somehow engaging in a positive conversation
- ✓ You get notified from our campaign manager and/or director of marketing
- ✓ You reply to the inbound email or Linkedin reply and engage the prospect



Level 3: **INTERESTED**

- ✓ Opted in to a lead capture (name, email, phone)
- ✓ Clicked on a booking link (if email)
- ✓ You get an email notification with name, email, phone number of the person who opted in or clicked



Level 4: **PROSPECT**

- ✓ Accepted a connection with you on Linkedin
- ✓ You now have all of their contact information and can message them for free



Level 5: **COLD**

- ✓ Names, emails & phone numbers mined from Sounds Like Marketing (email & business bundle packages only)



Level 6: **CLICKS**

- ✓ Clicks to a landing page (if we’re running a traffic campaign on Facebook)



Level 1:

BOOKED

5%

- ✓ Booked Appointment directly on your calendar using your calendar link
- ✓ You get notified via email and on your calendar
- ✓ Asked verbally to meet or call

EXAMPLE:

You'll be getting email notifications like this:

Event Date/Time:

11:00am - Tuesday, May 1, 2018 (Eastern Time - US & Canada)

Description:

Welcome to Digital Appointment! Please select a time to chat below and fill out this form before our call: <https://form.jotform.com/digitalappointmentgetnewleads>

Location:

Chat in number: 720-835-5695 PMs 12PM

Questions:

Your Phone Number

(714) 262-2492

Company Name

NA

Website

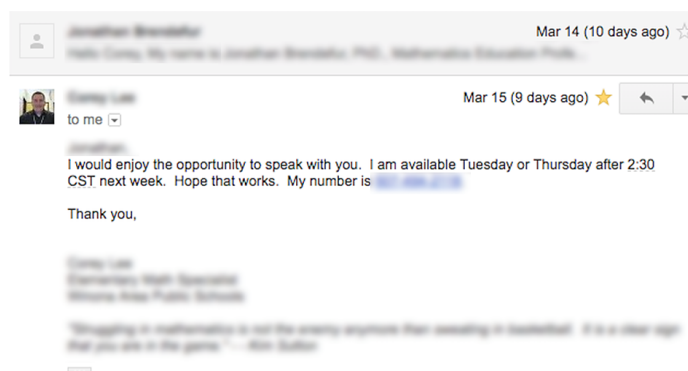
www.thefirstgroup.com

Are you targeting businesses or consumers?

Both

EXAMPLE:

You'll be getting email notifications like this:



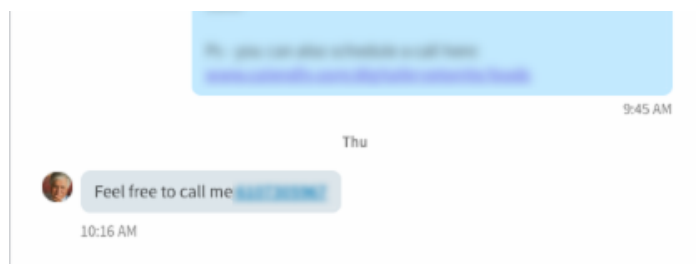
WHAT YOU NEED TO DO:

- ✓ Show up for the call
- ✓ If they don't call, you need to call them
- ✓ Follow up, meet, and close!

THINGS TO REMEMBER:

- ✓ No lead is perfect
- ✓ People sometimes type in the wrong phone number or email when they schedule things, you may have to use google or go to their website to get the proper contact info
- ✓ People forget sometimes: we do our best to make sure we're delivering quality bookings, but human error on the prospect's part can cause some data errors.

You'll be getting LinkedIn replies like this:





Level 2:

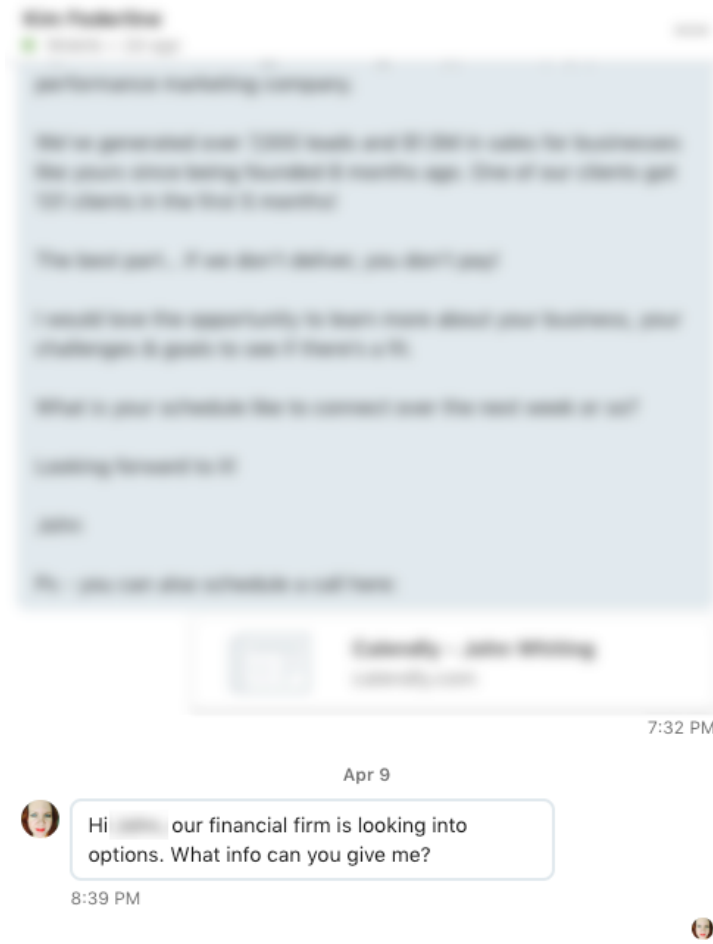
ENGAGED

25%

- ✓ Replied to an email, LinkedIn message or Facebook asking for more information, somehow engaging in a positive conversation
- ✓ You get notified from our campaign manager and/or director of marketing
- ✓ You reply to the inbound email or LinkedIn reply and engage the prospect

EXAMPLES:

You'll be getting email & linkedin messages like this:



WHAT YOU NEED TO DO:

- ✓ Reply to their messages and engage with them with the focus on setting them for a firm appointment
- ✓ Call them if they give you their phone number
- ✓ Email them if they give you their email
- ✓ Follow up with the person they referred you to (if they did)

THINGS TO REMEMBER:

- ✓ No lead is perfect
- ✓ People sometimes type in the wrong phone number or email when they schedule things, you may have to use google or go to their website to get the proper contact info
- ✓ People forget sometimes: we do our best to make sure we're delivering quality bookings, but human error on the prospect's part can cause some data errors.



Level 3:

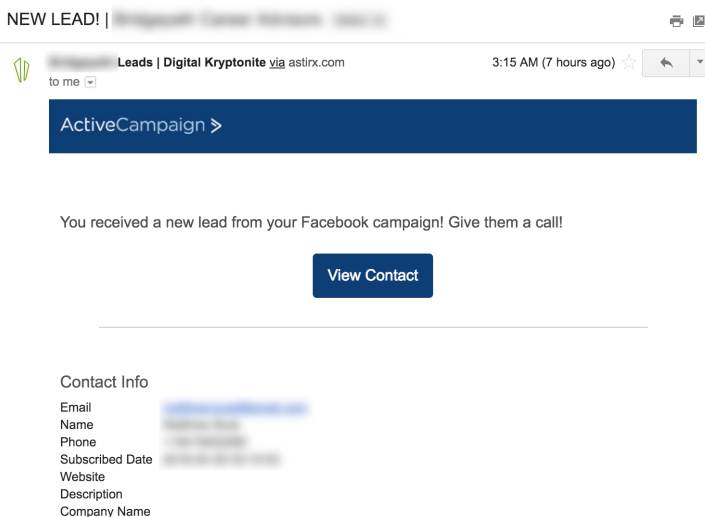
INTERESTED

25%

- ✓ Opted in to a lead capture (name, email, phone)
- ✓ Clicked on a booking link (if email)
- ✓ You get an email notification with name, email, phone number of the person who opted in or clicked

EXAMPLES:

You'll be getting email notifications like this:



WHAT YOU NEED TO DO:

- ✓ Call them
- ✓ Email them
- ✓ Perform your sales activities

THINGS TO REMEMBER:

- ✓ In this stage, the prospect is interested enough to click your booking link in an email (if you're doing an email package or business bundle)... but they may have not followed through with booking
- ✓ In this stage, prospect is interested enough to opt in to an offer, but might not have booked with you yet, they're warm!
- ✓ No lead is perfect
- ✓ People sometimes type in the wrong phone number or email when they schedule things, you may have to use google or go to their website to get the proper contact info
- ✓ People forget sometimes: we do our best to make sure we're delivering quality leads, but human error on the prospect's part can cause some data errors.



Level 4:

PROSPECT

50%

- ✓ LinkedIn & Business Bundle packages only*
- ✓ Accepted a connection with you on LinkedIn
- ✓ You now have all of their contact information and can message them for free

EXAMPLES:

You'll have access to a dashboard that shows you all your new connections with links to their profiles

Name	Notes	Date	M2	M3
Jessica Blum, CMO		25-04-2018	25-04-2018	
Jonathan Latham		25-04-2018	25-04-2018	
Tom Duffy	already exchange convo	25-04-2018	-	
David Lee		25-04-2018	25-04-2018	
Edward King		25-04-2018	25-04-2018	
Mark Ryan		25-04-2018	25-04-2018	
Chris Arnold, CEO		25-04-2018	25-04-2018	
David Wilson, CEO		25-04-2018	25-04-2018	
Tom Tuck		25-04-2018	25-04-2018	
Michael Seed		25-04-2018	25-04-2018	
Julian Hill		25-04-2018	25-04-2018	
Victoria Nicholas, MD		25-04-2018	25-04-2018	
Jack Latham		25-04-2018	25-04-2018	
Brian Jordan, CEO		25-04-2018	25-04-2018	
Jim McDonald		25-04-2018	25-04-2018	
Benjamin Lee, CEO		25-04-2018	25-04-2018	
Jim Tuck		25-04-2018	25-04-2018	
Mark, CEO, Travel	no follow up message	26-04-2018	-	
Ben, London	no follow up message	26-04-2018	-	
Carl Wright, CEO	no follow up message	26-04-2018	-	
Henry Smith, CEO	no follow up message	26-04-2018	-	
Ben Hill	no follow up message	26-04-2018	-	
Ben Tuck	no follow up message	26-04-2018	-	
Ben, London	no follow up message	26-04-2018	-	
Jonathan Seed	no follow up message	26-04-2018	-	
James, London	no follow up message	26-04-2018	-	
Matthew, London	no follow up message	26-04-2018	-	
David, London	no follow up message	26-04-2018	-	
Tom, London, MD, MBA, CEO	no follow up message	26-04-2018	-	
Robert, CEO	no follow up message	26-04-2018	-	
James, London	no follow up message	26-04-2018	-	
John, CEO	no follow up message	26-04-2018	-	
Ben, CEO	no follow up message	26-04-2018	-	
Tom, London	no follow up message	26-04-2018	-	
Christine, CEO	no follow up message	26-04-2018	-	
James, London	no follow up message	26-04-2018	-	
Ben, London	no follow up message	26-04-2018	-	
Ben, CEO	no follow up message	26-04-2018	-	
Ben, CEO, London, CEO		27-04-2018	27-04-2018	
Benjamin, London, CEO, CEO		27-04-2018	27-04-2018	
Jack, CEO		27-04-2018	27-04-2018	

WHAT YOU NEED TO DO:

- ✓ Nothing, but they are now part of your network
- ✓ Track them on your dashboard link (provided by Sounds Like Marketing)

THINGS TO REMEMBER:

- ✓ These people are now in your network and you have access to their personal information that they've provided
- ✓ You can message them for free now
- ✓ We're running a campaign and engaging with them so you don't have to (so please don't!)



Level 4:

COLD LIST

- ✓ Email & Business Bundle packages only*
- ✓ Contacts Sounds Like Marketing has mined & Verified
- ✓ You'll get this via CSV file every month

EXAMPLES:

You'll get a .csv file with the following data:

- ✓ 1,500+ contacts in your target market
- ✓ Name
- ✓ Title
- ✓ Company name
- ✓ Email address
- ✓ Phone number
- ✓ Website

WHAT YOU NEED TO DO:

- ✓ You or your sales team can call these leads as an outbound campaign --- *"Hi name, I had tried to reach you via email and thought I would follow up by phone"*

THINGS TO REMEMBER:

- ✓ No lead is perfect
- ✓ People sometimes type in the wrong phone number or email when they schedule things, you may have to use google or go to their website to get the proper contact info
- ✓ People forget sometimes: we do our best to make sure we're delivering quality leads, but human error on the prospect's part can cause some data errors.

Company Industry	Company	Location	Phone Number	Company website	Company Size	First name	Last name	Title
Internet	1871	Tampa, Florida	312.239.0310	http://www.1871.com	11-50 employees	Vanessa	Yeh	Vice President
Management Consul	10xu	Miami, Florida		http://www.10xu.com	2-10 employees	LoLo	Nyathi	Head of Exper
Education Managem	3MC Ignite Growth	Hallandale, Flo	855-362-4769	http://www.3mcignitegr	11-50 employees	Mallibi	Monasterio	Founder
Mental Health Care	ACCEL Leadership Instit	Daytona Beach	386-264-7710	http://www.alphaomega	11-50 employees	Maria	Barbosa	Founder/CEO
Professional Training	ActionCOACH Business C	Miami/Fort Lau	(702) 795 3188	http://www.actioncoach	2-10 employees	Nick	Dove	Champion, C
Management Consul	AirTight Management (619)	SCALE06	(508) 381-8013	http://airtightmgt.com/	2-10 employees	Bob	Norton	Founder and C
Management Consul	All Systems Grow	Coral Springs, F	(800) 561-0194	http://www.allsystemsgr	11-50 employees	Julia	Aquino	Founder & C
Management Consul	Alpha Current	Miami Beach, F	305-814-0838	http://www.alphacurren	11-50 employees	Brad	Wells	Founder
Management Consul	AMERGEINT	Tallahassee, F	(850) 591-1980	http://www.amergeint.c	11-50 employees	Michael	Murray	Founder & E
Management Consul	Auxillum, Inc.	Portland, OR	503-293-3557	http://www.auxillum-inc	11-50 employees	Gary	Hinkle	Principal Man
Management Consul	AVRIOM	West Palm Bea	813.731.6456	http://www.sarbergardn	2-10 employees	Terri	Baumgardne	CEO & Founde
Education Managem	BA Academy, Inc	Orlando, Florida	1 407-798-7700	http://www.baacademy	2-10 employees	Laura	Paton	Business Anal
Professional Training	Beautiful Forever Aesthe	Miami/Fort Lau	(201) 541-5405	http://www.beautifulfor	2-10 employees	Cheryl	Whitman	Founder
Management Consul	Berde Group LLC	Fort Lauderdale	877-233-3450	http://www.berdegroup	2-10 employees	Laura	Berger	Managing Prin
Management Consul	BeShapers Akuoi	Miami, Florida	(561) 573 5723	http://www.akuoi.com/	11-50 employees	Andrea	Dalle Molle	Co-founder, St
Professional Training	BestWork, Inc.	Charleston, SC	800-333-9003	http://www.bestworkinc	2-10 employees	Spencer	Deering	President
Industrial Automat	Big Orange Square	Longmont, CO	855-966-0111	http://www.bigorangesq	2-10 employees	Peter	Borsella	CEO
Management Consul	BlackRain Partners, LLC	Lake Mary, Flor	1 407-367-0883	http://www.blackrainpar	2-10 employees	Cynthia	Blackwell	Founder/CEO
Internet	Book It Online, LLC	Jupiter, Florida	(561)747-0200	http://www.jupiter-seo	2-10 employees	Nick	Simpson	Share Holder a
Management Consul	Brand Launcher	West Palm Bea	1 410-235-7070	http://www.brandlaunch	11-50 employees	Barry	Neagle	Business Ment
Management Consul	Brands & Company, LLC	Stuart, FL	(954) 324-1246	http://www.innovationc	2-10 employees	Robert	Brands	Innovation Coi
Professional Training	Business Services of Tam LLC	Palm Harb	727-785-9554	http://www.tbzotb.com	2-10 employees	Nicholas	De Stefano	Founder
Management Consul	Business Team Solutions	Orlando, Florida	(650) 762-6755	http://tbzblz.biz/	2-10 employees	Pieter	Kark	Founder
Accounting	Business Valuation, Inc	Jacksonville, FL	904-356-7600	http://www.businessvalu	2-10 employees	Patrick	Emmet	Managing Dire

WHAT AND WHEN?

Sales pipelines aren't built in a day. Trust us, we're anxious for you to get leads too!
No matter which package you've purchased or who your target market is,
here are some basic guidelines on timing of your campaign...

facebook

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Kickoff Form Completed			Kickoff Call		
				Launch Day	- Split testing campaigns - The Goal is You'll receive 1-10 leads via email per day 	
- Split testing campaigns - You'll receive 1-10+ leads via email per day (depending on your ad budget) 						
- Campaign optimization - You'll receive 1-25+ leads via email per day (depending on your ad budget) 						
- Campaign optimization - You'll receive 1-25+ leads via email per day (depending on your ad budget) 						
- Campaign optimization - You'll receive 1-25+ leads via email per day (depending on your ad budget) 						30 Days



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Kickoff Form Completed			Kickoff Call		
				Launch Day	Connection requests to target market initiate (25-50 per day)	No activity
No activity	First follow up messages sent 	Expect first few replies 			Expect first few bookings 	No activity
No activity						No activity
No activity						No activity
No activity					Network growth of 150-500 laser targeted connections	30 Days

MESSAGE TIMING:

Your LinkedIn account will be managed with the following cadence:



COLD EMAILING:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Kickoff Form Completed			Kickoff Call		
				Launch Day	First batch of 50 emails sent out	No activity
No activity			Expect first few replies, conversations, and interested leads 		Increase daily emails to 150 	No activity
No activity					Increase daily emails to 250 	No activity
No activity						No activity
No activity					Total of approx 3,500 emails sent 	30 Days

MESSAGE TIMING:

Your email account will be managed with the following cadence:



COLD EMAIL CAMPAIGN

The following outlines what to expect on a Cold Email Campaign.

ALIAS EMAIL CREATION: We create an entire separate email account for you to run the cold email campaign. This is protect your domain's sender reputation. Otherwise, you may run the risk of having any email sent from your company domain go straight to spam.

EMAIL FORWARDING: We then send a forwarding request to ensure that emails from the alias email are forwarded directly to your main email address. It's very important that you accept the forwarding request in order for you to receive the leads.

ACCOUNT WARMUP: In order to stay up to date with best practices for email deliverability, we need to "warm up" our email accounts on the first month. This means that we start with a small batch of emails to send out on the first few days, and then send out increasing larger batches of emails.

As a result, it's important to be patient for the first 1-2 weeks of the campaign so that there is enough momentum and time to build up the campaign to full strength.

LAUNCH DATES

The following outlines when we launch your campaign.

POSSIBLE LAUNCH DATES: We launch campaigns on either the 1st or the 15th of the month.

If your Kickoff Call is scheduled within 7 days of the next upcoming launch date, then your launch will start on the following date. For example, if your Kickoff Call happened on the August 10th, your launch date would be September 1st.

This is to ensure proper setup time so that you have the best possible campaign that's thoroughly reviewed by our team before launch.

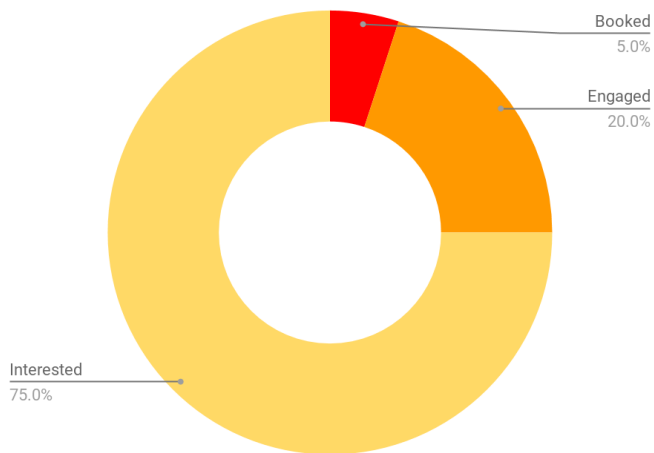
HOW MANY OF EACH?

Not all leads are created equal.

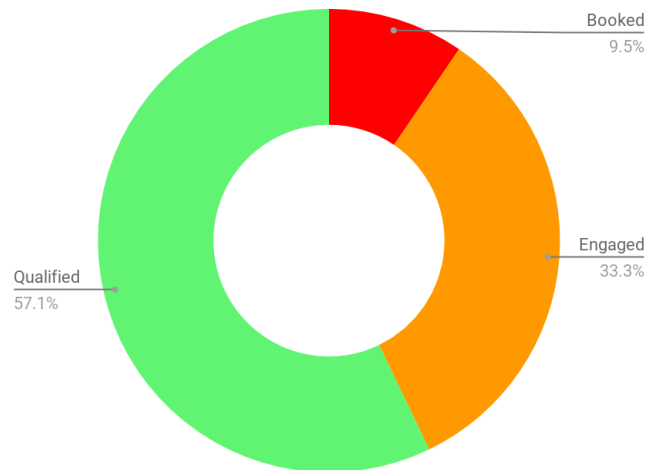
We deliver leads of varying “hotness” to give you as many opportunities as we can.

Here is a breakdown of what we’ve found during our campaigns...

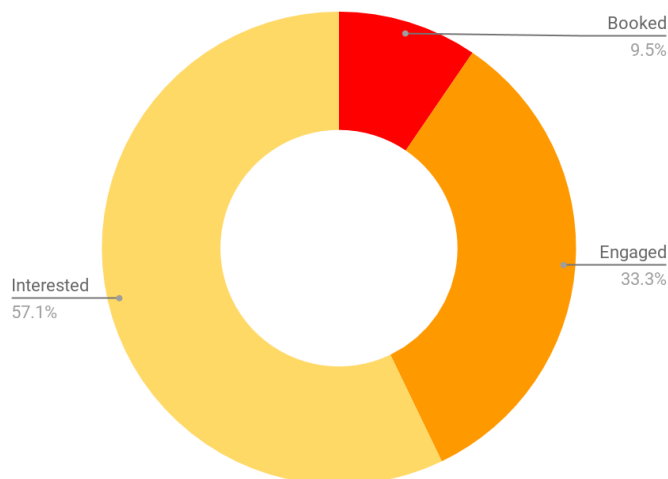
Facebook Campaigns



Linkedin



Cold Email



Business Bundle

