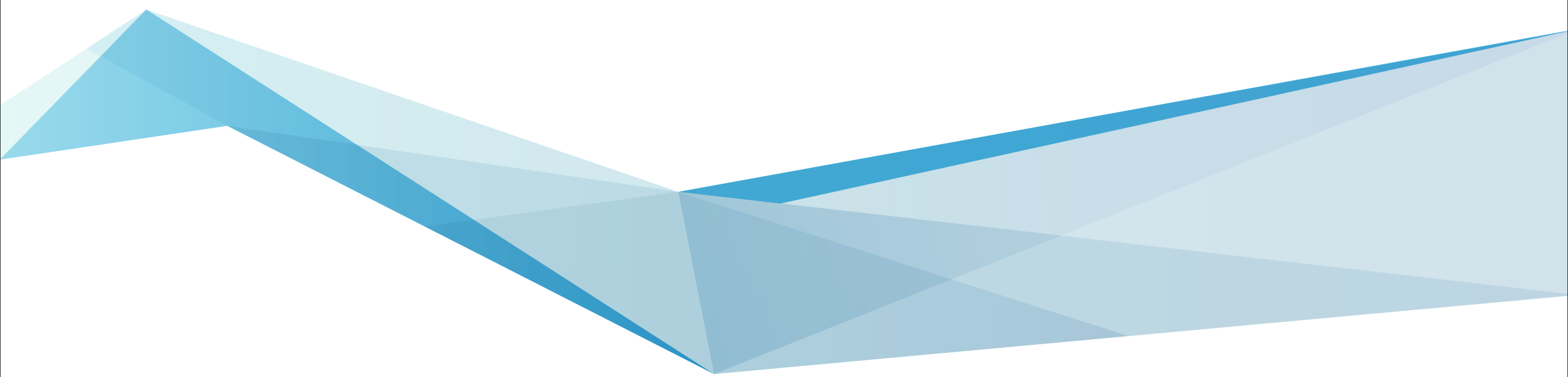


# The Marketing Core

Acquire and retain more customers by focusing on these simple, often overlooked marketing activities.



Grant Chambers  
CEO | Workhorse Marketing  
@GTChambers



# Congratulations.



**WORKHORSE**

# Who is Workhorse?



# Today's Goal:

We want you to leave with at least one idea that you can start executing tomorrow in order to **grow your business.**





There are no silver bullets.



# Take Control of your Marketing Core



Without breaking the bank.

1. Marketing Strategy / Schedule
2. Referral Program
3. Email Marketing / Automation
4. Social Media Management
5. Online Reputation Management
6. Search Engine Optimization
7. Conversion Optimization
8. Analytics - How'd It Go?



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# Marketing Strategy / Schedule

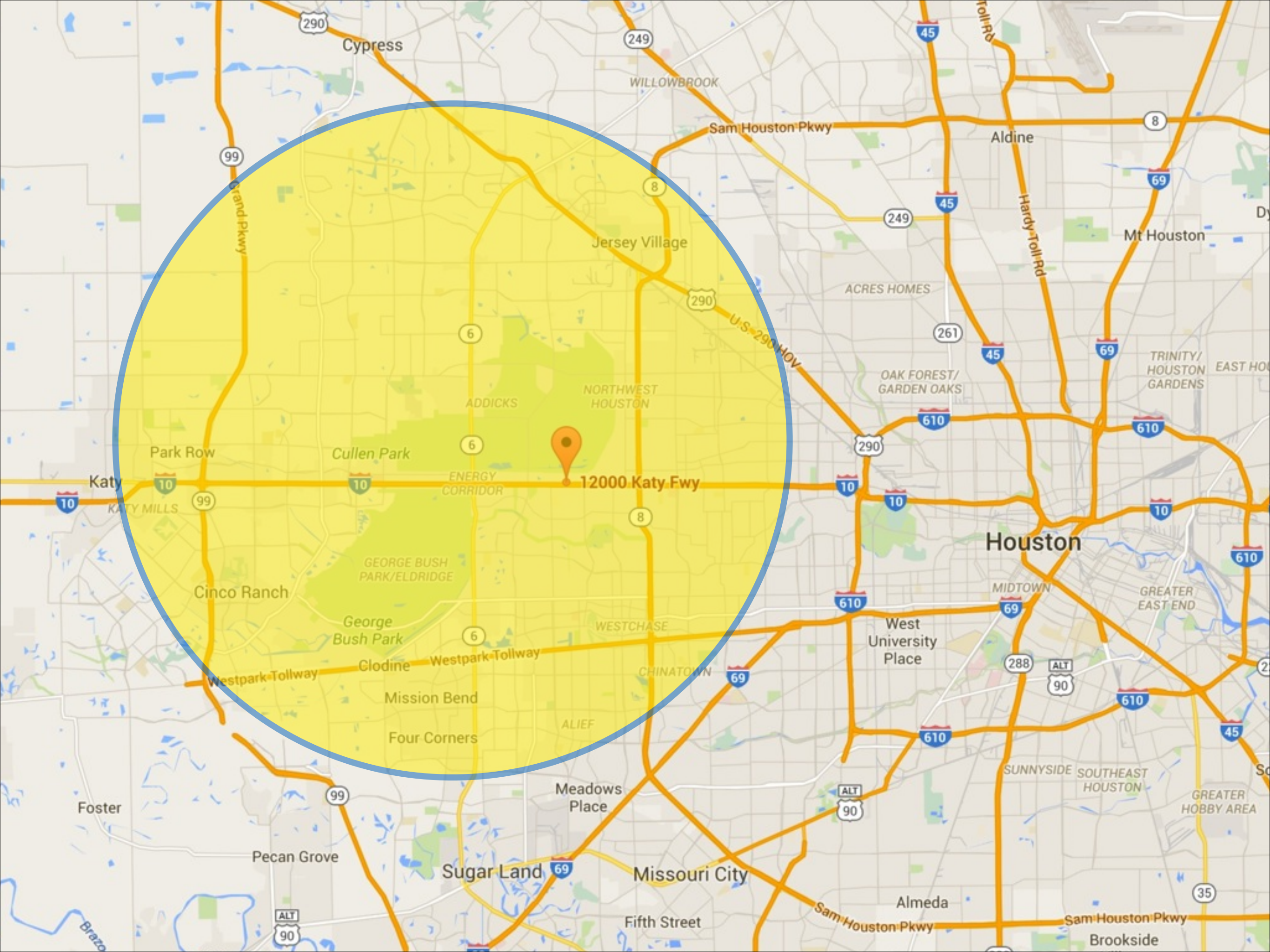
1. Identify Pillars of Content
2. Build Communication Points
3. Schedule Communication Activities











# Referral Program

1. Develop Referral Incentive
2. Identify Referral Audience
3. **Ask** For Referrals





*Refer Your Friends.*  
**EVERYBODY WINS.**

If you know of any businesses that need help with marketing, website production, social media or reputation management, email marketing or search engine optimization, we would love to reward you for your referral!

For your referral efforts, we will reward you with either a Visa Gift Card, up to \$200, or a monetary donation to the charity of your choice\*. Plus, those you are referring will receive a special introductory offer.



Visa Gift Card

or



Donation to Charity

[Refer Now](#)

Workhorse Marketing is located at 3809 South 2nd St C-100, Austin TX, 78704

\*We don't expect anything crazy to happen here, however, we do hope you understand that if the charity is dubious, we reserve the right to donate to an alternative charity.

[Visit Our Website](#)

[Contact Us](#) [Unsubscribe](#)

# Email Marketing / Automation

1. Build Your List Through a Customer Collection Strategy
2. **Send** Emails



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40X Email marketing is more effective  
at acquiring customers than  
Facebook and Twitter combined.

# Social Media Management

1. Establish appropriate channels for your business
2. Leverage tools to post on all channels at once (ex. Hootsuite)
3. Provide fun and valuable content



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Secondary dimension: <span>Select... ▾</span>		<span>Search ▾</span>	View: <span>Grid ▾</span>
	Channel Grouping Path	Conversions	↓
1.	Display Advertising > Paid Search > Direct	7,514	
2.	Organic Search > Paid Search	5,377	
3.	Display Advertising > Paid Search	3,716	
4.	Paid Search > Referral > Direct	3,015	
5.	Social > Organic Search	2,746	
6.	Display Advertising > Display Advertising	2,729	
7.	Organic Search > Social > Direct	2,588	
8.	Referral > Organic Search	2,557	
9.	Email > Paid Search	2,329	
10.	Referral > Display Advertising > Direct	1,631	



# Online Reputation Management

1. Establish your Google business page
2. Encourage reviews
3. Monitor



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austin urogynecology



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About 26,500 results (0.69 seconds)

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#### George Shashoua, MD

George Shashoua, M.D.. Austin  
Urogynecology was founded by ...

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Contact Us. Phone: 512.973.8276.  
Fax: 512.973.9552. Address ...

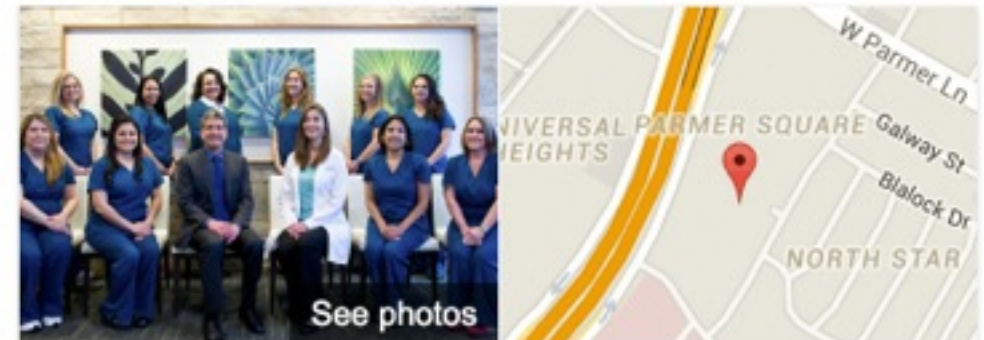
[More results from austinurogynecology.com »](#)

### Austin Urogynecology - OBGYN - Austin, TX - Reviews - Phot...

[www.yelp.com](http://www.yelp.com) > [Health & Medical](#) > [Doctor](#) > [OBGYN](#) ▾ [Yelp](#) ▾

★★★★★ Rating: 5 - 2 reviews

2 reviews of Austin Urogynecology "How do you thank people who made a major difference in your quality of life? I decided to share my experience. I started ...



[See photos](#)

## Austin Urogynecology ★

[Website](#)

[Directions](#)

4.9 ★★★★★ 19 Google reviews

Medical Clinic

**Address:** 12319 N Mopac Expy #200, Austin, TX 78758

**Phone:** (512) 973-8276

**Hours:** Open today · 8AM–5PM ▾

[Make an appointment](#)

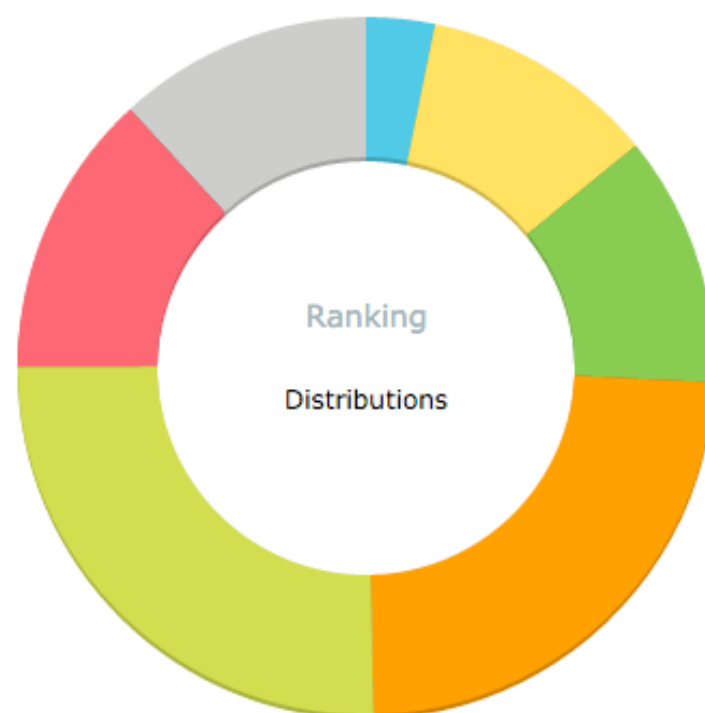


# Search Engine Optimization

1. Produce relevant, helpful, accurate content
2. SEO-friendly website



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- First place
- Positions 2-3
- Positions 4-5
- Positions 6-10
- Positions 11-20
- Positions 21-30
- Positions 31-50

Keyword	Position
start up business loans rio grande valley	1
loans for non profits fort worth	1
non-profit loans fort worth	1
loans for non profits dallas	1
non-profit loans dallas	1
loans for non profits austin	1
non-profit loans austin	1
sba loans rio grande valley	2
small business loans rio grande valley	2
small business funding dallas	2
small business loans for veterans dallas	2
loans for non profits san antonio	2
loans for small businesses austin	2
small business loans for veterans austin	2
start up business loans austin	2
mall business loans in the rio grande valley texas	3
loans for small business rio grande valley	3
loans for small businesses rio grande valley	3
start up business loans for women rio grande valley	3
small business loans for veterans rio grande valley	3
small business loans for veterans fort worth	3
funding for small businesses fort worth	3
loans for non profits houston	3
start up business loans fort worth	3
funding for small businesses dallas	3
small business funding austin	3
start up business loans for women austin	3
how to qualify for small business loan rio grande valley	4
how to apply for small business loans rio grande valley	4
qualifications for small business loans rio grande valley	4
apply for small business loan online rio grande valley	4
loans for non profits rio grande valley	4
small business funding fort worth	4
minority business loans rio grande valley	4

# Conversion Optimization

1. Establish conversion goals on website
2. Make sure visitor can achieve goals




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Email us: [experience@classadventuretravel.com](mailto:experience@classadventuretravel.com) | Call us: +1 512 535 2536 or +1 877 240 4770

 Search Site

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Name

Email

Where would you like to go?

**SEND ME MY TRAVEL VOUCHER**

SCROLL DOWN



Speak with a Travel Specialist

# Analytics How'd It Go?

1. Install Google Analytics
2. Look at email statistics
3. Track conversions



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# Thank You!



[WorkhorseMKT.com](http://WorkhorseMKT.com)