



☒ Marketing ☐ Sales ☐ Technology
☐ Web ☒ Data ☐ Graphics
eLaunchers.com



Are You Tired Of Spending Money On Marketing Your Business And Not Getting The Results You Want?

Imagine What It Would Be Like To Know Exactly What Is
Working And What Is Not, So You Can Get The Greatest
Return And Stop Throwing Money Away...

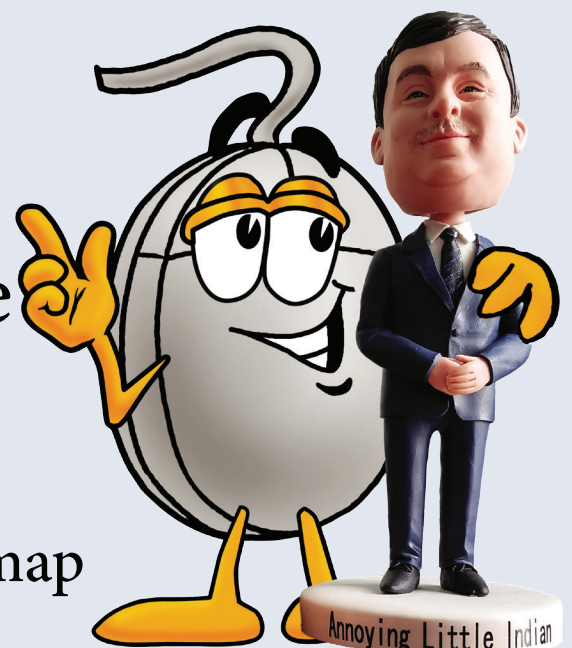
Let Me Show You How!

Ultimate
WEB TRAFFIC
Platform

Let's Meet Online

**SCHEDULE AN
APPOINTMENT TODAY!**

↓ ↓ ↓
elaunchers.com/mindmap



☑ Marketing ☑ Sales ☑ Technology ☑ Web ☑ Data ☑ Graphics



DREAMS ARE MADE OF DATA

To follow your dreams, study your data.



My FIRST lesson on Data Science from Dan Kennedy is also my last lesson on the subject from Ryan Deiss

In the “No BS Direct Marketing” book, (Rule Number 4) Dan Kennedy says:

“You need real, hard facts and data to make good, intelligent marketing decisions. Making such decisions based on what you or your employees think is happening, feel, guess, have a sense of, etc. is stupid.”

In Digital Marketer space Ryan talks about two very similar concept that are built on same principles . These concepts are called **The Value Journey Canvas** and **The Customer Value Optimization**.

The Ultimate Web Traffic Platform is an applied implementation of time tested, ageless marketing results management concepts taught by Dan Kennedy in concert with cutting edge digital marketing concepts. You can't manage what you can't or do not measure.



Harvard Business Review recently started talking about Big Data and role of a data scientist in the life of a business. It wasn't until after 2014 HBR.Org even mentioned the job title '**Chief Marketing Technology Officer**'. For the academics world, this is a cutting edge business science.

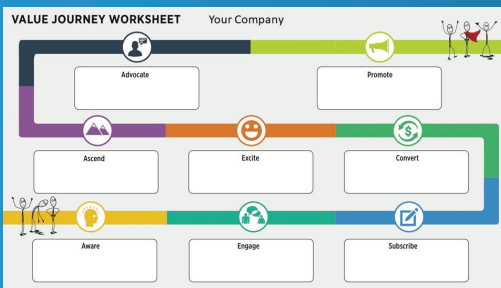
The truth is, we (the business owners) have been practicing big data in our small business ever since our business was born. We try to figure out who is going to buy, how to stay in touch with people who did not say yes yet, when will a deal 'close' and who is a 'bad lead'. CEOs, sales managers and sales executives always studied the data in the pipeline and kept track of 'who we are going to call on'. This is how we used to do it. A sales coordinator kept track of all the data and we looked at it in weekly sales meetings.

In today's complex on-line and off-line business landscape there is just too much data floating around for one person to keep track of it all. Today's complex data environment calls for a sophisticated system that puts a business in compliance with Kennedy's Rule #4.

eLaunchers.com's **Ultimate Web Traffic Platform** and the science behind it is a systematic approach to identifying what matters most in your business (your KPIs) and building a data visualization dashboard that can serve as a decision support system for the CEO.

If you spend money on marketing (i.e. generating traffic) you need to know what is working and what is not working in real time. This platform enables you to be able to run the numbers for last week, last month, last quarter or last year. **Now you have control.**

Ultimate VALUE JOURNEY Canvas



- Ryan Deiss unveiled Value Journey Canvas at T&C 2017. It was a game changer.
- We help you define the EIGHT STEP JOURNEY from awareness to advocacy.
- You will study how Digital Marketer and eLaunchers use 'Value Journey Canvas' and build your own Value Journey Canvas for your clients.

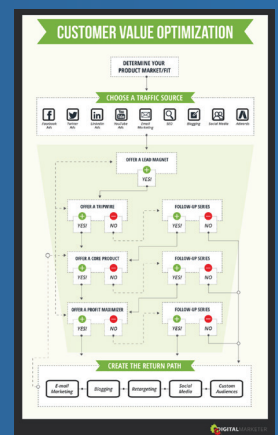
01

CAN YOU DOUBLE YOUR BUSINESS WITH DATA INTELLIGENCE?

Ultimate CUSTOMER VALUE Optimization

02

- Customer Value Optimization (Ryan's 'Napkin project') helps an agency determine the five key facets of lead conversion:
 - Lead Magnet
 - Tripwire
 - Core Offer
 - Profit Maximizer
 - Return Path
- We will take you through the CVO and explore opportunities for conversion optimization.



Ultimate PRACTICE MARKETING Dashboard

- One central dashboard for ALL marketing data in one place.
- Integration with Quickbooks pulls financial data in real time.
- Integration with Facebook and Google will instantly display your KPI from your on-line presence.
- A fully customized version of this dashboard is available, complete with specifically selected KPI pulled from Infusionsoft. (Fees apply).
- The dashboard can be customized with API programming and integrations. (Fees apply).
- You can build datawall for your office, your conference room and on production floor. Keep everyone on same page with all your KPIs in one place.
- Download the dashboard app on your mobile phone/apple watch so you can pay attention to what matters.

03

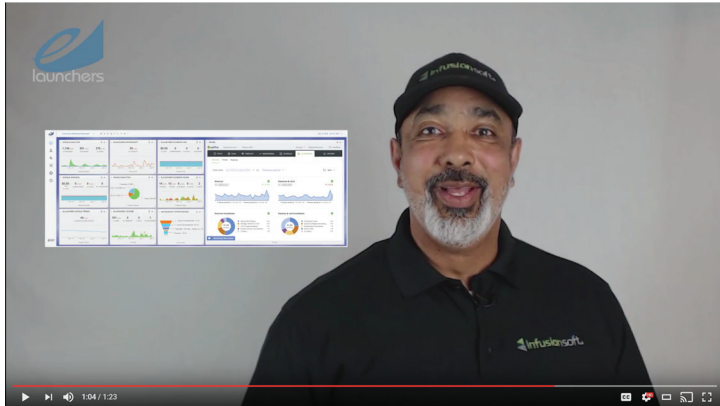
Ultimate DECISION SUPPORT System

- Data delivered to you when it matters: Daily scorecard, weekly summary, alerts.
- Take your numbers where you go.
- Forget about canned reports. Easily pick the matrices that matter to you.
- Annotate and share with your team to make sure everyone is on the same page.
- Add or remove users and manage permissions from mobile app or desktop interface.

04

The Man Who Measures Marketing

Meet Shoan Snoday. He is the Data Architect at eLaunchers.com



Shoan has dedicated his life to direct response marketing and data intelligence. He starts his process with an initial call (approximately 90 minutes) where he would go over a very powerful concept of 'Customer Value Journey'. At the end of that call, you would have figured out what matters most in your business and what you should measure and track.

Ultimate Web Traffic Platform is a system, a process, a mindset, a work flow. After thoroughly reviewing your business situation, Shoan will recommend the data boards and data tiles for your dashboard, come up with a game plan to integrate the dashboard with your business process and teach you how to read and respond to the data you are seeing on your dashboard.

The call is free; well, sort of. You will make a small investment when you schedule your call. If at the end of the call you are not 100% satisfied with what you discussed with Shoan, simply ask for a refund. NO QUESTIONS ASKED. If you decide to invest in the system, the money you paid for the call will be credited towards your purchase. Either way, your investment is protected. Shoan wants to help you identify what matters most and what you are going to measure and track. Schedule a call with Shoan at www.elaunchers.com/help.



Can We Help You Figure Out What Matters Most In Your Business?

Complete this form and drop it off at the eLaunchers booth. Schedule a call with Shoan at www.elaunchers.com/help

Name: _____

E-mail: _____

Mobile Phone: _____

- ☐ Do you have Infusionsoft? Yes _____ No _____
- ☐ Have you been in current business selling current products/services for over 1 year? Yes _____ No _____
- ☐ What is your current ANNUAL (top line) revenue?
☐ <\$500K ☐ \$500K to \$2.5M ☐ \$2.5M to \$10M ☐ \$10M>
- ☐ Is your database current, up to date, error free and clean? Yes _____ No _____
- ☐ Do you have a bait, free report, a 'brain dead offer' or a reason to reach out to them? Yes _____ No _____
- ☐ How many unconverted leads, lost opportunities & past customers do you have? _____
- ☐ What is an average Initial sale value? \$ _____
- ☐ What is your back end sale value? \$ _____
- ☐ What is the lifetime value of a customer? _____
- ☐ Do you have a monthly continuity program?
Yes _____ No _____
- ☐ Do you currently use a data visualization dashboard?
No _____ Yes, We use _____

www.elaunchers.com/help

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