

The 8.4X ROI Omnichannel Marketing Strategy For Paid Ads

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“Profit is the mother of all scaling”...

Profit allows your business too...

1. Hire better skilled employees
2. Reinvest into better tools and training
3. Scale ads & domination in marketplace

This flywheel creates nearly limitless growth... Profit is the foundation of business itself.





Most Businesses Only Generate A 7.9% Profit Margin...

(Let's Fix That... Without Spending A Penny)



Omnichannel Hyper Optimization

Understanding the strategies & statistics that WILL scale your business perpetually



Let's do some math together... **(the fun kind)**

Your Opt-In Rate X 2 =

Your Closing Rate X 2 =

Your Upsell Rate X 2 =

Your Customer Retention Rate X 2 =

Your Ad Cost Cut In $\frac{1}{2}$ =

Using industry averages (**realistic and doable**)

Double Leads = 2X Profit

Double Closed Deals = 2X Profit

Double Upsold Customers = 2X Profit

Double Retention = 2X Profit

Half Ad Cost = 2X Leads

10X Profit

**You might not do everything perfectly, so 8.4X sounds better.
Let's maximize profit generated from every pore of your business.**



My name is **Jon Weberg...**

- I help businesses scale at increased profit margins & speed
- I train businesses employees to become hyper efficient profit machines
- 2nd generation digital marketer who got started in the industry at 13 years old...

Each of these strategies will help you multiply profit generated in every part of your business...

Let's get started!

1. How To Relate To Each Audience Type & Get 4X More Customers

2. Creating 127% More Profit Through Omnichannel Hyper Optimization


3. The #1 Tool For Boosting Profit In Any Area Of Your Business.



Relating To Each Audience Type

To optimize & grow your lead generation, closing of deals, retention of customers, upselling of customers, and reduction of ad costs...

Here's how to relate to your audience better than any other business that's competition in your marketplace...

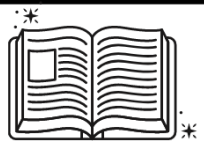


Follow Up "Way"



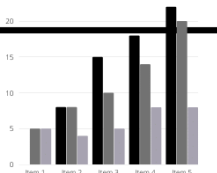
Social Proof

Testimonials, Reports, Proof of Results For Customers & Clients.



Storytelling

Use Stories To Elaborate, Educate, And Entertain. Builds relationship.



Facts & Stats

Accurate Data That Represents The Truth Of The Results You Get Clients

1. Follow Up From A Variety Of Ways

- Create Between **3-5 Different Sales Pages** For Each Individual Offer
- Follow Up With **Messaging Representative Of Each Of These Pages & "Ways"** Of Following Up
- Creates **Retargeting-Ad Variants With These Same Perspectives & Ways** Of Communication

"Seeing the exact same offer in the exact same way for the 20th time, doesn't impress anyone..."

Follow Up "Sources"



Email

Use email to contact & relate with leads & customers alike - at scale.



Calling

The highest converting form of follow up that is best for high ticket sales.




Messaging

Reach into your customers phones & social media profiles with ease.

2. Follow Up From A Variety Of Sources

- Follow Up Through Email
- Follow Up Through Text Message
- Follow Up Through Direct Messages
- Follow Up Through Calling

All done in unison with one another...



This Generates A Complete Omnipresence In Your Marketplace

You relate to your audience, leads, and customers – from every possible source of communication possible. Thus, improving conversions across all marketing channels and raising conversions.

A.K.A. More profits!



Scaling Profit With Omnichannel Optimization

Within the audiences, leads, and customers you're already working with... You have a large untapped treasure of high conversions and profits awaiting to be seen.

Let's tap in!

For Your Ads, Sales Process, & Follow Up

You need to maximize efficiency, results & metrics
being produced, and conversions.

How to turn virtually EVERY single lead – into a
customer.

1. Variety Of Offers

Having a variety of different products and services at different price points is crucial for meeting the needs of each potential & current customer. (And this is crucial for maximizing ROI. Don't have an upsell? Become an affiliate...)

High Ticket Example: Ads Agency

Main Offer: Ads Management

Upsell or Downsell: Growth Consulting or Ad Templates

Low Ticket Example: Health & Wellness Coach

Main Offer: Workout Program

Upsells or Downsell: Weights or Supplements

1.1 List Of Ways To Sell Variety

1. Bulk Packaging (Large amount of a single type of product)
2. Combination Packaging (Different but similar products together)
3. Longer Term Contract
4. Separate But Similar Product In Related Niche
5. Separate But Similar Service In Related Niche

2. Split Testing

The #1 way to raise profits that is well known yet rarely practiced...

Here's what you should immediately begin split testing in order to **maximize profits & conversions** across the board...

1. Lead Capture / Opt-In Page
2. Sales Page
3. Checkout Cart
4. Follow Up – Emails, Texts, Calling Scripts, Direct Messages, Etc...
5. Ads
6. Offer

3. Growth Hacking


What Are Some Proven Strategies That Have Been Shown To **Guarantee Increases In Profitability?**

1. One Click Order Bumps
2. Resell To Leads Who Said No
3. Resell Current Customers Who Said No To Buying More
4. Improve Your Offer & Guarantee
5. Duplicate & Customize What Already Works (From more profitable competition)
6. Customer Retention
7. Customer Usability



The #1 Tool & Skill To **Improve Profitability** – Be Personable & Genuine

The Harmon Brothers, Tesla, & Walmart have perfected this practice...
Let's learn from their examples...




Being Personable & Genuine Is “Unprofessional” But Profitable

In your ads, sales process, and follow up – your business needs to be...

1. Entertaining: Funny, relatable, genuine, fun, unique
2. Enticing: Deals, benefits, guarantees
3. Education: How to, tutorials, walkthroughs,


Stop selling. Start attracting.

Create a brand that delivers a one-of-a-kind customer experience like no other business in your marketplace can deliver.



Being Personable Works For B2B, B2C, You Name It!

It's how & why branding works at scale. Being genuine, transparent, and unique – builds a reputation that attracts masses of lifetime buyers.



Accurate Tracking & Reporting Puts This All Together...

Every change you make should be properly tracked – in order to accurately determine which changes are creating either increases or decreases in both...

A) Important Metrics B) Profit Margins

The 8.4X ROI Marketing Strategy

Scale Effortlessly