

# **You're In The Right Place**

**Please Introduce Yourself In The Questions Box. Let us know who you are, where you're from, what you sell, and what you hope to get out of this webinar.**

**We'll start soon!**

**This Webinar Will Be Recorded**



**BOX OUT**  
MARKETING

# How To Use Infusionsoft To Build A Massive Email List



**Tyler Garns** | Founder & CEO, Box Out Marketing

# Housekeeping



- Let's make this interactive!
- Yes, I will send you the slides
- Yes, this is being recorded, but that doesn't mean a recording will be available
- I'll answer all your questions during and at the end

# Background

- Internet startup in 1999-2001
- Pharmaceutical sales 2002 to 2007
- Started as Internet Marketing Manager at Infusionsoft in 2007
- Became Director of Marketing, eventually VP of Marketing
- Lead the team from 300 leads/month to 25,000 leads per month





# Box Out Marketing



- Unlike most implementers, we develop your strategy, messaging, positioning, and write your copy to help ensure RESULTS
- We've been providing training, coaching, and done-for-you services for Infusionsoft users since 2012.
- Get RESULTS, Not Just Fancy Campaigns











Turtle Bay, Dec 2013





# What We're Going To Cover



- Lead Generation Strategy
- Lead Sources (and tracking in Infusionsoft)
- Lead Generation Campaigns
- How To Systematically Generate Leads Month After Month



**Quick Poll....**



**Why capture email addresses?**



**3800% ROI  
on EMAIL MARKETING**

<http://www.emailmonday.com/dma-national-client-email-report-2015>



**Email is 40 times more effective  
at acquiring new customers than  
Facebook or Twitter**

<http://www.emailmonday.com/dma-national-client-email-report-2015>



**The average order value of an email is at least THREE TIMES higher than that of social media.**

[https://dma.org.uk/uploads/National-Client-email-2015%20copy\\_5549fbdf6a1ec.pdf](https://dma.org.uk/uploads/National-Client-email-2015%20copy_5549fbdf6a1ec.pdf)



**You are 6x more likely to get a  
click-through from an email  
campaign than you are from a  
tweet**

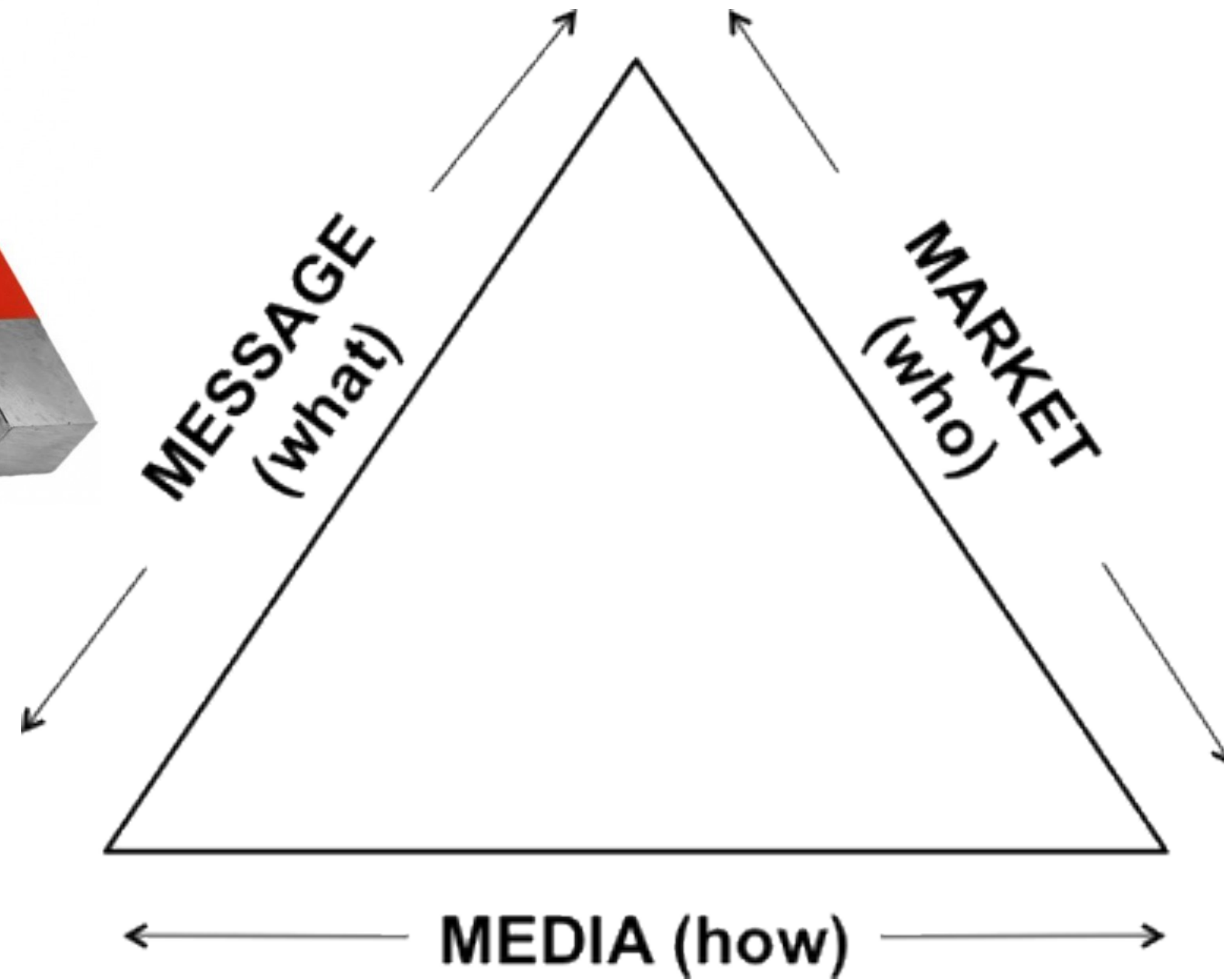
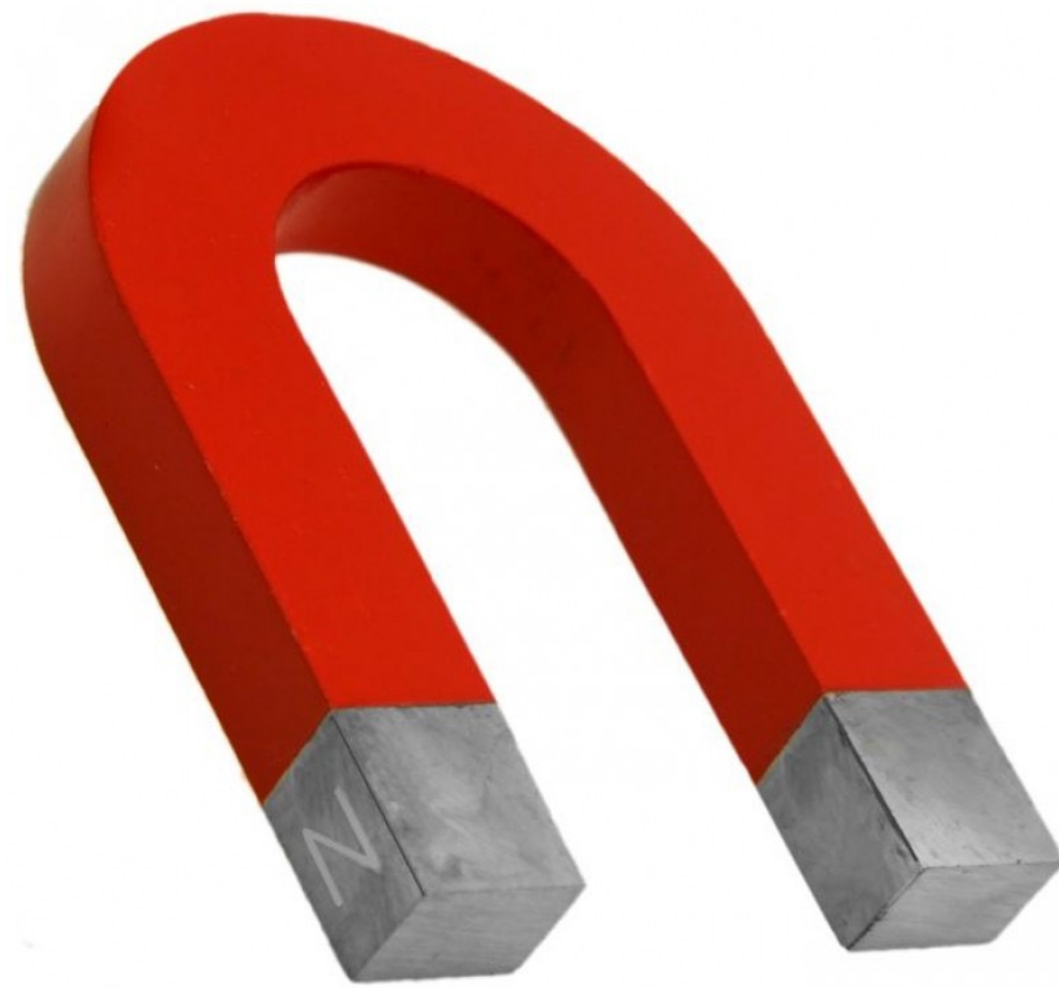
<https://www.campaignmonitor.com/blog/email-marketing/2014/07/email-marketing-vs-social-media/>



**And now you should be  
trying to capture cell phone  
numbers as well**



# Lead Generation Strategy







# How To Create A Great Lead Magnet

- Start with the “Market”
- What do they want? (AAS, PSS)
- What pains do they have?
- What do they desire most?
- Create something that satisfies their desire or solves their problem
- Offer it through the right medium



# Lead Magnet Ideas

- 5 Tricks To Losing Weight Fast
- Become A Famous Blogger In 60 Days
- Feel 20 Years Younger, Live 20 Years Longer
- How To Give Your Child The Top Grades In School He Deserves
- How To Build A Memory In 4 Short Weeks - So Powerful It Is Beyond Your Wildest Dreams Today





# Lead Magnet Ideas



- The Unseen Dangers Of Starting Your Own Business
- To 10 Infusionsoft Pitfalls
- How To Beat The Fear of Public Speaking
- 7 Relationship Danger Signs

# Lead Magnet Formats

- How To....
- Lists (list of best/worst)
- Claims
- Cheat Sheets
- Templates
- Free Training
- Swipe Files
- Make it easy, step-by-step, dummy-proof





**Let's get a volunteer**

**Enter your industry,  
or what you sell  
in the Questions Box**

**Vendor** ➤ **EXPERT**





# What Medium?

- PDF?
- Video Series?
- Email Series?
- Direct Mail?
- Etc.
- Let your market dictate...
- ...Then get creative

# **Creating A Landing Page MUST Be EASY**

**We Recommend Thrive Themes**





http://



# Great headline!

## Awesome subheadline

Supporting paragraph of text: 2 to 3 sentences. Address a problem that your market has. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec imperdiet eleifend neque nec auctor. Aenean feugiat scelerisque consectetur.

- \* Bullet point benefit of taking the action #1
- \* Bullet point benefit of taking the action #2
- \* Bullet point benefit of taking the action #3
- \* Bullet point benefit of taking the action #4

Supporting paragraph of text: 2 to 3 sentences. Why they should act on the call to action now! Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec imperdiet eleifend neque nec auctor. Aenean feugiat scelerisque

Call to action!



## Call to action...

Summarize benefits & urgency... Lorem ipsum dolor sit amet, consectetur

# Lead Sources



# Where Do You Find Your Audience?



- Facebook?
- Good Adwords?
- Google Display Network?

# Figure Out Where Your Audience Already Is

- Dedicated Emails, Solo Emails, EDMs
- Communication Services (Peach Jar)
- Industry Associations
- Google AdGrants
- JV/Affiliate Partnerships
- Industry Events
- Dig in. Hunt this stuff down. Find the Golden Goose in your industry. It's there. And it will cost you a LOT less, and produce more leads than anything else.





**Quick Poll...**

# Lead Source Tracking



## General Information

Company **Box Out Marketing** ✕

First Name

Last Name


Job Title

Person Type  ▾

Lead Source  ✓ ?

Owner  ▾

# Lead Source ROI

Saved Searches... 

- Actions ▾
- New Search
- Edit Criteria/Columns...
- Save...
- Print...

1-50 of 50  per page

Lead Source	Category	Expenses	Revenue	Roi	Contacts	Cost per contact	Customers	Cost per customer	Contact to customer
Facebook-ROITracker-ad1	Social Paid	\$12,500.00	\$0.00	-100%	0	\$0.00	0	\$0.00	0%
Google-CON14-BonusSession	Events	\$3,999.00	\$4,019.87	1%	7	\$571.29	1	\$3,999.00	14%
Underground2012-Sponsorship	Events	\$3,700.00	\$0.00	-100%	0	\$0.00	0	\$0.00	0%
Facebook-CBGuide	Social Paid	\$3,499.00	\$13,405.04	283%	13	\$269.15	2	\$1,749.50	15%
Advertisement		\$2,500.00	\$0.00	-100%	0	\$0.00	0	\$0.00	0%
Google-CBGuide	Paid	\$2,100.00	\$9,769.00	365%	1	\$2,100.00	1	\$2,100.00	100%
Banner Advertisement		\$2,000.00	\$0.00	-100%	0	\$0.00	0	\$0.00	0%
Facebook PPC (FR)		\$1,900.00	\$14,087.00	641%	5	\$380.00	2	\$950.00	40%
Medical Writing Conference		\$1,400.00	\$0.00	-100%	0	\$0.00	0	\$0.00	0%





**Free Tool - ROI Tracker**

**Text "SOURCE" to  
760-306-4906**

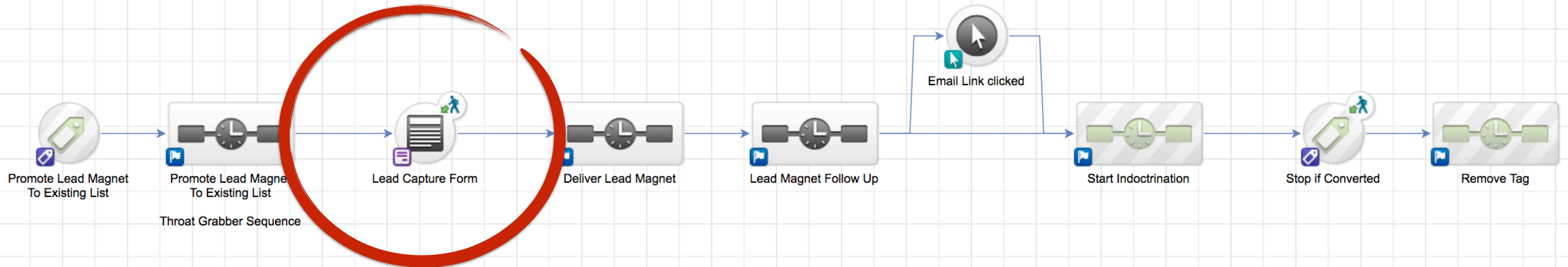


# Lead Generation Campaigns

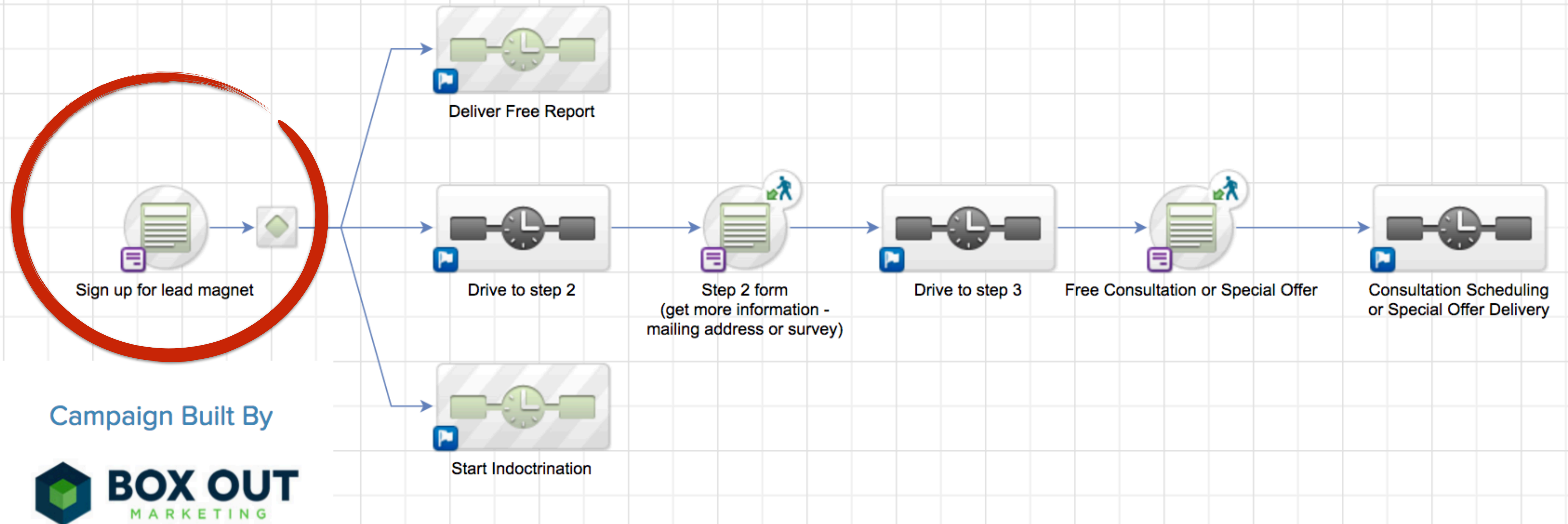
- Basic Lead Capture
- Progressive Lead Capture
- “Pay It Forward” Flywheel
- Lead Magnet -> Tripwire -> Core Offer



# Basic Lead Capture

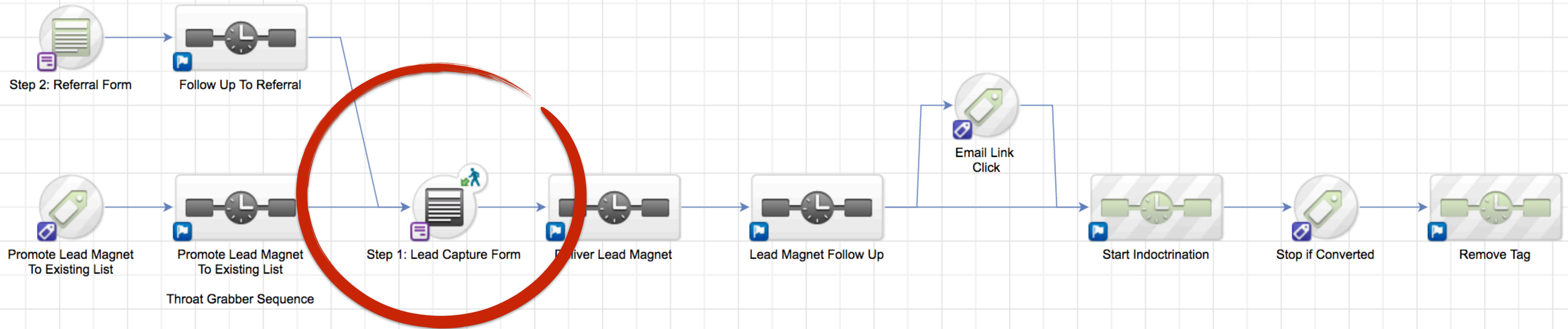


# Progressive Lead Capture

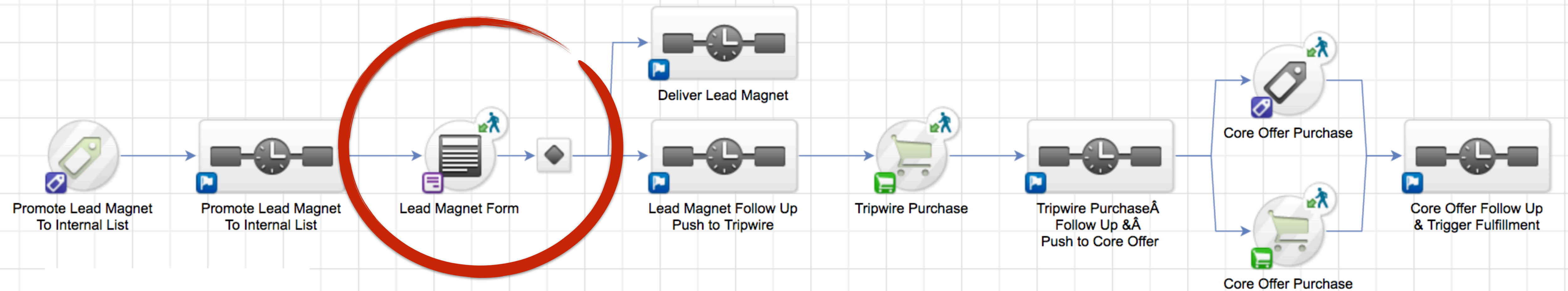




# “Pay It Forward” Flywheel



# Lead Magnet -> Tripwire -> Core Offer





**Once Your Lead Magnet Is  
Ready, and Your Funnel Is Set  
Up, You Need Traffic**

**And You Need a Systematic Way  
To Profitable Get Traffic Over  
and Over**



# How To Systematically Generate Leads Month After Month

**Course Status:** Completed

## Course Content

Lessons	Status
1 Create A System For Finding Sources	
2 Create The Right Lead Magnet & Hook	
3 Set Up Lead Source Tracking	
4 Create A System For Buying Traffic	

## Course Progress



- Create A System For Finding Sources
- Create The Right Lead Magnet & Hook
- Set Up Lead Source Tracking
- Create A System For Buying Traffic

**This course is yours.....**

**FREE!**

**If You Register for ICON 17**

**Have You Been To ICON Before?**

**What Did You Think?**



# ICON 17

- This will be my 9th ICON
- Learn from the EXPERTS
- Meet other Infusionsoft users in YOUR industry
- Learn what's working and what's not
- 4 Ways To Double Your Sales Using Infusionsoft
- There is NO BETTER PLACE to get inspired, get trained, and get on the fast-track to growth



# ICON 17

- Tuesday, April 25, 2017 - Thursday, April 27, 2017
- Phoenix, AZ
- Normally ~~\$699~~
- Early bird pricing still in effect - ~~\$599~~
- Save an additional **\$50** with coupon code: **BOXOUT**
- Visit [attendicon.com](http://attendicon.com)



# ICON 17

- Register for ICON 17 today and get:
  - ICON Ticket (\$699 value)
  - Course: How To Systematically Generate Leads Month After Month (\$397)
  - Progressive Lead Capture Campaign Template (\$499)
- \$1,595 of value for only **\$549**
- **Use Promo Code: BOXOUT**
- **Visit [attendicon.com](https://attendicon.com)**

