



SIMPLICITY
GENIUS
AI TECHNOLOGY

Powered by : Joe Martin & Associates, LLC

5 Marketing Gaps Nearly **Every Business** Has And How To Fix Them

MEET YOUR SPEAKER

JOE MARTIN
MARKETING EXPERT



BUSINESS JOURNEY

TRAFFIC

CONVERSION
MECHANISM

FULFILLMENT

SIMPLICITY GENIUS FOUR CORE FEATURES + BONUS

1
DATABASE
REACTIVATION

2
MISSED CALL
TEXT BACK

3
ONLINE REVIEW
MANAGEMENT

4
WEB CHAT
WIDGET

5
SOCIAL
PLANNER

HOW BUSINESSES SUCCEED ONLINE IN 2025

- Consistently generate **Leads**
- Consistently nurture leads into **Bookings**
- Consistently turn bookings into **Sales**
- Consistently turn sales into **Reviews**
- Consistently turn sales into **Repeat Buyers**

Leads

Bookings

Sales

Reviews

Repeat
Buyers



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MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE

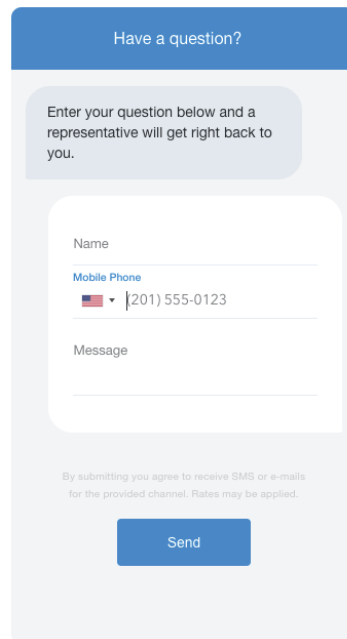
Most local businesses still don't have SMS capability

- SMS is the most preferred method of communication
- Average SMS open rates are 98% compared to email (16%)

MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE

Most local businesses don't have a Missed-Call Text-Back in place

- 64% of inbound calls to SMBs go unanswered every day!



Have a question?

Enter your question below and a representative will get right back to you.

Name

Mobile Phone

🇺🇸 (201) 555-0123

Message

By submitting you agree to receive SMS or e-mails for the provided channel. Rates may be applied.

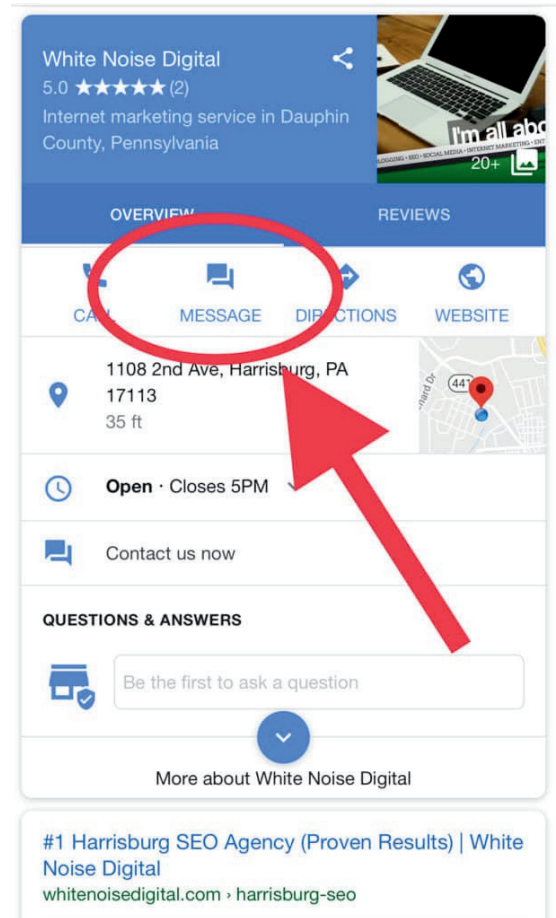
Send



MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE

Most local businesses don't have Google My Business Page Setup

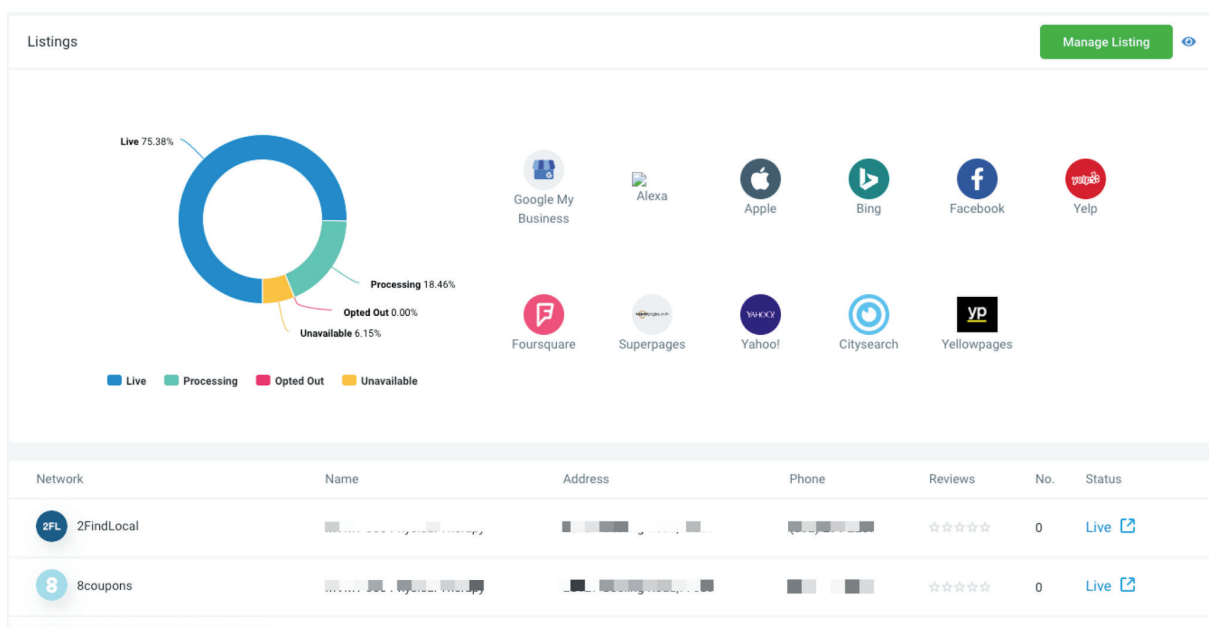
- The average business receives over 1000 visits per month to their Google Business Profile



MOST BUSINESSES ARE LEAVING LEADS ON THE TABLE



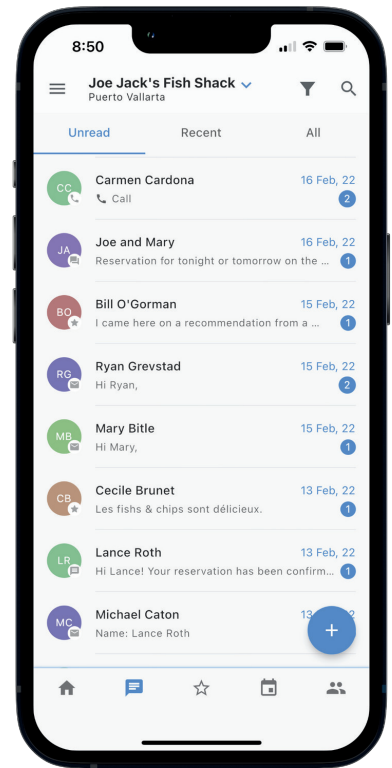
- Top-ranking local businesses have approximately 81 citations from top-level domains on average
- Google loves to see consistent data



MOST BUSINESSES AREN'T SET UP TO NURTURE WELL

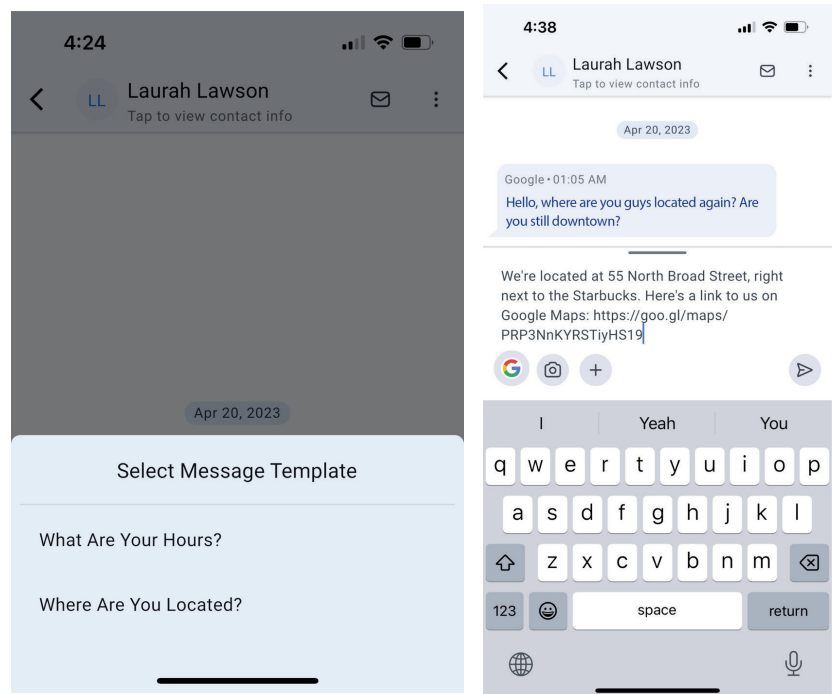
Most local businesses don't reply fast enough

- The odds of a business connecting with a lead within five minutes of the lead being generated are about 100 times more likely than waiting 30 minutes



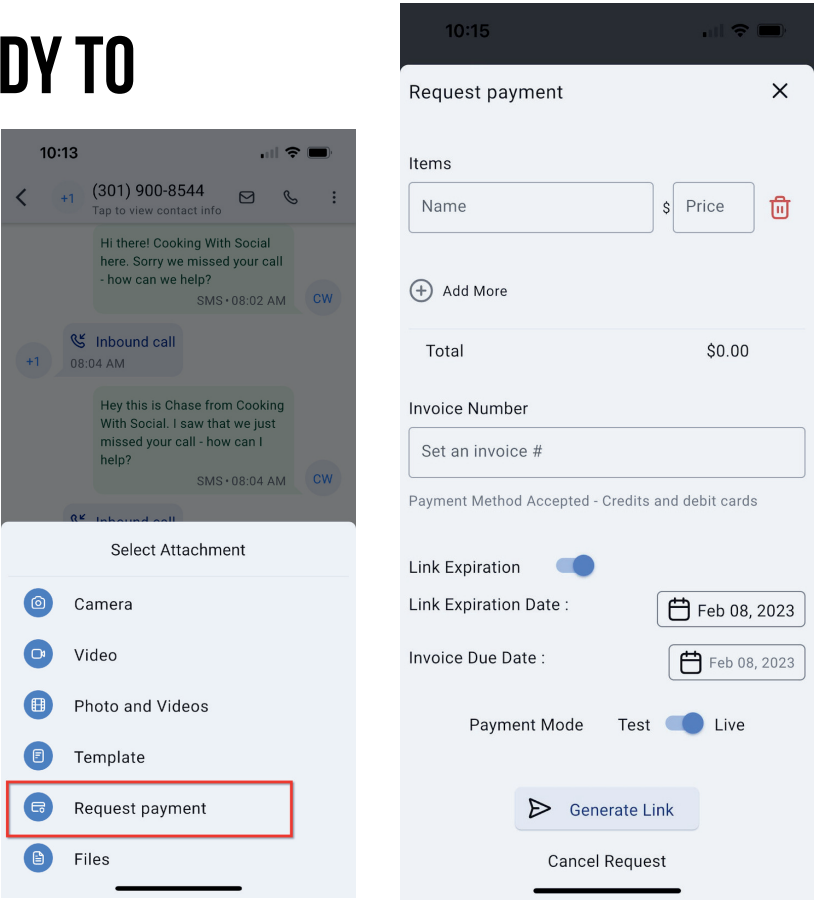
MOST BUSINESSES AREN'T SET UP TO NURTURE WELL

- Most businesses don't reply quick enough
- Businesses waste time answering the same questions every day
- Most businesses don't reply consistently



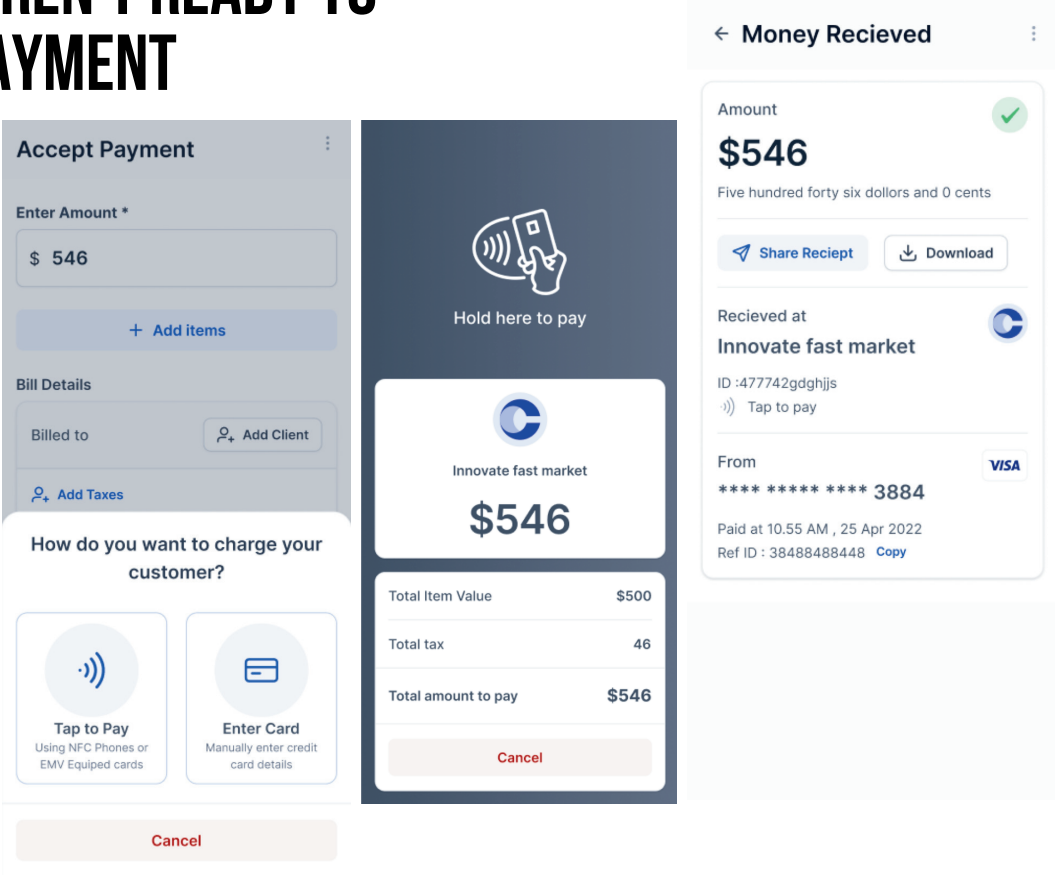
MOST BUSINESSES AREN'T READY TO QUICKLY COLLECT PAYMENT

Most businesses don't have a way to create and text someone an invoice



MOST BUSINESSES AREN'T READY TO QUICKLY COLLECT PAYMENT

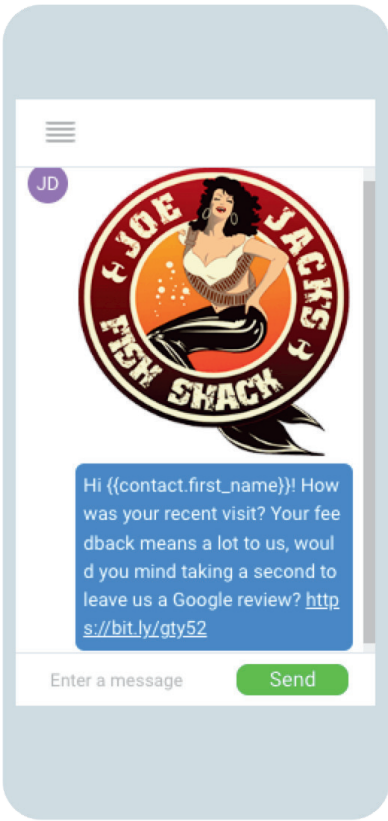
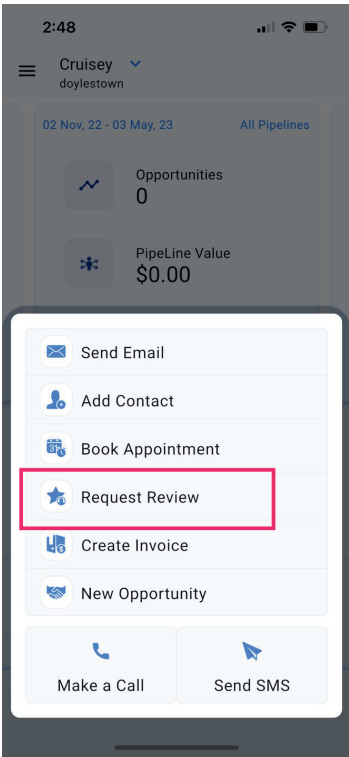
Most businesses can't collect credit card payments outside off premise



MOST BUSINESSES DON'T CONSISTENTLY GENERATE REVIEWS

Most local businesses don't have a way to quickly request a Google Review

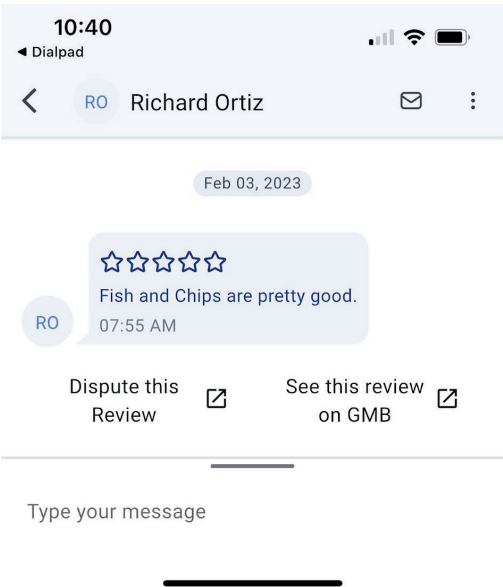
- A steady increase in reviews has been shown to correlate with an increase in BGP phone calls
- 88% of consumers worldwide consult reviews when discovering a local business
- 60% of consumers feel the number of reviews a business has is critical when deciding whether to use its services.



MOST BUSINESSES DON'T CONSISTENTLY GENERATE REVIEWS

Most businesses don't reply to reviews

- 89% of consumers say they're likely to choose a local business that responds to reviews.
- People who receive a response feel connected to the company and others are more likely to leave a review if they see the business responds.



MOST BUSINESSES DON'T REACTIVATE THEIR DATABASE

Most businesses don't have a database to reactivate

Columns

Quick search

More Filters

Total 635 records | 1 of 32 Pages

1

Page Size: 20

	Name	Phone	Email	Created	Last Activity	Tags
	PS Penny Smith			Jun 09 2023 08:47 PM (IST)	53 minutes ago	
	TJ Tom Jones			Jun 09 2023 01:44 AM (IST)	19 hours ago	
	JT Jahis Thompson			Jun 08 2023 11:53 PM (IST)	19 hours ago	
	AB Alex Beck			Jun 08 2023 06:50 PM (IST)	1 day ago	
	EA Enrique Alvarez			Jun 08 2023 02:17 AM (IST)	1 day ago	
	AG Austin Garner			Jun 07 2023 11:50 PM (IST)	1 day ago	

MOST BUSINESSES DON'T REACTIVATE THEIR DATABASE

Most businesses don't have a way to do bulk email (especially in a way that looks professional)

← Back

Dog Shelter

Save Template

Content

Appearance

ELEMENTS

Text

Image

Button

Divider

Social

Footer

Code

Video

Shopping Cart

RSS Header

RSS Items

LAYOUTS

1

2

3

LOGO HERE

All they need is your love and care

Lorem ipsum dolor sit amet, consectetur adipiscing

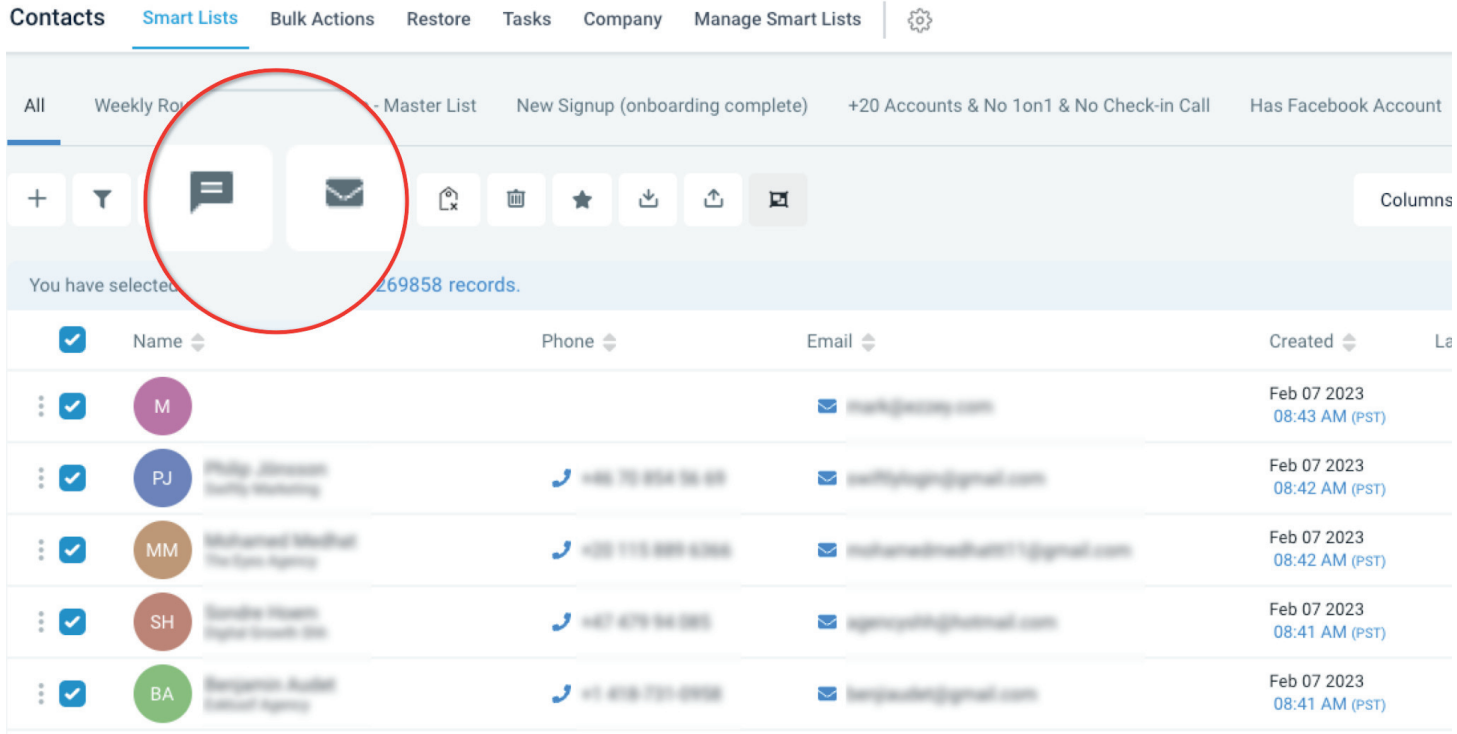
All they need is your love and care

Lorem ipsum dolor sit amet, consectetur adipiscing

DONATE

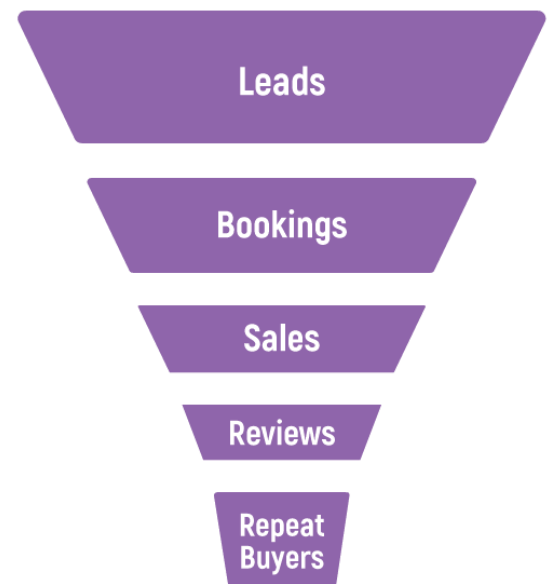
MOST BUSINESSES DON'T REACTIVATE THEIR DATABASE

Most businesses don't have a way to bulk SMS

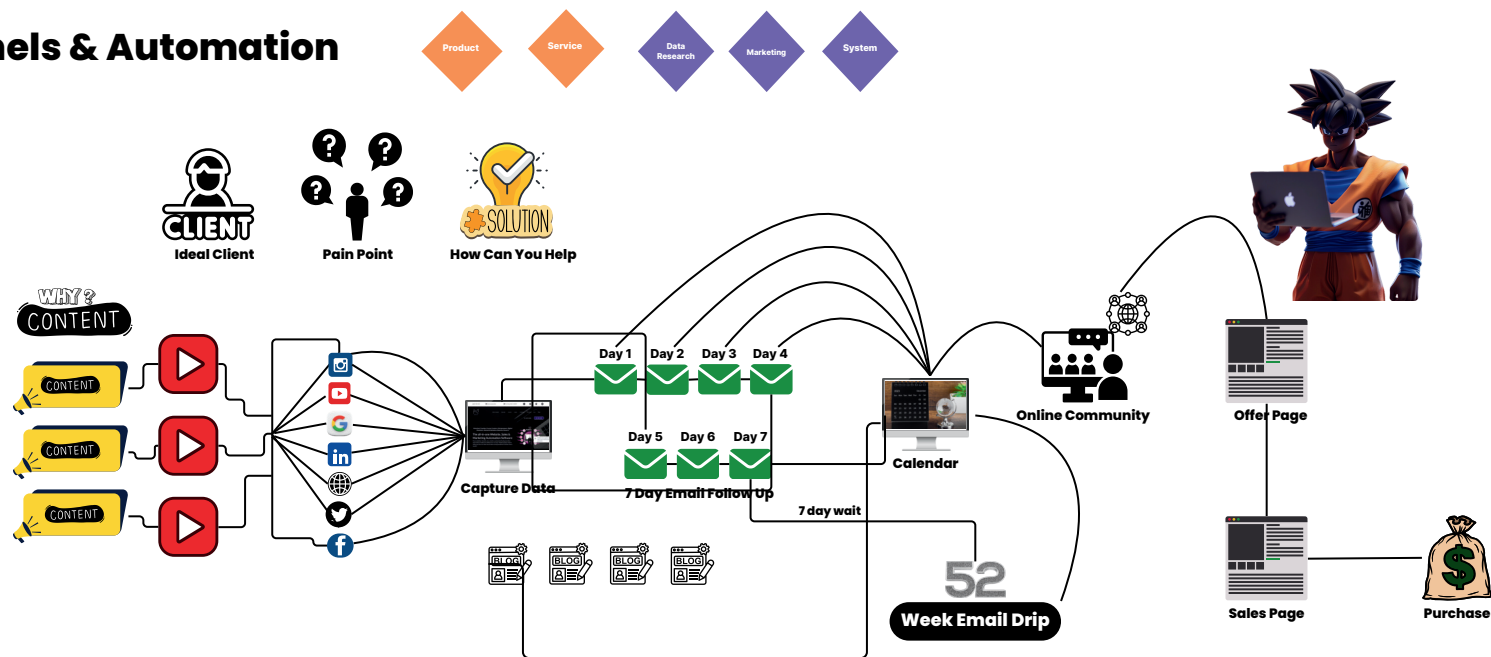


HOW BUSINESSES SUCCEED ONLINE IN 2024

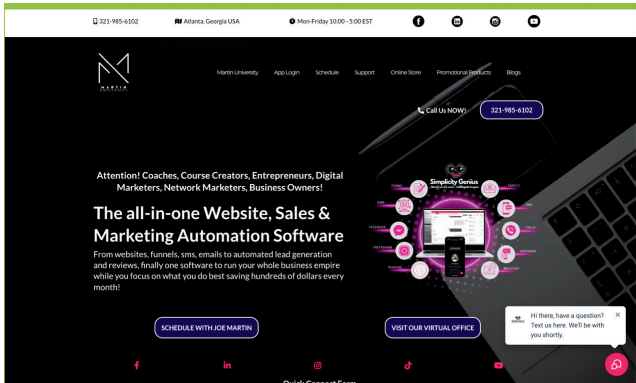
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Funnels & Automation



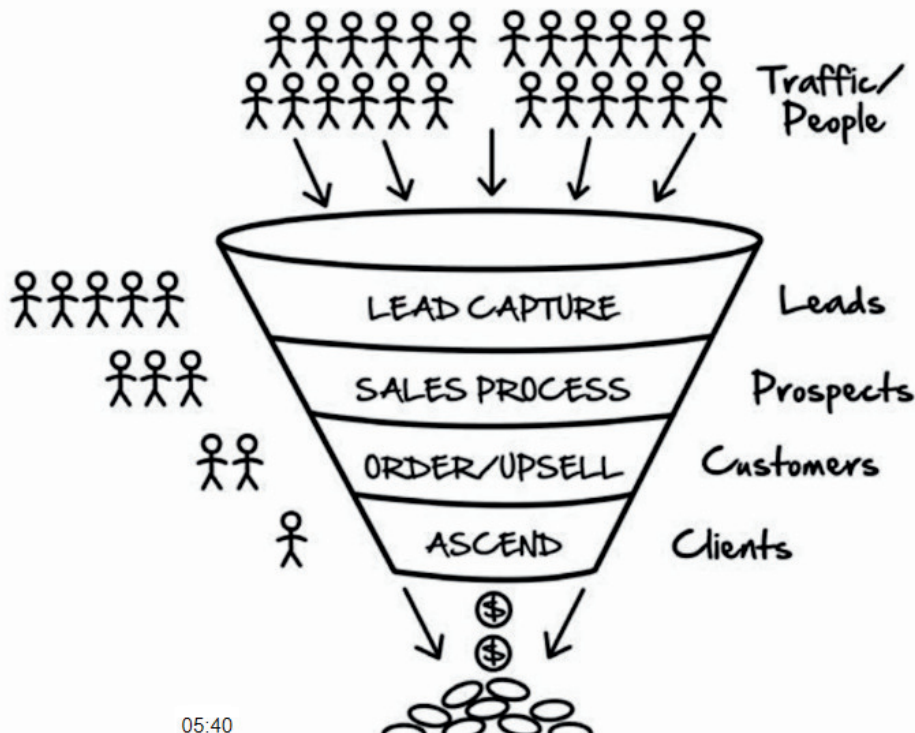
Website vs. Funnel



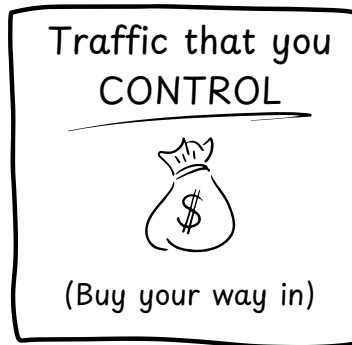
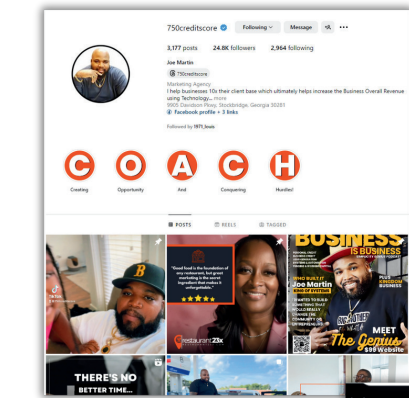
Websites are needed but they can cause spill over



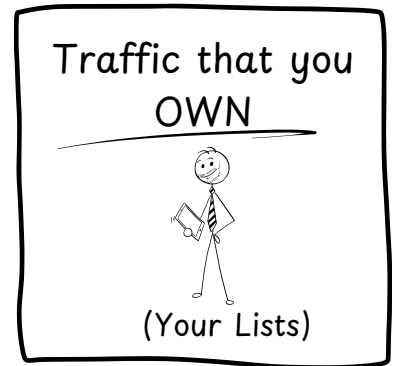
Funnels are in place to avoid spill over



TYPES OF TRAFFIC



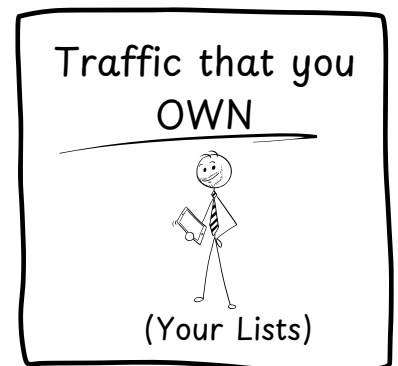
PAID ADS



SEO

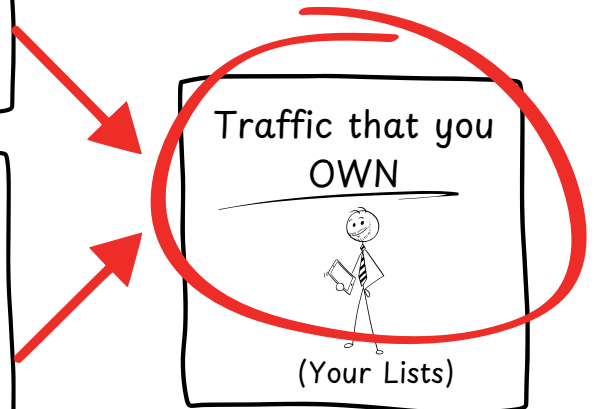
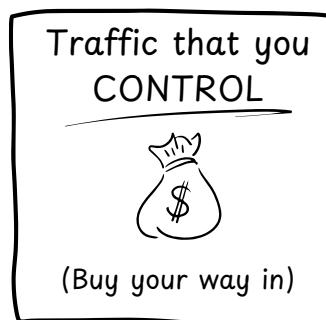
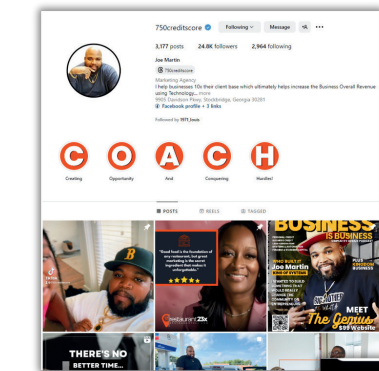


CLASSES, WEBINARS, PODCAST,
FREE TRAININGS



DATA BASE REACTIVATION

TYPES OF TRAFFIC



BUSINESS MARKETING

We help our clients 10x their client base which ultimately helps increase the Business Overall Revenue using technology

- Powerful CRM
- Email Marketing
- Websites & Funnels
- Workflows & Automation
- Ad Management System
- Social Media Management
- Course Creation and Memberships
- AI Virtual Assistant (appointment setter)
- Establishing Business Credit(120+ vendors)
- Building a Fundable Business Credit Profile.
- How To Optimize The Personal Credit Profile.
- Get Access To 10k to 150K in 7 - 14 Business Days
- We Also Have Over One Million Items Available To Help Market Your Business and Your Brand. Any thing that you Can Think of. We Can Put Your Company Logo On.

We offer practical solutions to solve the majority of business problems.



MORE INFORMATION

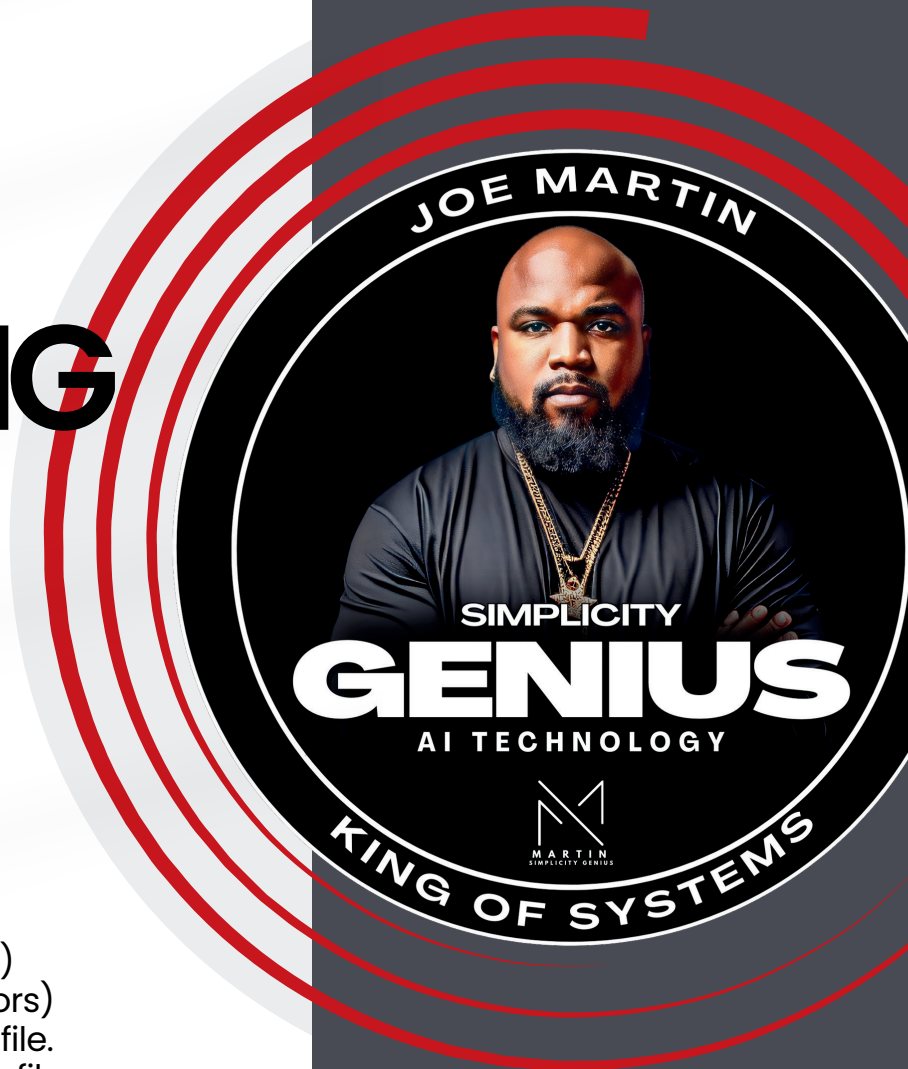


Business Growth

5 Marketing Gaps Nearly Every Business Has and How to fix them.



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