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# Responsive Marketing

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Dwain Jeworski - DB Marketing Group

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# We Are Global

There Are No Borders



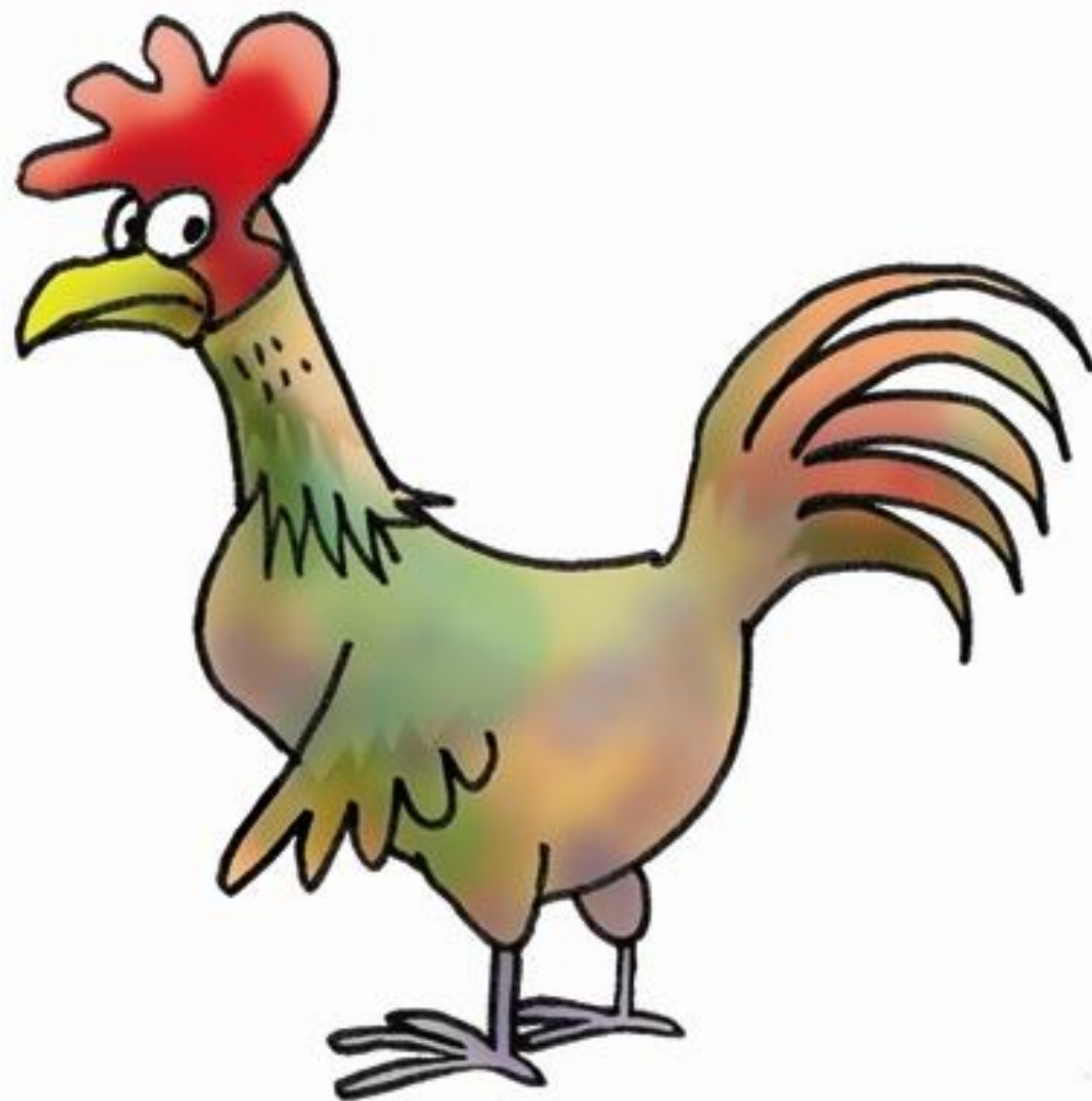
Direct Marketing • Lead Capture • Engagement • CRM • Sales



# Great Companies / Great Marketers







# The USP Winning Formula

What sets you apart from others?

What makes you worth more in the clients mind!

What makes you unique, better and allows you to command premium pricing!

**A Guarantee**

**A Uniqueness**

**And It's Tangible**



# Powerful USP

Unique Selling Proposition



*"Federal Express: When it absolutely, positively has to be there overnight."*



*"Pizza delivered in 30 minutes or it's free."*

# Offers

- \* An Easy In
- \* Follow-up Path to Higher-Priced
- \* Automate the Upsell
- \* ABC – Always Be Selling

40% - List

40% - Offer

20% - Creative





# 30 Seconds

AIDA:

- Attention
- Interest
- Desire
- Action



# Who Are You Talking To?





# It's Always About THEM!!!



webdizajn, tvorba web stránok, SEO

[ÚVOD](#) | [PROFIL](#) | [SLUŽBY](#) | [PORTFÓLIO](#) | [KONTAKT](#) | [FAQS](#) | [CENNÍK](#)

**Vitajte na stránke Relytech**

**Relytech Nitra - riešenia tvorby web stránok**

Relytech je progresívna spoločnosť so sídlom v Nitre poskytujúca komplexné **web služby** a internetové stránky. Riešenia firmy Relytech vychádzajú z niekoľkoročných úspechov v tvorbe web stránok a webdizajnu, **SEO optimalizácii pre vyhľadávače** (Search engine optimization), profesionálnom **internet marketingu** a zo spokojnosti svojich zákazníkov.

**Profesionálne služby pre web stránky**

Medzi široký profil web služieb ponúkaných spoločnosťou Relytech v Nitre patrí:

- ✓ Tvorba web stránok a webdizajn
- ✓ Redakčný systém - CMS
- ✓ Správa a podpora webu
- ✓ Domény a webhosting
- ✓ SEO - optimalizácia pre vyhľadávače
- ✓ Internetová reklama a marketing
- ✓ Tvorba eshopu



**Ďalšie grafické návrhy pre web stránku >>**

**Tvorba web stránok** podľa potrieb zákazníka a tvorba internetového obchodu e-shopu, copywriting, profesionálny **webdizajn** pre web stránky, internetová reklama pre web stránky a **redakčný systém** - CMS, to všetko je súčasťou tvorby webu, internetových stránok, vo firme Relytech.

Ako súčasť správy a podpory web stránok ponúka Relytech profesionálnu zákaznícku podporu webu, pravidelnú aktualizáciu vašej web stránky a dlhodobú spoluprácu.



**Webhosting a domény**

Bezpečný a spoľahlivý **webhosting** pri tvorbe web stránky, výber z webhostingových balíkov, bohaté možnosti výberu domény pre nové web stránky a profesionálna **registrácia domén** - sk, eu, com a ďalšie.

**SEO Optimalizácia**

SEO optimalizácia pre vyhľadávače (Search engines optimization) pre internetové stránky, SEO analýza, **Internetová reklama**, internet marketing, návrh a správa reklamných kampaní web stránok, PPC systémy Google AdWords (Google optimalizácia) a ETARGET - vo všetkom sa spoľahnite na profesionálny tím SEO expertov spoločnosti Relytech.

**Vyberte si službu**

- Webdizajn www stránok
- Domény a webhosting
- Tvorba web stránok
- Optimalizácia pre vyhľadávače
- Internetová reklama
- E-shopy a e-commerce

**Overiť dostupnosť domény**

**Redizajn web stránky**

Korinia Estate Agency



**vaša reklama na SLOVAKIA SITE**

**Prečo Relytech**

- Spoľahlivý webhosting
- Tvorba web stránky
- Atraktívny webdizajn



web design, web development, SEO

[PROFILE](#) | [SERVICES](#) | [PORTFOLIO](#) | [CONTACT](#) | [FAQS](#)

[Slovensky](#) | [English](#)

design, web development and online marketing (SEM) company originally based in Cyprus. Established in May 2003, Relytech began producing commercial websites in Cyprus. After realizing that there are not many professional companies in North Cyprus **web solutions**, Relytech has grown into a company providing services including **web design and web development, web promotion, content management, search engine optimization, e-commerce solutions, web hosting and domain name registration.**

Relytech relocated from North Cyprus to Slovakia. Nowadays Relytech is seated in Nitra, Slovakia as Relytech s.r.o. We provide our **web services** not only in Nitra, but in whole Slovakia and abroad (see our portfolio).

Relytech is a growing and dynamic work place that offers access to some of today's most exciting technologies in the IT industry. We apply global software and internet and networking solutions to the needs of our clients in Slovakia and other countries. Our costs are in line with local industry standards making us a competitive choice. We constantly improve the quality of services we provide to our clients. With the latest technologies and reliable online software and website development. We adapt to the clients' needs to build a site that works for you and reflects the image of your company.

Our team of programmers, content editors, web designers work together to create professional and dynamic websites along with **e-commerce solutions** and **website promotion**. We use advanced technologies and reliable online software and website development. We adapt to the clients' needs to build a site that works for you and reflects the image of your company.

Relytech offers a positive return of investment because we know how to **create a successful website** which will not only represent you and your business on Internet, but using **SEO optimization** will appear in top positions in search engines and bring you new customers. Relytech offers professional skills and experience at a reasonable price.

We further differentiate ourselves by providing superior, professional and customer support including **website maintenance** and updates and establish long term partnerships with our clients. Our success lies in the fact that we know what our customers need. **Web development and Web Design** at Relytech begin with a **complete analysis** of your company and business and project proposal and ends with functional quality web site with attractive web design and simple navigation, and stable positions on the Internet market.

Whether you are already established company or a start up business in Slovakia or other country, Relytech can provide you with a powerful and effective website solutions. Please feel free to visit us in our office in Nitra or contact us via email on [info@relytech.com](mailto:info@relytech.com).

**Web Design**

**Web Development**

**Search Engine Optimization**

**Website Maintenance**

**E-commerce and E-shop**

**CHECK DOMAIN AVAILABILITY**

**WHY RELYTECH**

- Reliable web hosting
- User oriented web development
- Professional web design
- Intuitive updates and navigation
- Individual approach to customer
- Top positions in search engines
- Customer oriented websites
- Full website services
- Long term partnership

**Online request form** for mail order or require a website quote



# Home Page = Engagement



Jack Canfield's  
**The Success Principles**  
How to Get From Where You Are to Where You Want to Be

HOME

Reviews Free Resources Store Personal Coaching Success Principles Challenge

**Success Starts NOW!**  
Register for The Success Principles 21-Day e-Mentorship Course **FREE**

To help you apply The Success Principles in your life, Jack's developed an entire mentorship course that includes his unique **FREE** planning tools, daily messages, audio training modules and other bonuses. Register below and get started today!

[Tell me more...](#)

First Name :  Email :  Phone :  Zip :

**Discover 64 of the World's Most POWERFUL Principles Guaranteed to Give You Everything You Want out of Life!**

The Success Principles® is a roadmap for anyone—from marketing professionals to small business owners, and from teachers to students and parents — striving to achieve their professional and personal dreams and goals. Touching on every aspect of our lives, The Success Principles offers 64 practical and inspiring principles to get any aspiring person from where they are to where they want to be.

It's an encyclopedia for mastering life... so you can achieve any dream, become who you want to be, and make your life exactly as you want it. This is one program you can't leave out of your success library. The Success Principles contains all the key elements of a successful, happy life, together, in one place!

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Jack Canfield turns the principles he's studied, taught and lived for more than 30 years in this practical and inspiring guide that will help you get from where you are to where you want to be.

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-Anthony Robbins World Authority on Leadership Psychology

"The Success Principles is perhaps the best success classic since Napoleon Hill's classic Think and Grow Rich."  
- Vic Conant Chairman, Nightingale-Conant



HOME MARKETING PROGRAM WORK TOGETHER BLOG ABOUT CONTACT

**Instant Income®**

**New Business Strategy Guide**  
Create Immediate Cash-Flow From 6 Easy New-Business Development Strategies

**Free**

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Every business owner has a trick or two up their sleeve for generating quick cash in their business... ways of creating instant income when it's really needed.

**But what if I told you** that the secret income-generation advisor behind many of the world's best-known celebrity entrepreneurs has just assembled a private archive of detailed strategies, sample ads, proven scripts, step-by-step calendars, negotiating techniques and more...

**All designed to put cash in your bank account in just hours...days...or weeks!**

For years, entrepreneurs around the world have asked Janet Switzer to document the strategies she uses to bring in the cash for many of the most renowned celebrity experts in the world. **Jack Canfield**, **Chicken Soup for the Soul**, **Mark Victor Hansen**, **Jay Abraham**, **Les Brown**, **David Bach** and other clients have all benefited from these super-charged cash-flow techniques.

**Get Started With 6 Easy-To-Follow Strategies To Bring In New Business... Almost Instantly!!**

**6 Marketing Strategies You Can Use Today - Get IMMEDIATE Access To The Instant Income Planner Now:**

[Create Income In The Next 30 Days](#)

NAME

EMAIL

[Get The Free New-Business Planner Now >>>](#)

**Now you can have Janet's Instant Income strategies, too.**

**Could this FREE planning tool help you create these kinds of results in the next few days?**





## Are You Committed To Being **A Top 5% Performing Bank?**

Are you ready to go beyond the lip service  
with your service and sales culture?

**Call 952-820-0360 today!**

**Taking Banks To A Level of Performance They Never Dreamed Possible!**

### **"The New Game Of Banking" Guide.**

**Get Ready to Transform Your Bank's Performance!**

**Enter your email address below, and we'll  
send you the FREE guide that reveals:**

- **Proven, iron-clad systems, elite strategies and powerful business-building techniques** that have already moved lesser performing banks from the bottom quarter to the number one or two ranks in their state in two to three years.

- **A different approach to "sales" that delivers loan growth AND boosts net interest margin and quality.** (Sales training is NOT the answer, by the way. In fact, it's most often the problem.)

- **How to build massive core deposits and A+ quality loan growth at premium pricing.**

- **Plus...a key portion of our Strategy Accountability Audit**—encompassing sales and marketing—to help you focus on the best strategies for increasing your sales and profits.

Understanding these 15 rules of "the new game of banking"—and having systems in each one of these areas—is not only the key to profitable growth, it's also a mindset that will become absolutely imperative as pressure mounts to create a high-performing bank.

**Opting-in for the FREE report takes just seconds...**yet it could transform your bank for the better.



**Get The New Game Of Banking Guide  
sent directly to your email:**

First Name \*   
Last Name \*   
Company \*   
Phone \*   
Email \*

**Email Me My FREE Guide Immediately!**





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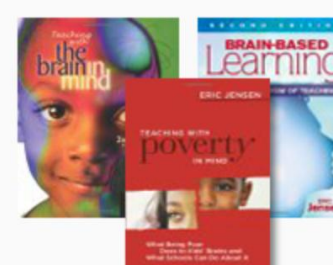
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Deliver a clear and concise learning experience to your teaching staff using Eric Jensen's PowerPoint presentations.

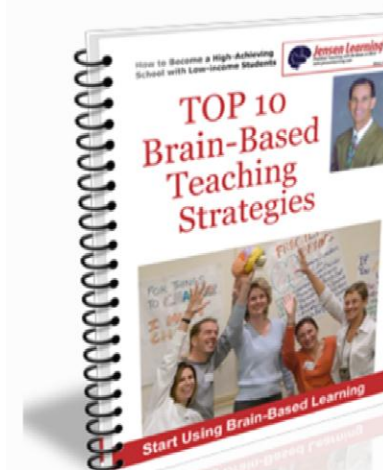
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#### Eric Jensen Books

Get Access to the Complete Library of Brain-Based Learning Books by the #1 Brain-Based Author Eric Jensen.

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**PLUS: Get even more Teaching Tools from Eric Jensen...**

☐ I currently work with Title I or II (high poverty) students

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☐ I would like to receive a free monthly newsletter or research and strategies for brain-based education

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Try Our Easy-To-Follow Stress  
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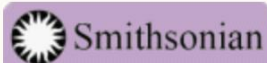
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## SnazzyBee

SnazzyBee is an information system designed for convenience and time savings for small and medium-sized companies.

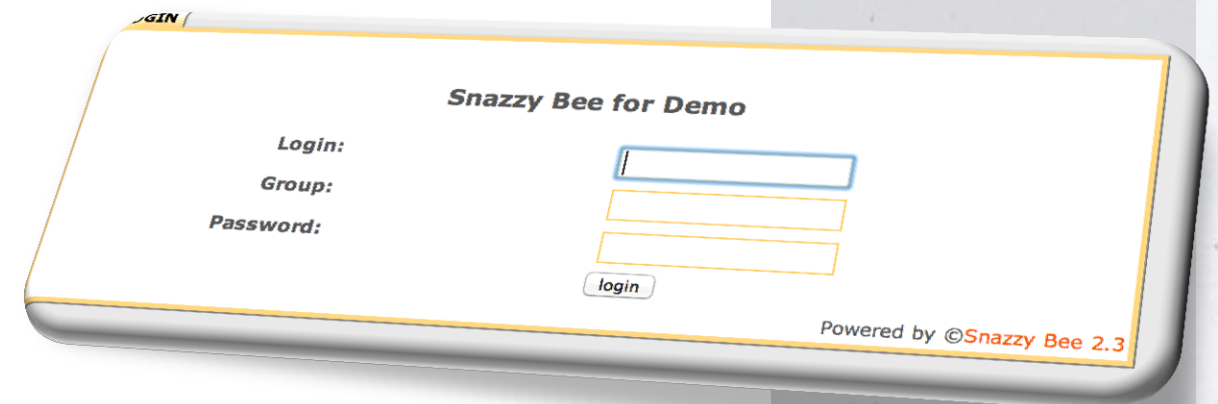
The basic system functions:

- records of clients and communicating with them
- creation of offers, orders and invoices
- diary and planning activities

SnazzyBee may be used by different users with different rights. This multi-user environment provides a thorough solution to the needs of small and medium businesses. Due to the design solution of tasks system guarantee their independence for staff managing the various activities of your business.

Advanced system functions:

- attendance system
- project Management
- administration of invoices and reminders
- management reports

[Slovenčina](#)



# Metrics

Traffic → Opt-in → Open → Click → Conversion

10,000 → 2% = 200

10,000 → 20% = 2,000

Per-month 6,000 VS 60,000 Prospects



# Segmentation

- \* Especially if your product or service is higher priced,  
or involves a complicated sale.

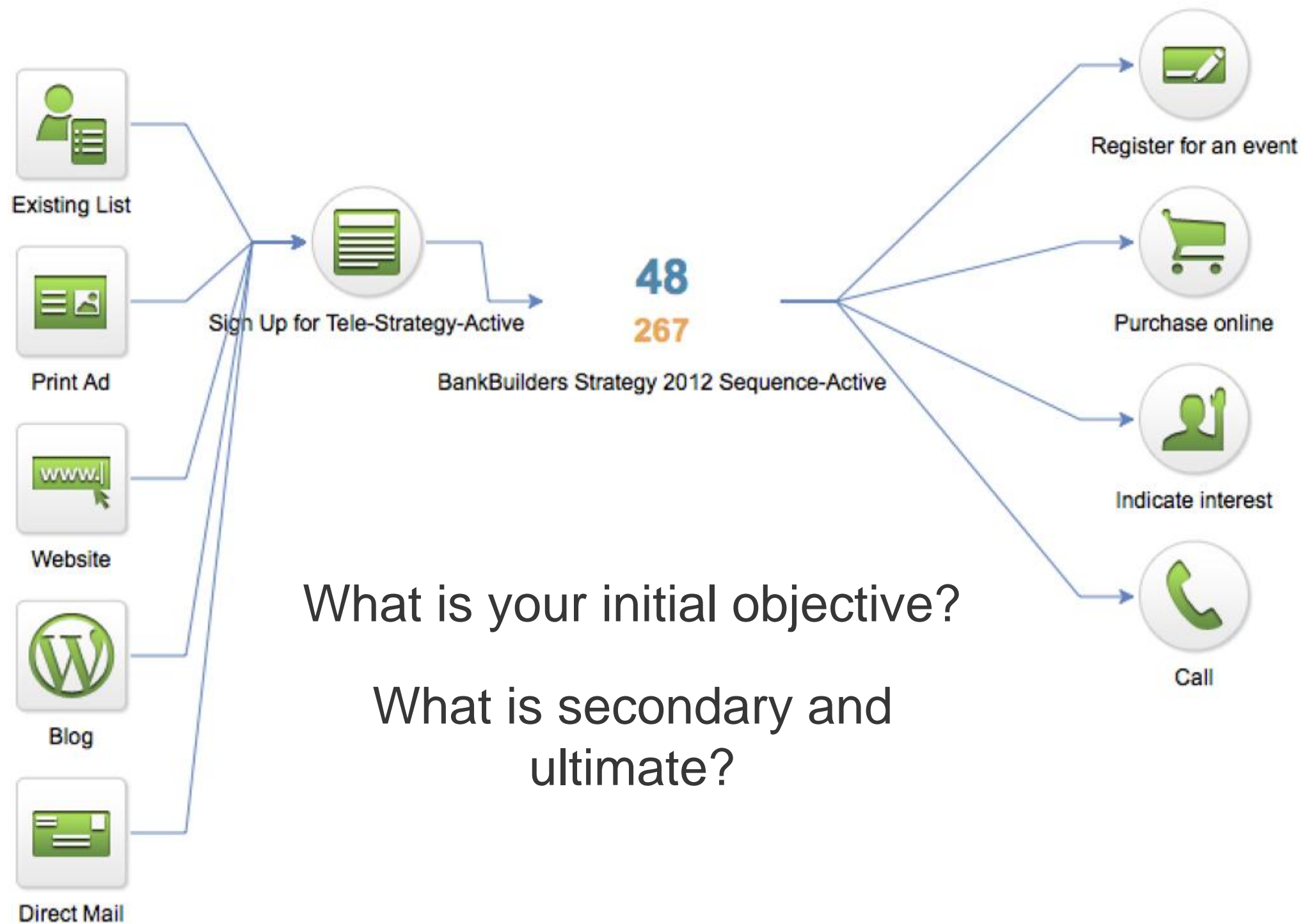
\$ 10,000+ (traffic, opt-in, social friends)

\$\$ Target Top 1000 - Qualification - Sweet Spot

\$\$\$ Nurture Top 100 - Get Hand Raise – Personal Sales.

\$\$\$\$\$ Sales to Top 100



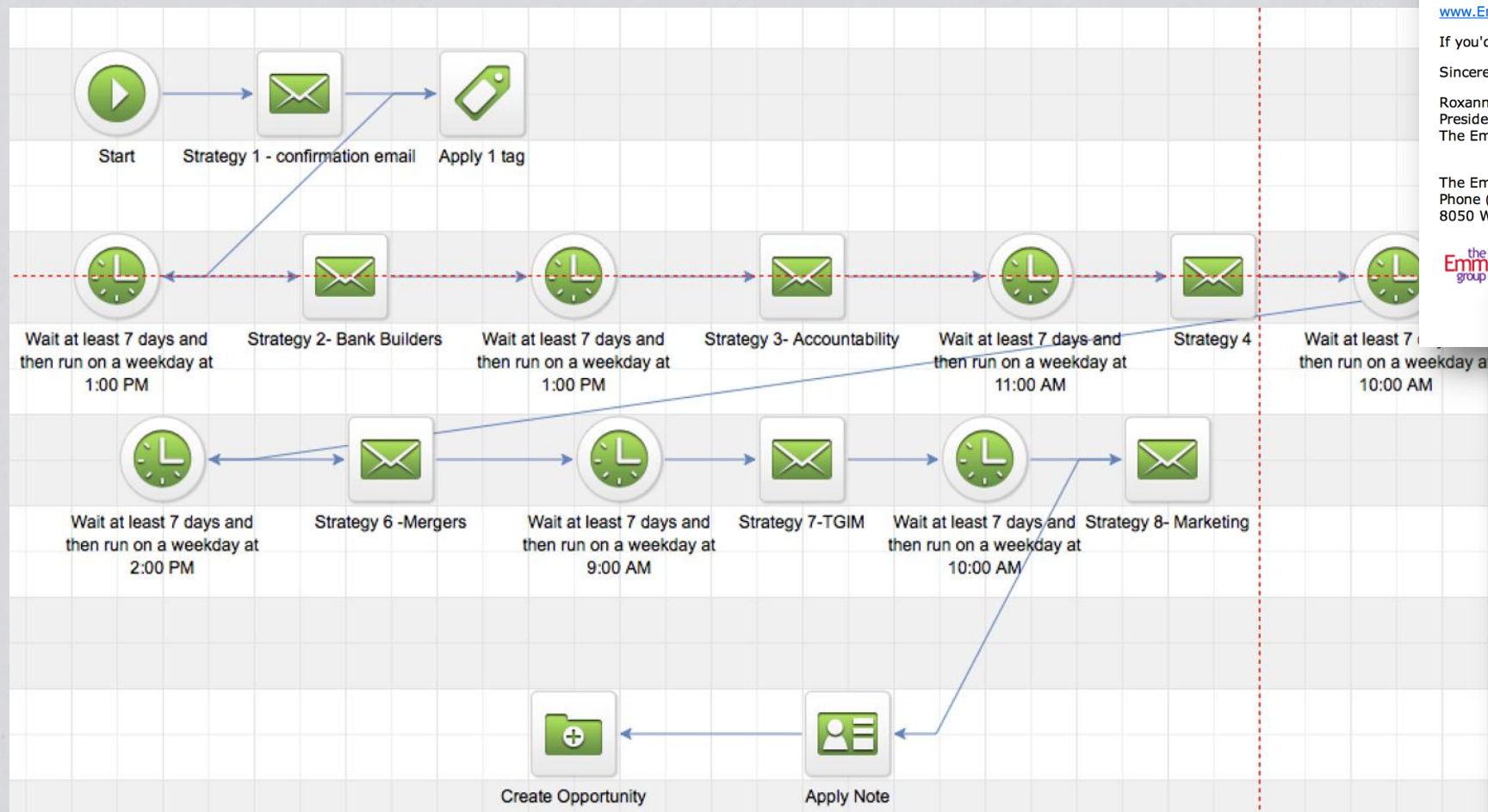


What is your initial objective?

What is secondary and ultimate?



# Communication



## Here's your fourth strategy session - Strategy

★ The Emmerich Group to [dwain@instantincome.com](mailto:dwain@instantincome.com)

Hi Dwain,

Here is your fourth Bank Builders™ Strategy Series.

Session #4 is about forming Strategy, with special guest Barb Koopman, SVP, MetaBank.

- Find out why most bank executive teams spend over six figures in lost time and opportunity cost creating a plan and get virtually no return-- what's wrong and how to fix it.
- Explore the #1 mistake every bank makes in creating the base of their strategic plan and no, it's not vision or mission.
- Create a management process that makes it happen and keeps everyone doing the right things.
- Understand how to challenge the "tried-and-true" activities so you can achieve what you want to have with excellence.

Invite your executive and management team to this session.

Your strategy session is available at the link below:

[www.EmmerichFinancial.com/Bank-Builders/strategy.html](http://www.EmmerichFinancial.com/Bank-Builders/strategy.html)

If you'd like help with any aspect of the strategy, please call us at (952) 820-0360.

Sincerely,

Roxanne Emmerich  
President and CEO  
The Emmerich Group Inc.

The Emmerich Group, Inc.  
Phone (952) 820-0360 | (800) 236-5885 | Fax (952) 893-0502  
8050 Washington Ave. S., Suite 100, Eden Prairie, MN 55344 | USA

the Emmerich group [EmmerichFinancial.com](http://EmmerichFinancial.com) | [EmmerichGroup.com](http://EmmerichGroup.com)  
Our Vision: *A world where everyone lives "Thank God It's Monday"*

Share The Free Bank Builders Strategy Series Reference Guide:

**"The New Game Of Banking"**

The 15 Essential "Rules of the Game" that Our Client Banks Are Using Right Now to Double Profitability in Two Years or Less...Pick Up High Quality Loans While Competitors Mean That Loan Demand Has Dried Up...And Transform Their Internal Cultures Into Profit-Focused Teams That Produce Measurable Results.

Understanding these 15 rules of "the new game of banking"—and having systems to assure success in each one of these areas—is not only the key to profitable growth, it's necessary as the foundation of a performance culture that will become absolutely imperative as pressure mounts.

[CLICK HERE To Download The "New Rules of Banking" Guide.](#)

## BANK BUILDERS™ STRATEGY SERIES

**A Free Program to Help You Address Today's Challenges!**

Roxanne Emmerich focuses on solving the most pressing growth and profitability issues facing banks today.

**Strategy Session #4:**  
**Strategy With Special Guest**  
Barb Koopman, SVP, MetaBank

- Find out why most bank executive teams spend over six figures in lost time and opportunity cost creating a plan and get virtually no return-- what's wrong and how to fix it.
- Explore the #1 mistake every bank makes in creating the base of their strategic plan and no, it's not vision or mission.
- Create a management process that makes it happen and keeps everyone doing the right things.
- Understand how to challenge the "tried-and-true" activities so you can achieve what you want to have with excellence.

**Listen to the Audio of Strategy Call #4:**

[Length: 1 hour]

You can also download the mp3 file: [Click here](#) to download the mp3 and choose "save link as..." to save the mp3 to your computer. (file size: 30 MB)



SUGARCRM



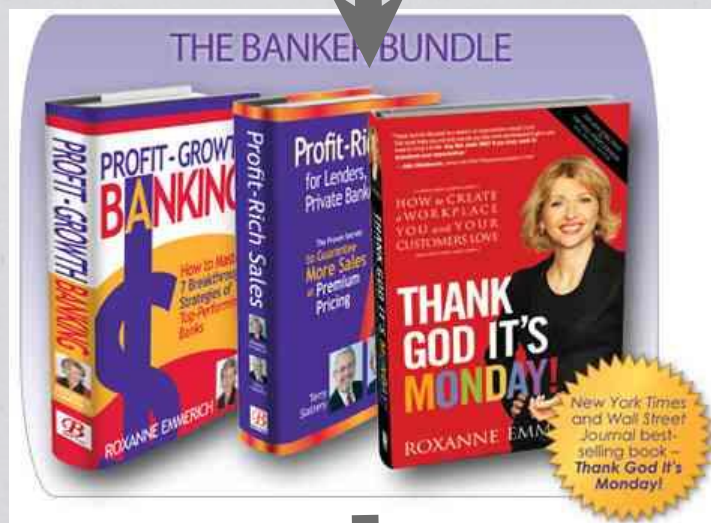
Sage SalesLogix







# Follow A Logical Marketing Path





# Power Of The Unveil





# Educate and Motivate





# Benefits, Benefits, Benefits

- \* How will they benefit from your offer
- \* Proof
- \* Low Risk/Guarantee
- \* Call to ACTION - Time Sensitive.
- \* Every step of the way...



# Hand Raise!





# Creating Demand

How to create a line-up





# Build List(s)

- \* Blog, PR, Social, Affiliates, Interviews
- \* Objective is to capture - Opt-in, Trial, Call, Text. etc..
- \* Consistent Messaging (USP)
- \* Planned & Automated Next Steps
- \* It Becomes an Asset...



# Product Launch

- \* **Create The Story**

- \* Interesting Product/Service USP
- \* Social proof/testimonials
- \* Rave Reviews - And Controversy
- \* Referrals/Endorsements



# Launch Plan

- \* Find and organize messaging partners; PR, Social, Web, List Owners, Direct Response, etc.
- \* Create the launch path (story) and schedule
- \* Monitor activity daily
- \* Ride the momentum



# Launch Team

## Launch Manager/Strategist

- \* Writer(s)
- \* Web Promo Team
- \* CRM/Email
- \* Affiliate Manager





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# Questions?

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\* [DwainJeworski@gmail.com](mailto:DwainJeworski@gmail.com)