

Conversion– Turning Clicks Into Clients (aka Get Da Money)



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OBJECTIVES

Attendees will understand the global conversion process - the client journey from awareness of the practice or service through to paid up member of your fan club and third-party referral army.

PRESENTATION SYNOPSIS

Marketing nerd and direct response devotee Dr Dave does not know any single way for you to get 50 new clients. But he does know fifty ways to get you one new client each week. And he knows how to do it in a way that makes you money.

In this presentation he will lift the hood on his marketing systems and show you how he has converted clients in Australia and the UK to add over \$3 million in sales to the practices he has owned or worked in.

In this presentation he'll focus on conversion funnels and show you a system for how you can manage your marketing and help you build out a funnel you can use to generate new clients for your practice.

TOOLKIT

A copywriter		
Dashboard technology		
Automation software - infusionsoft, mailchimp, aweber, ontrport, kartra		
A good telephonist		
NPS software		

KEY POINTS

- Start with the end in mind. What are you trying to achieve? What is the benefit for your practice?
- Where are your target audience?
- What is their bleeding neck issue?
- You have to have killer copy.
- Consistency of experience from step to step is essential.
- You need to be a testing nerd.
- You need to understand your numbers.
- Iterate, iterate, iterate.
- Numbers: Working backwards, profit per transaction, cost per customer, cost per lead, cost per click, impressions.
- Responsibilities: Who is responsible for doing this?