



REVENUE ENGINE

Revenue Engine is an advanced marketing system customized for your small or medium sized organization for generating long-term market awareness, demand, leads, & revenue. Our goal is to put you in charge of your marketing. No jargon, no confusion, and no regrets.

"We added a shift and bought new equipment because of the increased sales that came from the program. [Revenue Engine] has reduced stress and increased profits. Furthermore, I am able to understand exactly what is happening because they clearly explain the marketing methodologies. We are in great hands with SCMEP and 44Watts!"

Jacob Lancaster, Owner, Vanguard Metal Coating

Competencies	Benefits	STAGES:
 Marketing Strategy	<ul style="list-style-type: none"> • Develops smart tactics to meet your goals • Everything that works. Nothing that doesn't. • Helps you always stay ahead of the curve 	<p>Deep Dive Discovery & Messaging</p> <p>↓</p> <p>Update Web Presence & Content</p> <p>↓</p> <p>Generate Demand, Leads, & Sales</p> <p>↓</p> <p>Automate Systems</p>
 Messaging	<ul style="list-style-type: none"> • Increases lead flow • Produces higher quality leads with less junk • Ensures target markets want to do business with you 	
 Video Content	<ul style="list-style-type: none"> • Improves understanding and retention by 4X • Increases purchase intent by 2X • Effectively tells people what they need to know 	
 Web Presence	<ul style="list-style-type: none"> • Makes it easy for prospects to find you from across the internet 	
 Search Ads	<ul style="list-style-type: none"> • The right people find you. The wrong people don't. 	
 Geotargeted Ads	<ul style="list-style-type: none"> • Causes dream customers in specific areas to want you even before they need you • Establishes a pipeline of leads 	
 Remarketing	<ul style="list-style-type: none"> • Ensures you stay top-of-mind with customers • Customers think of you first and in a positive way 	
 Automated Nurturing	<ul style="list-style-type: none"> • Efficiently continues sales and upsell cycles • Diversifies your client base 	
 Reputation Improvement	<ul style="list-style-type: none"> • Makes potential employees want to work for you. Improves employee satisfaction and morale. 	
		<p>COMMON RESULTS:</p> <p>3x Increase in lead flow</p> <p>19% Increase in sales</p> <p>8-12x Return on investment</p> <p>> Greater confidence in marketing</p>



Essentials
Builds a custom sales & marketing system

Complete
Builds and runs the sales & marketing system

1 Discovery & Messaging		Essentials	Complete
1.1	In-Person Messaging Session	●	●
1.2	Virtual Messaging Session	●	●
1.3	Marketing Strategy	●	●
1.4	Market Research	●	●

2 Content & Web Presence		Essentials	Complete
2.1	Website Updates	●	●
2.2	E-Commerce	●	●
2.3	On-Site SEO	●	●
2.4	Technical SEO	●	●
2.5	Off-Site SEO	●	●
2.6	Analytics	●	●
2.7	Social Media	●	●
2.8	Photo Shoot	●	●
2.9	Benefits Video (Animated/Filmed)	●	●
2.10	New Website		●
2.11	Company Headshots		●
2.12	Company Flyer		●
2.13	Company Presentation		●
2.14	Trade Show Design		●
2.15	Promo Item Design		●

3 Generate Demand, Leads, & Sales		Essentials	Complete
3.1	Google Search Ads	●	●
3.2	Meta Demographic Targeted Ads	●	●
3.3	Geotargeted Ads	●	●
3.4	List Build	●	●
3.5	CRM Implementation	●	●
3.6	CRM Automations	●	●
3.7	Email Nurturing System	●	●
3.8	Microsoft Search Ads		●
3.9	Emails To Prospects		●
3.10	Text Messaging		●

4 Expand Existing Business		Essentials	Complete
4.1	Remarketing Ads	●	●
4.2	Geotargeted Ads to Previous Customers	●	●
4.3	Geotargeted Ads to Current Customers	●	●
4.4	Online Reviews Process Recommendation	●	●
4.5	Sales Person Training		●
4.6	Customer Survey		●
4.7	Online Reviews Automated Process		●

TIMELINE:

5-7 Months

8-10 Months