

A person stands on the peak of a large, dark, craggy rock formation. Their arms are outstretched horizontally, and they are looking out over a vast landscape of rolling hills and mountains under a dramatic, cloudy sky with hints of sunset or sunrise. The overall mood is one of achievement and vision.

MARKETING ON PURPOSE

ATTRACTING THE HOMEOWNER



Get Noticed.
Get Found.®

Fun Time





ROB MURRAY

Co-founder & CEO

- Founded Intrigue in 2006
- President of the Entrepreneurs' Organization in Southwest Ontario
- Digital Task Force Chair for Guelph General Hospital



robert@intrigueme.ca



226-979-1206



www.intrigueme.ca



34
↑
2

“

You have to take time to have time.

”

OUR PURPOSE

Empowering Leaders to
Strengthen Communities



**“If your business depends on you,
you don’t own a business
– you have a job.**

**And it’s the worst job in the world
because you’re working for a lunatic!”**

- Michael E. Gerber



SYSTEMS FROM THE BEST

OUR VISION:

To create the Gold Standard for
Marketing that Entrepreneurs can trust



GROWTH ENGINE

Leads
X
Conversion Rate

Clients

X
Average Sale
X

Avg. Gross Margin %

Average Gross Margin \$\$

X
Average Frequency of Purchase/Year
X

Average Lifetime of Customer

Average Lifetime Value of a Customer in Gross Margin \$\$

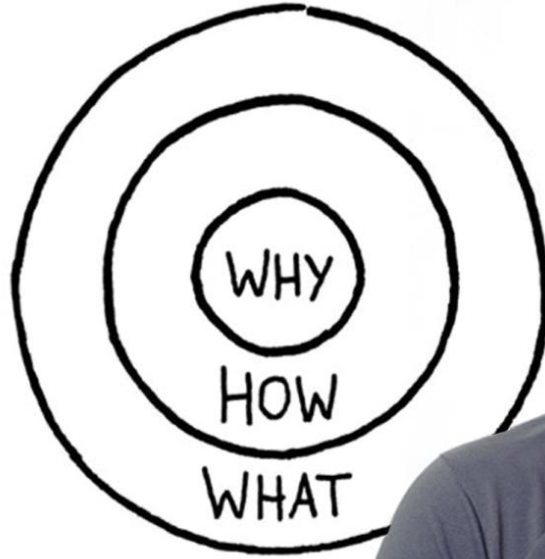
GROWTH ENGINE

Leads	100	110 (+10%)
X	X	X
Conv Rate	40%	44% (+10%)
-----	-----	-----
Clients	40 Clients	48 Clients
X	X	X
Average Sale	\$1,000	\$1,100 (+10%)
X	X	X
Average GM	30%	33% (+10%)
-----	-----	-----
Avg GM \$\$	\$12,000	\$17,424
X	X	X
Purchases/Year	2	2.2 (+10%)
X	X	X
Avg Lifetime Yrs	10	11 (+10%)
-----	-----	-----
Avg LV of a 100 Leads in GM \$\$	\$240,000	\$421,661

MARKETING ON PURPOSE



Start with The Why

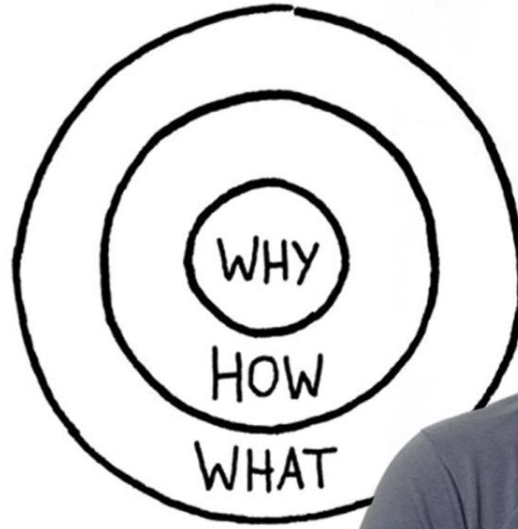


What do you do?

**How do you do it differently
than your competitors?**

Why do you do it that way?

Why is that important to you?





MARKETING



VANESSA MCQUADE

OWNER & TEAM LEAD

- Started at Intrigue in 2012 & bought into the company in 2018
- Third year attending LOCongress - Member for two years
- Mom to a very active almost two year old son



vanessa@intrigueme.ca



519-265-4933
ext. 115



www.intrigueme.com

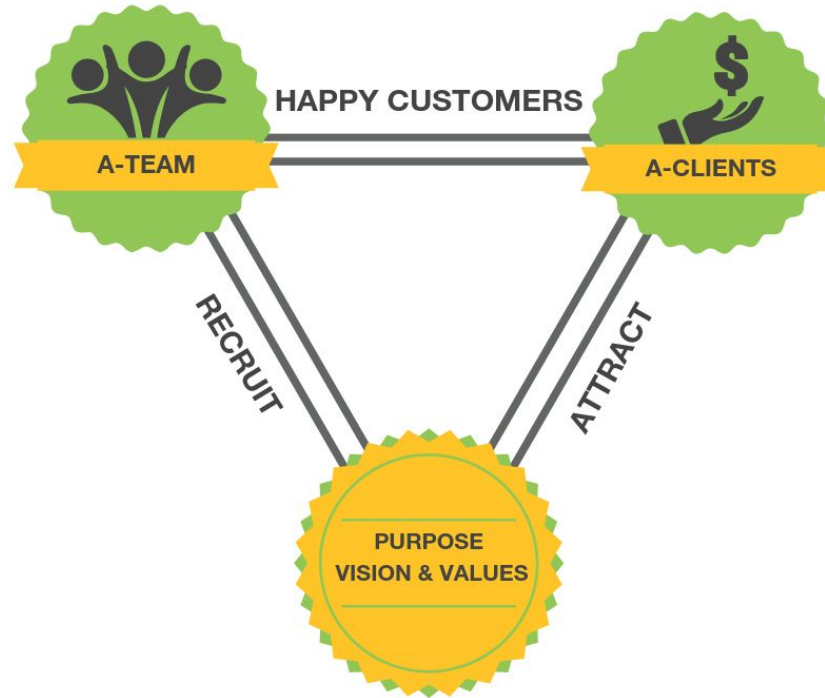
“

If you are speaking to everyone, you are speaking to no one

”

ATTRACT

MARKETING ON PURPOSE



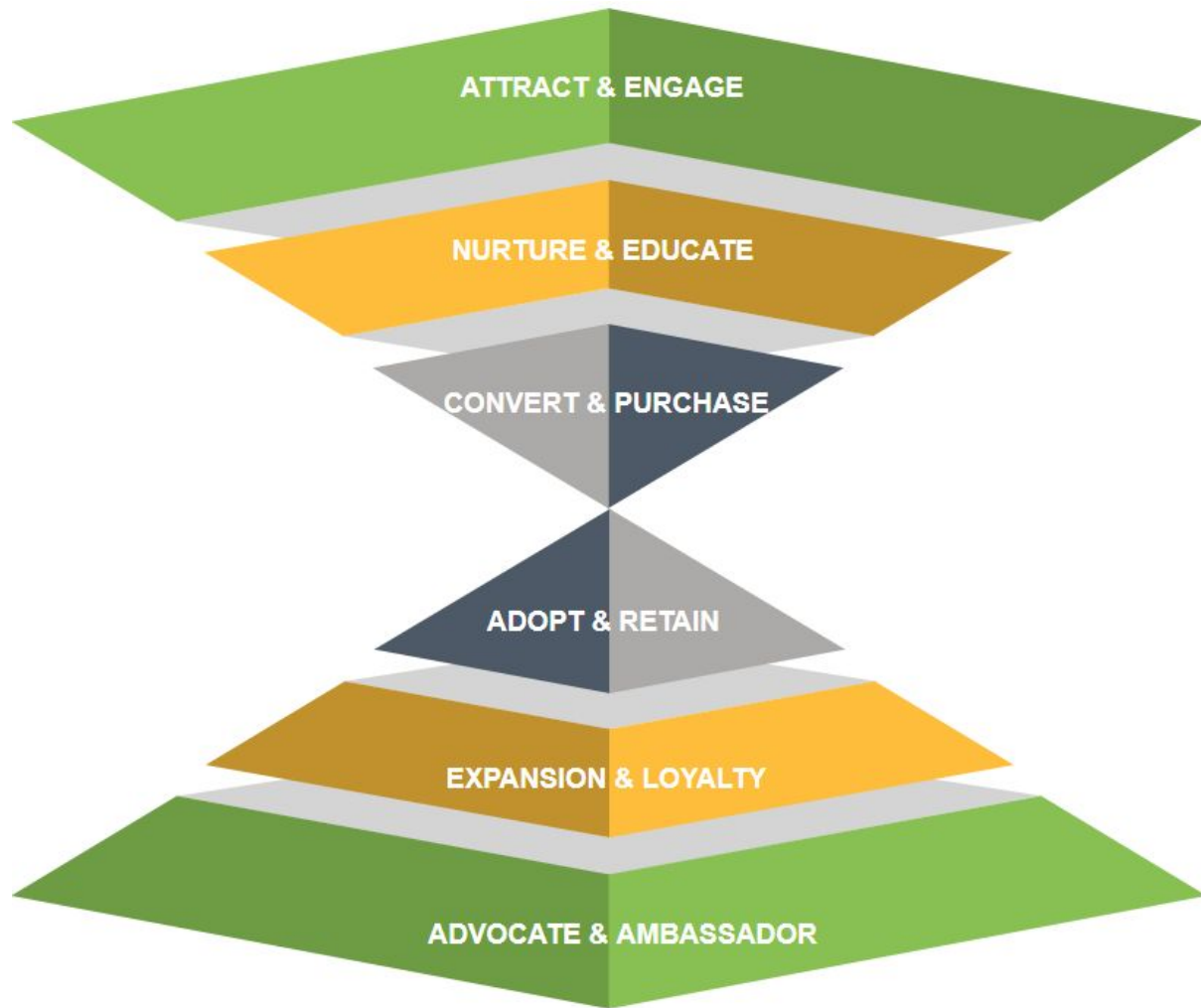
AUDIENCE

People HATE to be sold to but
LOVE to buy.

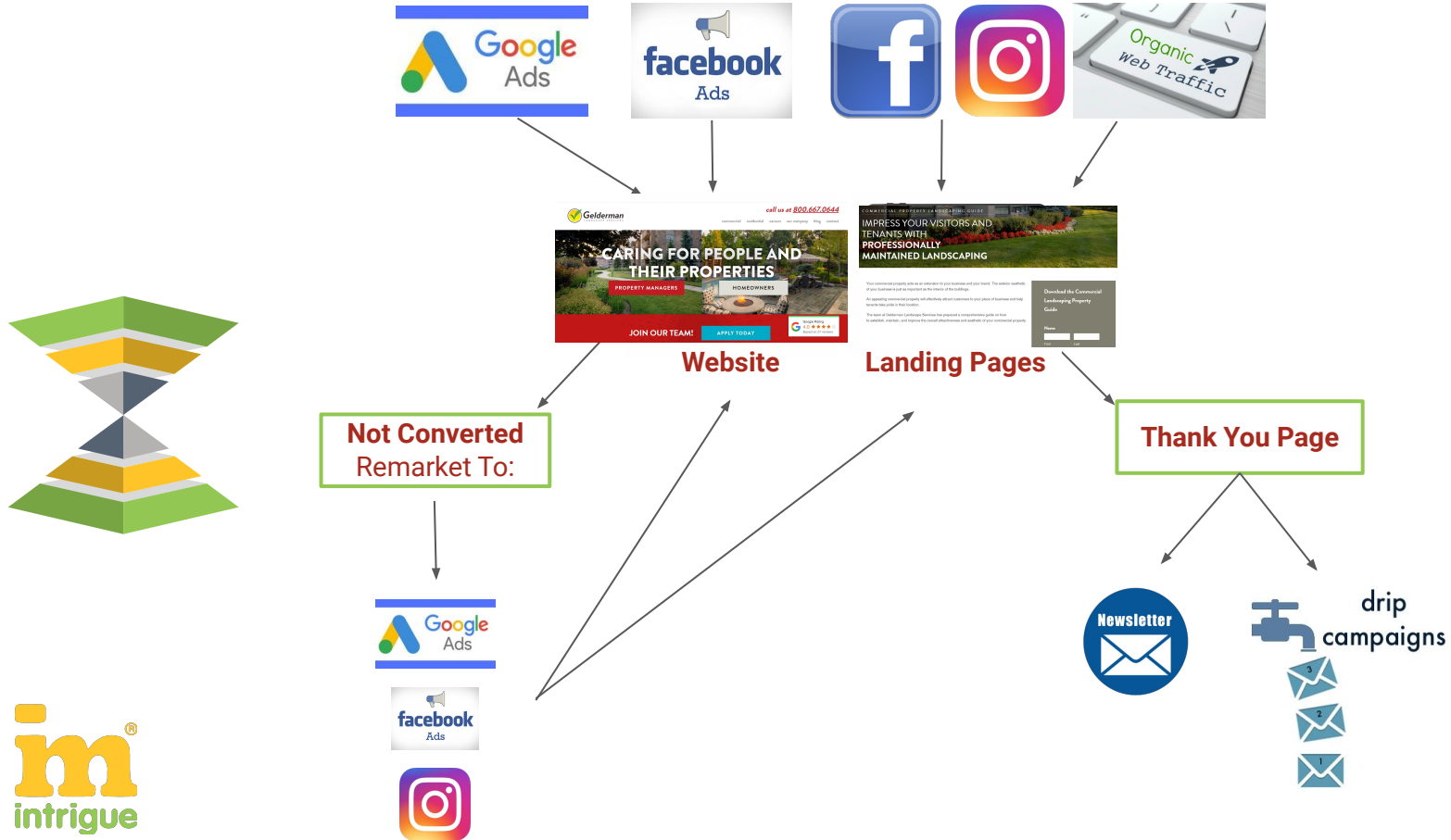
A-Clients



**GET NOTICED & FOUND
BY YOUR A-CLIENTS**



INTEGRATED CAMPAIGNS



QUESTIONS





CONVERTING YOUR A-CLIENTS

GENERATING A-LEADS

5 Simple Steps



1. Niche

- Fill in your A-Client Profile**
- Specific Landing Pages for Specific Audiences**

2. Calls to Action

- Keep It Simple
- Use Colour Contrast
- Use Buttons

YORKSHIRE



YORKSHIRE
GARDEN SERVICES

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[About](#)

[Services](#)

[Gallery](#)

[Contact](#)

EXTRAORDINARY GARDEN MAINTENANCE IN TORONTO AND SURROUNDING AREAS

Professional garden renovation and maintenance services for beautiful results.

Ensure Your Property Looks Its Best

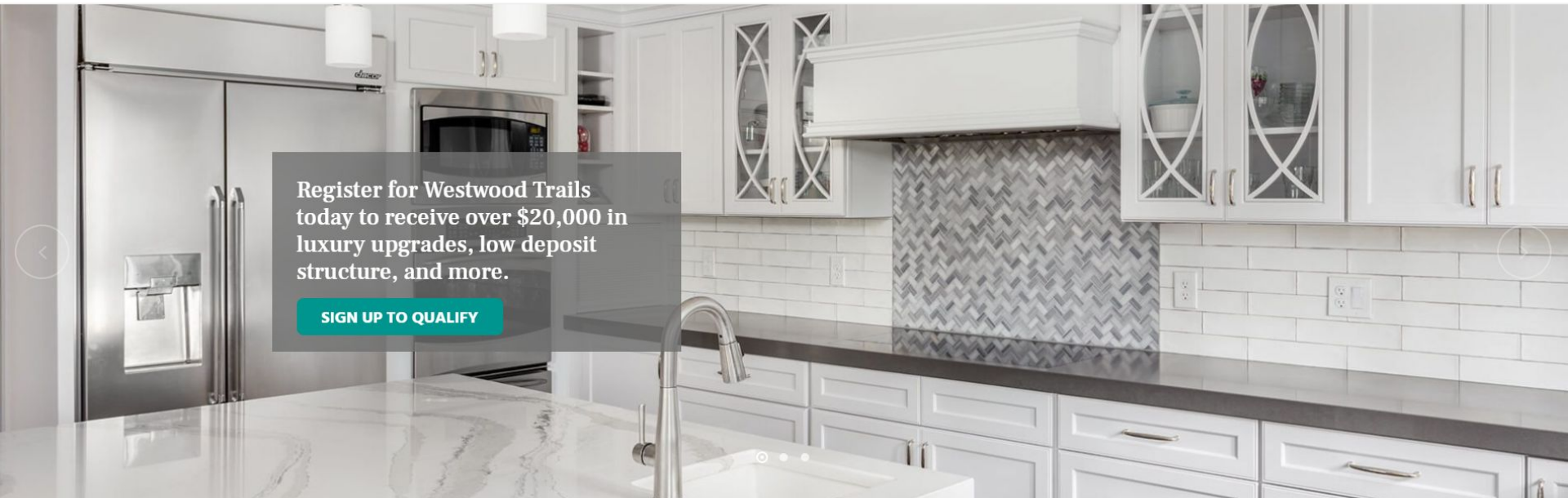
[Schedule A Consultation](#)

SINCLAIR HOMES



Register for Westwood Trails today to receive over \$20,000 in luxury upgrades, low deposit structure, and more.

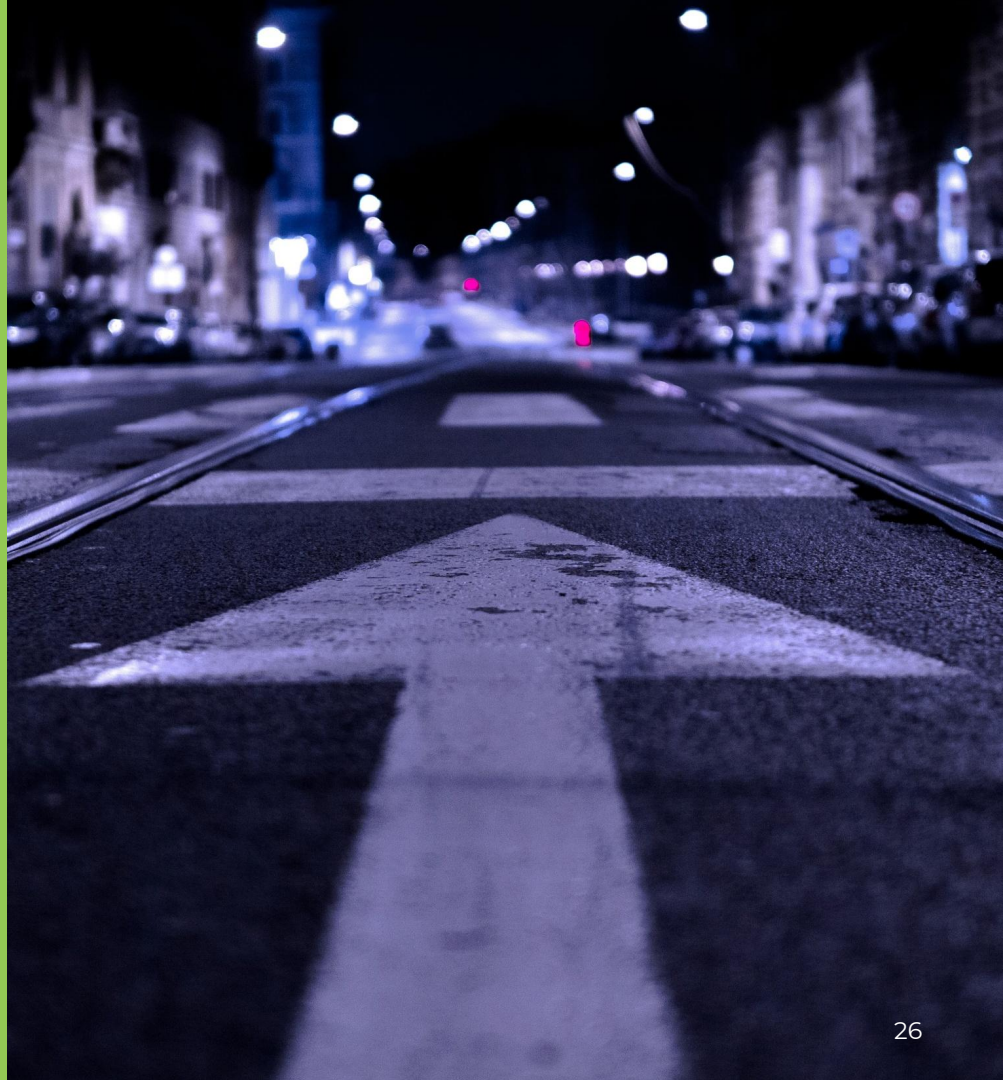
SIGN UP TO QUALIFY



ACTIVITY

Take out your phone!

Go to your website and audit your homepage to see if there's a clear CTA above the fold.



3. Value Exchange

- Keep It Simple
- It's not about you
- They work!

BRYAN'S FUEL

[Get Current Fuel Pricing](#)[Spring Checklist](#)[Home](#)[About](#)[Home Comfort](#)[Fuels](#)[Service](#)[Blog](#)[Contact](#)

Spring Checklist

Fill out this form and we'll send you an email with your Spring Home Maintenance Checklist:

☒ I consent to receive emails from Bryan's Fuel.

[Get My Checklist!](#)

Get Your Home Summer-Ready!

Spring is the perfect time of year for homeowners to undertake some home maintenance before the hot weather arrives.

Performing seasonal home checks and looking after basic maintenance will save you money and time so you can spend the summer months enjoying your home and outdoor spaces.

We understand that there are so many little things that need taking care of this time of year that it can be overwhelming. To make your job easier this spring, Bryan's Fuel has created a



Delivering Care Every Day Since 1924

Spring Home Maintenance Checklist

Take advantage of our spring maintenance checklist so you can be sure you're not missing any spring maintenance must-dos!

Interior

- ☐ Schedule air conditioner maintenance before the hot weather arrives
- ☐ Change filters in your indoor unit
- ☐ Get any leaky faucets fixed, unclog any blocked drains and check for leaks in your water heater, dishwasher, washing machines and other appliances that use water
- ☐ Check your attic and garage for critters that might have taken up residence over the winter; and get a professional to help you remove them
- ☐ Set some time aside to deep-clean your home: get under furniture, get behind your fridge, and wash any window coverings
- ☐ Vacuum floor registers and clean return air vents

Exterior

- ☐ Inspect your home's foundation for major cracks and have them repaired to help prevent any spring flooding
- ☐ Check your windows for air leaks; you don't want to lose cool air from your A/C through leaky windows
- ☐ Assess your deck and patio space; check for warped or cracked boards or stones and replace them as needed
- ☐ Check your barbecue to make sure it's still working; fill up the propane tank so you're ready for your first barbecue of the season
- ☐ Inspect your roof for damaged shingles and repair or replace them as needed
- ☐ Inspect your gutters and downspouts to make sure they're unobstructed and leading water away from your home's foundation

4. Forms: Quality vs. Quantity

- Contact Form - Qualifying
- 2 Step
- Conditional

CONTACT FORM



[Home](#) [About](#) [Services](#) [Portfolio](#) [Investment](#) [Blog](#) [Contact](#) [Landscape Consultation](#) 

Contact us for more information on Landscape Construction, Snow Removal, Lawn care or any of our other services, we'd love to hear from you. We offer our landscaping services in Cambridge, Kitchener, Waterloo, Guelph, and the surrounding region.

Name *

First

Last

Phone *

Email *

Message *

My budget is: *

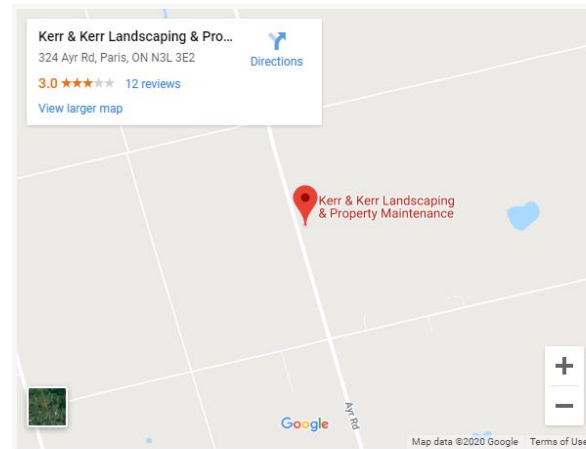
I am Looking for: *

- ☐ Carpentry
- ☐ Estate Property Maintenance

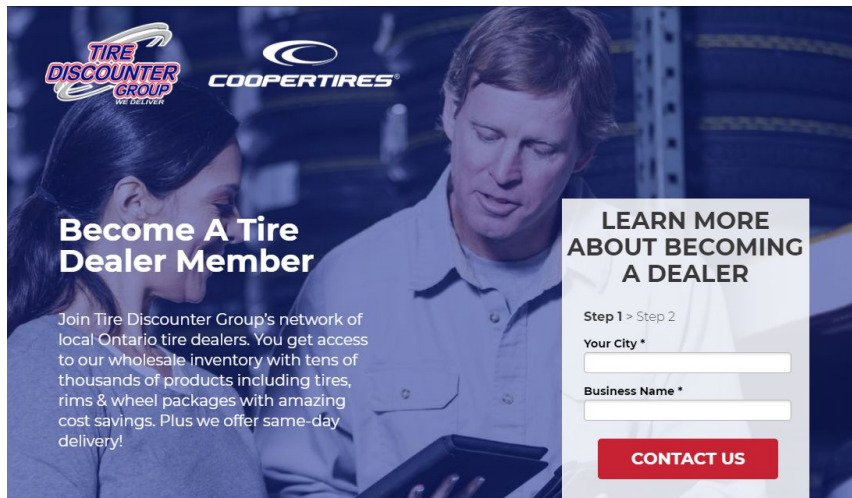
Phone: (519) 442-9223

Address:

Kerr & Kerr Landscaping &
Property Maintenance Inc
324 Ayr Rd.
Brant N3L 3E2
Ontario



2 STEP FORM



Become A Tire Dealer Member

Join Tire Discounter Group's network of local Ontario tire dealers. You get access to our wholesale inventory with tens of thousands of products including tires, rims & wheel packages with amazing cost savings. Plus we offer same-day delivery!

LEARN MORE ABOUT BECOMING A DEALER

Step 1 > Step 2

Your City *

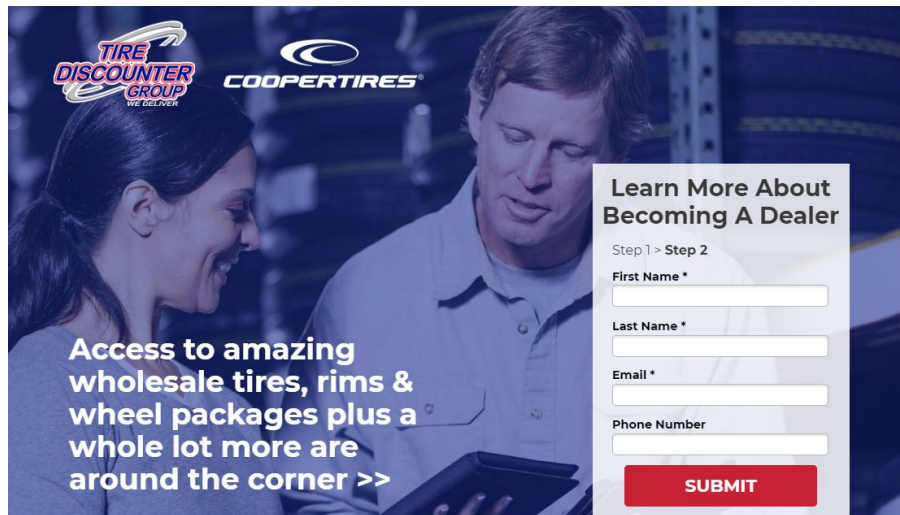
Business Name *

[CONTACT US](#)

BENEFITS OF BECOMING A DEALER

Providing value to our members is of the utmost importance to us. Every member will enjoy the following benefits:

- ✓ **No contracts**
- ✓ **No monthly fees**
- ✓ Group buying power, means less inventory for you to store
- ✓ Knowledgeable customer service staff
- ✓ On-time deliveries mean better product offerings & less inventory



Learn More About Becoming A Dealer

Step 1 > Step 2

First Name *

Last Name *

Email *

Phone Number

[SUBMIT](#)

Access to amazing wholesale tires, rims & wheel packages plus a whole lot more are around the corner >>



Tire Discounter Group is proud to be a Canadian Owned & Operated Company.

Conditional Form



Name *

First

Last

Phone (Day) *

Email *

City *

- ☐ Burlington
- ☐ Oakville
- ☐ Mississauga
- ☐ Other

Address *

Street Address

Address Line 2

Which services are you interested in? *

- ☐ Residential
- ☐ Commercial

Please upload any pictures you can take with your phone that will help us understand your project better

Drop files here or

SELECT FILES

Which residential services are you interested in? *

- ☒ Landscaping
- ☒ Maintenance

Have you previously had lawn or garden maintenance before? *

Yes

What's your purpose for changing landscaping companies?

- ☐ Budget
- ☐ Quality
- ☐ Scheduling
- ☐ Other

Which maintenance services are you interested in? *

Services start at \$250 / month.

- ☐ Weekly lawn maintenance (mowing, trimming, and blow down)
- ☐ Lawn care (fertilizer, weed control, lawn repair)
- ☐ Bi-weekly garden care (beds & shrubs)
- ☐ Seasonal clean up
- ☐ Snow Removal (Note: Only available for year-round customers)

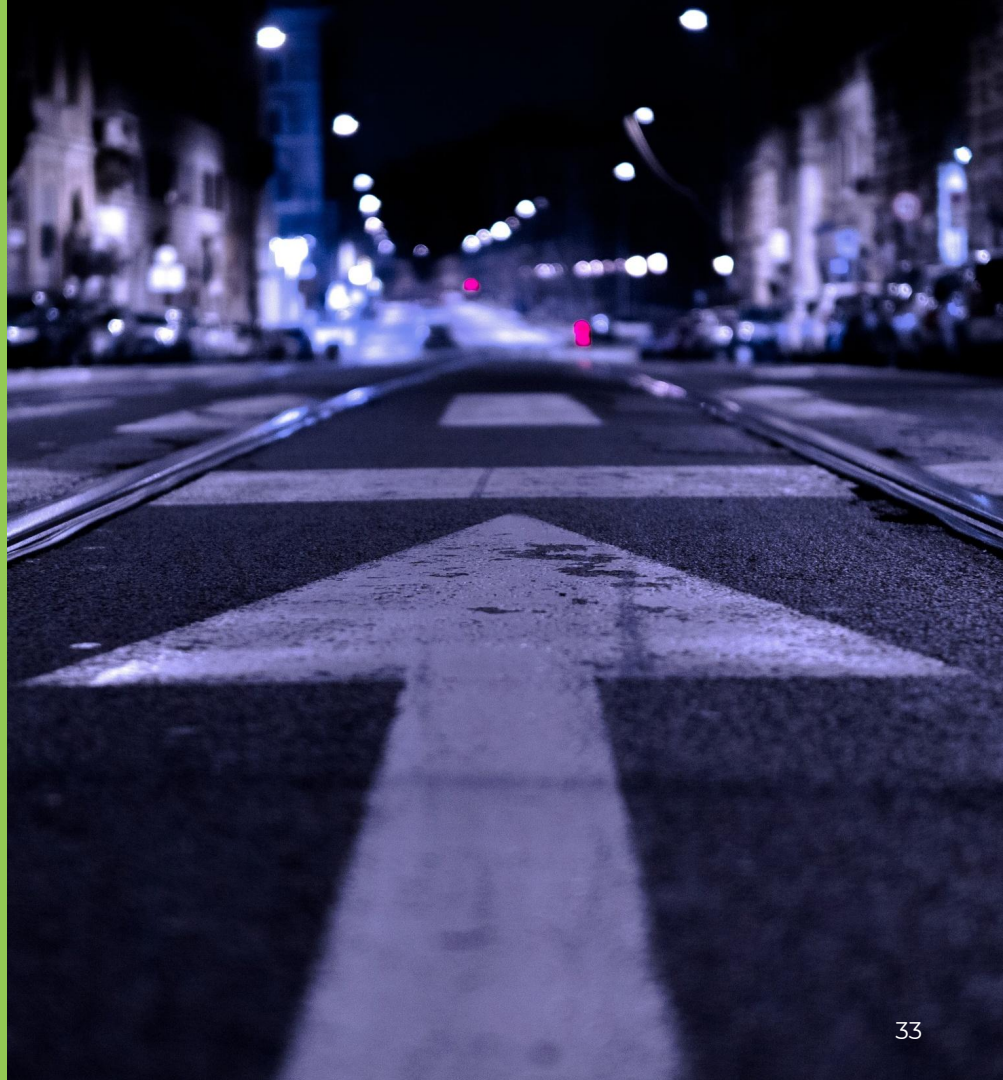
Which landscaping services are you interested in? *

- ☐ Planting
- ☐ Sod
- ☐ Patios, walkways, steps
- ☐ Garden design
- ☐ Other (please describe in comment box)

ACTIVITY

Take out your phone!

Go to your website and audit how easy it is to contact you on your website.



5. Follow Up

- Auto-responders / Thank You Pages
- Calendly
- Drip Campaigns (Marketing Automation)

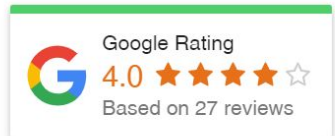
Thank You Pages

THANK YOU FOR REACHING OUT!

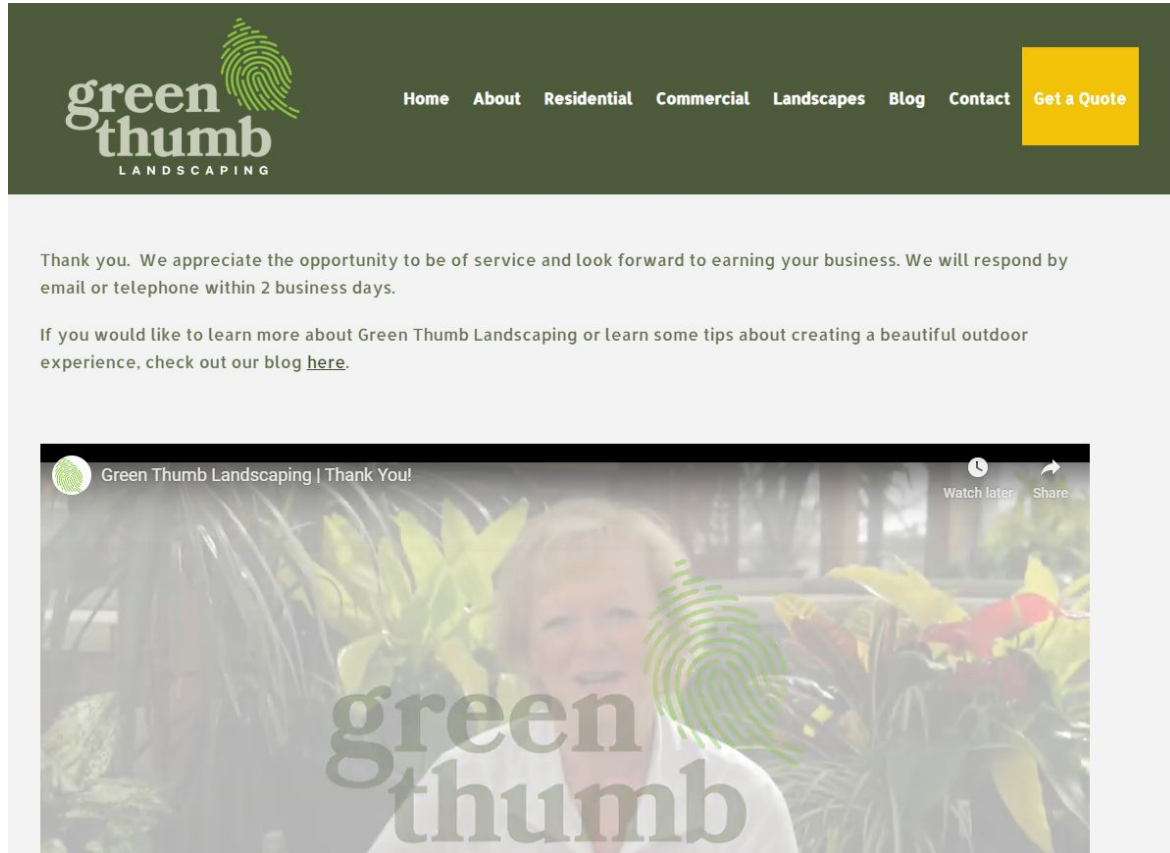
WE'VE RECEIVED YOUR
REQUEST AND A MEMBER OF
OUR TEAM WILL BE IN
CONTACT WITHIN TWO
BUSINESS DAYS.

While you're waiting for our reply, we invite you to [explore our garden services for inspiration and guidance.](#)

Happy Landscaping,
from the team at Gelderman Landscaping Services.



Thank You Pages



[home](#)[about](#)[careers](#)[events](#)[services](#)[who we serve](#)[video advertising](#)[blog](#)[contact](#)

Robert Murray

Phone Call with Rob Murray - 15 Minutes



15 min



Rob will call the number provided

Select a Date & Time

October 2019



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11 •	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

POWERED BY
Calendly

EMAIL AUTOMATION

Email automation is the ability to send time or action triggered emails to subscribers with relevant information.



EMAIL NURTURE CAMPAIGNS

4 Workflow Emails

	1. Bavarian Door Drip 1 3 days after subscribed contacts join or are imported to your audience 2 subscribers in queue	72.4% Opens	16.2% Clicks	232 Sends	View Report
	2. Bavarian Door Drip 2 5 days after subscribers are sent previous email 6 subscribers in queue	56.8% Opens	3.6% Clicks	220 Sends	View Report
	3. Bavarian Door Drip 3 5 days after subscribers are sent previous email 1 subscribers in queue	49.8% Opens	0.0% Clicks	209 Sends	View Report
	4. Bavarian Door Drip 4 8 days after subscribers are sent previous email 3 subscribers in queue	60.8% Opens	8.2% Clicks	194 Sends	View Report

BAVARIAN WINDOWS

1. Prospect or client fills out a “Get a Quote” on website
2. Prospect is automatically put into an email drip campaign
3. Prospect will receive 4 value based emails over 21 days of step by step in line with process

1,210 Emails Sent since January 24, 2019
62.3% Open Rate (Industry Avg = 17.6%)
6.2% Click Through Rate (Industry Avg = 1.6%)



Hi there << Test First Name >>>,

My name is Morgan Reay, the owner of Bavarian Windows and Doors. I just wanted to say thanks for filling out the quote form on our website. By now, a salesperson at Bavarian should have been in touch with you and your quote preparation should be underway (if no one has gotten in touch, hang tight. We'll reach out shortly).

While we're preparing the next steps, I will be sending you four emails that will help to familiarize you with our processes at Bavarian Windows and Doors.

So let's dive in...

Here's a short, informative video that will help you learn a little more about Bavarian and what we can do for your home:



What To Expect: The Next Steps

Our goal is to be at your home within a week of your submitting a quote into our system.

When we come to your home, we will:

1. Take measurements.
2. Make note of any requests and answer any questions you might have regarding your new windows.

Once we've gotten all the measurements and details about your installation, we will send all this information off to our dedicated quoting department ASAP so you can hear back from us quickly. Painless, right? That's our goal.

Talk soon,
Morgan



Hi again << Test First Name >>,

I hope that your measurement appointment with our team went as expected and that you're confident that your door project is in the right hands.

By now our team should have:

- Taken measurements.
- Made note of any requests and answered questions you might have had.
- Sent your quote to our quoting department.

Sound about right? If not, contact us ASAP.

I also want to share a couple of our door-related blogs with you that'll help you get familiarized with our work and expertise:

Windows & Doors: Before & After
Click on the [picture](#) to see the results!



Safest Door Lock on the Market
Before your new door go in, give this blog a quick read-through!



I hope you found these blogs helpful and informative.

Talk soon,
Morgan

4 Days

THE OSTIC GROUP

1. Prospect or client fills out a contact form on the website
2. Prospect is automatically put into an email drip campaign
3. Prospect will receive 8 value based emails over the course of 8 months 'warming' them up with education based content

3,885 Emails Sent since December 15, 2017
33.3% Open Rate (Industry Avg = 20.8%)
4.2% Click Through Rate (Industry Avg = 1.8%)



Make The Right Decision for Your Insurance.

We realize there are a lot of questions that come up when it comes to insurance. This week we're back with our team member Jessica!

Insurance FAQ: Will a More Expensive Vehicle Cost Me More to Insure?



Make The Right Decision for Your Insurance.

We strive to provide our clients with the knowledge and value they need to have the best protection for their family with their insurance. This week Jessica will be going over how you can lower your insurance premiums.

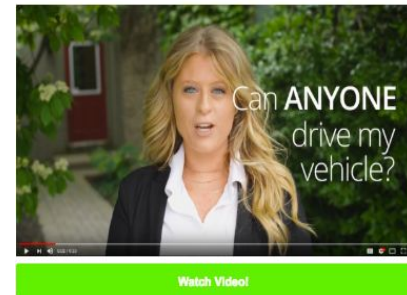
Insurance FAQ: How Do I Lower My Insurance Premiums?



Make The Right Decision for Your Insurance.

Thank you for touching base with the Ostic Group! We strive to provide our clients with the knowledge and value they need to have the best protection for their family with their insurance. We'll be touching base over the next few weeks with a series of quick FAQ videos to help you make the best decisions when it comes to your insurance.

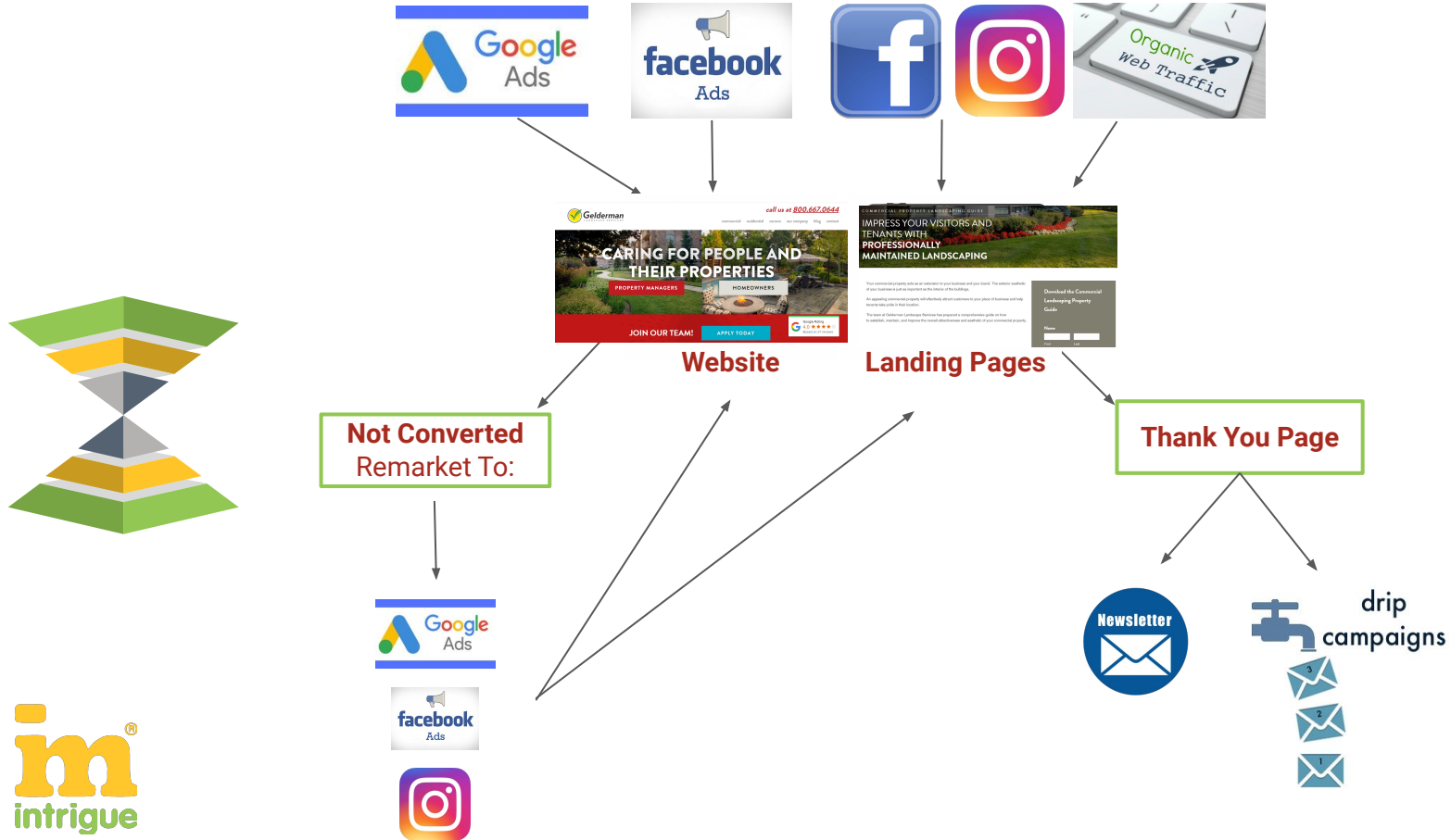
Insurance FAQ: Can Anyone Drive My Vehicle?





WHAT DOES THIS ALL MEAN?

INTEGRATED CAMPAIGNS





KERR & KERR
LANDSCAPING

[Home](#)[About](#)[Services](#)[Portfolio](#)[Investment](#)[Blog](#)[Contact](#)[Landscape Consultation](#)

Quality is our promise

As a family run business since 1994, we have always provided our customers with the same amount of care and quality service that we would expect our own family to receive.



LANDSCAPE DESIGN AND BUILD

From design to completion, including carpentry.



ESTATE PROPERTY MAINTENANCE

Creating beautiful areas for properties and recreation.



STAY IN THE LOOP

Tips and tricks for keeping your property beautiful.



REQUEST A CONSULTATION

Let's meet up and get the conversation started.



QUESTIONS



WHAT'S YOUR NEXT STEP?



WHAT'S YOUR NEXT STEP

What is one thing you want to do/change after this session?

Leave your card if:

- You'd like us to send you the Growth Engine & A-Client Worksheet
- You want to be invited to Marketing on Purpose
- You just want to talk :)



THANK YOU!

Vanessa McQuade

vanessa@intrigueme.ca

Robert Murray

robert@intrigueme.ca

