



SalesRenewal

Growing Sales, Sharing Risk and Reward.

JointSourcing™ in Action

A Breakthrough Solution with
Stellar Client Results

Introduction

The marketing industry is broken. It's composed of thousands of fee-for-service firms who bill based on time spent and provide single, isolated strategies, like PR, inbound marketing, advertising, direct mail or SEO. The result? Thousands of firms whose business model does not work for small business.

Sales Renewal has spent the last six years pioneering a radically different model. **JointSourcing** ("joint venture" + "insourcing") is a one-stop solution that rewards performance not time and integrates **all** the strategies and technologies clients need to cost-effectively grow their leads and sales.

Understandably, JointSourcing's innovative, shared risk & reward, one-stop model requires a bit more explanation than the familiar, fee-for-service, single-strategy approach.

But numbers have a way at cutting to the heart of a matter, so below are three simple charts that show that JointSourcing **increases** leads and revenue (bar graphs in the charts) while **decreasing** the per lead or sale cost (line graphs).

Note: To ensure client confidentiality, all chart data is expressed as relative to their initial period.

Metro Sign & Awning

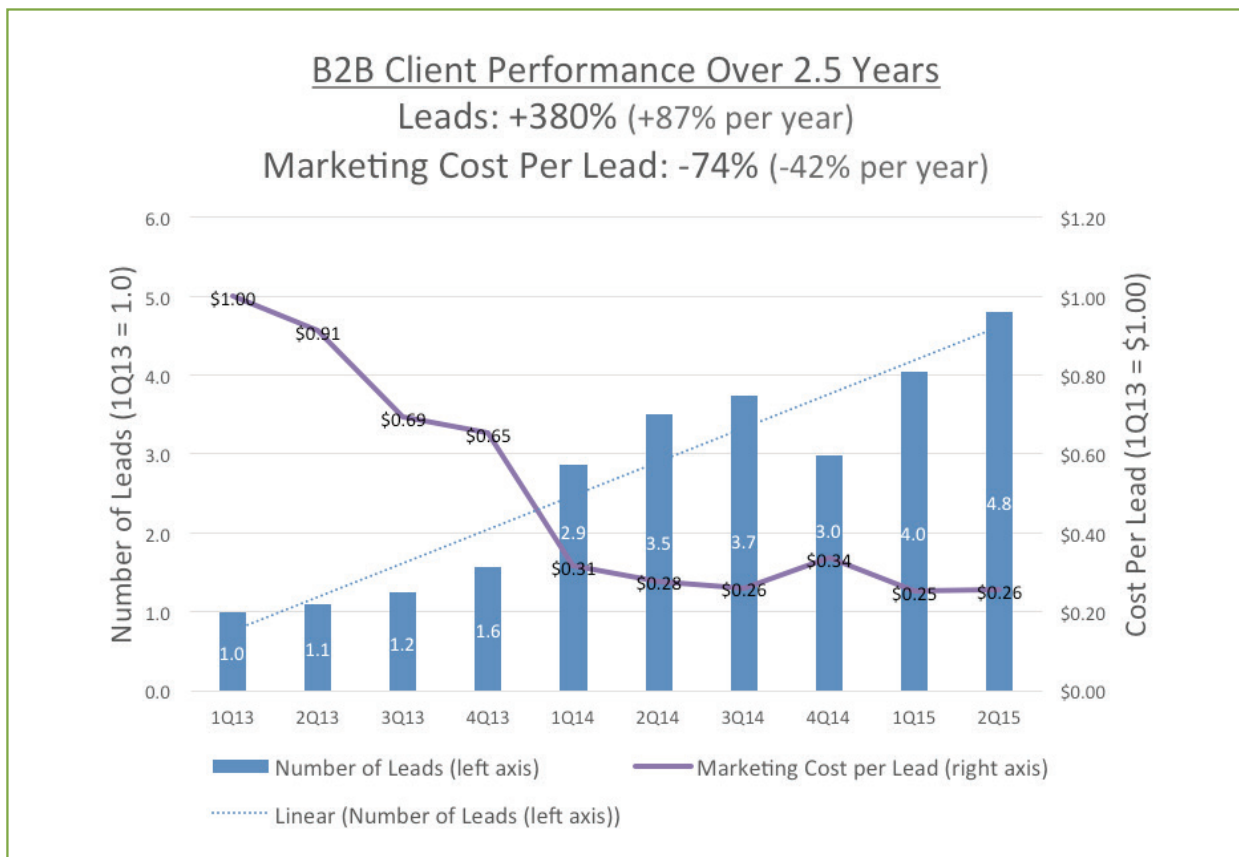


Figure 1 - During the 2.5 years from 1Q13 through 2Q15, **JointSourcing increased qualified leads by 380%** (a compound annual growth rate (CAGR) of 87% per year). Because of JointSourcing's increased productivity, while the client's marketing budget did grow somewhat, it grew far, far slower than their leads did. As a result, **JointSourcing decreased cost-per-lead by 74%** (-42% CAGR).

Metro Sign & Awning, one of New England's leading design/build commercial sign manufacturers, originally signed with Sales Renewal to increase sales to new customers within a set geographic region (New Hampshire). Our first year's results were so dramatic, however, that when our contract was being renewed at the end of the first year, Metro expanded our marketing responsibilities to include both new and existing customers across all their territories.

Sales Renewal manages and is responsible for all of Metro Sign & Awning's comprehensive, integrated marketing activities, including:

1. Website & SEO

- Maintaining and updating the website and important client portfolio (including two website re-launches)
- On- and off-page SEO, including inbound link building
- National and Local Listings, including signage industry specific websites

2. Content Marketing

- Blogging and curating content for a progressive integrated blog
- eBooks, white papers, infographics and company literature

3. Social Media & PR

- Managing relevant social media accounts, including sharing blog content and creating a community of interested friends and followers
- Public relations efforts, including writing and distributing press releases for major events

4. Paid Marketing

- Search advertising
- Social media advertising
- Paper and electronic advertising with signage-specific publishers

5. Email Marketing

- Monthly e-newsletters, special mailers, and drip marketing campaigns

6. Sales-enabling Technology

- Integrated Lead Management, SR Marketing Dashboard™, SR EasyAuthoring™, SR Analytics™ and Google Analytics, DialogTech Phone Tracking, MailChimp, Yext Premium and Scoop.it Business

7. Strategy, Management & Benchmarking

- Quarterly marketing planning and budget review; Monthly Editorial Calendar and Status meetings; unlimited ad hoc tactical & strategic conversations
- Managing all relevant subcontractors, suppliers and vendors, including signage industry specific sites, publishers and associations.

"Our strong, long-term relationship with Sales Renewal has been critical to Metro Sign & Awnings' accelerating growth.

While I was a little unsure of the JointSourcing 'partnership' when we first began almost 4 years ago, I've become a big believer now.

Sales Renewal really treats the marketing of my business as if it were theirs - whether it's going to bat for us with AdWords on their own¹ or how proactive they are in analyzing, evaluating and trying to continuously optimize our marketing.

In fact, my sales team has been so busy with all the leads we've been getting that we are hiring more sales people to close all the business."

- Tom Dunn
Owner & VP Sales & Marketing

¹ [see "JointSourcing in Action: Sales Renewal Corp. Wins Battle Against Google Adwords on Behalf of Its Client"]

Concord Flower Shop

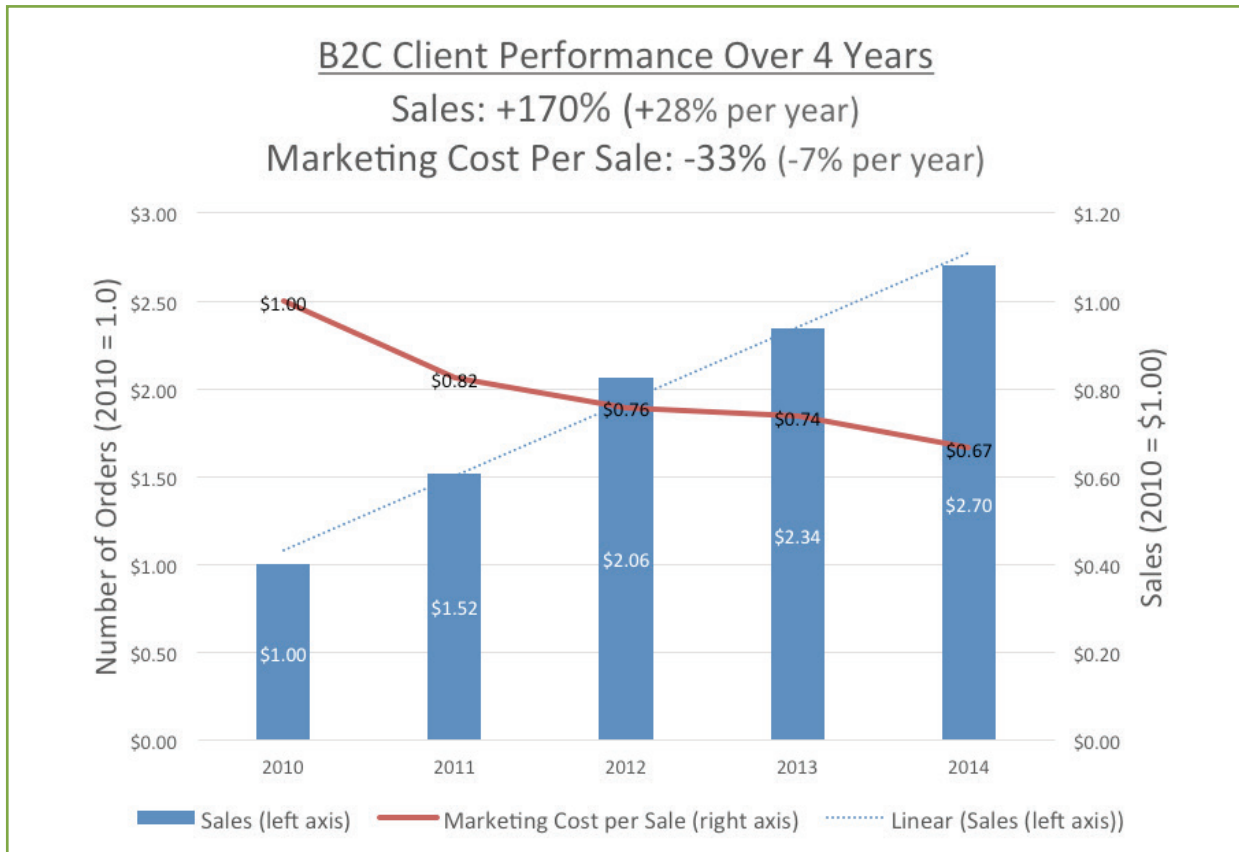


Figure 2 - During the 4 years 2010 to 2014, **JointSourcing** increased e-commerce sales by 170% (28% CAGR) while it decreased cost-per-sale by 33% (-7% CAGR).

Concord Flower Shop is an independent florist serving the historic Acton, Concord, MetroWest region of Massachusetts since 1898, having operated for 32 years under its current owner Helen Halloran. Unlike Metro Sign and Awning's New England, B2B focus, the Concord Flower Shop markets to consumers all across the country (for floral deliveries in the Concord MA area).

The relationship began in 2009 when Helen sought out a "one-stop shop" that would allow her to remain a florist and not have to become a web technologist or marketer (See *"JointSourcing in Action: How the Concord Flower Shop More Than Doubled Its Online Sales"*). Sales Renewal JointSourcing did just that and its power to create, market, and operate her ecommerce website since 2010 has been generating exhilarating results ever since.

"Working with Sales Renewal is a real partnership, I know the floral business and Sales Renewal knows technology, marketing and sales.

I've been a small business owner for 26 years and I appreciate having someone who, thanks to its financial interest in my success, is almost as motivated as I am to grow my business."

- Helen Halloran
Owner

For the Concord Flower Shop, Sales Renewal is responsible for:

1. Website & SEO

- Maintaining and updating the website
- On- and off-page SEO, including inbound link building
- Local Marketing and Listings

2. Content Marketing

- Coaching

3. Social Media & PR

- Coaching

4. Email Marketing

- Holiday e-commerce e-newsletters and drip marketing campaigns

5. Sales-enabling Technology

- Custom ecommerce site that integrates into the retail store's Point-of-Sale
- SR Marketing Dashboard™
- SR Analytics and Google Analytics

6. Strategy, Management & Benchmarking

- Quarterly marketing plans and monthly campaign performance reviews for continual improvement

Different Levels of Marketing Investment Lead to Different Levels of Revenue Growth

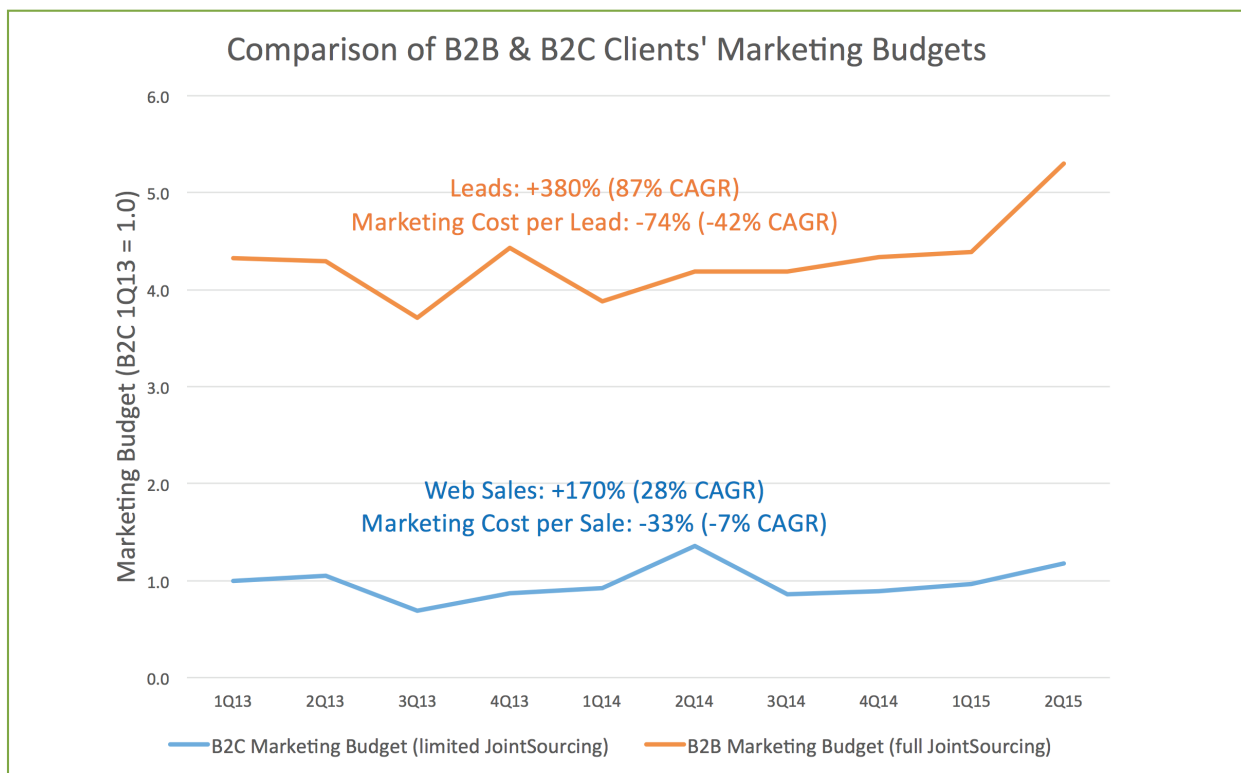


Figure 3 - Different investments in marketing lead to different revenue growth and cost saving rates

While from the accounting perspective marketing costs are considered an expense, an equally important way to view them is an investment: if you want your business to grow you have to invest in growing it. While the Concord Flower Shop has grown its web sales 28% per year while lowering its cost per sale 7% per year, Metro Sign & Awning has blown past

even those impressive numbers, increasing its leads 87% per year and decreasing its cost per lead 42% per year.

These differences arise from the growth vs cost goals each business had which during the JointSourcing Blueprint, translated into the breadth and depth of their JointSourcing Solutions.

Metro's is more comprehensive and includes all of the important digital **and** real-world strategies for their business with each strategy nicely elaborated. The Concord Flower Shop's JointSourcing Solution is focused just on online marketing and as you can see from the figure, invests about ¼ of what Metro does in its growth. It is this difference in goals, budget, scope, resources and strategies that leads to their different revenue growth & cost savings rates.

Obviously, there's a lot more to the JointSourcing story than these few charts can convey. But the bottom line is clear and simple: JointSourcing has a long history of providing extra marketing power without spending extra marketing money, and can be fine-tuned to meet the goals you find most important.

JointSourcing: A Marketing General Contractor That Shares Reward & Risk

The JointSourcing Solution is a comprehensive, integrated solution that grows revenue while decreasing the cost per lead (or sale) through better strategy, marketing & sales-enabling technology. JointSourcing is a complete, one-stop solution that provides everything needed (strategies, people, tools) without burdening clients with hiring or managing a team of experts or paying their full time salaries or benefits.

With JointSourcing, Sales Renewal is a Marketing General Contractor that "insources" (selects, integrates and manages) **all** the marketing and technology expertise, programs and tools needed to cost-effectively grow your revenue. And because we manage team as it handles the day-to-day marketing and technology work, you have a single party to hold to account while we free your time to manage other aspects of your business.

Critically important, in JointSourcing Sales Renewal shares with you the overall management, and a portion of the re-

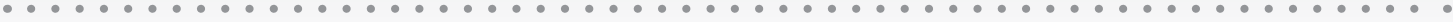
wards and risks (similar to a joint venture):

- We earn a commission (shared reward) which motivates us to sell
- We pay that same percentage of big ticket marketing costs (shared risk) which motivates us to spend wisely

Sales Renewal is literally invested in your success and becomes your knowledgeable marketing and technology partner who strives to get the most bang for our mutual bucks.

The result? Game changing growth at lower cost per lead or sale.

We invite you to contact us using the info below for a no-obligation exploration of the potential for Sales Renewal's unique JointSourcing Solution to help your business grow.



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