

PRACTICE MANAGEMENT ACADEMY



Practice Makes Perfect

Increasing RSVPs and Attendance for Events

One of the most frustrating things is when a marketing campaign doesn't pull as many prospects due to testing a new venue, bad weather, or unforeseen circumstances.

The good news is that there are action items that you can take now to increase your response at no cost to you and prevent this from happening in the future.

Current Campaign: Call & Email Campaigns

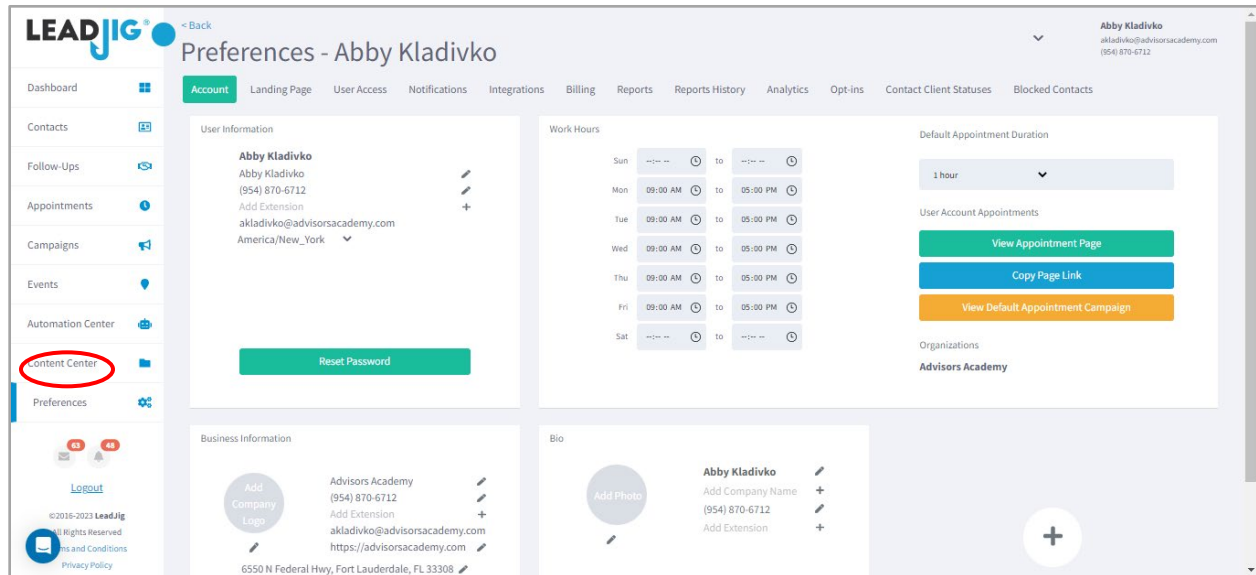
By making some phone calls and retargeting prospects, you can add up to 5-10+ buying units to your campaign. The best part is that there's no cost associated with this and you get an opportunity to reengage with some prospects and clients with opportunities.

1. Call **Hot Prospects and Hot Clients**
2. Call past event **No Shows/Cancelled Prospects**
3. Email **Prospect list** in iContact
4. Post the event on **Social Media** - Facebook/LinkedIn
5. Email **Client list** in iContact
6. Post **Event Flier** at the Venue
7. Call **Cheerleader Clients** – throw a few ringers in there!

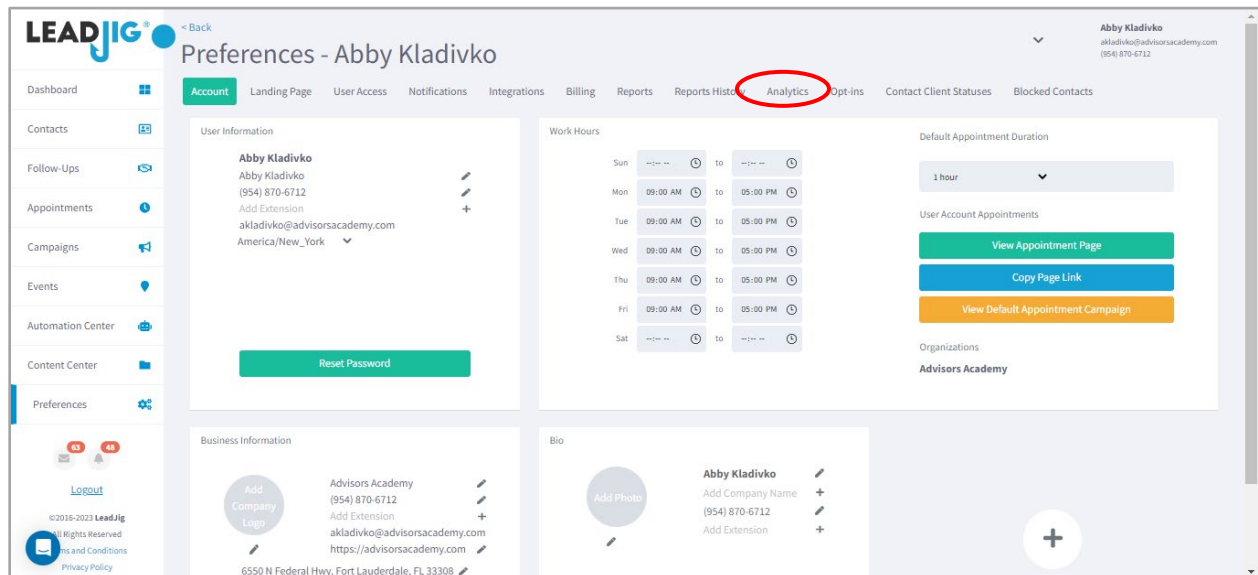
Future Campaigns: Pull LeadJig Analysis

You can pull an analysis of all your campaigns to see what zip codes are not responding. You can then suppress those areas in future campaigns, focusing your funds on areas that count.

1. Sign in to your [LeadJig Dashboard](#) and click on **Preferences** to the left:



2. Select the **Analytics** tab at the top:

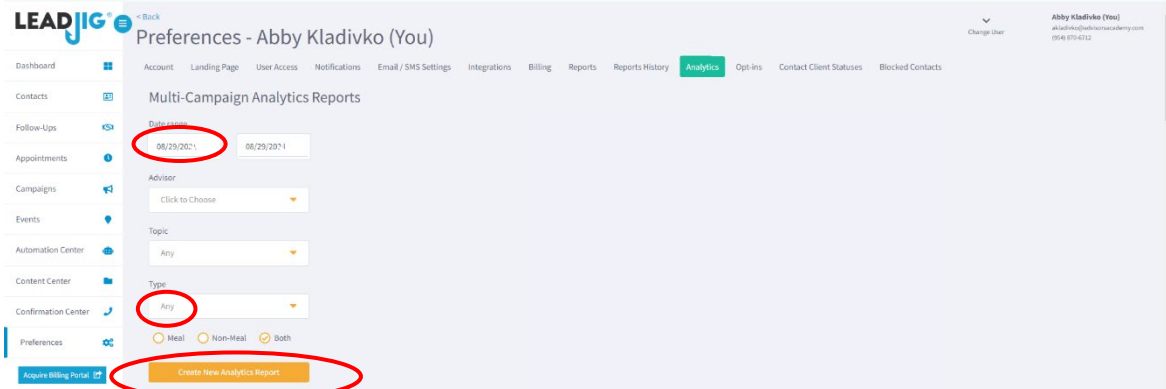


3. Choose the **Date Range**.

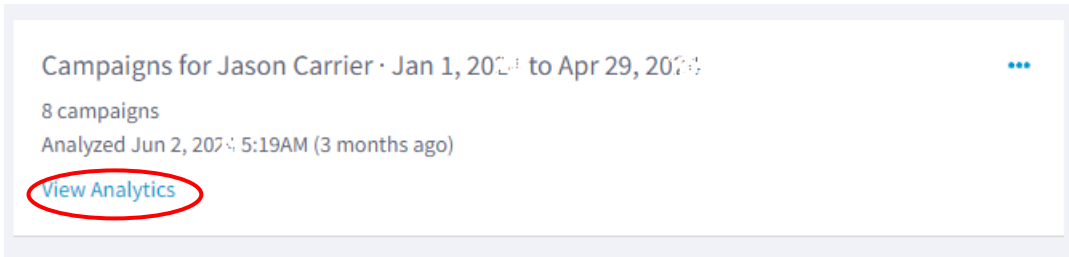
****Ideally you should have 3-5 campaigns chosen****

4. Choose **Events** under **Type**.

5. Click on the button, **Create New Analytics Report:**

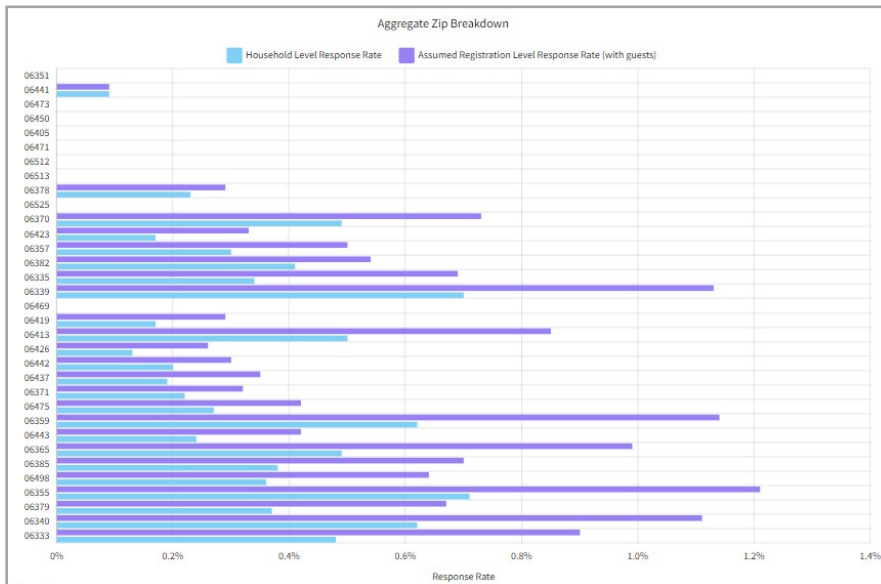


6. It will populate to the right. Click on **View Analytics:**

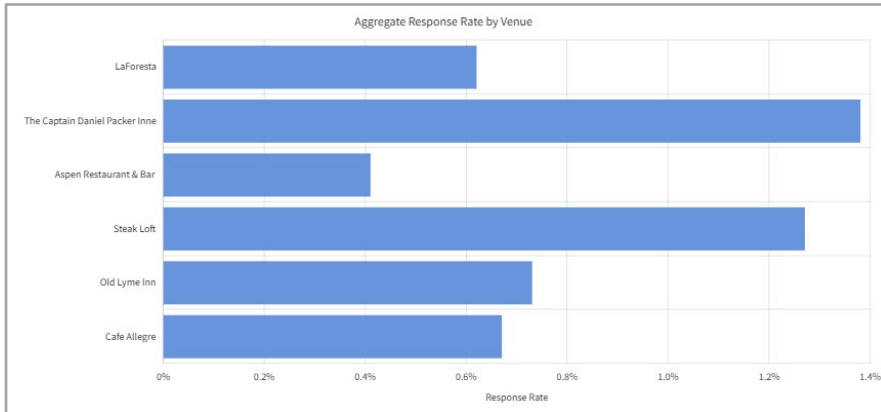


Analytics to focus on:

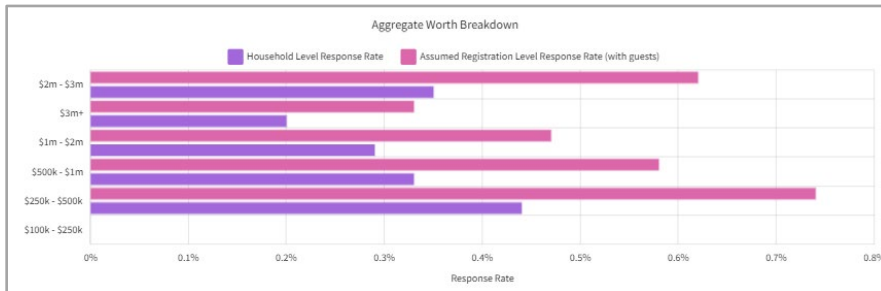
1. Zip Breakdown



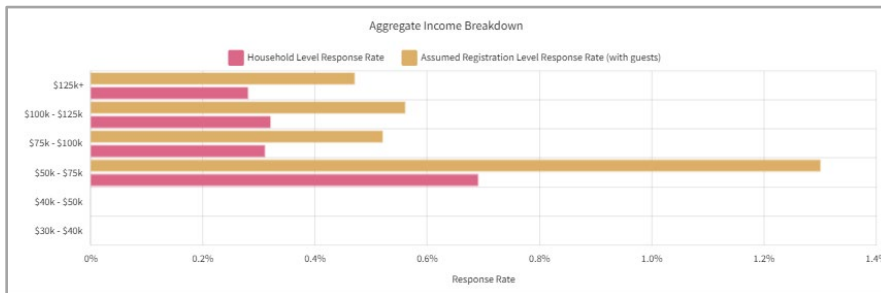
2. Response by Venue



3. Worth Breakdown



4. Income Breakdown



To do an in-depth analysis of your marketing metrics and determine a customized marketing plan to get you the highest ROI with your marketing budget, please reach out to our Coaching team.

If you have any questions or would like to schedule a call, please contact Daniela Araujo at (954) 870-6717 or email her at daraujo@soundincomegroup.com.



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