



## Building connections with big brands and rapid-fire testing ads.

### JOURNEY

*"I've always been the kind of guy who wants to accomplish what others say 'oh, that's impossible'."*

Made over six figures in the music industry between a W-2 job and freelance gigs.

The music industry lead to working with creative agencies and got him started in digital marketing with WordPress websites and graphic design before moving into branding.

Provides business consulting in addition to digital marketing.

Has worked with McDonalds, Disney, Macy's, and Schick.

Now works with coaches and financial advisors to go from 0 to six figures in as little as two months. His agency helps with everything including course production and marketing.

*"The slogan is: We give the little guy enterprise power."*

"Why they choose you is more about the relationship.  
It's more about going beyond the service. It's how you do things.  
It's how trustworthy you are, beyond just the work."

### GETTING IN WITH BIGGER BRANDS

*"With brands, it's really essential to establish a relationship that's full-on value from the get-go because they have a lot more to give you than you have to give them (at least from their initial perspective)."*

Your client is likely to have the mentality that they're the big brand that can get anybody.

*"You [need] to have what they want as a priority before you even mention who you are."*

In one instance, Deyder reached out through Facebook message to an executive producer he admired and shared how he cared about the productions that person had worked on, then offered to provide value without turning it into a sales pitch.

*"All you want to get is, first a reply, and second a call."*

Form your message like a brief ad. Get them excited and get them to reply.

Make sure you're targeting your audience in the way you form your message, whether it's the business owner or a marketing manager or a brand strategist. They will respond better to different messages. Even if they aren't the decision maker, speak to them as though they are.

In some situations, if you can't find another point of contact, you may even try the "Bold Call", showing up without a meeting, in person, in a nice suit, and trying to speak to someone.

*"I know the holy grail in digital marketing is that evergreen funnel where you make money, but the holy grail if you want bigger clients, bigger brand names, is literally getting in front of them."*

Getting that human contact is way more effective than any ad you could run.

### RAPID-FIRE TESTING

*"Rapid-fire testing allows you to create the ad before the funnel so you will know and be able to cater to your audience while strategically isolating and testing the hook, the offer, and the message."*

Have an initial strategy session and narrow down your top ad proposals with variables in the messaging to see which give the best starting metrics.

Once the initial ads are set up, run through three phases:

**Phase 1:** Targeting - Find the most affective audience for your marketing campaign.

Define targeting by interests, demographics, and lookalikes.

Slowly increase the definition of your audience targeting so you get higher clickthrough rates and lower cost-per-clicks.

Start with an overarching persona like "married couples" then compare results when you target subgroups within such as "employees", "business owners", and "personal development oriented."

Your key performance indicator will be leads acquired.

*"That's phase one. Phase two and phase three take the winner and then optimize it."*

**Phase 2:** Hook and Message - Create copy that caters to your best performing audiences.

**Phase 3:** Creative – Split test images and optimize your ads.

Beyond clickthrough rates, look at how customers interact with the landing page to verify their intentions: do they want to purchase or are they just there for the free information?

