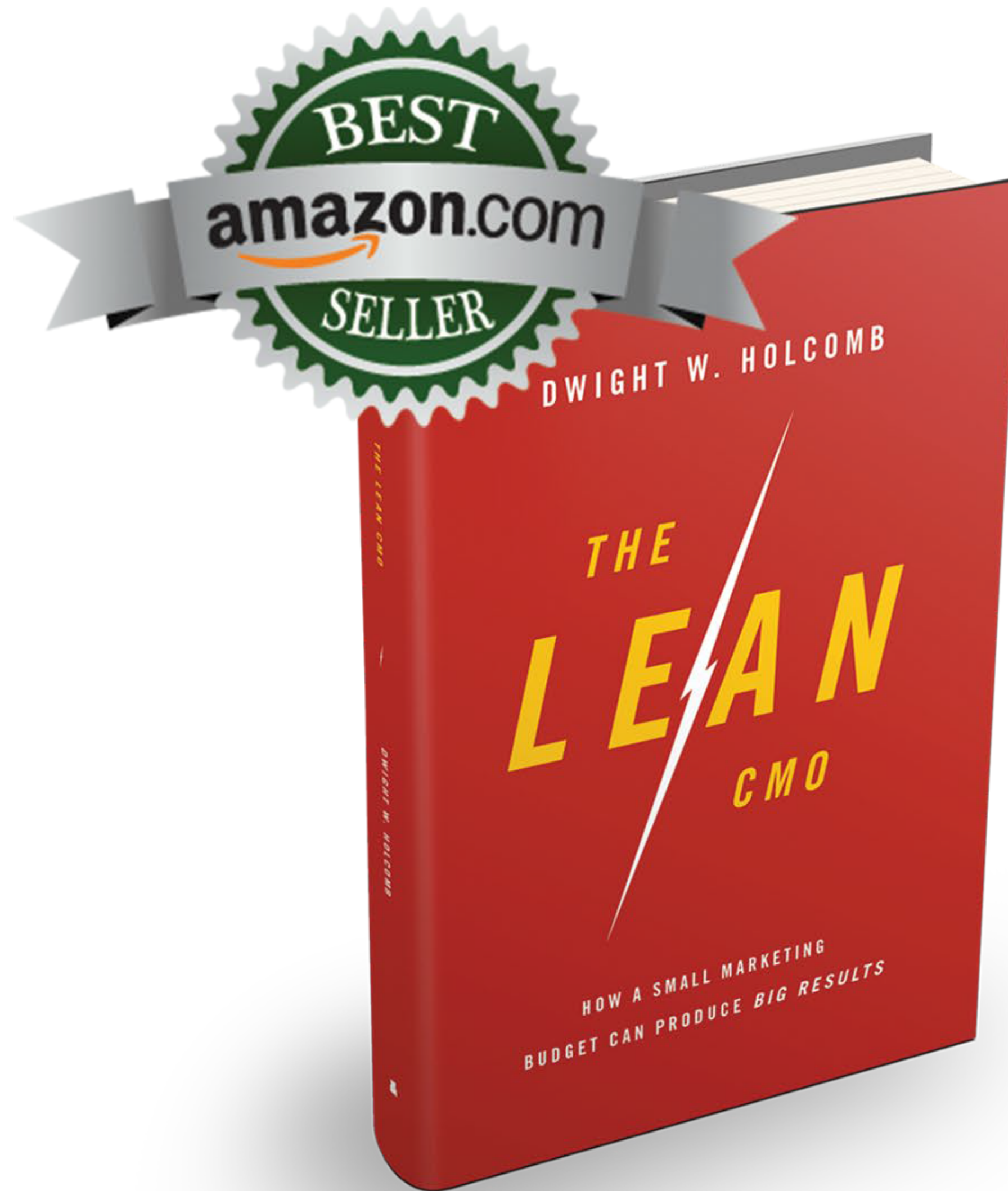


**the lean cmo**





"Dwight Holcomb has a knack for building relationships and finding beneficial ways for everyone to win. In business that translates directly to increasing sales."  
**Mike Hopkins**  
CEO, Hulu

"Dwight Holcomb encourages marketers to re-think tired old formulas, and question the status quo."  
**Keith Krach**  
Chairman, DocuSign



"I highly recommend the Lean CMO as your next best business decision."  
**Bryan Stockton**  
CEO, Mattel

"Dwight Holcomb has delivered a set of rules for every forward-thinking Executive to change the game and to become industry leaders."  
**David Hagan**  
CEO, Boingo Wireless





# **Sales and Marketing Innovation: The 6 Secrets for Rapid Growth**

**lean marketing**

**video conversion marketing**

**ai + advanced strategy**





**promise**  
**permission**  
**action**





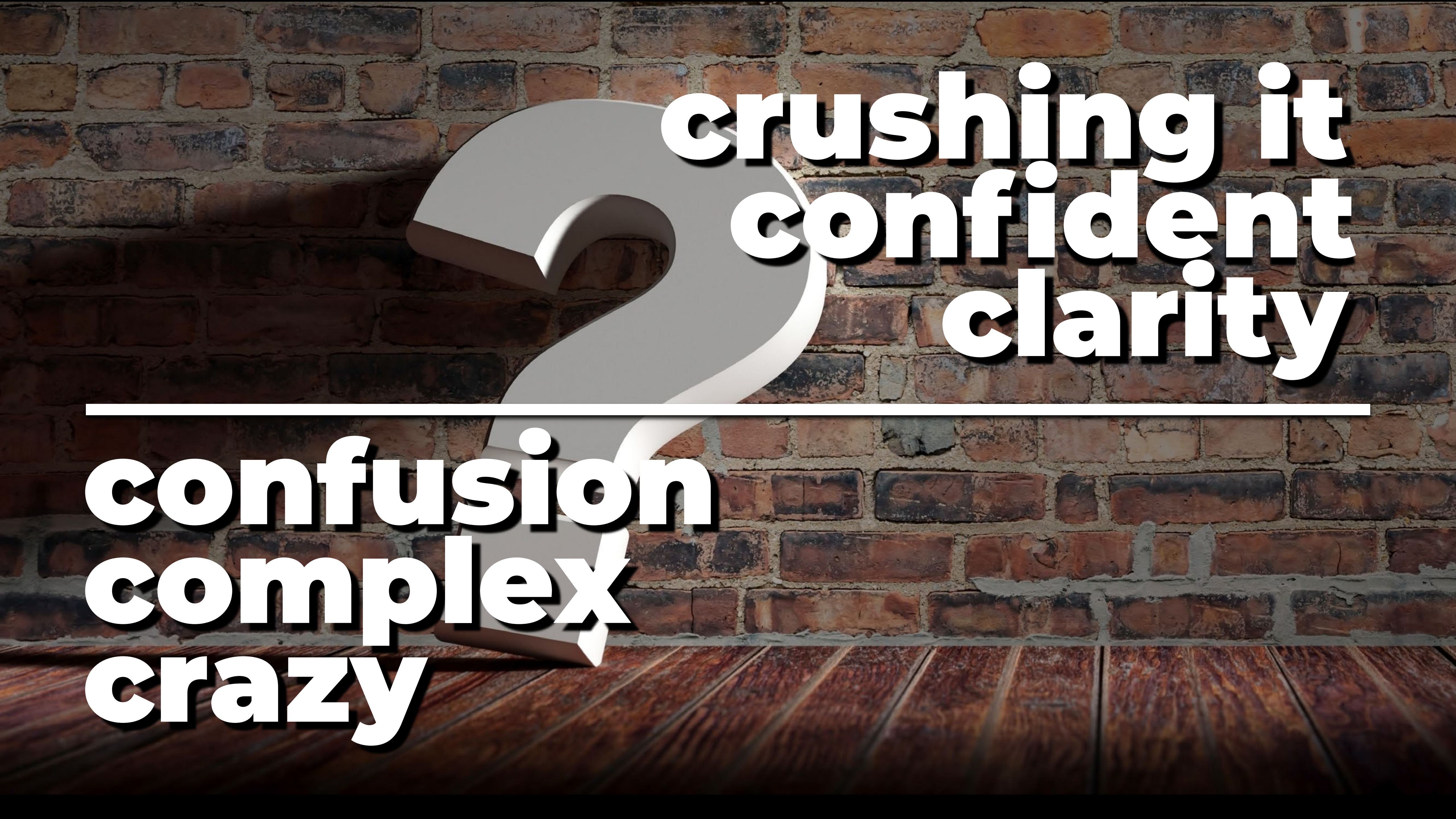
**confusion**  
**complex**  
**crazy**





**crushing it**  
**confident**  
**clarity**





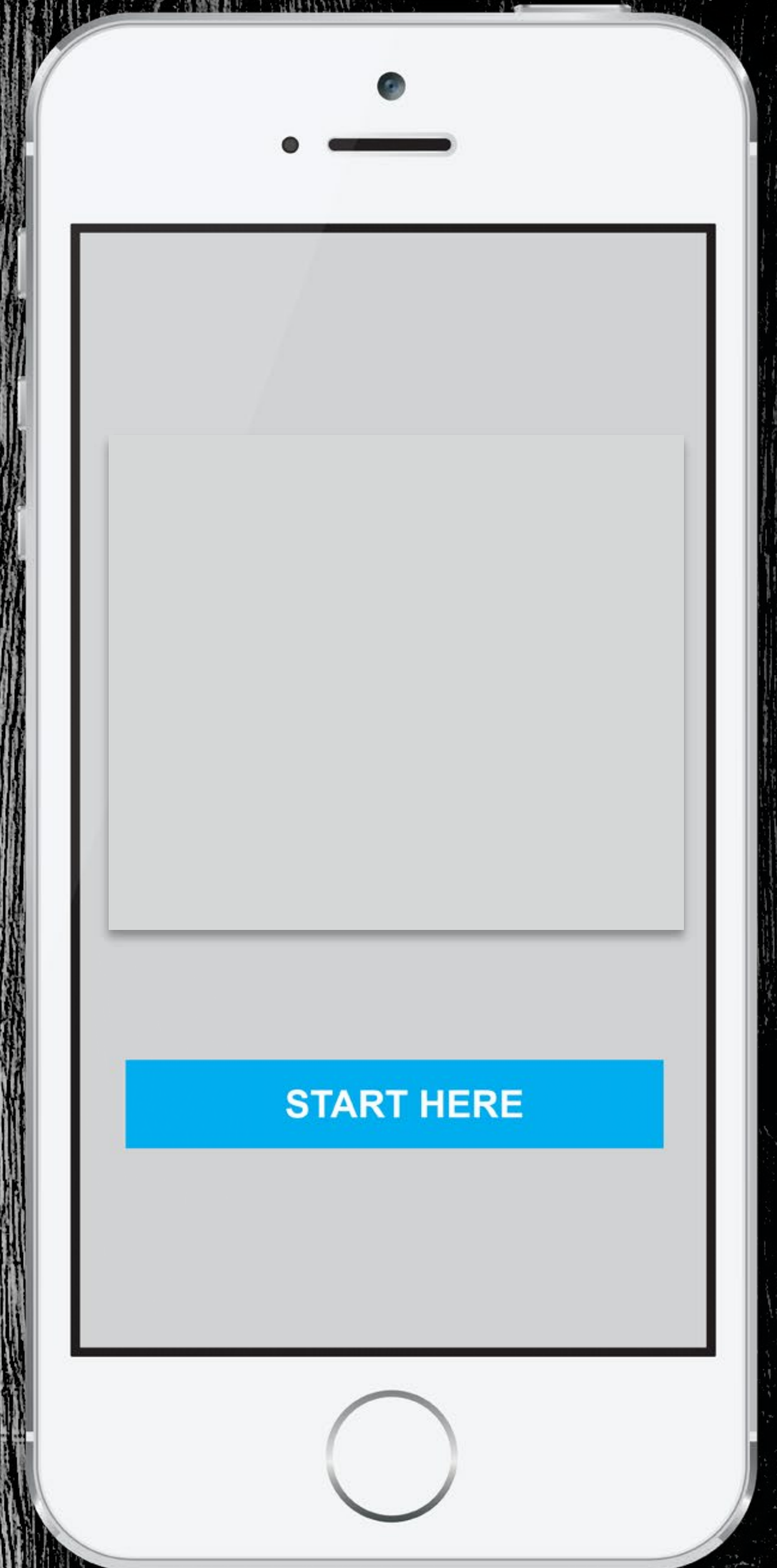
**crushing it**  
**confident**  
**clarity**

---

**confusion**  
**complex**  
**crazy**



[hcdevelopment.com/survey](http://hcdevelopment.com/survey)







  
cisco Webex



zoom

**married to  
legacy systems**





**marketing & sales  
are siloed**

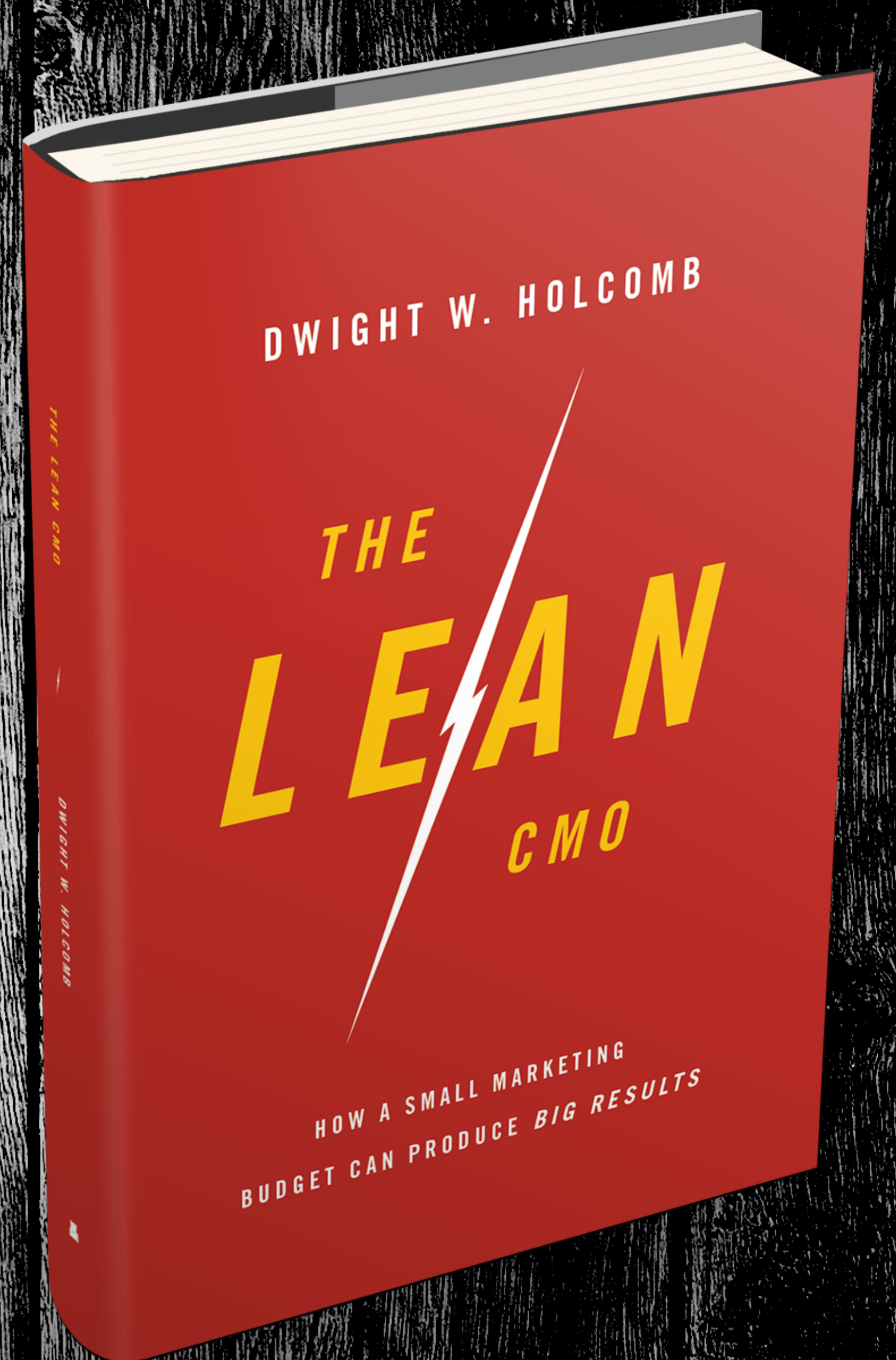


**ignorant to the  
gig economy**





# 3 Principles: The Lean CMO Trifecta





**initiate**





# integrate



32 / 0



**gig economy**


**video**

**innovate**

**AI**



# LEAN MARKETING STRATEGY

MULTI-PLATFORM OUTREACH	MICRO MARKETING	FUNNEL MANAGEMENT	DIGITAL ADVERTISING	VIDEO MARKETING
				

STRATEGY

SALES













**TALK TO A MAN ABOUT  
HIMSELF AND HE WILL  
LISTEN FOR HOURS**

BENJAMIN DISRAELI

---

PICTUREQUOTES.COM





# Brand Strategy:

## ICP | CPQ | SOV | “WHY” | STORY | UVP





# Ideal Customer Profile (ICP)



# HYPER-FOCUSED TARGET SEGMENT



CLEARLY  
DEFINED  
ATTRIBUTES

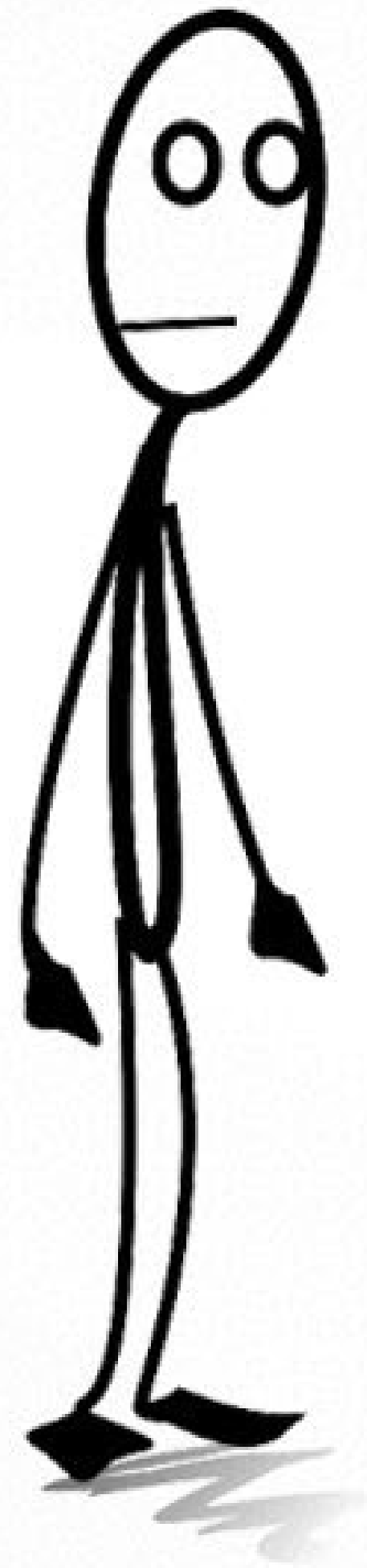




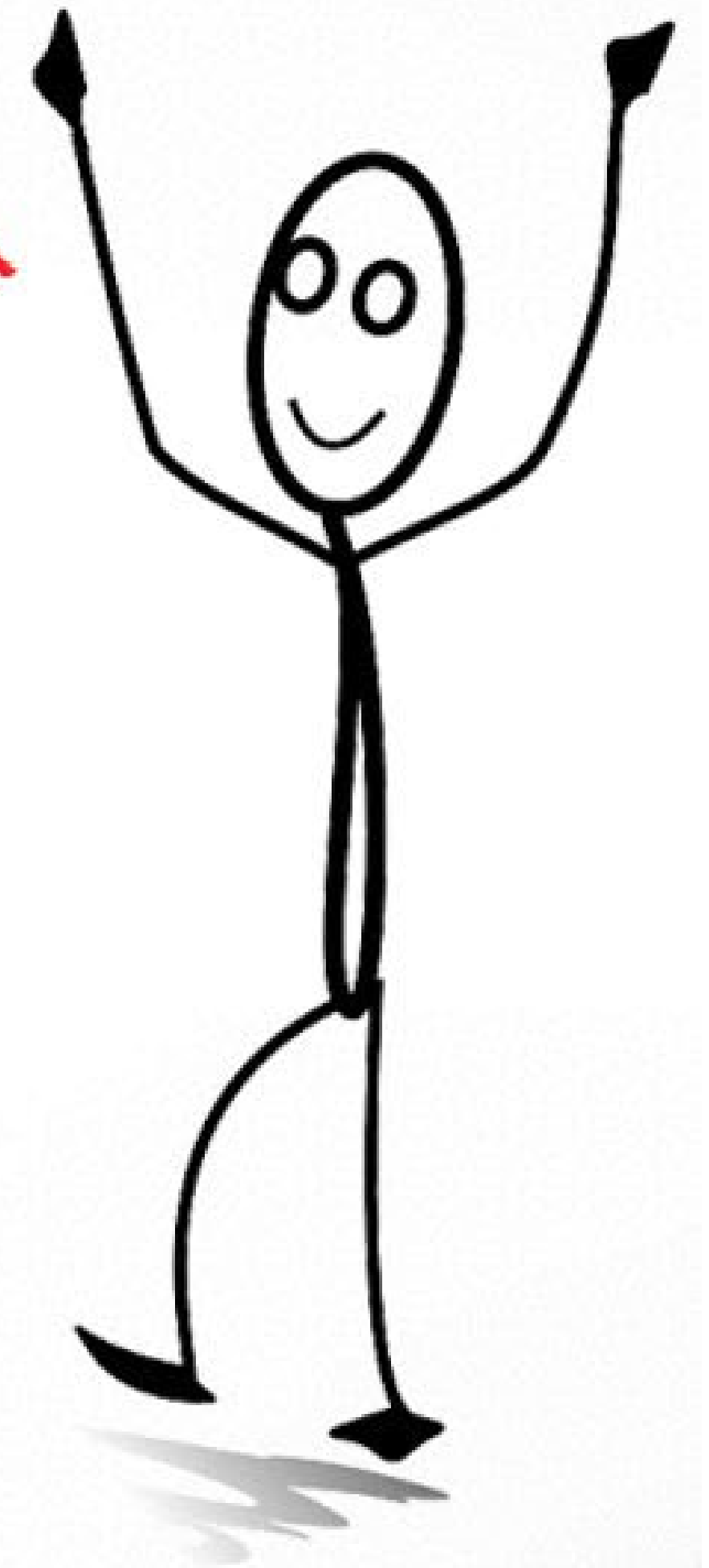
# Statement of Value (SOV)



# BEFORE



# AFTER



**Distance = Value**

**\$\$\$**

*“Good marketing and copywriting simply articulates the move from the ‘BEFORE’ state to the ‘AFTER’ state...”*





# Customer Pain Questions (CPQ)



STUGGLING  
WITH...?



IMAGINE IF...?

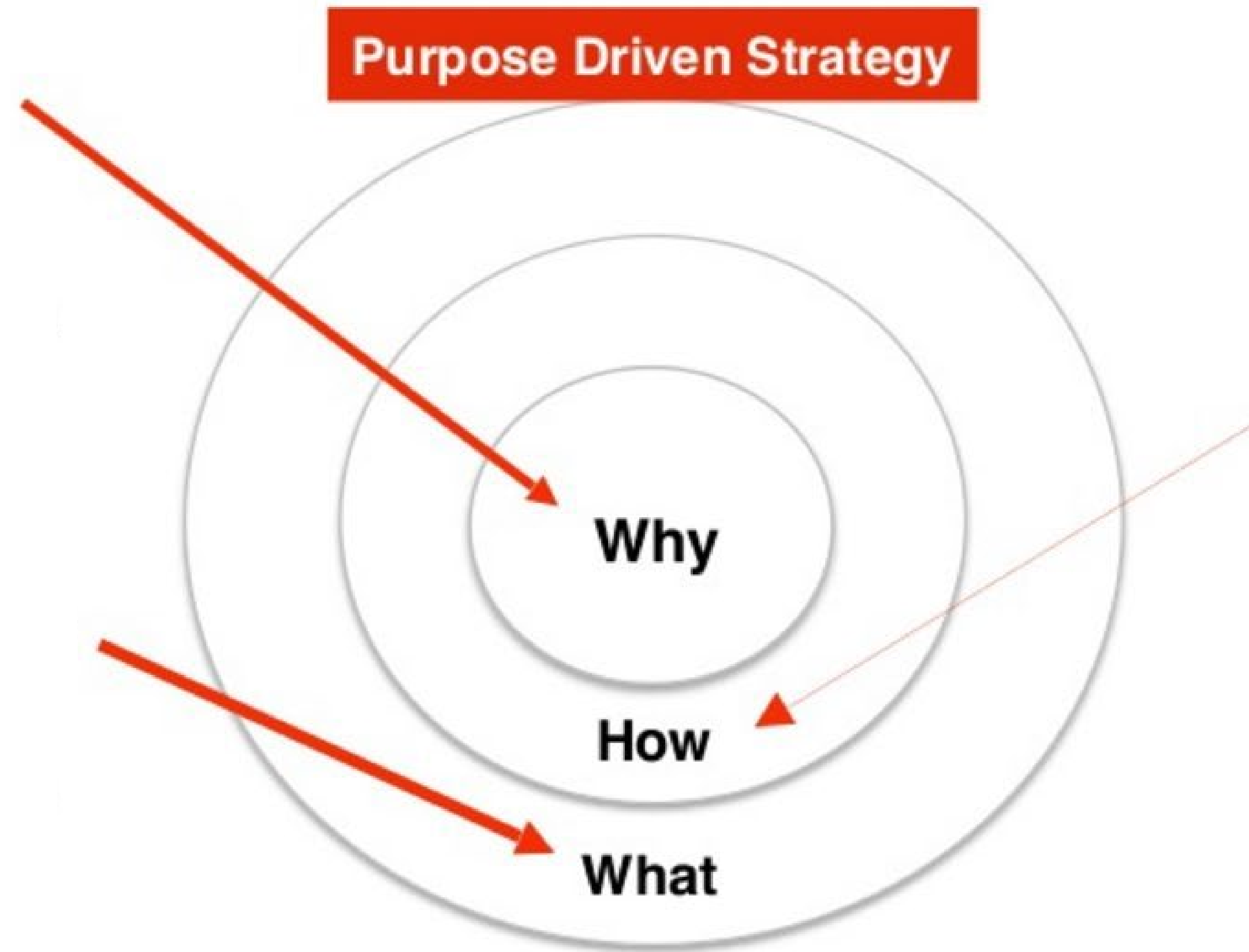




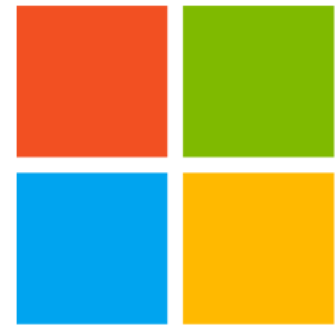
# Finding the “Why” Exercise



**Brand  
Purpose**







Microsoft



zune

v.



iPod

**“30MB of Memory”  
&  
“Welcome to the social”**

**“10,000 Songs in  
Your Pocket”**





# Story Branding



## **One-liner Exercise Notes:**

1. Identify Customer + Problem
2. Explain your plan to help them
3. The successful ending to their story





# Competitive Analysis



LEARN FROM  
COMPETITORS



***UVP***

**WHO + WHY + HOW = *STAND OUT***



The image features a large, irregular blue ink splatter on a white background. The splatter has a textured, painterly appearance with various shades of blue and some darker spots. Centered within the blue area is the text "Greatest ROI?" in a bold, white, sans-serif font. The text is split into two lines: "Greatest" on the top line and "ROI?" on the bottom line.

**Greatest  
ROI?**



A large, irregular blue ink splatter or blotch is centered on a white background. The splatter has a textured, painterly appearance with various shades of blue and some darker spots. The text 'VIDEO MARKETING' is written in white, bold, sans-serif capital letters across the center of the blue area.

# **VIDEO MARKETING**





**“...most of the  
content that  
people are  
sharing on a  
day-to-day  
basis is  
VIDEO.”**







**Brian Halligan**  
HubSpot CEO

**“...you may want to stop looking for that next blogger, and start looking for a VIDEO PRODUCER.”**



**80%**

**59%**

**49%**

**video**



A large, irregular blue ink splatter or blotch is centered on a white background. The splatter has a textured, painterly appearance with various shades of blue and some darker spots. The text 'VIDEO PRODUCTION' is written in white, bold, sans-serif capital letters across the center of the blue area.

# VIDEO PRODUCTION







# BENEFITS OF VIDEO

SUPERCHARGE  
CAMPAIGNS



HIGHER CONVERTING  
ADS



BETTER CTA  
CONVERSIONS



MORE RELEVANT  
TRAFFIC



DECREASE APPT  
DROP-OFFS



RE-ENGAGE  
DROP-OFFS



MORE WEBINAR  
SIGN-UPS



INTERVIEW VIP  
PROSPECTS



PODCAST-TO-VIDEO

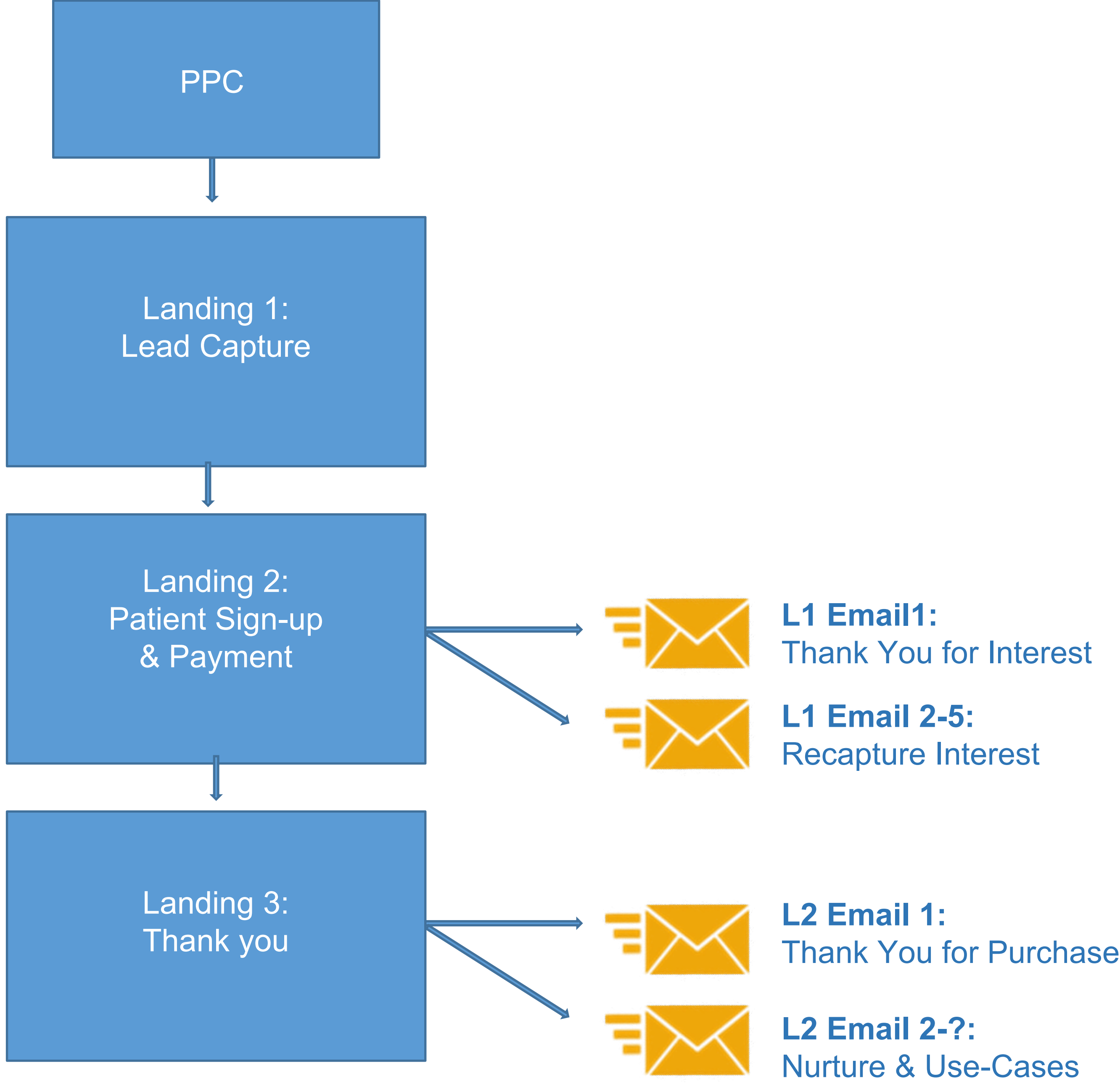




A large, irregular blue ink splatter or blotch is centered on a white background. The splatter has a textured, painterly appearance with various shades of blue and some darker spots. The text is centered within the main body of the splatter.

# Higher Converting Ad Conversions







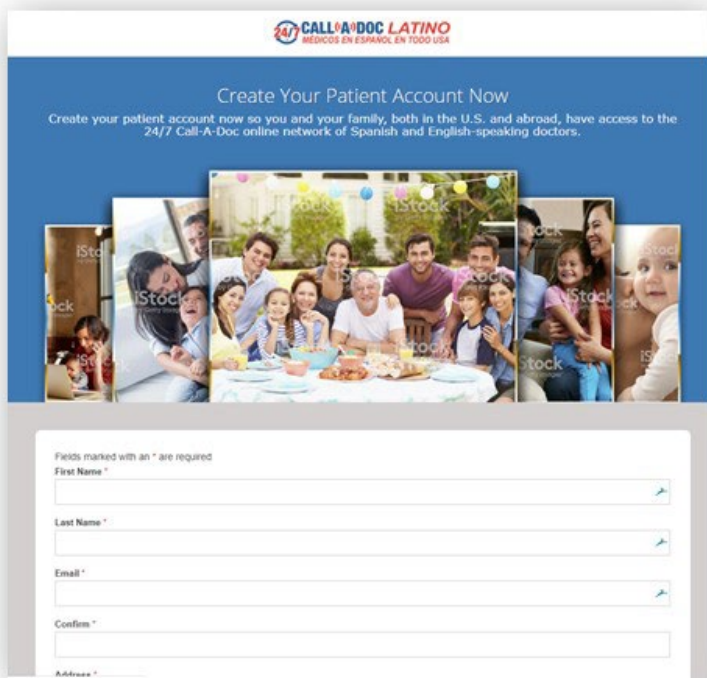
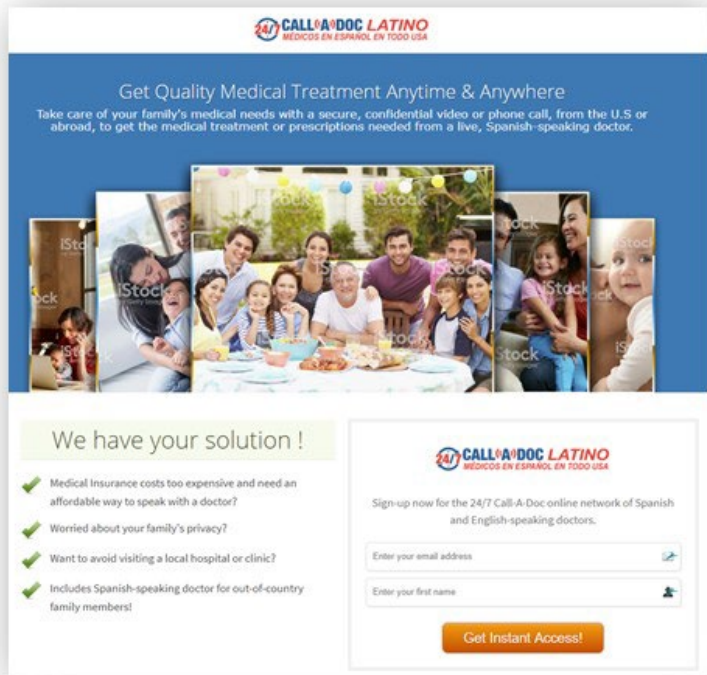


**More Relevant  
Traffic Means  
Higher Conversion**



VIDEOS

80% Better Conversion



L1 Email1:  
Thank You for Interest



L1 Email 2-5:  
Recapture Interest



L2 Email 1:  
Thank You for Purchase



L2 Email 2-?:  
Nurture & Use-Cases



A large, irregular blue ink splatter or watercolor blotch serves as the background for the text. The splatter is centered and has a textured, painterly appearance with various shades of blue and white. The text is written in a bold, white, sans-serif font, centered within the blue area.

**Decrease  
Appointment  
Drop-offs**



## STEP 3: A Personal Thank You Increases Meeting “Show-Ups”

### The Lean CMO Blueprint™

**Thank you for signing up. I look forward to speaking with you.**



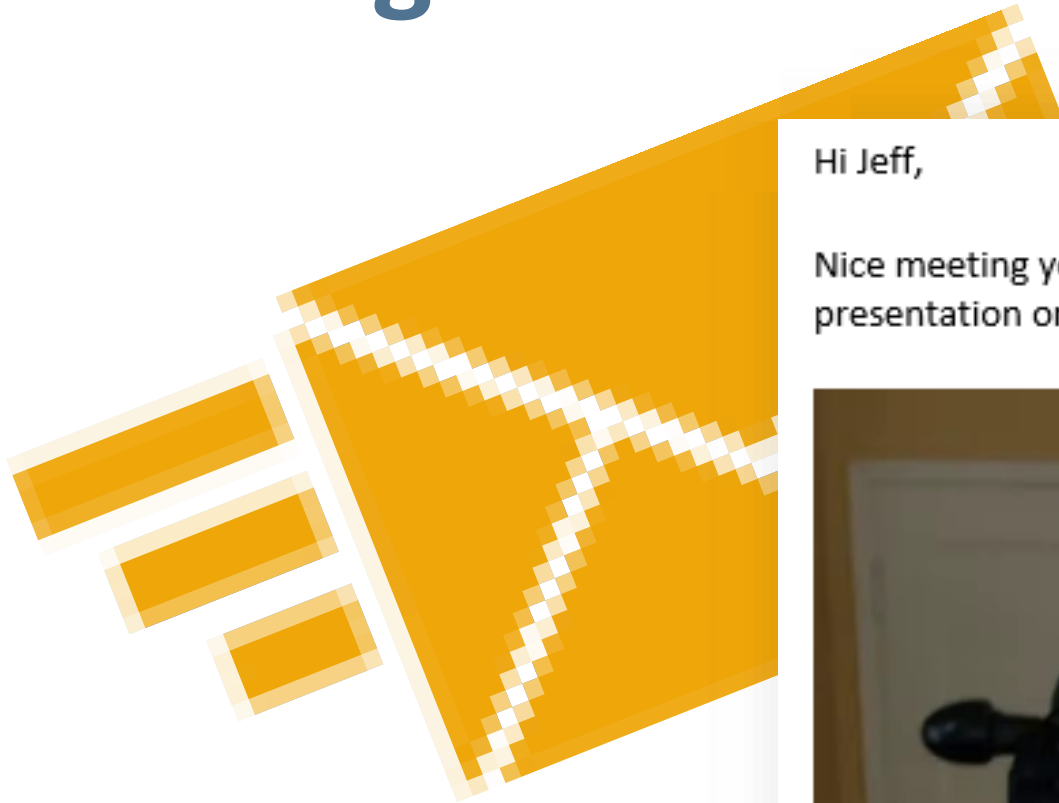


A large, irregular blue ink splatter or blotch serves as the background for the text. The splatter is centered and has a textured, painterly appearance with various shades of blue and white. The text is written in a bold, white, sans-serif font, centered within the blue area.

**Increase E-mail  
Engagement &  
Response**



# 1-to1 Video Message Outreach



One company ran an A|B split test where *"40.83% more people engaged with the email that included a video thumbnail."*

Hi Jeff,

Nice meeting you today. I recorded this quick video for you. You'll also see how we use video in the sales presentation on Friday. Finally, I will record our session and send it to you as a post-meeting follow-up.



The video above is an quick example of our one-to-one video marketing campaign where we improve sales conversions by sending a personal follow-up video e-mail to an individual prospect, which makes a strong first impression. It is a great way to stand out.

One company ran an A|B split test where *"40.83% more people engaged with the email that included a video thumbnail."*

Another company stated that, *"77% of salespeople improved results with video. 20% doubled results!"*

Looking forward to meeting with you on Friday.

Dwight

Another company stated that, *"77% of salespeople improved results with video. 20% doubled results!"*





In case you missed it...



Eva Lin <eva@linrealtygroup.com>

To Dwight Holcomb



Fri 5:47 PM

 Follow up. Start by Friday, July 10, 2020. Due by Friday, July 10, 2020.

[LinkedIn](#)

**+** Get more add-ins

...here's the most important info you need to know about what's happening in our local real estate market right now.

<https://www.facebook.com/linrealtygroupservices/videos/2528081584170539/>



 [Watch this quick video](#) to learn about...

- ✔ Last month's HUGE recovery
- ✔ National trends that could disrupt our local market
- ✔ The key data point I'm keeping a VERY close eye on (and why)

[Watch the Video Here](#)

***"Your Home Sold at 100% of Asking Price or I'll Pay You the Difference!"***

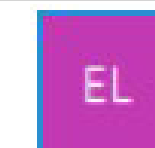
[www.GuaranteedAsking.com](http://www.GuaranteedAsking.com)



Eva Lin | Broker - Owner

[Lin Realty Group](#) | 626-807-6581

 **Eva Lin** Dwight, LinkedIn Follow-up



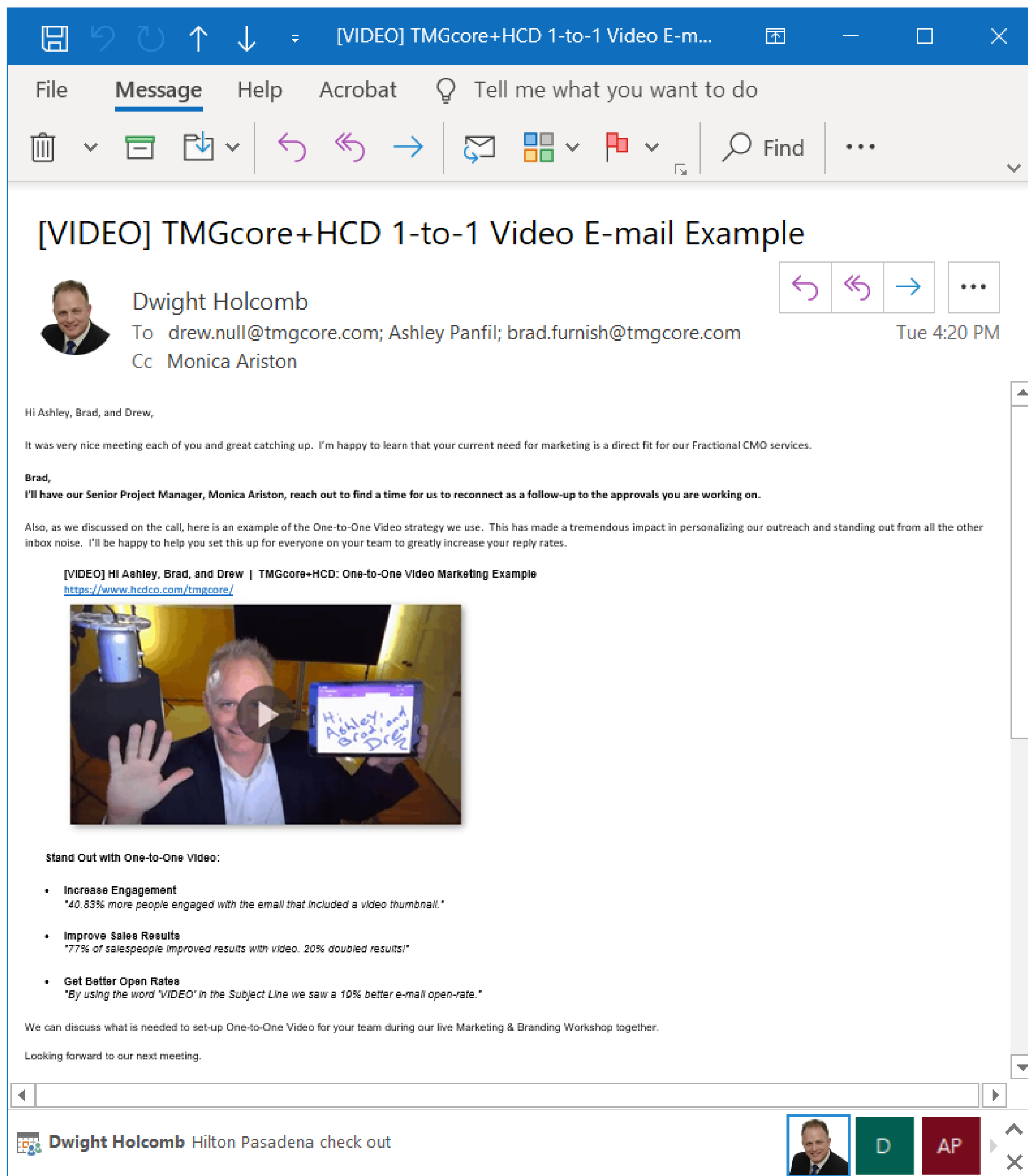
<https://www.youtube.com/watch?v=fxC1YY4FmKQ>  
<https://www.facebook.com/watch/?v=2528081584170539>



A large, irregular blue ink splatter or watercolor blotch serves as the background for the text. The splatter is centered and has a textured, painterly appearance with various shades of blue and white. The text is white and bold, standing out against the dark blue background.

# Post Meeting One-To-One Video





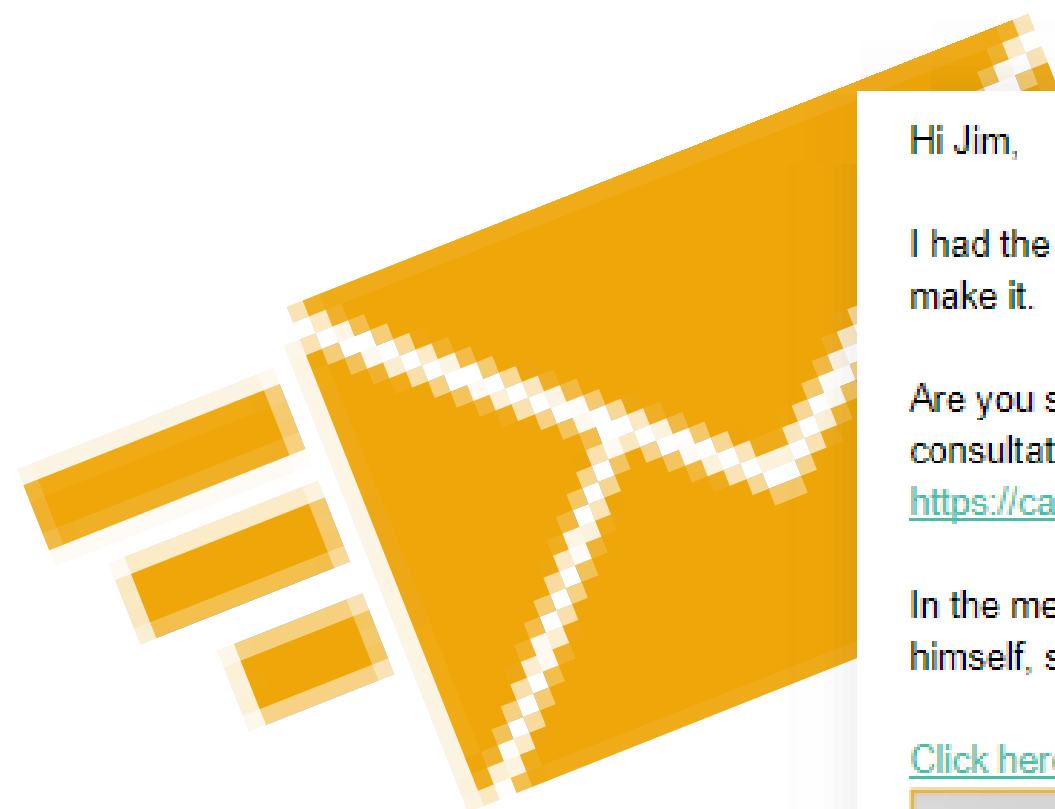


A large, irregular blue ink splatter or watercolor blotch serves as the background for the text. The splatter is centered and has a textured, painterly appearance with various shades of blue and white. The text is written in a bold, white, sans-serif font, centered within the blue area.

# Re-Engage Drop-Offs



# STEP 3: Automated E-mail Nurture Campaign | 4-Part Video Training Series with CTA



Hi Jim,

I had the meeting session open in Zoom for our scheduled appointment and know that you were able to make it. No worries, I understand things come up.

Are you still interested in quickly generating seller leads? Here is the link to reschedule your free consultation with Geographic Farming:

<https://calendly.com/geographicfarm/gfconsult/02-20-2017>

In the meantime, enjoy Part 1 of 4 of our free sales video training series, which includes Tom Ferry himself, showing you how to get more seller leads using the Geographic Farming Method™.

[Click here:](#)



Enjoy! And don't worry videos 2, 3 & 4 are on the way.

Best Regards,

**Matthew Morrison**

Business Development|Geographic Farm

M: 602.421.0059 | O: 480.658.0675

[Matthew@geographicfarm.com](mailto:Matthew@geographicfarm.com)

[Schedule a call with me - Click Here](#)

7227 N. 16<sup>TH</sup> STREET, SUITE 140 • PHOENIX, AZ 85020





STEP 3: Automated E-mail Nurture Campaign | 4-Part Video Training Series with CTA





Video 1: **Unlocked**



Video 2: **Locked**



Video 3: **Locked**



Video 4: **Locked**

## Geographic Farming Strategies - Part 1



**Schedule Your Free Consultation**



A large, irregular blue ink splatter or blotch is centered on a white background. The splatter has a textured, painterly appearance with various shades of blue and some darker spots. The text is centered within the main body of the splatter.

# Higher Converting Webinar Sign-ups



## No Video:

796

Opens

123

Clicks

## With Video:

894

Opens

223

Clicks



### "The Way Forward with SurePath"

Patrick McGinty & Dennis Steckler Interview with Pam Stocks



Wednesday, November 15th  
1:00 PM Eastern Time  
12:00 PM Central Time  
10:00 AM Pacific Time

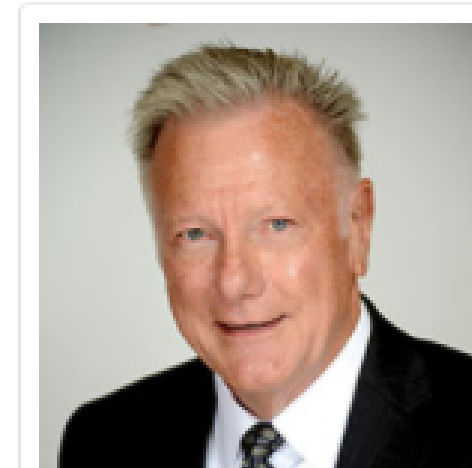
Click below to signup now  
(you will be redirected to our signup form):

Register Now To Attend

### WHAT TO EXPECT FROM THE **SUREPATH** **CUSTOMER** TOWN HALL:

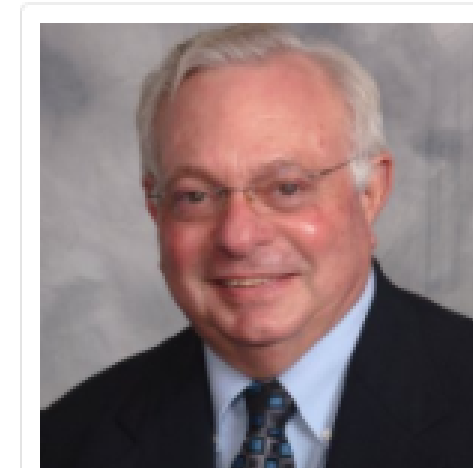
- 1 An interview with Pam Stocks regarding the move of SurePath to SuretyWave
- 2 "The Way Forward with SurePath" - SuretyWave COO, Dennis Steckler & President, Patrick McGinty
- 3 Discussion on the formation of the SurePath Usergroup

President



W. Patrick McGinty

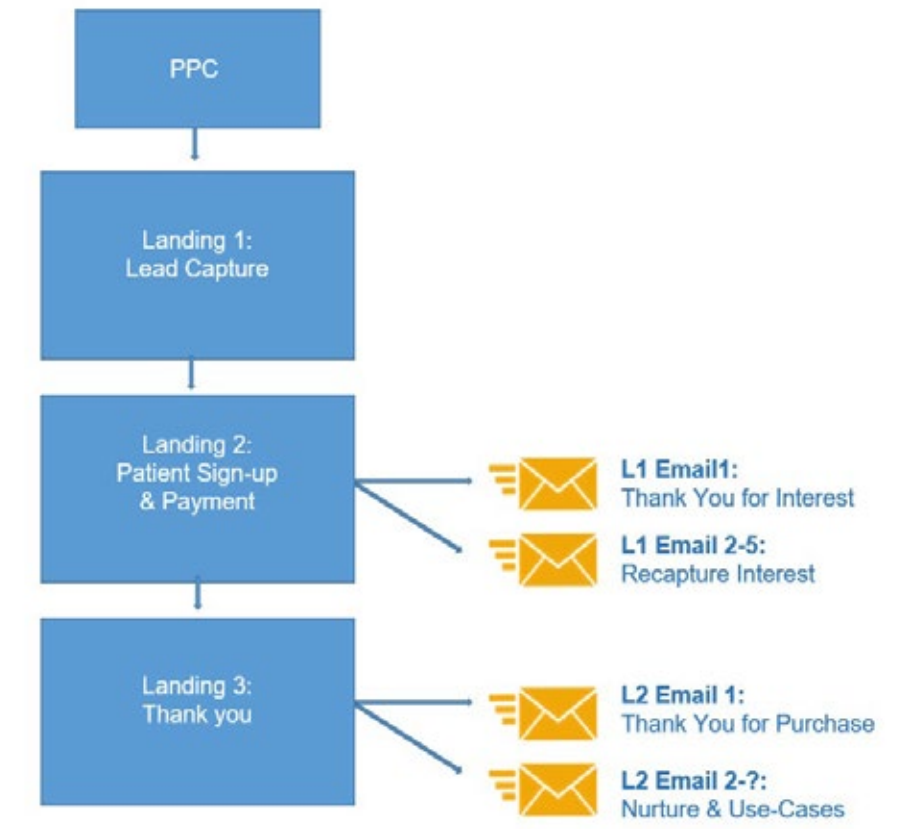
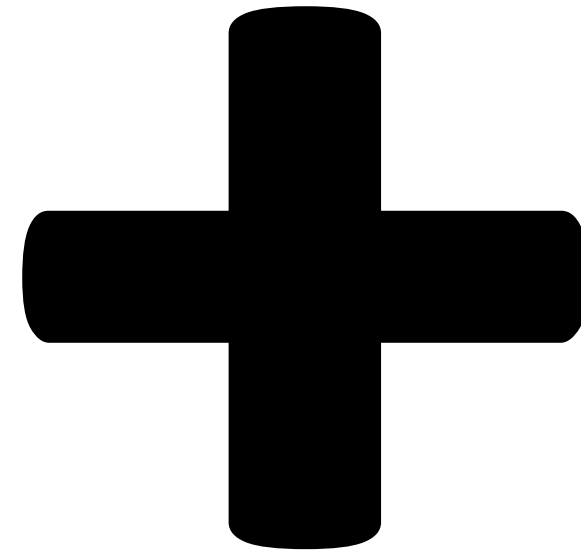
COO



Dennis Steckler

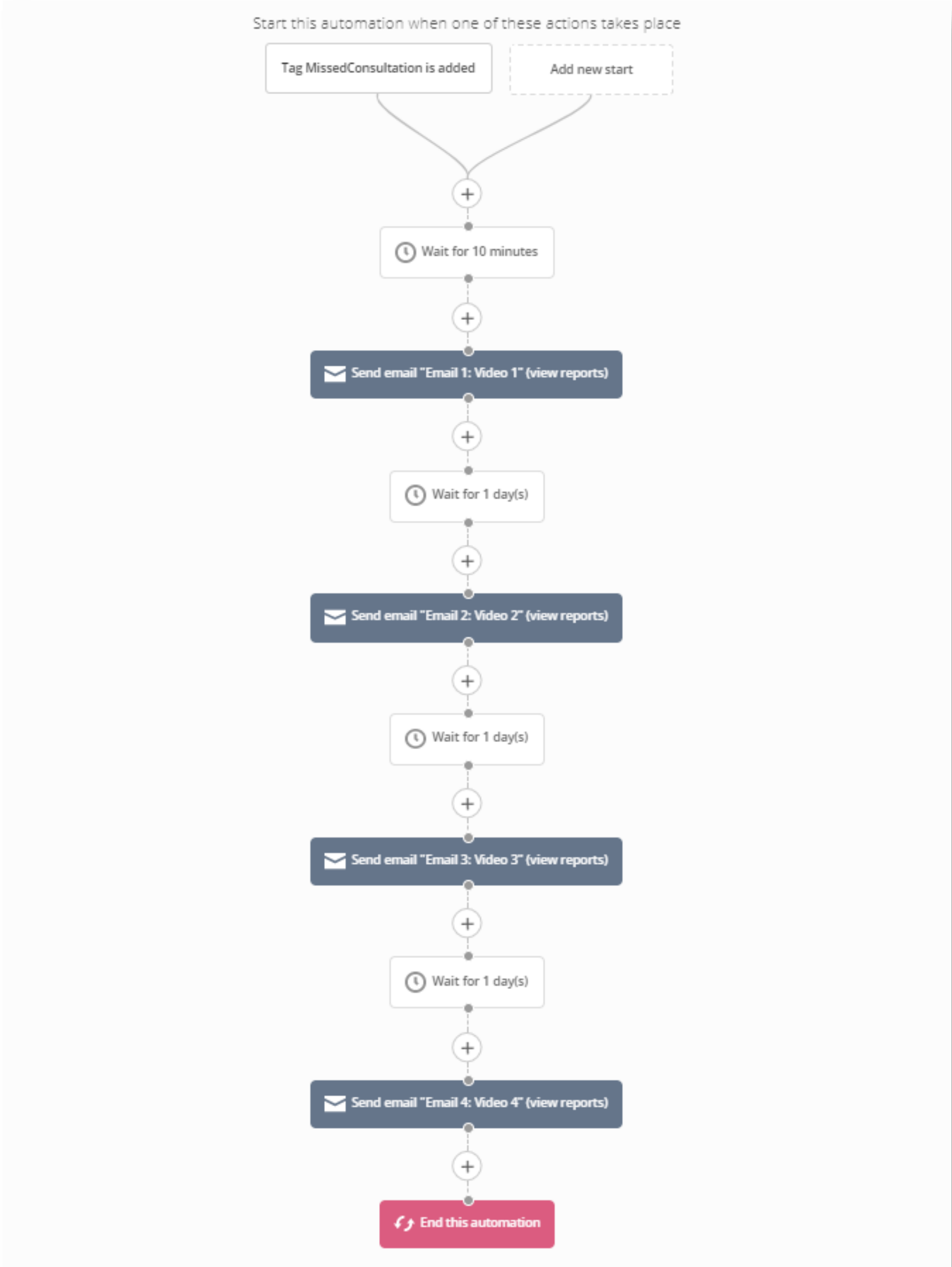
1 week:  
201 Sign-ups







# Automated E-mail Sequence Structure







# INTERVIEW VIP PROSPECTS





## PODCAST-TO-VIDEO – “VIDEO WITHOUT HAVING VIDEO”



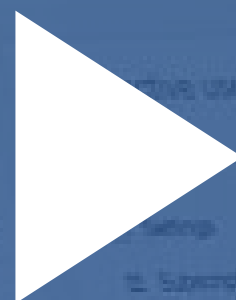


# ADVANCED VIDEO HACKS

VIDEO SEO



PRE-ROLL AD  
RETARGETING



ANIMATED GIFS



VIDEO  
STORYTELLING



DYNAMIC VIDEO  
MERGE



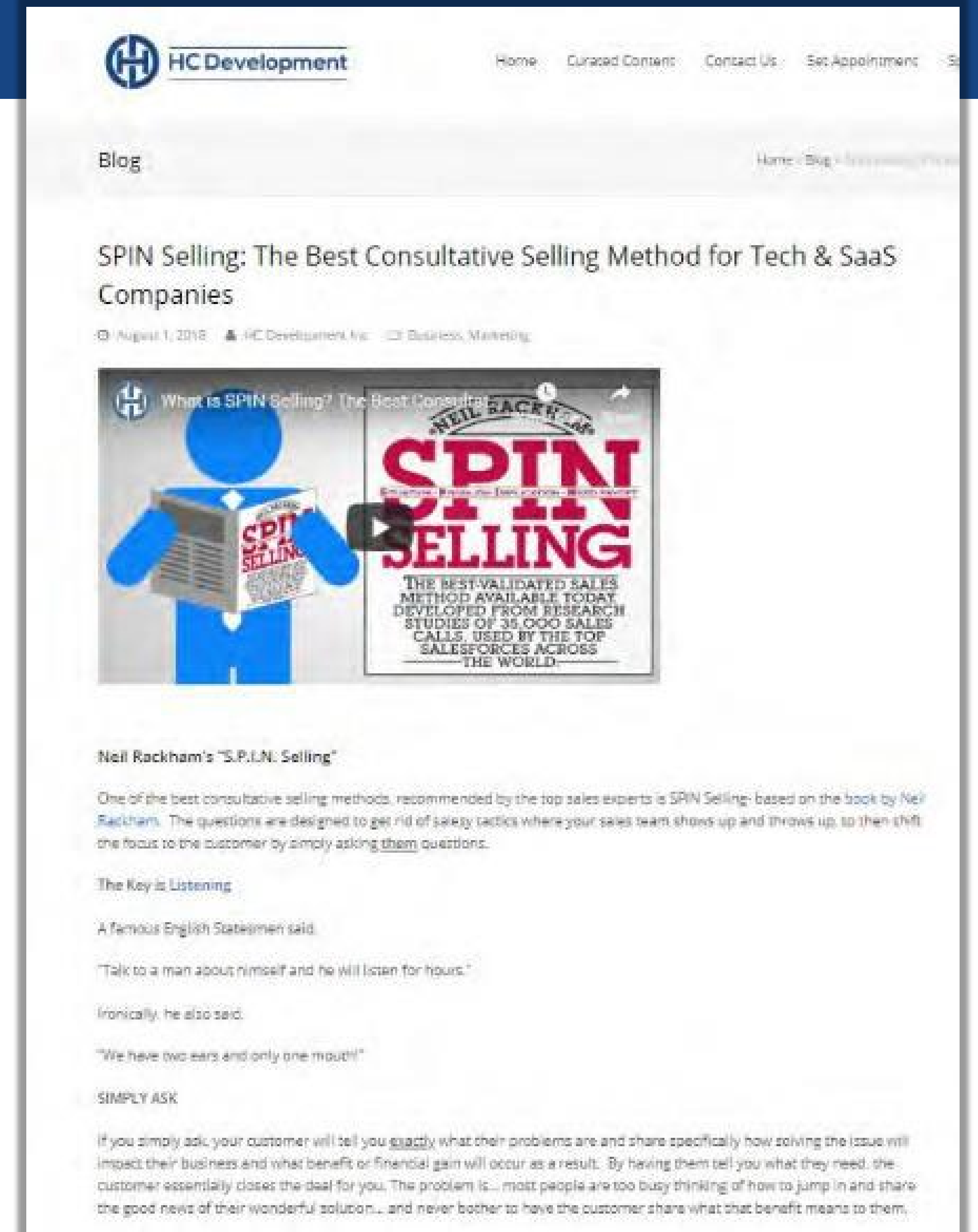
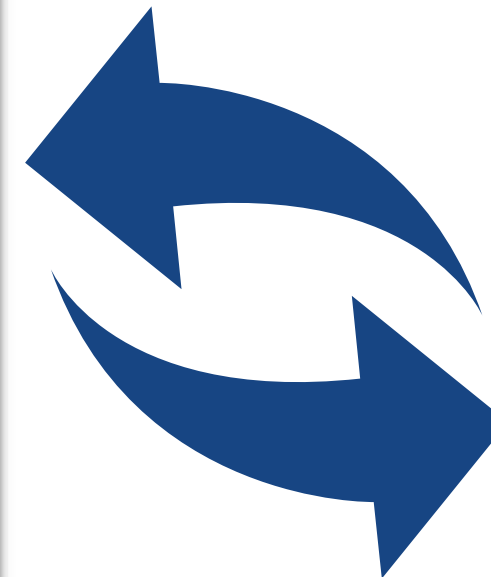
LIVESTREAMING










# VIDEO SEO – BLOG TO YOUTUBE LINKS






# RETARGETING WITH PRE-ROLL ADS








CAN YOU HOLD YOUR LAUGH? - Crazy CATS at their best - Funny and Cute!


2,557,823 views

 14K


 1.3K


 SHARE




 SAVE





Up next


AUTOPLAY 




 Funniest  Cats and  Dogs - Awesome Funny Pet...  
Funny Animals' Life  
2M views  
13:21




 Introducing Two Horses - More Than I Expected!  
Daddykirbs Farm - A Homesteadi...  
439K views  
uh 12:44



LOOK WHAT HAPPENS WHEN YOU SHRED TOILET PAPER !  
Experiment at Home  
Recommended for you  
5:14

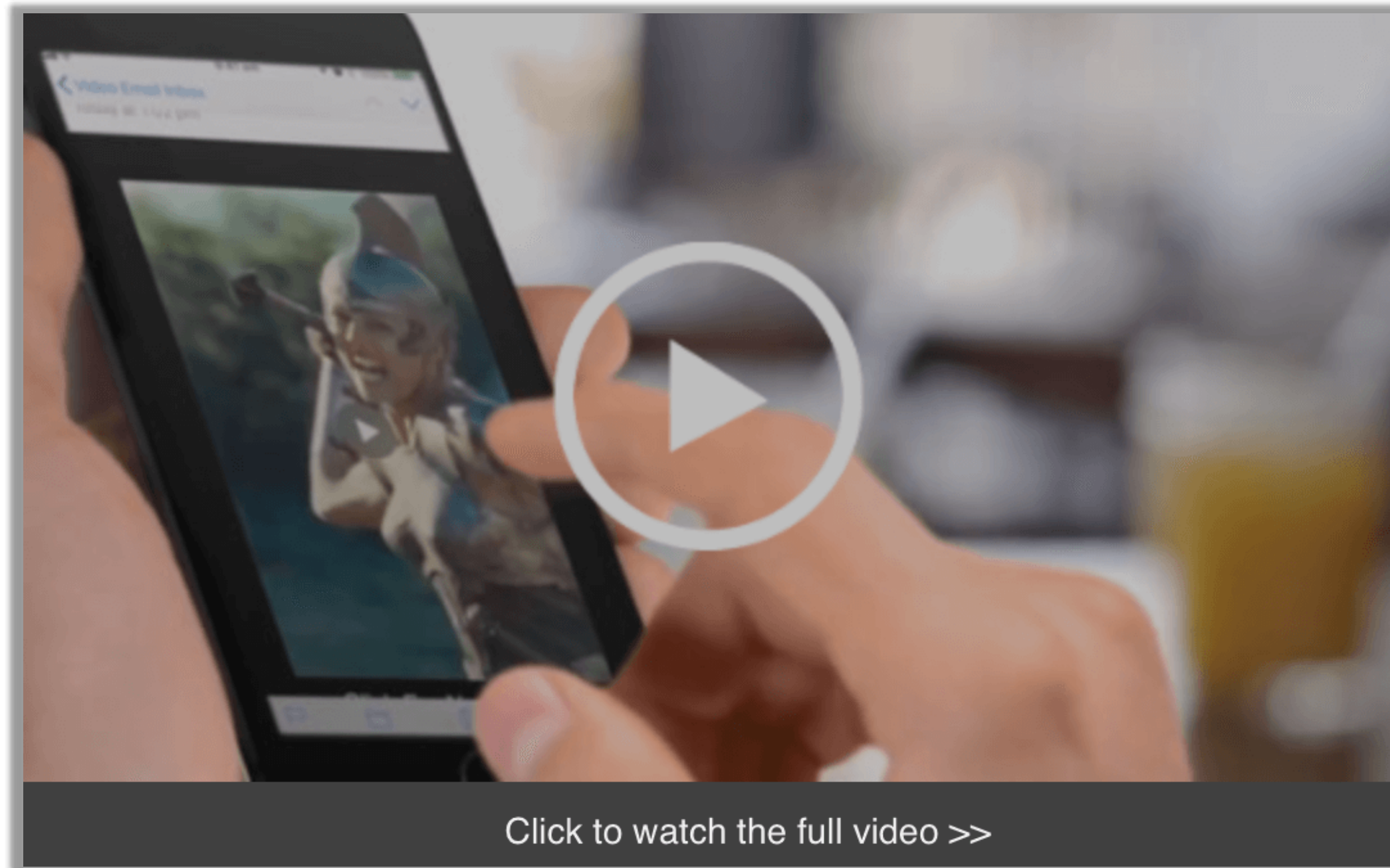


FROZEN WATERMELON DROP TEST!! (LIQUID NITROGEN)  
Carter Sharer   
8.8M views  
11:31





# EMAIL MARKETING WITH VIDEO



Version A % Click Through Rate: Mailchimp Video Content Block

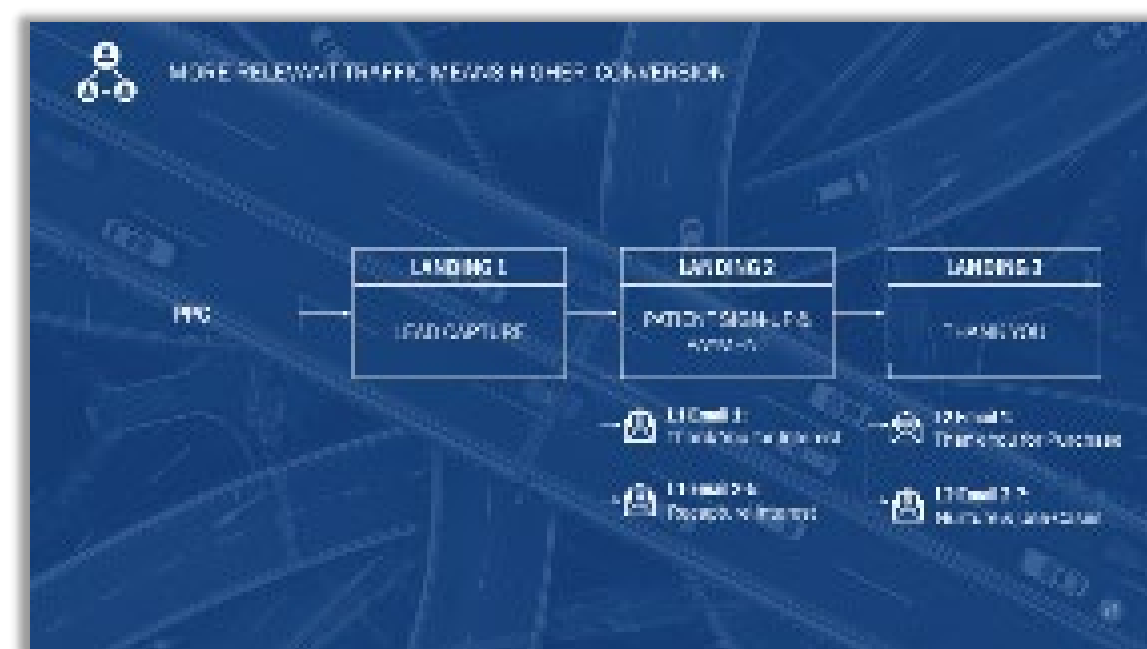
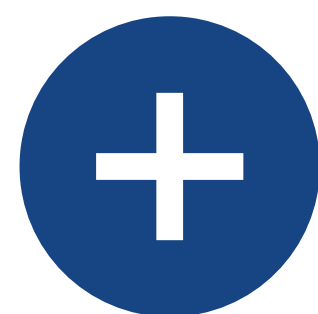
4%



Version B % Click Through Rate:

10 Second Autoplay video

21%



## RESULTS

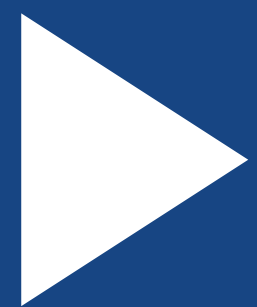
- Response: 5x Better Open Rate
- Engagement: 7x Longer
- Video Delivery: 96% via Browser Email. Only 4% in Outlook (but some GIFs now show)



A large, irregular blue ink splash or watercolor blotch serves as the background for the text. The splash is centered and has a textured, painterly appearance with various shades of blue and white. The text is overlaid on this splash.

# Video Story Telling





# DIGITAL PROPOSAL PAGES



Click to watch your personal video. There may be a slight delay in video loading!

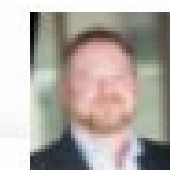


CONFIDENTIAL:  
**22MILES + HCD | MAAS CMO™**  
Marketing as a Service with Executive Strategy and Oversight

[VIDEO] WHY SHOULD 22MILES CARE ABOUT MAAS CMO™? (31 SECONDS)



“

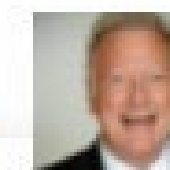


After our first engagement this year, our sales team had our 2 best months ever. This was a direct result of redefining our sales process and the coaching David did with our sales team.

**Jeff Campbell**  
VP Sales, 22MILES

[See Case Study](#)

“

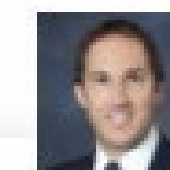


In less than 12 months, David generated 50 new net new logos for our business and our sales team has secured more than 100 new logos since we started working with him.

**W. Patrick McGinty**  
VP Sales, 22MILES

[See Case Study](#)

“



As a fractional CMO, David and the HC Development team have increased our sales revenue by more than 100% in less than 12 months and we have been a great HC Development client since day one.

**David Worschell**  
CEO, 22MILES

[See Case Study](#)

## SERVICE & PRICING PROPOSAL

⊕ Service Options and Pricing

① Deliverables

① Qualified Outreach Team™

① Sample Reports & Dashboard

① Visual Project Management Flow Chart

⊕ BONUS: One-to-One Video Outreach

## WHY SHOULD 22MILES WORK WITH HCD?

⊖ Unique Value Proposition (UVP)



A large, irregular blue ink splatter or blotch is centered on a white background. The splatter has a textured, painterly appearance with various shades of blue and some darker spots. The text is overlaid on the central part of the splatter.

# **Pre-Roll Landing Sequence Video Set-up**



# EXTRA CREDIT

---

**“HOW-TO”  
VIDEOS**



**INTENT-BASED  
MARKETING**



**MORE  
TIPS + HACKS**







## “HOW-TO” VIDEOS

The screenshot shows the YouTube interface with a search bar containing 'email merge'. The results are filtered to show videos. The top video is 'Email Merge with Outlook Word and Excel (2007/2010/2013/2016)' by Sali Kaceli, with 138K views and 4 years old. The second video is 'How To Create a Mail Merge for E-mail Using Microsoft Outlook, Word & Excel...' by HC Development, with 31K views and 3 years old. The video thumbnail for the second video features the text 'HOW TO MAIL MERGE E-MAIL' and icons for Excel, Outlook, and Word.

Microsoft Office 2013 Office Office365

Creating an Email Merge in Word 2013 9:36

Email Merge with Outlook Word and Excel (2007/2010/2013/2016)  
Sali Kaceli • 138K views • 4 years ago  
Learn how to create bulk customized mailings via email (saving you money) to send customized emails to your customers with just ...

HOW TO MAIL MERGE E-MAIL 3:51

How To Create a Mail Merge for E-mail Using Microsoft Outlook, Word & Excel...  
HC Development • 31K views • 3 years ago  
How To Create a Mail Merge for E-mail Using Microsoft Outlook, Word & Excel 2010 <https://youtu.be/lmECpeulsJg> Office365 ...

First page rank  
“email merge”  
with 31k views





## LEVERAGE OTHER'S TRAFFIC: BOOK REVIEW VIDEO

YouTube Premium search results for "tech spin selling".

**Video 1:** What is SPIN Selling? The Best Consultative Selling Method for Tech & SaaS Companies  
HC Development • 2.3K views • 10 months ago  
<https://youtu.be/JmyfVcKN4yI> INTRO One of the best consultative selling methods, recommended by the top sales experts is SPIN ...  
CC

**Video 2:** How to use "Spin Selling" To SELL  
Fox Web School • 2K views • 1 month ago  
How to use "Spin Selling" to sell. \*\*\* FREE Web Design Sales Training:  
<http://bit.ly/WebDesignSalesTraining> \*\*\* Check out my ...

First page rank  
“tech spin selling”  
with 2.3k views





FIND YOUR SPOT AND CLAIM IT

3 first page results  
“fractional CMO”



The screenshot shows a YouTube search for "fractional CMO". The search bar at the top contains the text "fractional CMO". The search results are displayed in a list format. The first result is a video titled "Why Hire A Fractional CMO Over a Traditional CMO?" by The Pony Group, with 24 views and 12 months ago. The second result is a video titled "Fractional CMO" by a channel with 3 subscribers and 3 videos, with a red "SUBSCRIBE 3" button. The third result is a video titled "What can Fractional CMO do for YOU?" by Fractional CMO, with 334 views and 3 years ago. The fourth result is a video titled "Why Tech & Software Companies Need Fractional CMO Services" by HC Development, with 4 views and 1 week ago. The fifth result is a video titled "hcdco.com | HC Development | Fractional CMO | Virtual Sales & Marketing..." by HC Development, with 7 views and 2 years ago. The sixth result is a video titled "HCD Fractional CMO Services" by HC Development, with 8 views and 4 months ago.

**Why Hire A Fractional CMO Over a Traditional CMO?**  
The Pony Group • 24 views • 12 months ago  
The world of employment began a fundamental shift in the latter part of the last decade. New startups skyrocketed around 2010 ...

**Fractional CMO**  
3 subscribers • 3 videos  
Marketing involves making decisions regarding hundreds, and sometimes

**What can Fractional CMO do for YOU?**  
Fractional CMO • 334 views • 3 years ago  
When you know you need experienced marketing leadership to fuel growth and profitability, but you're not quite ready to hire a ...

**Why Tech & Software Companies Need Fractional CMO Services**  
HC Development • 4 views • 1 week ago  
See if your software or tech company qualifies for a Fractional CMO and hear case examples to see if the Lean CMO Blueprint ...

**hcdco.com | HC Development | Fractional CMO | Virtual Sales & Marketing...**  
HC Development • 7 views • 2 years ago  
(626) 689-2484 or: info@hcdco.com ~: hcdco.com ~: Book a One-on-One Call: http://intro.hcdco.com To find out how we doubled ...


**HCD Fractional CMO Services**  
HC Development • 8 views • 4 months ago  
Fractional CMO, chief marketing officer





# **AI + Intent Based Marketing**



A large, irregular blue ink splatter or watercolor blotch serves as the background for the text. The splatter is centered and has a textured, painterly appearance with various shades of blue and white. The text is written in a bold, white, sans-serif font, centered within the blue area.

# **Video Editing Resources And Assets**



# QUESTIONS?

- 👤 *Dwight Holcomb*
- ✉ *dwight@hcdevelopment.com*
- 📞 *310.402.4243 cell*

*Resources:*

*[hcdevelopment.com/hacks](https://hcdevelopment.com/hacks)*

*Schedule Strategy Session:*

*[hcdevelopment.com/post-workshop-zoom](https://hcdevelopment.com/post-workshop-zoom)*



