



SERVICES: FROM ZERO TO HERO

The Process to increase sales step-by-step

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Entrepreneur

Co-Founder & CEO, [Growthrocks.com](https://growthrocks.com)

Co-founder growth.university

Co-founder growthhackingacademy.gr

Co-founder contentmarketingacademy.gr

Co-Founder of viral-loops.com

Co-Founder of vitrinabox.com

Co-Founder search-in-a-box.com

Advisor/Speaker

Advisor and board member in numerous companies

Speaker in [growthMarketingConference.com](https://growthmarketingconference.com)

Guest Lecturer in NYU Stern School of Business

Guest Lecturer in Alba Business School

Lecturer in growthAcademy

Lecturer in growthX Academy (SF)





def·i·ni·tion

\dē-fə'-nī-shən\

What is an Info-product

A Great InfoProduct is an information product that provides a process and tools for the customer to address a struggle, to transform from a state A to a state B.

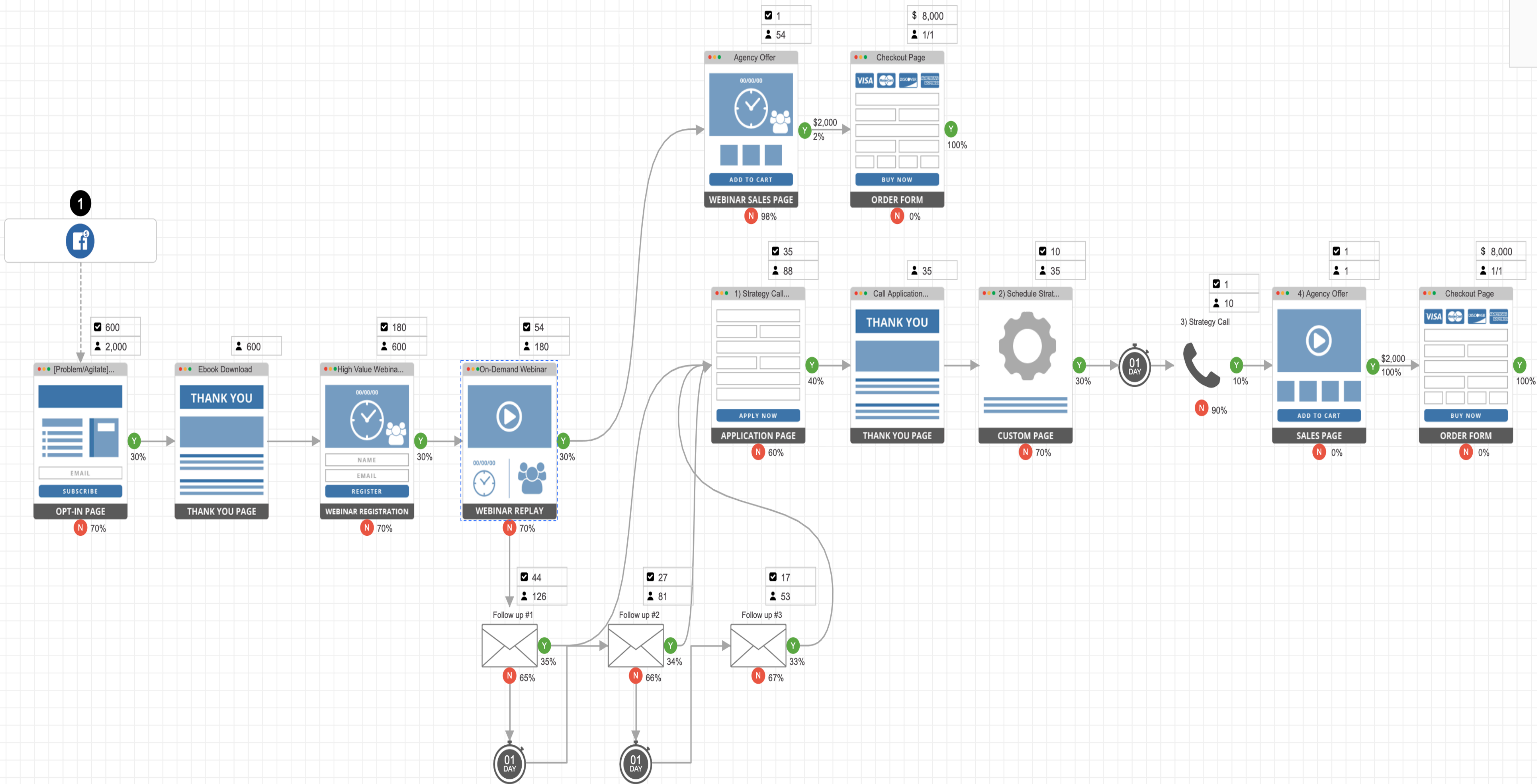
eBooks | Workbook / Templates

Online (and off-line) Courses

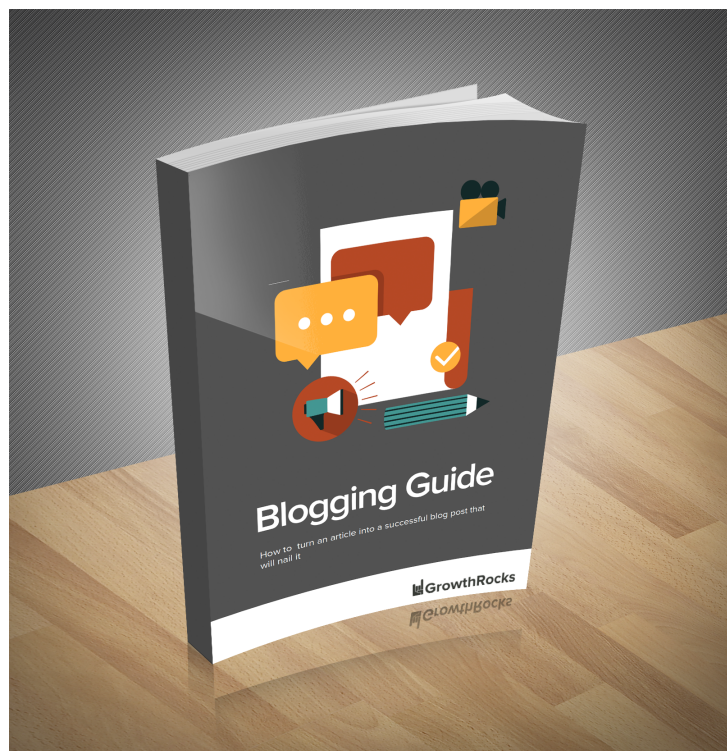
Webinars | Virtual Summits

Membership Sites | Phone app

PDFs with instructions



Imagine Follow-up via chatbot + Personalised Ads



Free e-book



Free Price teaser



Low Ticket teasers



Your Info Product



Blockchain 2.0: Welcome To The Future
...An Inside Look At A NEW, Lucrative Career Path For Developers and Programmers
Details [HERE](#)



Have Questions? Let's Talk.



Welcome inside Kingsland University, the only accredited School of Blockchain in the world...

We've received your request for more information and we are excited you're here! What we are about to share with you could **revolutionize** your career as a Developer and catapult you into a whole new income class in just the next few short years. Blockchain development is now among the most sought-after skills in hiring suites globally. You could be next!

We invite you to book a complimentary **Discovery Session** with a Kingsland University Enrollment Advisors right below to learn more and to get your questions answered. Space is limited. We look forward to meeting you...

"Blockchain could slash the cost of transactions and reshape the entire economy."

– Harvard Business Review

[Schedule My Discovery Session](#)

NOTE: Scheduling a Discovery Session by phone with a Kingsland University Advisor is free and doesn't oblige you in any way to enroll. It's simply to give you an idea as to whether you're ready and eligible to upskill your coding arsenal for Blockchain, and to dramatically increase your demand (and salary).

SPECIAL WEBCAST FOR DEVELOPERS

BLOCKCHAIN 2.0:

Welcome To The Future

An Inside Look At A NEW Lucrative Career Path
For Software Developers & Programmers...

[RESERVE MY SPOT](#)

(Even if you cannot make the live webcast, be sure to register anyway so that you receive the replay. The replay will be emailed only to those registered.)



"Blockchain could slash the cost of transactions
and reshape the economy."



Let's see what that means





Skillset for the video part

1. Video editor
2. Designer (for ebook covers, green screen background, landing pages design etc)
3. Animator
4. Technical Delivery (encoding, hosting, serving)
5. Photographer, stylist (?)



Tools / Apps

1. Ad(s) - facebook, Google
2. Landing Page(s)
3. Email(s) for following-up
4. Automation (to glue them all)
5. LMS system to host them
6. (Optional) chatbot-ing



Skillset for the rest

1. Paid Ads
2. SEO
3. Copywriting
4. Aesthetics
5. Technical (scripting, hosting, serving)
6. Marketing/Sales !!!



27 different tools / apps

1. Adobe's premiere
2. Adobe's after effects
3. Vimeo
4. Reevio
5. Bitable
6. Wordpress
7. LearnDash
8. Active Campaign
9. Google Ads
10. Facebook Ads
11. Manychat
12. Adobe's Photoshop
13. Adobe's Illustrator
14. Zapier
15. Elementor
16. Slack
17. Webhooks
18. DataStudio (Reporting)
19. Google Analytics (events)
20. Google Tag Manager
21. Handbrake (compression)
22. Geru app
23. Subtitles Creator
24. Go Pro Animator
25. Woocommerce
26. Stripe/paypal/bank
27. Pixels.... And more



2.000 euro

1. Envato Elements for images and more assets
2. Motionarray for titles and music and animations
3. Wordpress' elementor pro
4. learnDash Elementor + Pro Panel Reporting
5. Geru for visualisation
6. Active Campaign
7. Manychat



We all use the same tools...

Execution matters...



def·i·ni·tion

\dē-fə'-nī-shən\

What is a B2B Service

Companies selling to companies (small or medium) thus to companies' employees or founders. Also freelancers or professionals of every kind selling to enterprises



Guess what

**Companies' employees or
founders or buyers or decision
makers are ... Humans**

They live on facebook, amazon, news
sites etc. Don't target them only with
their professional interest



Don't do just digital

Consider offline marketing methods that might encourage potential customers to either stick with you, refer their friends and family or simply discover you for the first time.

Events, community, groups, keynotes



Content

Content

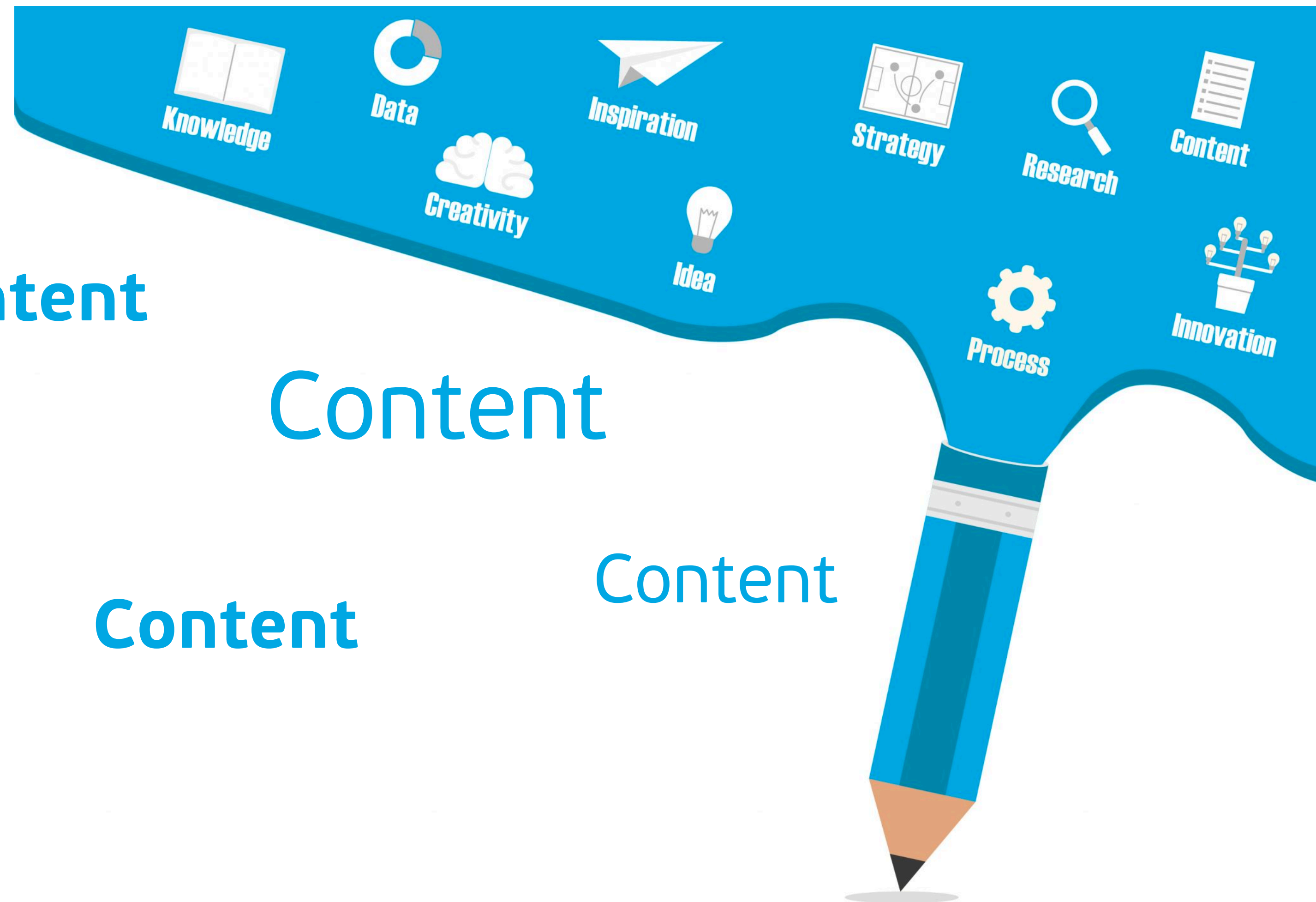
Content

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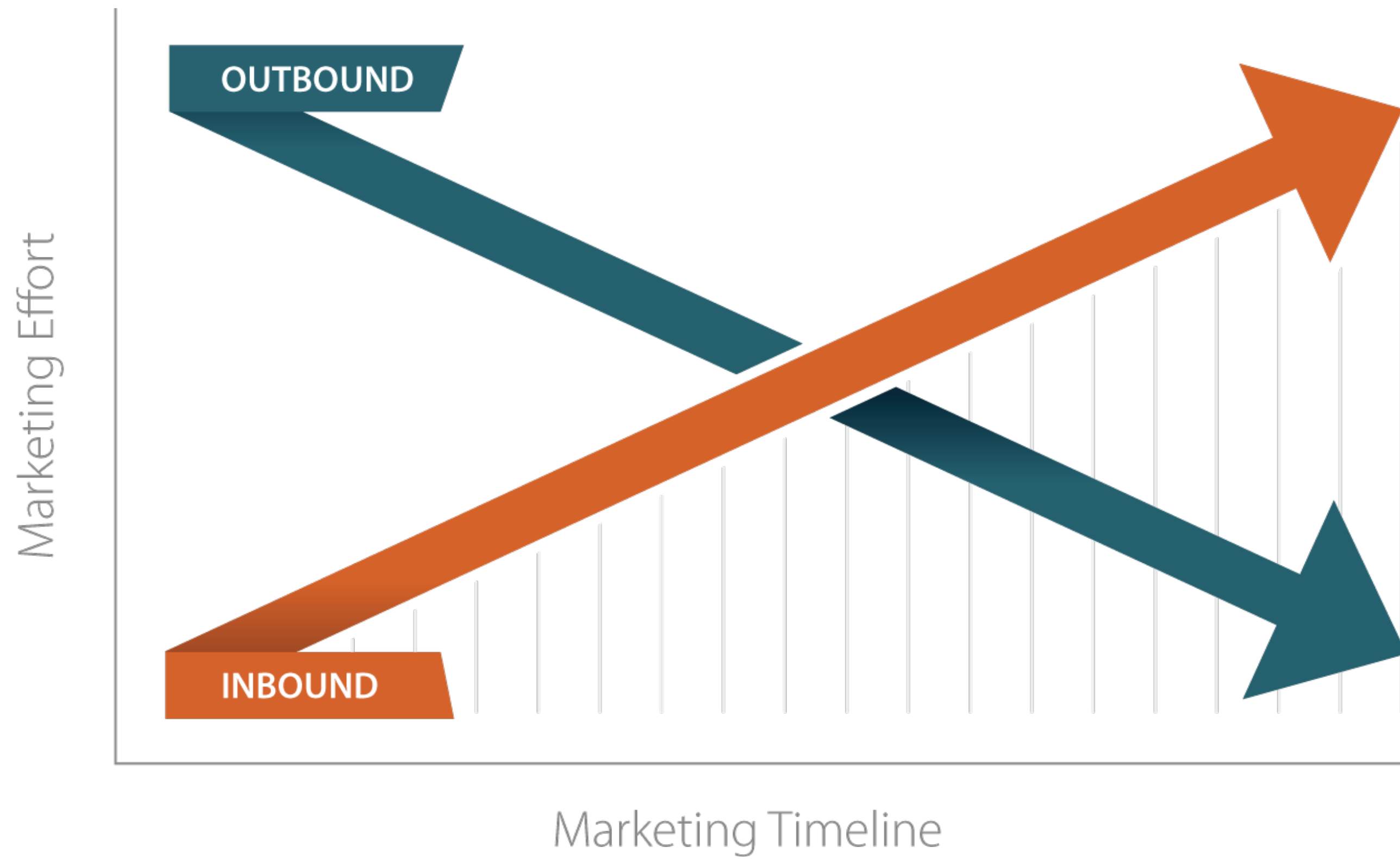
Create Content i.e. ebooks, articles, procedures, videos

Create more Content i.e. ebooks, articles, procedures, videos, landing pages, directories, tools, apps

Launch the company



Content Distribution





Technique	Top of Funnel	Middle of Funnel	Bottom of Funnel
Networking Events	✓		
Sponsorships	✓		
Partner Marketing Outreach	✓		
Public Relations	✓		
Paid Online Advertising	✓		
Social Media	✓		
Search Engine Optimization	✓		
Guest Blogs and Articles	✓		
Awards Submissions	✓		
Blogging	✓	✓	
Video Blogging	✓	✓	
Speaking Events	✓	✓	
Professional Associations	✓	✓	
Conferences and Trade Shows	✓	✓	
Webinars	✓	✓	
Books and E-books	✓	✓	
Offers		✓	
Guides		✓	
White Papers		✓	
Research Reports		✓	
Email Marketing		✓	
Case Stories		✓	✓
Video Case Stories		✓	✓
Assessments, Consultations, Live Demos			✓





Step 1 - Inbound

Fire or don't get a salesman*

* transform him/her to a marketer



Step 2 - Remember

Build Engagement





Step 2 - Remember

**It takes 5-13 touches to generate a
Sales Qualified Lead**

Sources: Salesforce.com, InsideSales, Hubspot Data & Marketing Association



Step 3 - SM

Over 60% of buyers check out new service providers on social media, making it a more commonly used source of information than formal referrals and recommendations.



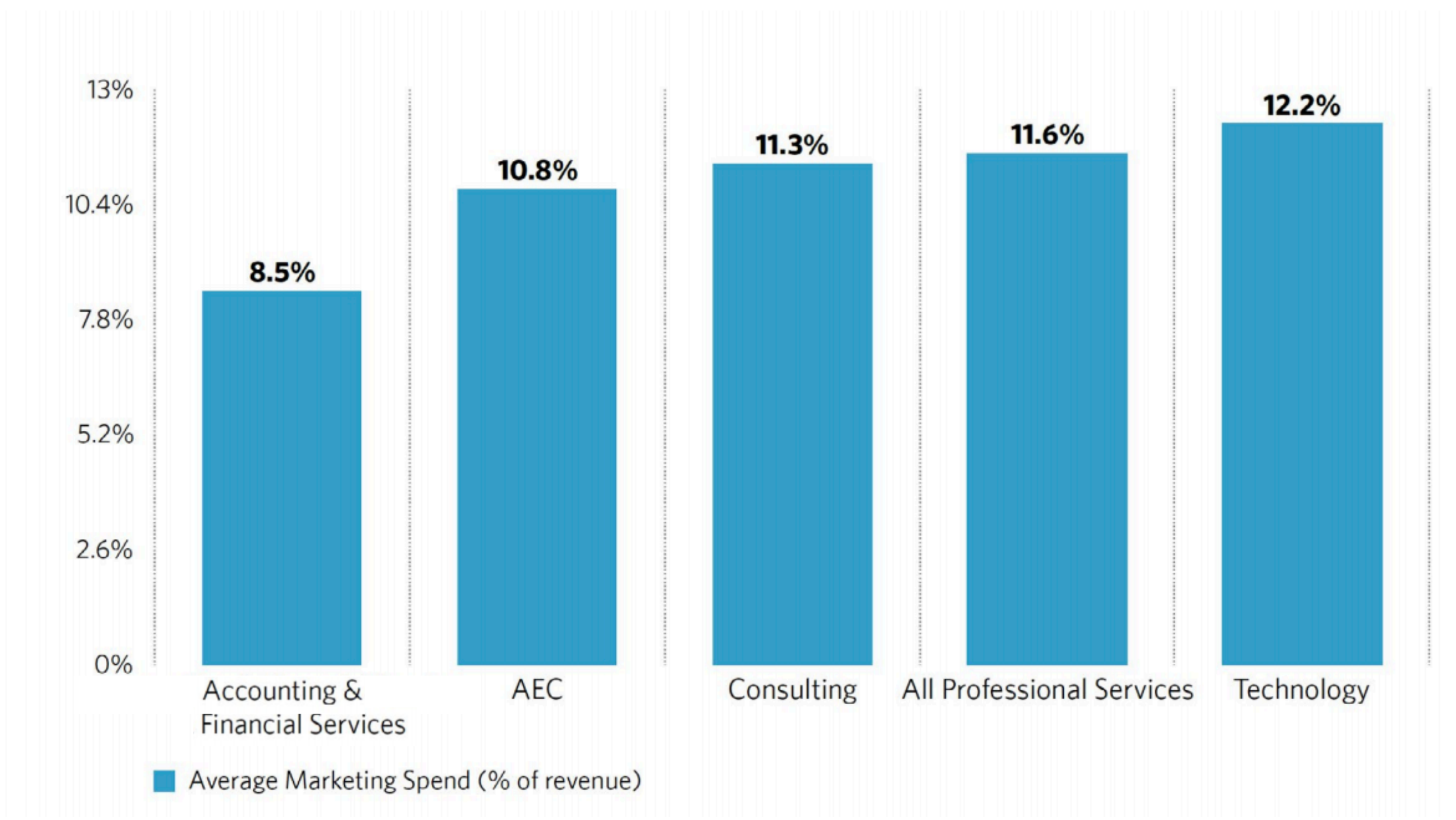
Step 4 - Help People

**Stop pitching features and products.
Buyers only want help, period.**

**74% of sales go to the first company
that was helpful**



How Much Should You Spend on Your Marketing Budget?



architecture, engineering and construction (AEC) industry



Sales Lead Calculator	
Questions to Answer:	Your Answers Go Here:
What is your company's gross sales revenue target for the fiscal year?	\$50,000,000
What percentage of your sales should come from marketing leads?	50%
What is your average sale size?	\$100,000
What percentage of sales opportunities will your company win?	25%
What percentage of your marketing responses (inquiries) will become qualified?	4.0%
What response rate do you expect?	1.0%
What is your Marketing lead generation budget as a % of sales?	12.0%
How many salespeople will be following up the qualified marketing leads?	4
Your results:	
Revenue needed from marketing leads this fiscal year:	\$25,000,000
New customers needed this fiscal year:	250
Qualified leads needed:	1,000
Inquiries needed:	25,000
Contacts by marketing needed:	2,500,000
Contacts by marketing per quarter needed:	625,000
Contacts by marketing per month needed:	208,333
Total marketing lead generation budget:	\$6,000,000
expected cost per marketing contact (touch):	\$2.40
Average cost-per-inquiry:	\$240
Average cost-per-qualified-lead:	\$6,000
Average cost-per-sale:	\$24,000
Inquiries needed per salesperson this fiscal year:	6,250
Qualified leads needed per salesperson this fiscal year:	250
Qualified leads needed per salesperson per month:	20.8

