

# 3 Strong Reasons Why You Should Put Me On Your Short List Of Candidates For Director of Internet Marketing

November 10, 2010

Marcia Raab, President  
Defender Direct  
3750 Priority Way South Dr., Ste 200  
Indianapolis, IN 46240

Dear Marcia,

I know your HR department will be flooded with hundreds of resumes for this position.

So rather than assert my qualifications like most others will, I'm going to point out 3 lead generation and conversion suggestions on your ADT Security and DISH satellite TV products.

My goal is you'll recognize me as someone who **KNOWS internet marketing** both at a detail / tactical level as well as at a management / strategic level. Here goes.

## Adwords Click Thru Rates

**1** Looking at a summary report (attached on page 5) on your DISH – [www.EnjoyBetterTV.com](http://www.EnjoyBetterTV.com) pay-per-click keywords it appears in April & May 2010 you only ran ONE AD for 213 different keywords or phrases, in positions ranging from 5-12. The ad shown was:

**Dish Network - \$19/99/mo.**  
3 Mos ShowTime & HBO Free! 120  
Channels. Valid Credit Card Needed.  
[enjoybettertv.com](http://enjoybettertv.com)

### **SUGGESTIONS:**

1. Unless it's a reporting error, you should be **testing & running SEVERAL** (4-8 or more) ads in forced rotation to optimize your Click-Thru-Rate.
2. Also your AD **HEADLINES should be MATCHING** your keywords/phrases, not just one blanket headline, to ensure HEADLINE BOLDING to promote visual attraction.

Looks like to program paused/went dark until October when you started running:

### **Dish - Satellite TV**

120 channels just \$24.99/mo. Ask  
about 2 premium channels free  
[enjoybettertv.com](http://enjoybettertv.com)

This is a different ad and although my report may NOT be showing rotations inside your Adwords Campaigns & Ad Groups, it still appears to be the SAME AD for ALL keywords with the SAME Headline. **So the Suggestion #2 still applies.**

Your ads for [www.ProtectYourHome.com](http://www.ProtectYourHome.com) (attached on page 6) seem to be rotating between 3 different ads:

### **ADT Home Security**

Home Security System. #1 in Home  
Security. Call 1-866-946-6057  
[protectyourhome.com](http://protectyourhome.com)

### **ADT Home Security**

Home Security System. \$850 Value  
\$99 Installed. Call 1-866-946-6057  
[protectyourhome.com](http://protectyourhome.com)

### **ADT Home Security Dealer**

\$850 Value - \$99 Installed Ask  
about \$100 VISA. 1-866-483-7865  
[protectyourhome.com](http://protectyourhome.com)

- Problem is the same as before, it appears **there's no Keyword-to-Headline match.**

Also on many ads it looks like you're:

1. Driving traffic to a **Local Dealer Network** or
2. Using different **Toll-Free numbers for tracking** (or both) or
3. **Billboarding** the ad trying to generate a phone call without a click/cost.

All these bring me to suggestion #2 which is...

## Landing Page Conversion



Looking at the home pages and a few landing pages for both [www.ProtectYourHome.com](http://www.ProtectYourHome.com) and [www.EnjoyBetterTV.com](http://www.EnjoyBetterTV.com) I noticed the LACK of certain Conversion Tools that could be tested to improve your rates.

### **SUGGESTIONS:**

#### **AUDIO – Adding an auto-play audio that:**

- Thanks the person for clicking through, then

- Describes the Offer they are eligible for and then,
- Instructs them on the action to take while on the page.

### **VIDEO – Adding an auto-play or on-demand video that:**

- Thanks the person for clicking through, then
- Describes the Offer they are eligible for (shows generic equipment) and then,
- Instructs them on the action to take while on the page.

### **EXIT POP – Adding a no-action exit Survey or 2<sup>nd</sup> Call To Action:**

- Test an Exit Pop screen SURVEY to ask WHY they are leaving the page WITHOUT filling in the Have Us Call You webform. Use the answers to add, subtract or test other Conversion Tools.
- Test an Exit Pop screen with a 2<sup>nd</sup> Call to Action or Bonus Offer Incentive (see attached page 7) for Protect America’s “Solar Yard Sign Light in the next 2 minutes” exit offer.
- Test an Exit Pop with a FREE Security Checklist offer asking the person to OPT IN to receive the Checklist. Then test and use an AutoResponder Email Series to deliver and provide ongoing marketing communication to increase conversion.

### **REMARKETING / RETARGETING**

- I didn’t notice this on any of my searches but if you’re not doing this already and your traffic volume is significant, you can use this on first time visitors who don’t convert into sales or leads. The cost is incremental and has the potential to turn negative ROI Ad Groups and Keywords into breakeven or positive ROI ones.

### **LIVE CHAT TRAINING**

- On one of your pages I tested the Live Chat option with LivePerson. If you view Live Chat as an opportunity to increase conversion then the 1<sup>st</sup> problem is the Live Chat button is ‘below the fold’. I’d test moving UP so it’s visual without scrolling.
- Two the Live Chat person I chatted with (see attached page 8) made no proactive attempt to ask a question or prompt me to fill out the Have Us Call You form. I would test having Live Chat agents ask questions to qualify visitors and offer to help them fill out the online form for them (that’s the current conversion goal).

## Lead Generation Strategy



The landing pages I saw reflected a typical ONE-STEP lead generation strategy of asking for nearly FULL CONTACT INFORMATION (phone required, email + phone2 optional).

### **SUGGESTIONS:**

Testing a **MULTI-STEP lead generation strategy** using targeted educational material for a first name and email is another way to open the top of the Lead Funnel to generate the Lead.

Once you have them you can subsequently use other Automated SALES TOOLS to qualify and convert them into a Call or Appointment and then a Sale.

Different components may apply differently to your DISH offers versus the ADT offers but once in an email auto-responder series you can test Tools such as:

- Tele-Seminars
- Instructional Videos
- Reviews and Testimonials
- Audio Programs
- Educational Downloads
- and others to nurture the leads you've already PAID FOR to CLICK THRU to your landing pages but WON'T IMMEDIATELY give you full contact info to call them.

I've successfully created ongoing campaigns that last a year that generate leads and ultimately clients in this fashion.

Bottom line, I'd rather have a Name and Email Address than just another statistical BOUNCE off my landing page, so I at least have the option to market to them in the future.

## SUMMARY

These are just 3 brief suggestions based on surface level observation. I hope you can see with more access, detail and time that I'm fully capable of **analyzing, defining and optimizing Defender's ecommerce strategy**.

Along with my internet lead generation expertise, I can also bring valuable SATELLITE TV and CALL CENTER sales, marketing and operational experience to Defender.

- I have experience running the 2<sup>nd</sup> largest national C-Band Satellite TV programmer with **400,000** TV customers & **1,000** equipment Dealers as GM of National Programming Service – NPS/CSS. (We were a national DirecTV equipment distributor.)
- I have experience running the 1<sup>st</sup> largest Timeshare Exchange call center with **800,000** customers & a **450+** seat call center as Member Services Manager of Resort Condominiums International - RCI. (More information is on my resume, page 9)

I hope this senior level marketing experience along with the 3 Internet Marketing reasons I've detailed will be enough to put me on your "Director of Internet Marketing Short List".

Obviously I'd enjoy talking with you or your HR team. Let me know if I can provide any other information. My number is 774-3787.

Regards, Jeff Bell

Keyword	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
<a href="#">dish satellite</a>						■						
<a href="#">dish network offer</a>						■						■
<a href="#">dish now</a>						■	■					
<a href="#">select tv</a>												■
<a href="#">dish tv com</a>						■						■
<a href="#">dish network promotions</a>												■
<a href="#">dish tv network</a>							■					■
<a href="#">tv cable</a>			■									■
<a href="#">dish tv deals</a>			■									■
<a href="#">satalite dish tv</a>							■					■
<a href="#">dish satellite tv</a>												■
<a href="#">dish network</a>							■					
<a href="#">tv satellite dish</a>						■						■
<a href="#">tv satalite dish</a>						■						■
<a href="#">dish network tv</a>												■
<a href="#">dish tv offers</a>												■
<a href="#">dish sat tv</a>												■
<a href="#">dish satallite</a>												■
<a href="#">cable tv receivers</a>							■	■				
<a href="#">advanced tv</a>												■
<a href="#">satellite tv dish</a>												■
<a href="#">dvr dish tv</a>												■
<a href="#">dish tv equipment</a>												■
<a href="#">dish tv dealers</a>												■
<a href="#">sat tv dish</a>												■
<a href="#">deal dish tv</a>												■
<a href="#">sattelite dish tv</a>												■
<a href="#">satellite tv dishnetwork</a>												■
<a href="#">satellite dish retailers</a>												■
<a href="#">com dish tv</a>												■
<a href="#">dish satilite tv</a>												■
<a href="#">dish tv installers</a>												■
<a href="#">dish satalite</a>						■		■				
<a href="#">satillite tv</a>							■	■				
<a href="#">cable dishes</a>							■					
<a href="#">dish network.com</a>							■					
<a href="#">tv cable signal</a>							■					
<a href="#">dishnetworks</a>						■	■					
<a href="#">tv dish antennas</a>						■	■					
<a href="#">dish net work com</a>						■	■					
<a href="#">dish network</a>						■	■					
<a href="#">dss dish</a>						■	■					
<a href="#">dish 622 receiver</a>						■	■					
<a href="#">dish 1000</a>						■	■					
<a href="#">dish network sale</a>						■	■					
<a href="#">dish network</a>						■	■					
<a href="#">dish tv special</a>						■	■					
<a href="#">dish direct network</a>						■	■					
<a href="#">dishlatino</a>						■	■					
<a href="#">pvr dish network</a>						■	■					

Keyword	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
home security	█			█	█	█	█	█		█	█	█
home security systems		█		█	█		█	█		█	█	█
home security system		█		█	█		█			█	█	█
home security westinghouse								█	█	█	█	█
adt security										█	█	█
wireless home security systems	█	█		█	█	█	█	█	█	█	█	█
security systems	█						█			█	█	█
home alarm system				█	█		█	█		█		█
home alarms	█		█	█	█		█	█	█	█	█	█
home security alarms	█			█	█	█	█	█		█	█	█
adt home security										█	█	█
adt alarm				█						█	█	█
ge home security				█	█	█	█	█	█	█	█	█
house alarm systems		█	█	█	█	█	█	█	█	█	█	█
home security alarm	█		█	█	█			█		█	█	█
house alarm system	█		█	█	█		█	█	█		█	█
alarm systems for homes	█	█		█	█		█	█	█	█	█	█
home security alarm system	█				█			█	█	█	█	█
home security systems chicago			█	█	█	█	█		█	█	█	█
security system	█									█	█	█
alarm systems	█			█	█			█			█	█
wireless home security				█	█		█		█		█	█
home security systems wireless	█	█	█	█	█	█		█	█	█	█	█
home alarms systems		█	█	█	█			█		█	█	█
ADT VKCT243										█		█
house security alarms	█	█	█	█	█			█	█			█
home security wireless					█	█	█	█	█	█	█	█
adt security systems										█	█	█
home security system wireless			█	█	█	█	█	█	█	█	█	█
home security system houston			█	█	█	█	█		█	█	█	█
alarm system	█			█	█						█	█
home security systems canada		█		█	█	█	█	█		█	█	█
adt alarm systems										█	█	█
home security burglar alarms	█			█	█	█	█	█	█	█	█	█
adt home security system					█					█	█	█
adt											█	
general electric home security					█	█	█	█	█	█	█	█
home security system monitoring	█			█	█		█	█	█		█	█
house security alarm			█		█		█	█	█		█	█
home security michigan				█	█				█	█	█	█
chicago home security system				█	█		█		█	█	█	█
atlanta home security systems	█		█	█	█		█			█	█	█
home alarms system			█	█	█	█	█	█		█		█
sercurity system			█							█	█	█
ge home alarm system						█	█	█	█	█		█
senior home security					█		█	█	█	█	█	█
home alarms wireless					█			█		█	█	█
ge home security systems	█				█		█		█		█	█
ge home alarms					█	█	█	█	█	█	█	█
alarm home security systems	█			█	█		█			█	█	█

Home Security Systems | Alarm Systems | Protect America - Windows Internet Explorer

http://homesecurity.protectamerica.com/google/?utm\_source=google&utm\_medium=adextensions&utm\_campaign=platinum

File Edit View Favorites Tools Help

Google home security

Suggested Sites Google Help Advanced Search Jeff Web Control Panel Radio Station Guide Get More Add-ons Home Security Defender Direc... OH\_Template ... OH\_Template ...

Search YouTube Split Test Accel... Google Adwor... Home Secu... x

Convert Sign In Page Safety Tools Select

Done

Internet | Protected Mode: Off

100%

station monitoring over landline. We provide an extensive selection of GE wireless home security components. And, our home security system is designed to meet your needs, so you can protect your home.

**Home Security System**

Facts about Burglary

2007 FBI Crime Statistics

- Each year in the U.S., there are over 2 million burglaries.
- Most burglaries occur during the day.
- The average residence is burglarized once every 10 seconds.

There is no better time to invest in home security than now. There is no more affordable time to invest in home security than now. We have a home security system that is designed to give you the confidence in your choice of a lifetime alarm equipment that provides 24-hour monitoring from Protect America.

- In more than a third of all burglaries, the burglar is caught (forcefully).
- Homes without a monitored alarm system are 3 times more likely to be burglarized than those with a monitored alarm system.
- There is sufficient evidence to show that the rate of crime has increased in homes without a monitored alarm system.

**Internet Special**

never thought it could happen to me, but while I was at work, in broad daylight, a burglar tried to break into my home. They busted through my front door, stole my television, and left me with a broken door and a shattered window. I was in Orangeburg, SC.

Someone came into our home while we were out of town and tried to break into our house. You know what happened? The alarm went off and I called our friend. He came over and found someone taking our Playstation. He took the door and our window until he...  
 Anna, Scottsbluff, NE

**Still Shopping?**

Hurry, call in the next **2 minutes** and add a **Solar Yard Sign Light** (a \$24.95 value) to any package for **FREE**

Save up to **\$1,349** (Compared to ADT\*) or **\$1,130** (Compared to Brinks\*)

\* Click here for price comparison details

**01:48 left** **877-588-5641**

**Jeff Bell**

**From:** "Protect Your Home" <saleshelp@defenderdirect.com>  
**To:** "Jeff" <jeffrbell@comcast.net>  
**Sent:** Sunday, November 07, 2010 9:32 PM  
**Subject:** Transcript of your chat [LTK143050859370X]

**ADT Live Chat Help Desk Feedback**

General Info	
Chat start time	Nov 7, 2010 9:28:53 PM EST
Chat end time	Nov 7, 2010 9:32:46 PM EST
Duration (actual chatting time)	00:03:52
Operator	Zoltan

Chat Transcript
<p><b>info:</b> Please wait for a site operator to respond to you shortly.  <b>info:</b> Hello, you are now chatting with 'Zoltan'  <b>info:</b> Your Issue ID for this chat is LTK143050859370X</p> <p><b>Zoltan:</b> Hello and thank you for choosing Protect Your Home, your local authorized ADT dealer! How may I help you today?</p> <p><b>Jeff:</b> What are your activation fees for a new system?</p> <p><b>Zoltan:</b> Our current promotion includes \$850 worth of equipment, as well as, a lifetime warranty to cover this equipment. All we ask in return is a \$99 installation fee, and a 36-month monitoring commitment. The equipment includes a wireless keypad, 2 door sensors, a wireless keychain remote, an 110 decibel siren, and a state of the art motion detector. Our monitoring rate starts at \$35.99/ month.</p> <p><b>Jeff:</b> okay  <b>Jeff:</b> thanks</p> <p><b>Zoltan:</b> You're welcome</p> <p><b>Jeff:</b> are you here in Indianapolis?</p> <p><b>Zoltan:</b> Yes</p> <p><b>Jeff:</b> north of Keystone at the Crossing, 96th Street?</p> <p><b>Zoltan:</b> In the general area</p> <p><b>Jeff:</b> you still there?  <b>Jeff:</b> got it, thanks again!</p> <p><b>Zoltan:</b> You're welcome!</p> <p><b>info:</b> Your chat transcript will be sent to jeffrbell@comcast.net at the end of your chat.</p>



## CAREER OBJECTIVE

Marketing Executive specializing in Online Lead Generation with background building sales & marketing systems & operational management teams. Ideal target company has flat sales that needs systems to quickly increase leads, customers & sales, or growing sales but needs performance management systems to hit CPL, CPS, ROI targets while accelerating & profitably managing growth.

- ❑ Proven ability to consistently and repetitively increase marketing & sales results and improve profits in companies ranging from \$2 million to \$85 million in sales.
- ❑ Developed one company from \$2 million to \$9.4 million in sales in 1.5 years.
- ❑ Took another from a \$12 million loss to breakeven in 1.5 years in preparation for sale/merger.
- ❑ Hands-on in operations management, lead generation, product development and service delivery for business or retail customers, products or services.
- ❑ Creative builder of cost effective online lead generation and conversions systems.

## PROFESSIONAL EXPERIENCE

### SALES & MARKETING RESULTS, Noblesville, IN

**5/2001-Present**

Online Marketing Consultant. Work with companies to increase their profits through more effective online advertising, marketing programs & selling processes. Clients include commercial finance, CPAs, dentists, mutual funds, professional coaches, manufactures, distributors, office designer.

### DSI SYSTEMS, INC. Indianapolis, IN

**4/1996-5/2001**

The nation's #2 distributor of consumer electronics and #2 U.S. C-Band satellite programmer.  
*Call Centers: 5-Three In/Two Out, Staff-120, Sales-\$85 million, Budget-\$10 million, Calls-35,000/wk.*

- **General Manager of National Programming Service, NPS** (1996-2001)  
Directed all satellite packaging and programming operations of division with 400,000 retail customer base, 1000 wholesale distributors, 2 television channels & 1 magazine, generating \$85 million in sales. Managed both B2C & B2B sales and service depts., marketing, HR, technical & telecomm departments.

### BASIC EDUCATION AND TRAINING ASSOCIATES, Fishers, IN

**10/1993-4/1996**

d.b.a. BETA Group - 2nd largest national TV & radio direct marketer of reading programs to children.  
*Call Center: 1-Inbound/Outbound, Staff-50, Revenue-\$9.4 million, Budget-\$8 million, Calls-10,000/wk.*

#### Positions Held:

- **Vice President of Media Operations** (1994-1996)
- **Director of Call Center Operations** (1993-1994)

### RESORT CONDOMINIUMS INTERNATIONAL, Indianapolis, IN

**2/1983-5/1992**

RCI, the world's #1 international timeshare exchange company.  
*Call Center: 1-Inbound/Out, Staff-455, Revenue-\$70 million, Budget-\$18 million, Calls-85,000/week*

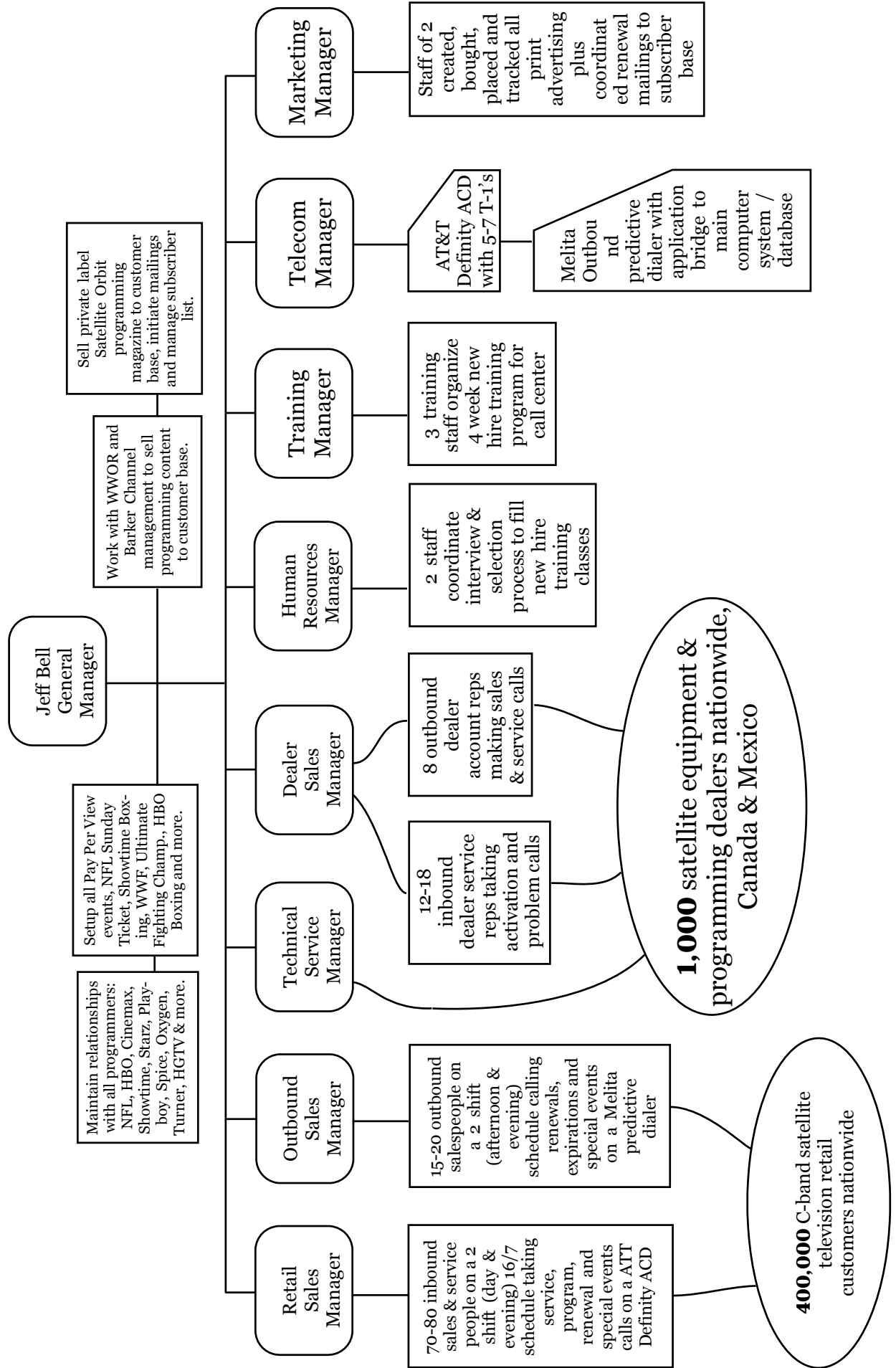
#### Positions held:

- |  |   |
|--|---|
| ❑ <b>Manager, Member Services</b> (1991-92)  | ❑ <b>Manager, Operations</b> (1986-87)          |
| ❑ <b>Manager, Endless Vacation Marketing / Circulation / Quality Assurance</b> (1990-91) | ❑ <b>Inventory Analyst</b> (1985-86)            |
| ❑ <b>Manager, Technical Services</b> (1989-90)   | ❑ <b>Customer Service Supervisor</b> (1985-85)  |
| ❑ <b>Computer Project Administrator</b> (88-89)  | ❑ <b>Customer Service Supervisor</b> (1985-85)  |
| ❑ <b>Manager, Customer Service</b> (1987-88)   | ❑ <b>Telemarketing Supervisor</b> (1984-85)     |
|  | ❑ <b>Telemarketing Representative</b> (1983-84) |

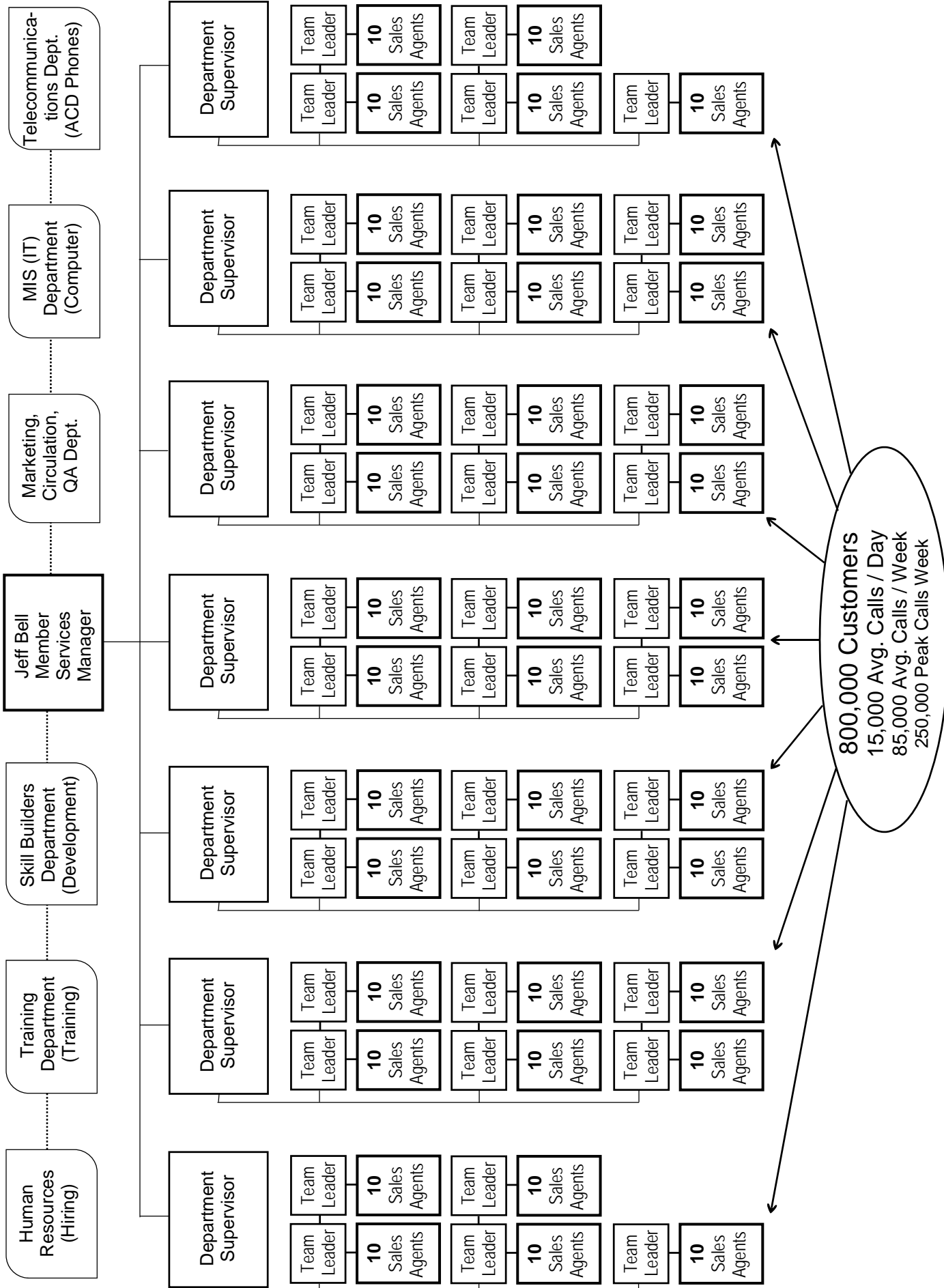
## EDUCATION

Received B. S. in Marketing from Indiana University on the Bloomington, Indiana campus, 1982

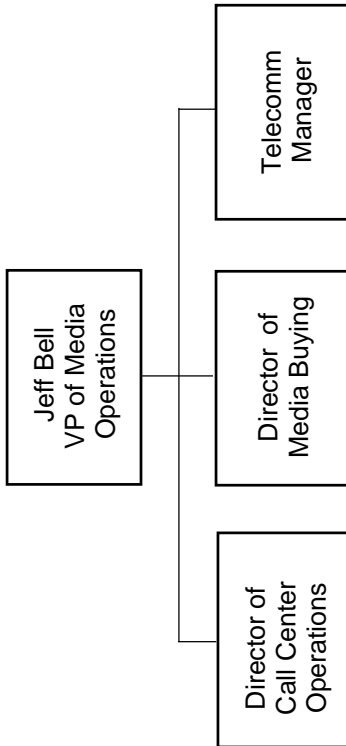
National Programming Service (NPS) \$85 million division of #2 nationwide distributor of consumer electronics, Consumer Satellite Systems  
 Worked for the owners Michael & Jan Schroeder from 1996 - 2001



Resort Condominiums International (RCI) - Member Services is \$70 million division of #1 worldwide timeshare exchange company.  
 Worked for the owners Jon & Christel DeHaan from 1983 - 1991



Basic Education & Training Associates (BETA Group) - was #2 national seller of phonics reading program (You Can Read) behind Hooked on Phonics.  
 Worked for owner & President, Tom Blangiardo from 1993 - 1996



BETA Group's business model is simple. We pay a 5% royalty to the program creators (2 teachers) and source the product ourselves. Advertisements are Direct Response / Lead Generation (no price shown with toll-free number to call for more information) and calls are routed to a group of highly trained sales agents. Their goal is to convert the caller into a buyer in 4-6 minutes time. Product price is \$250.00 + shipping. Sales are 50/50 credit card and check-by-phone with a 5% cancellation rate before next-day shipping. Profitability is dependent on a combination of High Close Rates and Low Media Cost Per Lead to deliver an acceptable Media Cost Per Sale (**chart below**) & PROFIT. To this end media results are tabulated and analyzed DAILY while sales and close rates per Sales Agents are monitored DAILY and training delivered to maintain high performance levels.

**Advertising Cost Per Sale (CPS) = Media CPL / Sales Close Rate %**

Close Rate	\$ 10.00	\$ 14.00	\$ 18.00	\$ 22.00	\$ 26.00	\$ 30.00
15.0%	\$ 67	\$ 93	\$ 120	\$ 147	\$ 173	\$ 200
17.5%	\$ 57	\$ 80	\$ 103	\$ 126	\$ 149	\$ 171
20.0%	\$ 50	\$ 70	\$ 90	\$ 110	\$ 130	\$ 150
22.5%	\$ 44	\$ 62	\$ 80	\$ 98	\$ 116	\$ 133
25.0%	\$ 40	\$ 56	\$ 72	\$ 88	\$ 104	\$ 120
27.5%	\$ 36	\$ 51	\$ 65	\$ 80	\$ 95	\$ 109
30.0%	\$ 33	\$ 47	\$ 60	\$ 73	\$ 87	\$ 100

**Mini Profit & Loss Based on Advertising Cost Per Sale (CPS)**  
 Retail Product Price \$250  
 Less: Advertising CPS (see above chart)  
 Less: COGS Physical Product \$ (20)  
 Less: Overhead Allocation \$ (100)  
 Equals: Profit per Unit (see below chart)

**PROFIT Per Unit Based On Advertising CPS**

Close Rate	\$ 10.00	\$ 14.00	\$ 18.00	\$ 22.00	\$ 26.00	\$ 30.00
15.0%	\$ 63	\$ 37	\$ 10	\$ (17)	\$ (43)	\$ (70)
17.5%	\$ 73	\$ 50	\$ 27	\$ 4	\$ (19)	\$ (41)
20.0%	\$ 80	\$ 60	\$ 40	\$ 20	\$ -	\$ (20)
22.5%	\$ 86	\$ 68	\$ 50	\$ 32	\$ 14	\$ (3)
25.0%	\$ 90	\$ 74	\$ 58	\$ 42	\$ 26	\$ 10
27.5%	\$ 94	\$ 79	\$ 65	\$ 50	\$ 35	\$ 21
30.0%	\$ 97	\$ 83	\$ 70	\$ 57	\$ 43	\$ 30

:30 and :60 second spots on Beta SP are sent to **local broadcast media and national cable media** on a direct response rate card.

Buys are placed weekly with calls to station traffic departments to get **pre-log** spot run times. **Run times are posted** in the Inbound Call Center using a C-Band satellite to monitor live network & cable feeds and maximize agents on phones to process large call volume spikes.

Calls are routed via 5 T-1 phone trunks (purposefully over-trunked) to an Aspect ACD. Call control tables route calls to available agents **while calls that are NOT answered live and are then abandoned are captured** (ANI+DNIS) and held in a pending outbound queue.

After all inbound calls are processed and an agent becomes available, abandoned call ANIs are **auto-dialed outbound** and then connected to an agent to sell as if it was an inbound call.

Media analysis and buys are determined on Thursdays for the following media runs starting the next Monday. **Buys range from \$80,000 to \$150,000 per week.** 90% of all media is bought direct / internally.