

Speaker 1: Closing rates, conversion rates ... And Travis, that's big issues that you guys were having too, right?

Travis: Types of leads. What do we do in different types of leads.

Speaker 1: How many enrollments have you done in the last couple of months through Facebook directly?

Travis: Maybe five to 10.

Speaker 1: Five to 10 a month? Okay. And about what are you spending?

Travis: On Facebook? 1200.

Speaker 1: Okay. Still, that's really good, right?

Male: [inaudible 00:00:43] eight a day.

Speaker 1: Eight leads.

Male: [inaudible 00:00:51]

Speaker 1: Well, it merits us spending quite a bit of time on this.

Travis: [crosstalk 00:00:51] to get that many leads and not be a coordinator. Even though ROI on the overall members is not bad-

Speaker 1: The return on investments is phenomenal.

Travis: Yeah, I mean ...

Speaker 1: You're talking about somewhere between 120 to 200 for enrollment. I'd do that all day long and if it got twice as bad I'd be still happy. Or quadrupled [crosstalk 00:01:13] Keith's numbers [inaudible 00:01:17] in Ann Arbor were 850 to 1000 dollars per enrollment, and every enrollment was gonna be worth over 5000 dollars; so, he knew every time he spent 1000 dollars they were gonna spend 5000, so he made a five to one return. Part of what the genius was he was just willing to do it because he knew what the numbers were. Most people would get freaked out by that.

When he first started hitting big numbers, as an aside, everybody thought, "Well, he's become a marketing genius." That's when he and I were working together very, very close on all this stuff. It was never that he was a marketing genius. It was he was willing to spend 1000 dollars getting an enrollment, and he had better student retention than anybody else with a comparable big school, right? So, you would have Dave and Tim Cover dropping out eight or nine percent a month, you'd have Steve O'Malley dropping out seven or eight

percent a month. And Kieth was dropping out 3.8%. Well, if you're dropping out 3.8% and throughout 3.8% you only need half as many enrollments to hit those numbers, right? So, you'd have O'Malley doing 45 enrollments in a month with Keith doing 22. But, Keith was doing 110,000 a month and Steve was doing 70.

Once you get inside the numbers, you see that. But still, if we have seven leads a day, we'll talk about how to get them to be more solid leads, and we'll talk about how to converge more of them to appointments that show, right? But it may never be ... see if somebody Googles you, you know you have a buyer, right? The good thing is you're a buyer, the bad thing is there seeing everybody else at the same time. If somebody clicks on a Facebook add, it's not because they've been thinking about this and [inaudible 00:03:14] short term. And because of the mobile medium, I believe that the dynamic is different than magazine and newspaper ads, more like TV. Always has been. And TV was always a medium where you'd get flooded with traffic, but a real low show rate.

And I was just always worried about how much did we spend and how many people did we get. What's the return on investment, not stressing about the [inaudible 00:03:43]. Because then you get ... you get the seven year olds that, you get 12 year olds who call, and the just [inaudible 00:03:51] let me talk to my husband, click. And so you get all that kind of knee jerk reaction, and Facebook is the same way, it's in the dentist office. But there are some things we can do to get a lot better. Jeff did 35 enrollments from Facebook and he's just as good as [inaudible 00:04:06]. So, just to give you a comparison.

What were some other questions that came up from the week. Question.

Speaker 4: Kind of along the same lines, looking at Facebook and the structure of, as they're working video versus stills ... do you use the lead form from Facebook and do you have your own manning page and what's going to facilitate that transfer?

Speaker 1: Okay, yeah getting more ways than that sure.

(Silence)

Speaker 5: So all these numbers that you were talking about just now with Facebook, how do you collect that data, and how do you gather it together so that you can come up with those numbers? I have some of that stuff gathered, but for the most part it feels like I'm losing a lot of things, I'm not really pulling it all together. Do you do it on paper, do you do it on a software program, is there some kind of management system or something.

Speaker 1: Well the nice thing about all online advertising is it's easy to track up until the point that it goes from online to offline. The point at which it's a tick more difficult to track, not impossible by any means, but a little tick more difficult to track, is they pick up the phone and call you, you pick up the phone and call

them, and then it's gets lost in a shuffle at that time. And if you wanted to spend the time, there's software packages, integrations, Google even does it with lead words, where you can have a unique number and now you're tracking the number of inbound calls from that as well. So you get that next step. And then really you have to do it internally. Which can be, in 1983 we had a clip board with a printout and we were just making a check mark and then totalling it at the end of the night and then totaling at the end of the week. So it can be as simple as that. You can be next step of automated, have an Excel Spreadsheet, write it down and you put it in a spreadsheet, all the way up to a much more complicated software package.

Once you get to that point, senior master Moody wrote his own entire database management program to run his schools, I wrote the complete data management program to run our schools. When I say I wrote it, that means that I designed it and had a programmer do it. Spent hundreds of thousands of dollars. I never found the software to be more accurate than to keep the check mark and track it. The only thing that having it in software is better for is you put it in at the school, and without schlepping home a big briefcase, you can go online from home, you can go online from Hawaii, whatever, and go look at the numbers. So having the web based access. And of course something like Excel.

I was laughing, again Kieth, when he was doing 110,000 a month, he was still keeping track of every payment on a manual ledger book. And I said Keith, there's this thing called Excel. The reason why personal computers took off ... does everybody know the backstory? The reason why personal computers took off, is there was a computer program called ViziCalc. All that ViziCalc was, is it was a spreadsheet that would do totals. And the Apple Two was the first computer to ever get business traction, because the Apple Two was the first computer to have ViziCalc. And small businesses were using it ... and all ViziCalc is, is an ancient version of Excel. And the way that Excel took off, by the way, is it was an inclusive program for the first Mac.

Where Jobs and Gates had their falling out, was Jobs had an exclusive for, I think it was a year, that Gates couldn't sell any of the Microsoft Office, especially Excel, on PCs, and what happened is the Mac launched like nine months late. And so Gates launched in two and a half months and Jobs thought it should have been another year. That was really what ... and then Gates did Windows and they were kind of like "Frienemies" from then on. Yes sir.

Speaker 6: To tag onto that, how critical is it to keep track of the movies, the events, the birthdays parties, and all these different categories, because they all have different versions of software.

Speaker 1: It's important, but don't kill yourself. So ... there's not a good answer, right?

Speaker 7: Can I say something about that?

Speaker 1: Yeah.

Speaker 7: What I do is I look at my overall conversion rates, and my overall conversion rates are good, where I want them in mean 80% where I want for the in the door enrollments. Then I just track the bulk enrollments. When I have anomalies that we have, then we look at the data more closely. But usually I'm close enough to the data, like it's that week. Because we look at our numbers twice a week. So if we see an anomaly, then we can go back and still check. So if I was trying to check downstream numbers, that would be only recent software, and ultimately I still haven't seen it done well, is to downstream number check every possible lead, with every possible step in the process all the way through the upgrade, that'd be great. But if I just don't find enough variation between the lead sources, then I don't bother checking. For example, Groupon people were having a lot of trouble converting, but we weren't. So I didn't have to track Groupon separately because we were still at like 75, 80%. It was probably a little lower, because our numbers dropped a little, but it wasn't really ...

And it wasn't anything to be excited about. But when you've got like big bulk things like Facebook where you might get a lower conversion rate, then those might be things that I would track separately, because I wanna see what's my best result. And maybe for Travis you get up to 15%, that might be good results. You're overall conversion rate might be still only 80 like everything else. But it may be that you separate it just for specific target strategy things, 'cause it would be hard ... you could do it, but I [inaudible 00:10:35] where you can't quite kill yourself sitting and tracking every little thing. If you think about it you'd have to almost track it all the way through the process, through them being an [inaudible 00:10:46].

Speaker 1: Well even at the point of source is ... it's indicative but not accurate, to ask them when they came in how they found out about you. It's indicative but not accurate at the point of phone call, to ask them how they found out about you, because mostly what they do is give you what they're looking at right now to get the phone number. So if they are looking at Google and are looking at your phone number there they're gonna say that, but that doesn't mean that's how they got interested.

For probably 20 years, I at the minimum tracked leads that we were doing outbound marketing to versus in bound traffic. So walk-ins and info calls was one category, leads generated everywhere else was a different category. 'Cause I knew, inbound info call, generally we were gonna do 90% to appointment, 80 to 90% to intro, 70 to 85% enrollment. But outbound, affair or carnival, that was going to be our usual 50/50, and I didn't want the two to mix.

Now, for quite a while I tracked TV, all of categories of TV, newspaper, direct mail, yellow pages, which again is like Google. So doesn't necessarily tell you. Most of our yellow pages was usually TV. But I would track that and then track the people for six or eight months. And so what I was looking for was which of

these mediums has flakier members and which of them have higher dropout rates for return. And conclusions were what I already said. Direct mail is best all the way through. Print media was best, not necessarily return on investment, but most solid people coming in. Any kind of broadcast media, radio, TV, now Facebook, was much flakier numbers. But often times we could rant it up so far we would get a lot more bite.

On the other side of it, there was a time I had a boiler room and six, eight people on the phones, and I don't know probably 2,000 lead boxes out at any one time. And we were quarrying more traffic in the schools from lead boxes than anybody I've heard mention who's doing live event promotions. And I just one day, after looking at the numbers, killed it. All the people on the phones went away, we turned it into an intro room, I let the lead boxes die [inaudible 00:13:46]. I didn't even send anybody out to collect them. They just kind of eventually died away. And what I was finding at the time was, we were pushing so much traffic in from lead boxes that we were killing the conversion rate from the other sources and I was getting enough traffic from the other sources to compensate for not having the lead box traffic. Does that make sense?

So you have to know, data driven, but some of it still is gonna be intuitive. What things are working? What things are working, not necessarily direct calls but indirect calls and how those are affecting each other. And so if you take a ... Steve [Frishes 00:14:54] back there ... if they had in fact done 5,000 pieces of long form direct mail, 22 page sales letter in Priority Mail envelope, to all of their prospects and five or six other things that were very expensive, the best advice might have been don't do that there. Because the ones that come in that are gonna be super solid may well get lost in the shuffle of the ones that are too flakey. Does that make sense?

Nathan and I spent the week with Danny Showman two weeks ago. And he made an interesting comment. He said, "Well, I want my guys 100% focused on retention and I want to outsource as much of the marketing as possible." And we were having the debate on how to keep track of things. 'Cause I look at, what's your average monthly dropout rate? Their software is giving him a number for what the average number of months is they keep a student. And his number for his two or three or four best locations, he has 46, his two or three or four best locations was 30 months. Now I did ... we're on motorcycles and he said 30 months. I said, "Well I wonder how that compares." So we're on the motorcycles and we stopped, and I said, "Oh that's 1.4% a month." And they're all looking at me like, "Well how'd you figure that out?" If the average it ... just take my word for it.

But if you're running an MMA school and you're bringing in 12 enrollments a month and you're running 300 active and you're losing 1.5% a month, you run the numbers ... 300 students they're doing 70,000 a month, and 300 hundred students, if it's a good school, is losing five or six a month. So really all they need is five or six to stay even, it's the perfect business plan.

But go back to your question. If you do something you've never done before, try to track it individually. If you're doing a bunch of things that you always do and now you intuitively and data wise know what the different ratios look like ... and the advantage, by the way, of our group is we know what the base mark should be. If you do an after school enrichment program, I know 15 to 20% of the student body should sign up. If you get 10%, you've mucked something up. And of those ... so if there's 500 kids in the school and you get a hundred, you should get 30 enrollments, and if it's 25, okay that's on the low end. And if it's 50, you're a stud. But if it's below that, there's a problem, right?

And we also know that it may be the other way. TV works really well, but it creates flakey leads. Direct mail doesn't work as well in media response, but it produces really solid leads. So there's that spectrum. Online we know, a Google person who actually keyworded found you, is a buyer, that's a good thing, but they're shopping around. And we know that a Facebook person never thought about it before, so they're more like a TV ad. So the return on investment is great. The [inaudible 00:17:49] of sorting through people is frustrating. Is that a fair way to say it?

So we know already that those are going to be the general categories. But I at the least would always ... fairs, carnivals, movie theaters, that type stuff, I would keep that separate from they came to you from some other market. Things like birthday parties, I always put in another category, although some are in between. So anywhere where they got kind of looped into coming down, I put them in the category that we've got to chase them down, rather than the category of they initiated coming to us. Is that enough of an answer?

Speaker 7:

There's macro, micro, kind of reasons I'm looking at too. You're talking about the overall look at those types of marketing. But for birthday parties, for example, with that one, every time there's a birthday party, all they ask me about is, how many did you have, how many did you enroll. If you guys have asked me about birthday parties I'd probably ask you about that. How many did you have come in that weren't already karate students. How many ... and actually lived within some ... it wasn't a cousin from two states over. And how many did you set appointments for, how many showed up, how many were enrolled. Those are the numbers that I want to know. On a micro-level, on each individual type of marketing event too. Same for the movie promotion. If you've got 50 leads and 10 appointments, then something is really wrong. So you don't want to look at the end of the month and look at those numbers. You want to look at it on an individual basis, for that [inaudible 00:19:17].

A couple of you guys ... one thing we keep up greatly on a little bit is master [inaudible 00:19:25] looking at your stats and a lot of you guys aren't tracking your stats. And we keep asking you, and it's okay, it's alright, but those of you who do track it, you'll do better. A few of you I've kind of forced to track your stats recently and it made you have better months. Just doing that and tracking what you're doing, it shouldn't take you a lot of time, first of all. It shouldn't be

every night you're spending an hour doing this. It should be at the end of the night you count about four or five numbers and add them up. It really makes a big difference and I've seen schools make a huge improvement just magically somehow because they're actually paying attention to these kind of things.

Don: Yeah, Marty did they answer your question enough? I mean I wish there was an easy answer. On the online tracking its easy to do a little complicated segment.

Speaker 1: So there's Google ... help me out here.

Female: Google stats.

Male: Facebook?

Speaker 1: No, no, no, no, no. Analytics. Google Analytics, which is another great story. You know why Google Analytics is free? The Google engineers couldn't figure out how to collect money for it. No I'm serious. They couldn't figure out how to set up a pay system for it and it was gonna take like a year or two to launch it if they really wanted to get paid for it. So they just said screw it and they just gave it away. I mean that's Google.

But online, year Google Analytics and Facebook is really good at giving you really good numbers. Once it goes offline, my answer would be, do a clipboard, do a little spreadsheet, do a hash mark, and when you have the numbers at the end of the night, put it in an Excel spreadsheet or a Google Doc, so you have it online. I guess you have Office [inaudible 00:21:09]. Put it somewhere where you can have the numbers and have them at anytime.

Speaker 10: But it sounds like you're talking about multiple members' numbers and multiple number of categories. And it's like this spreadsheet would have to have hundreds of columns in order to-

Speaker 1: I wouldn't do it that way.

Speaker 10: I don't know how to do that.

Speaker 1: No, no I wouldn't do that. I would have ... you might be able to get a little bit more micro like in the Facebook stuff, but even there-

Don: I saw copies of it years ago, I forget who had it, one of the schools, it may have been Hafter. But he changed it every month, because he's not doing it all the time. So you're model is if we did everything. But if you're tracking the five things you're doing it doesn't get as complicated anymore.

Speaker 1: If you kept track of lead, appointment, intro, enrollment for referral events, doesn't matter what they are. Birthday party, buddy day, doesn't matter, all go in the same category. For external events, movie theater, whatever, doesn't

matter it's all the same category, and for paid advertising. I mean that's pretty good. So now all you're tracking is how many leads you got. Facebook has filled in an opt in form. Then you've got them on the phone, they contact you or you contacted them. Then they made an appointment then they enroll. So now you're marketing numbers, you've got three categories and you know what your ratio is in each of those categories. Good enough.

Yes.

Speaker 11: So what I did for that part of the assignment to come tonight, today, is I just took our database, we have a source column where we put website or whatever, and I just did a big [inaudible 00:22:52] table. And I counted total number of leads, total number of conversions and rate.

Speaker 1: Perfect.

Speaker 11: So, the one thing is, it's not absolutely accurate.

Speaker 1: It's never going to be.

Speaker 11: That's what I was thinking.

Speaker 1: It's never going to be. If you're talking to General Motors, Hyundai, McDonalds, it's not accurate either. The great quote from the CEO of Coca-Cola is they were asking about advertising, and they had like 1.5 billion dollar a year advertising. He said, "Half of our advertising dollars are wasted, I just don't know which half."

Yes sir.

Speaker 12: You recommended earlier to have [inaudible 00:23:32] installed. Have you experimented with that and what's been your [crosstalk 00:23:40]

Speaker 1: I noticed that Dorton put one up, Gregg put one up. Gregg made the comment, "We've only gotten one from that." My comment was, "Well they're worth \$5,000 you paid for for the next 532 years or something. It's not going to be like a game changer. If you put a plexiglass holder on the door with fliers, it's not going to be a game changer and sometimes the skate boarder kids are gonna throw them all over the parking lot. But if somebody shows up at the school and you're not there, they're interested, you want them to have some way to get a hold of you immediately, or to get a hold of you quickly. And it's 200 bucks. It's 200 bucks, it's wifi, it's rounding error in the scheme of things. So I haven't heard anybody use one, wow that was the best idea you've ever had. But if you get one, you get two ... if you got one a year, you should be thrilled. Does that make sense?"

Is it worth doing? I mean I've installed now like seven of them. If I can install it, anybody can install it. Right?

Male: It must have an adhesive back.

Speaker 1: If I can install it [crosstalk 00:25:01]

Male: The bed store, put together a bunk bed.

Speaker 1: Oh yeah. Too many of those.

But hey, does everybody know Don? Don Southerton used to have six, seven schools in the Hudson Valley and worked for Art Glacier, worked for me for a while. And then he shifted his perspective, my apologies to our token Koreans in the room. But he shifted his experience dealing with a Korean hierarchy of the [inaudible 00:25:35] organization, into he's the cross-cultural communications expert working directly for Hyundai, Kia, and a bunch of other like companies, mostly teaching Americans how to deal with Koreans. Right?

Male: On are you teaching the Koreans how to deal with the Americans.

Don: I do that to.

Speaker 1: That's impossible. That's impossible. Mostly in the automotive, but what other niches? Golf myth was one.

Don: Usually [inaudible 00:26:07] Korea, so Starbucks Korea. Currently there are a thousand Starbucks in Korea, plus 50 Reserves, which are are sort of high end Starbucks. But brands like that. But 45 years in the martial arts, about 25 years running martial arts schools, and the last 17 years in academia. And really mentoring and working with some of the top marketing companies in the world. So the notes that he and I compare continually are, I'm out mentoring, [inaudible 00:26:38] who's ran Subaru for years.

Speaker 1: Chief marketing officer.

Don: Yeah, chief marketing officer. And it's the same thing. One of the common things is that they flood with digital today, they can flood dealer with guess what ...

Speaker 1: Flakey leads.

Don: Or leads in general. And guess what the most difficult thing for them to get to do then is go and do what you're gonna talk about tomorrow, getting them to actually call the person back up. So a lot of commonality that you have here. And at times they get flooded. Today I'm sitting up here with you, is because

one of the things that I think the value, and I've worked with Master Oliver for ... way before, going back into the 80's-

Speaker 1: 30 years.

Don: Yeah. And I've attended a number of different types of seminars. I was one of the board members along with Master Oliver, for educational funding company. And it was always what we called a short format. 45 minutes you'd be in a room and you'd get 45 minutes of content. And then you were whisked off for the day. And most organizations do that today. You go to a conference, you're gonna get- this is exception.

Speaker 1: Oh you know what's even worse. The last few that I've been at they had a panel of five people in 45 minutes, and everybody supposed to do five minutes. And then Q and A. And that's the entirety of the subject matter.

Don: But this is really something ... that's you've noticed and if you're new to this today, this is really a deep dive. You've truly drilled deeper. [inaudible 00:27:57] And this morning when you went over for what you do with a school, that is exactly what this program is about. You have tremendous resources here. But right now we're gonna do the exception to that. I'm gonna go over a bunch of little things and get his quick response to stuff. Because some of you are sitting out there and saying, "I don't need two hours of knowing this, I just need to know should I do it or not?"

So the first of these questions is Facebook versus a Google ad. What's your thought?

Speaker 1: Well on that we've addressed a fair amount already. In fact, somebody said to me, the Facebook guys were telling him not to put money into Google AdWords. Yeah Adam. If somebody does a series of keywords in Google and finds you, they're a buyer. Right? So that's a good thing. So you want to be the first one that they see, if they're looking for you. That's number one. And people tell me they did a good job on search engine and then they say, well if I type in my name I find myself. Well, for god's sake, that's not a very high bar.

Male: Can you teach them how to get better placement?

Speaker 1: Yes, well absolutely. That's a longer answer than he's asking for. But you want both. The problem with Google AdWords is you can only ramp it up as fast as the click inventory, which is like having an ad in the Yellow Pages. In the Yellow Pages you have no control over how many people open the book. You just tried to make an ad that they're going to respond to . Google, you have no control over how many people go and search the keywords. Facebook you can ramp up, Google you can't. Does that make sense? So that's really the difference.

Don: So along with that then ... I should do both, right?

Speaker 1: Right.

Don: I should be doing both. And if I'm gonna be doing Google should I be putting that effort into tweaking my AdWords, keywords, or should I be doing SEO and stuff.

Speaker 1: A little bit of both. But in practical terms the most important thing of SEO is that Google logo. So if you show up in the middle ... go ahead Keith

Keith: Oh no go ahead, finish your thought.

Speaker 1: But that Google logo, whatever, the Google Plus business page. That's like the most important part. And then it's the AdWords. And so frankly it's a heck of a lot easier to make sure you're first place in the AdWords, and you're not gonna spend a fortune, than it is to really dominant all those other placements and Google has so much counter balance ways to make sure you're not showing up [inaudible 00:30:36] get anymore anyway. What I wouldn't do is get massively bogged down. Meaning, you're trying to do a blog every day, you're trying to do videos constantly, and you keep going through the list. But if you're trying to do Instagram and Twitter and whatever else, SnapChat, and you're blogging and all that stuff. I see people who said [crosstalk 00:31:01]

Well they're having too much fun back there. So does that help. Is that obnoxious up here? Okay.

Keith: I was gonna say one thing on AdWords. The AdWords guys, I just heard a thing from AdWords themselves, top three placements ... so when we say top placement, top three placement is about equivalent. So don't panic if the guy above you is paying like a million dollars per click. You don't need to go, "Oh my god, I gotta ..." Top three placements when you look at AdWords that's pretty equivalent to first place.

Don: Let's just grab this question here.

Speaker 15: So economy question, you can actually automate and monitor your content by having your blog set up to the certain other social sites. [crosstalk 00:31:58] The other thing is, sending from AdWords ad to a squeeze page or to your website.

Male: Squeeze page, squeeze page.

Don: That's the next question. The next question is landing pages.

Speaker 1: Landing pages, okay. Yeah. And what you're talking about is things like Hood Tweet and then there's a video aggregator app that it can send stuff out to. And I mean the thing that is working on Facebook is buying focused ads on Facebook. Going out and posting all this stuff and all that and posting on Twitter hoping it leads back and all that stuff. It helps a little bit. But it should be an

hour a week. It shouldn't be three hours a day. So you could do Hood Tweet and have it go out to 20 different places and maybe a couple of others and do that stuff. And you're right, even the blog, you can go create or find or steal other stuff. What we used to do is provide a lot of content for people to do that. But now then Google penalized it for the content. So if 20 different schools use the same thing, it hurts them all.

So what you really want to do is every time you get new testimonial, every time you get something new written up, if you do a good speech to everybody, go get it transcribed and now it becomes 20 pages of content. And then you can automate posting that out and rotating so now you're not making a federal case out of it. What we've seen in our franchise and what we've seen in coaching, people who love to work in marketing online for their school, almost never get any traction. People who want to go and get outside their four walls and go meet everybody in their community, get a lot of traction quickly. And I hate to say that, because I love online marketing, but it's so easy to get bogged down and not go meet important human beings and not go do important things.

Don: I would say the same thing if you look at the automotive industry. They have dedicated online people and then they have the rest of the sales people.

Speaker 1: They just separate.

Don: So landing pages, what's the story on that, what's your feeling on that?

Speaker 1: Well the biggest mistake, it goes back to what Kieth just said, is you don't just want to take them to your general website ever if you're buying the traffic. Your general webpage is gonna be the one that gets found by Google. So if there's SEO type of stuff that's where they're gonna end up. The problem is, what you have to do to the website as bait for Google sometimes is at odds with what it takes to get the website to convert well. But if you're paying for the ad, you want to take them to a page that's exactly what they're expecting to see. I put an ad out that says [inaudible 00:34:57].

Male: Sorry there's two mics. Bob wants a second mic.

Male: Bob can you turn that mic off?

Male: Throw Bob in there just for [crosstalk 00:35:06]

Speaker 1: Bob's fault. But if you're running the ad ... I forgot what I was gonna say. But back to school, some kind of special kids ... okay it's working. And one thing or another and then you take them to a landing page that shows some hot co-ed in kick boxing gear and some tough looking guy with no shirt on and then cute little kids in a white uniform, you totally ruin the track of the ad. You want it to be, back to school special, seven year olds, whatever, you take them to a page that looks like what they just saw that then is stepping them in to getting some

information that then is stepping them to getting you to get in contact with them. But it's a huge mistake people make, and even [inaudible 00:35:58] they put out these ads and it's got like this stuff, pictures, it's gonna massively damage response I want.

Again, if you're doing cardio kickboxing or cage fit or something like that and you're doing traditional martial arts then you're doing MMA, that's three completely separate ad campaigns. That's not one trying to hook up all three. Because the MMA thing kills the few kids in the white uniform, and the girl in pink kickboxing gear kills the guys wanting to do Brazilian Ju-Jitsu. They might like looking at the picture but it doesn't seem like where they want to go to train with what they're doing, if that makes sense.

Don: To go along with that then, how important are the customer reviews, the stars.

Speaker 1: That's really important in the end. It's a sad reality that we have now. What we're laughing about is we're doing advertising for this for us, and you get all these wacky martial arts guys and each of them make money and da, da, da and you're not real. And grand master of what, you don't know crap. All these weird, weird things. But now the only negative reviews we have are people we've never heard of, we've never talked to before that they go and do that kind of review. But the reality, the stat I think is soccer moms ... 85% are gonna go Google you before they come in. They're certainly gonna go Google you before you enroll. So if they came to a birthday party and they're a friend to Mrs. Jones, they're gonna ask her opinion, and then they're gonna go Google you and look for everybody else's opinion. So they're looking for obviously negative news stories, positive news stories, but the Google rating is the first thing they're looking for.

Mostly they're not going to the Facebook Page and looking for it. They're gonna Google and they're gonna look at that.

Don: Again, these are all skills and if you don't know how, you can go to the team and they will help work you through that. The next one is, if you were looking for the focus keyword, that's usually the key thing for these things. What would be some focus keywords that they could use, from your experience then?

Speaker 1: For Google? Well, one thing about buying Pay-per-click, is you've got to have hundreds of keywords. Because what we all tend to do is do the one that we think they're gonna search for us on. Kung Fu School in Poughkeepsie. Well hardly anybody's gonna type in Kung Fu School in Poughkeepsie. They're gonna do "martial arts," or they're gonna do "school," maybe "dojo, instructor, instruction, kids instruction, classes." Every iteration and synonym of school, classes, teaching. And then they're gonna do every synonym of martial arts, kung fu, tai kwon do, karate training ... they're gonna do all of the synonyms of that. And then you've got the geographic sort. And usually the geographic is you're targeting where the IP address is in Google for the people that you want.

But you've got to be aware of all of that stuff. So and Google now is really good, because as soon as you get five or six, it starts suggesting all the others.

A different part of the question is, you've got to be really good at exclusionary. So you don't want them who are looking for supplies, you don't want them looking for some MMA fighters record, you don't want them looking to see how to buy the Pay-Per-View for the Mayweather what's his name fight. You don't want them ... go through the list. You want to not do that. And you've got to be really good at the geographic exclusion. I used the example last night, somebody I worked with and they were in Seattle. And every time I do anything related to martial arts I see their add for their school. Well they're wasting a ton of money.

Don: Yeah I get the same thing. I've gone global and I see all these from India, and I don't really market to India, so exclusion is important.

There was a question here.

Speaker 16: Would you put something like leadership, better grades, stuff like that, or no?

Speaker 1: You mean as the headline?

Speaker 16: Exactly sure.

Male: For keyword.

Speaker 1: Oh. Well there's a short answer and there's a long answer.

Don: This is short answer format here.

Speaker 1: Yeah, yeah. Generally no. Mark Lazer and I were having this conversation and what he said, and he is exactly right, is you can go search engine optimize buy pay-per-clicks for people who are looking for ADD, ADHD [inaudible 00:40:42] and have everything about that be related to that, the free report is the free ADD solution you never thought of. And you could be placed there and you could place it in the better grades section, and like he does the body building supplements. He narrows down then to, not somebody who searches for protein powder because there's too much. But somebody who searches for some specific like body-building thing. So yes in that more narrow sense is that you could go, like being in Yellow Pages categories, you could go be under ADHD [inaudible 00:41:18] type of stuff, under discipline care, or under stuff like that. But you've gotta make the whole campaign congruent with that.

Facebook will kick you out if it's not congruent with ... not Facebook, but Google. But also it won't work if you do that add, the ultimate ADHD cure and then you take them to your martial arts school landing page. It will be too much of a disconnect and you'll have a high bounce rate.

Male: Well Google will disqualify your web page. They'll stop running you're key word if you do that. So you have to have it like you said, a complete ... the path has to be completed [inaudible 00:41:54].

Don: So the rest of these are sort of-

Male: [crosstalk 00:41:56] tested that by the way, [inaudible 00:41:57] I haven't got a lot of results from trying to do better grades [inaudible 00:42:02] because when people are thinking of better grades, they go to Huntington Learning Center or wherever. And it'd be great if we can do, but I haven't been able to get that one to work that well. But maybe somebody can. It'd be great if you could-

Speaker 1: Yeah we haven't spent much time talking about doing it, but you could, and pick up some traffic.

Speaker 17: How about seasonal AdWords. Like for me I ran a seasonal program in June. My phone never rang so much. Typing in summer program as a keyword. So maybe seasonal, like back to school, or parents again, trying to get in conversations parents mind, what are the parents looking for right now?

Speaker 1: Oh absolutely, Yeah that's a good point.

Male: [inaudible 00:42:44]

Male: And if you're doing any summer anything, you need to really start advertising in January. 'Cause that's when parents start looking at their summer activities.

Speaker 1: Well that's summer camps specifically. Yeah, but that's exactly right. If you're lining up, doing promotions with summer camps, you need to do them in January. And if your kids are registering for them.

Don: The next few are really just some quick answers. So Twitter.

Speaker 1: What about it?

Don: Yes or no?

Speaker 1: Waste of time.

Don: If you were gonna Twitter, how would you use it?

Speaker 1: If I were gonna Tweet. Tweet at Twitter. I Tweet and Twitter. I buy advertising in Twitter. I wouldn't.

Don: These are good enough for you?

Speaker 1: Here's the other thing. Twitter is great if your name is Donald Trump, Taylor Swift, or Justin Bieber. What Twitter is, a few people are broadcasting, most people are only paying attention to top 20 people.

Don: Instagram.

Speaker 1: It'd be buying ads with Facebook but it's kind of a waste of effort for our part.

Don: Proportionately, if we had Google, Facebook, we're not gonna use Twitter and Instagram, but Google Plus, how much would you proportionately put between them.

Speaker 1: Google Plus is only used by Google employees to try to prove that it's not dead.

Don: I guess most of the time, Google and Facebook?

Speaker 1: What was your list?

Don: The proportion. Well I'm gonna eliminate Twitter, because you don't want them, and Instagram, [crosstalk 00:44:14]

So why don't we talk about Google Plus really quick for them, because we didn't touch that yet.

Speaker 1: The only usefulness of Google Plus is making sure your business page there is well done. Because that's what they're pulling the Google Local from. So in that sense, you go to maps.google, find yourself, claim the page, lots of pictures, videos, five star reviews, that's really important. But the social media thing generally is-

Male: Could you back up on that last [inaudible 00:44:44]. Because I think it's important that they at least have that page, and I don't know that everybody knows how to do that.

Speaker 1: Maps.google.com. Does everybody own your Google page. Okay, you've done it. Anybody not done it? Anybody not know what I'm talking about?

Male: [inaudible 00:45:02]

Speaker 1: Oh okay, okay.

Male: It's the easiest way to [inaudible 00:45:06]

Speaker 1: Yeah. You go maps.google.com, type in the name of the school. Hopefully you show up. If you show up, what you've gotta do is claim the page. They'll verify that it's you. Once you've claimed your page, you'll want to build it out. So you wanna upload pictures, you wanna have relevant YouTube videos that you link

in to the page. You want to make sure the map is correct. Have them fix the map if it's not correct. But mostly you want to send a lot of people to the link to give you a review. Because you want to build that five star reviews.

[inaudible 00:45:42] Last time I looked you guys had like 380 five star reviews. That sound about right. So benchmark that. That's where you want to trend to. You've got five people who said goo things about you, that's not what you want. You want it to be overwhelming volume. In practical terms, 40, 50, 60 that's a pretty good start.

Male: Can we ask Elite how they got that many? Besides asking for it.

Speaker 1: Asking for it.

Male: [inaudible 00:46:15] a lot of that.

Speaker 1: A better answer that I've heard, is Jeff Paterson has 170ish and what he did is he went to an I masking service, which is literally hidemyass.com, and would put his laptop on hidemyass.com and then he would touch base with every student as they came in and basically say, do you like class? Would you be willing to say something nice about us online? Fantastic here would you do it, and hand them the laptop.

Male: Right.

Speaker 1: Now the reason you do hidemyass is Google will flag you if you have a whole bunch of reviews from the same IP address. So they've all got to come from different IP addresses.

Male: Yeah so don't go make yourself a whole bunch of different reviews, and make a whole bunch of different Google accounts because they'll know.

Speaker 1: Yeah. They'll blacklist you. So the way that Jeff got 160 pretty quick is that if you do that tragedy, through trickle, little bit more, little bit more, a little bit more and build, cause if Google sees you've got two reviews in the last five years, and then you've got 182 in a week, they'll flag it as well. So you go get four or five this week, eight or ten next week, and you can have it ramp. But make it ramp that way. Does that make sense to everyone.

Male: So is the masking service still effective.

Speaker 1: I think so. Yeah and I've actually never used that one. That one came from Jeff. That was one of those like your idea Gregg of the sharing the contact. I went, "Damn, I wish I had thought about that." Like your deal of, it's a four year deal, let them pay two years paid in full and get a discount. The three ideas that I've heard recently, it's like why didn't I think of that [inaudible 00:48:02] obvious. Was that one, Jeff's, and yours. But does that help?

Don: So what about blogging?

Speaker 1: What about it?

Don: Should you be?

Male: [inaudible 00:48:25]

Speaker 1: No Trump isn't a blogger, he does 130 word Tweets.

Male: Tweeter.

Speaker 1: Yes, but no. It's the same answer a minute ago. If you can discipline yourself to every Sunday night from seven to eight, do as much crap as you can online and then not do anymore. Great. If you're gonna go to the school at 9:00am and turn on the computer, you're better off not to do any, than to do that. So it's something that's at the margin worthwhile. It'd be nice to have all that stuff built out. But the relationship of one elementary school beats all the blogging you would do for two years. So you shouldn't get bogged down and not do things that are more important.

Male: Master Oliver, one of the things that I always recommend, when we tell people to do auto-responders and write emails out that they stick in their cue, it's easy enough if you're gonna blog to make that your blog. So if you're gonna do an auto-responder email out to everybody, you're gonna do that on a regular basis, we're suggesting that they do anyway, it's easy enough to just take that, stick it in a blog, take out the offer at the bottom and put in a word of ... like in a press release. Where at the bottom of the press release has stuff about you and about your expertise at the bottom, and that's easy to blog, if you're gonna do that. I just do it once a month.

Don: Just two more questions. For the newbies here, what is you're recommended book list that they must read. Must reads.

Speaker 1: Must.

Male: It's okay.

Speaker 1: [inaudible 00:50:10] I mean that's an absolute must read.

Don: Is this something for staff too?

Speaker 1: It's a little dense. It's a little dense. There's a Harvard Business Review Article that we post a couple times, that would be all the way down to the part-timer staff, all the full-timer staff I made them suffer through it. And okay ... Think and Grow Rich, would be another one. I'm trying to think of one other ... there's several recently that have been really good.

Male: [inaudible 00:50:38]

Speaker 1: Yeah, I mean that's good. You've got kind of a motivational type of stuff. From a real practical business standpoint, I always thought Tom Peter's Passion for Excellence, and then [inaudible 00:50:51] is really the best.

Don: What are your books right now you're reading?

Speaker 1: Okay. Well, I'm re-reading The Culting of Brands. Because I was just hanging out with a bunch of brain-washed cold followers of the Harley Davidson. So that's good. I'm also re-reading The Blue Ocean Strategy, which is good.

Don: There's nothing written by a Korean [inaudible 00:51:21].

So final question. This is always the big one. What's gonna be the next car?

Speaker 1: That's important?

Don: Everyone has goals.

Speaker 1: Well the goal is the Ferrari California, but the practical is probably a Porsche Cayen when the Volvo finally kicks the bucket.

Don: What about the electric Porsche?

Speaker 1: That's too far down the road. It's probably my SUV that has 245,000 miles. When it dies, it's gonna be it.

Don: Well that finishes up this segment here, but again let's just try to get a few really quick questions in, because the rest of your weekend is going to be deep thought. Yes Marty.

Marty: So I have heard that the-

Speaker 1: They're having to much fun.

Marty: There's a karate kid television show in the making.

Many Speakers: [crosstalk 00:52:07]

Speaker 1: Oh really. Oh that's right. [inaudible 00:52:14] and the kid that was the rival. William [crosstalk 00:52:23]. Yeah he's a real nice guy too, I've met him several times.

Marty: Do you know how we could use that as a marketing ... any ideas?

Speaker 1: And it's gonna be YouTube?

Male: [inaudible 00:52:36] 20 years later. He's trying to get like a dojo that he owns that [inaudible 00:52:40] Mr. Miagi or something the storyline.

Speaker 1: Yeah I don't know.

Marty: They both have dojos.

Speaker 1: If we had some good TV shows, and there are some that we can go buy 30 seconds or better two minute time slots on, that'd be really useful. And there are a few. The Disney Channel has a whole bunch of ... does anybody know the names, there's two or three that have kind of martial arts themes.

Male: Kickin-It

Speaker 1: Kickin-It was pretty good, or it is pretty good. So some of that you can go buy advertising on. I'm not sure if it's streaming on YouTube, if it's YouTube Red, do they let you buy ads on top of the show? If they do, then that might be useful. If they would let you buy an ad on top of it. I think a lot of ... some of the advertising has been working pretty well, has been retargeting on top of YouTube. So you can do that. They clicked on your ad in Facebook, they came to your website, opted in, or not opted in, you can re-target an add onto YouTube, and then you could buy videos that are martial arts related. Problem is, those are mostly martial arts enthusiasts who watch. So it's not exactly our target audience. Better would be parenting videos and stuff where there's not that much critical mass on that.

So maybe they'll let us buy ads on top of it when it comes out and maybe it will be useful. Given that it's the original cast, my guess is, it's not gonna be the kids' audience, it's gonna be like all the 40, 50 year olds who remember ... I mean 'cause it came out in what, 1984, or five?

Male: 30 years.

Speaker 1: Yeah. My kids don't know who Ralph Machio is. Karate Kid is Jayden ... is that ... yeah Jayden. So they wouldn't know who he was. We'll see. Was that it?

Don: That's it.

Speaker 1: Well that was easy.