

Welcome to the Annapolis HUG

and get ready to...

Critique My Campaign!

Before We Start...

Let's Get to Know Each Other!

OK, Who's Hiring?

Join the Conversation!

Tag **@AnnapolisHUG** on
Twitter!

Use **#AnnapolisHUG** on your social posts

Upcoming Events & Meet-Ups

Register Now!

Q2 Annapolis HUG!

**Mastering LinkedIn
Advertising**

with Jason Linde

**Wednesday, April 10
6:30PM HERE!**



annapolis.hubspotusergroups.com

Critique My Campaign

10 MINUTES

Today's Presenters

- Lisa Hall, EYA
- John Booth, Cipher Systems
- Ron Szpatura, Landmarks
- Kathleen Booth, IMPACT

Lisa Hall, EYA

Lead Resuscitation

- EYA is a homebuilder in the DC area. We primarily build townhome communities.
- Montgomery Row has been open for 3 years, is 90% sold and will be sold out by this summer.
- Approx 1,200 people signed up on our list over 1 year ago and have never visited.
- Goal: in the final months of the project to shake the tree for any viable prospects who have been lingering and to get them to schedule an appointment to visit the community.

Email nurturing campaign

THE RECOMMENDATION OF
EYA *Eye within walking distance*



Dear Friend,

Happy New Year! Is a new home still on your wish list for 2019? Please take a minute to let us know your buying interest so we can provide you with the most helpful information during your new home search.

- [Yes, I am still looking for a new home](#)
- [No, I am no longer looking for a new home](#)

Thank you! We hope 2019 is filled with health and happiness and your perfect place to call home.

Sincerely,

Astrid De Lima
New Home Advisor
astrid@eyamarketing.com

1st email sent:

17% open rate

4% click rate

29 people clicked yes still interested

17 people clicked no longer interested



Dear Friend,

If you're considering purchasing a new construction home you likely have a lot of questions. What is the buying process? What are the benefits of new construction vs a resale home?

Check out this brand new "[Guide to Purchasing a New Construction Home](#)" to help you decide if this is the right option for you.



Have questions or want to learn more about the new townhomes at Montgomery Row? Feel free to contact me any time at 301-830-4335. I'm here to help you find the home that is right for you.

But don't wait too long, Montgomery Row is almost 90% sold out and the homes are selling quickly.

I look forward to hearing from you!

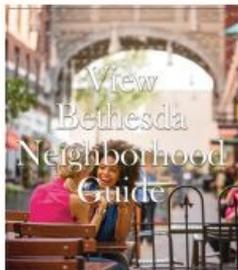
Sincerely,

Astrid De Lima
New Home Advisor
astrid@eyamarketing.com



Dear Friend,

I hope that our "Guide to Purchasing a New Construction Home" was helpful. Not only is purchasing the right type of home important, but so is the right location. If you are still considering Bethesda for your new home, check out our Bethesda Neighborhood Guide, full of insider tips on all our favorite local shops, restaurants and activities just moments from Montgomery Row.



Want to check out the neighborhood? Just contact me any time and I'll be happy to schedule an appointment for you with our sales team to walk you through Montgomery Row and tell you more about this fantastic Bethesda location.

I look forward to hearing from you!

Sincerely,

Astrid De Lima
New Home Advisor
301-830-4335
astrid@eyamarketing.com



Dear Friend,

Did you find our Bethesda Neighborhood Guide helpful? Are you still thinking of moving to the neighborhood? Bethesda has so much to offer – from close proximity to DC to hundreds of fantastic shops, restaurants and entertainment venues just moments away.

But don't take our word for it. See what Montgomery Row homeowners [have to say](#) about the community and learn why 98% of our residents recommend the neighborhood!



Want to learn more about Montgomery Row? Just contact me any time and I'll be happy to answer any questions you have or make an appointment for you with our sales team to show you around the neighborhood. But don't wait too long, we are over 85% sold out!

I look forward to hearing from you!

Sincerely,

Astrid De Lima
New Home Advisor
301-830-4335
astrid@eyamarketing.com



Dear Friend,

When top DC area lifestyle blogger Meg Biram visited Montgomery Row, she talked about finding a home that suits your lifestyle and the importance of location—proximity to work, transit, top schools, your favorite restaurants and places to shop. What did Meg love about the homes at Montgomery Row? Below is an excerpt—read her blog post [“Love Where You Live”](#) to find out more.

One thing that was very clear to me about how this townhome community was built was that they really thought about how modern people like to live. There is a lot of storage, big kitchens, garages, rooftop terraces, lots of light — so many things that you always dream of in a home.



Dear Friend,

If you are considering a townhome at Montgomery Row, I'd love to share more information about the special features of the homes. Designed for folks who want modern living spaces and convenience, the townhomes offer lofts, rooftop terraces, garage parking and more. In the following video, I'll walk you through the features of the Burch model home, from the open and airy kitchen to the stunning rooftop terrace. Watch the video [here](#).



Are you ready to tour our homes in person? If so, just contact me any time and I'll schedule an appointment for you with our sales manager. Quick move-in Burch homes are available. But don't delay, we're over 85% sold out!

I look forward to hearing from you.

Sincerely,

Astrid De Lima
astrid@eyamarketing.com



Dear Friend,

Living in a walkable neighborhood can transform your lifestyle. Not only are there health benefits, but [research](#) has shown that walkable neighborhoods also create a sense of community and can be safer. With nearby shops, restaurants, transit and more, enjoying life within walking distance can lead to increased happiness and a sense of belonging in your community.

Montgomery Row offers amazing walkability and amenities. Check out the [link page](#) to discover all conveniences that could be just steps from your front door and start living your walkable lifestyle today!



Are you ready to tour Montgomery Row in person? If so, just contact me any time and I'll be happy to schedule an appointment for you with our sales manager.

I look forward to hearing from you!

Final emails:

- Open House event
- Break up email

Questions for the group:

- Is this the best type of information to use in a nurturing campaign?
- What time frame would you send the emails (once a week, etc)?
- Would you continue to send to the entire list or only those who open the emails?

Time to Critique

John Booth, Cipher

The logo for CIPHER, featuring the word "CIPHER" in a white, sans-serif font. A white curved line arches over the top of the letters "I", "P", and "H".

CIPHER

A low-angle, upward-looking photograph of a modern skyscraper with a glass facade. The building's lines converge towards the top of the frame. The image is split vertically: the left side is a solid blue background, and the right side is a white background. A white curved line separates the blue background from the white background, following the curve of the building's top edge.

ANNAPOLIS HUG FEBRUARY 2019
CRITIQUE MY CAMPAIGN



Competitive Intelligence Self-Assessment Calculator

Everyone likes to know where they stand, how they stack up to the competition. Right...?

The Cipher CI Maturity Calculator rates the maturity level of a company's Competitive Intelligence functions via a HubSpot form conversion and workflow.



Self-Assessment CTA



COMPETITIVE INTELLIGENCE 101

WHAT'S YOUR SCORE?

Learn your competitive intelligence score
with our 5-Question Self-Assessment.

The Calculator (Form)

- Visitors are asked to answer five questions
- Answers are selected from a dropdown list of four responses

Assess Your Competitive Intelligence Maturity Level

Answer these five questions to assess your competitive intelligence maturity level and sign up to receive educational resources from Cipher that will help you take your competitive intelligence function to the next level.

1. Does your team get surprised or caught off guard by new companies/products entering the market?

Yes, frequently

2. What is the team structure for your competitive intelligence efforts?

We have one person working on CI part-time

3. How many different business functions (C-Suite, Strategy, Finance, Development, Marketing, etc) are supported by competitive intelligence?

CI fully supports several business functions

4. What is your biggest challenge when it comes to competitive and market intelligence?

Collecting and storing information

5. Which of the following best describes the tools used to support your CI functions?

I use third-party Marketing tools not built specifically for CI (Hub

Submit your self-assessment and get the results delivered to your inbox along with resources to take your competitive intelligence efforts to the next level.

Email Address*

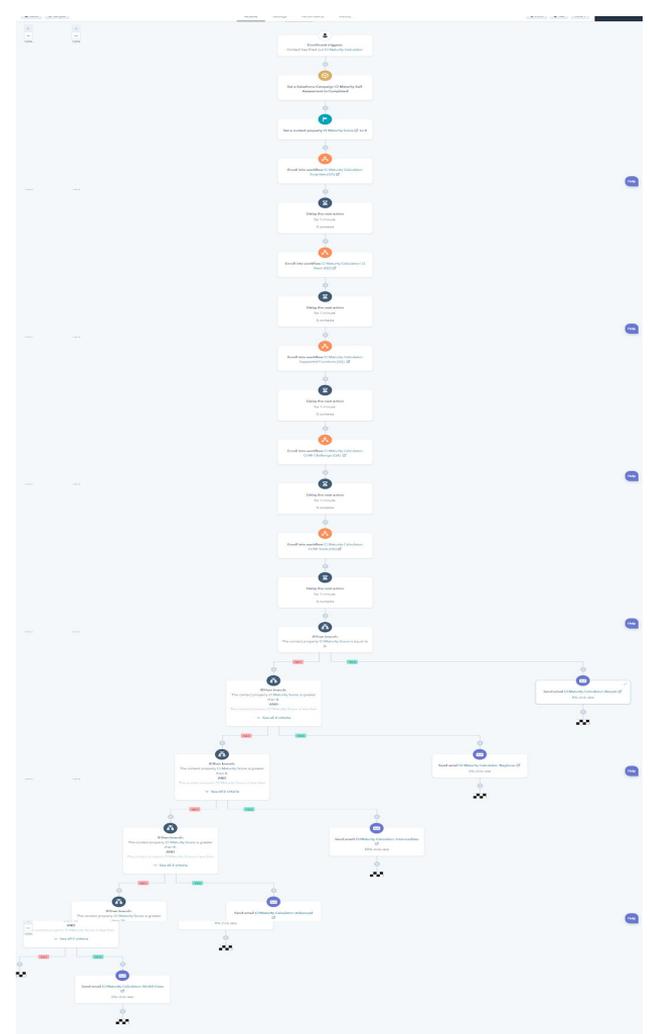
We need your email address to send you the results of your self-assessment and related resources. You can update your mailing preferences at any time.

Please complete this required field.

Submit

The “Magic” Calculator

- The Workflow consists of 14 separate steps
- Plus Five additional decision tree branches
- Each answer is assigned a numeric value
- The total value is then associated with a value range to determine the



Campaign Tactics

- Greatest activity will be two emails
 - Email #1 sent to entire contact database (10K)
 - Email #2 sent +2 days targeting Unopened List
- Featured CTA on our:
 - Homepage Hero (20% of all visits)
 - Main menu Resources Dropdown Option
 - Resource Center Hero
- Social promotion via LinkedIn and Facebook
- Network with my network (psst, that's you...)

Build Your Own Super Self-Assessment

- I will share our Self-Assessment instructions with all of you.
- In return, would you please visit the Cipher company LinkedIn page and share a relevant post with your network.



Cipher Systems, LLC
185 Admiral Cochrane Dr.,
Suite 210
Annapolis, MD 21401



+1 410.412.3326



j.booth@cipher-sys.com

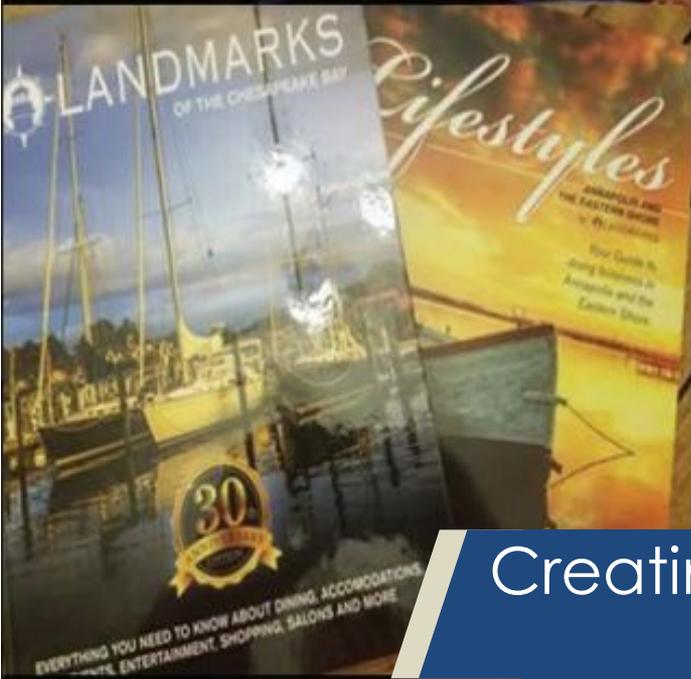


www.cipher-sys.com

Time to Critique

Ron Szpatura, Landmarks

Programmatic Advertising



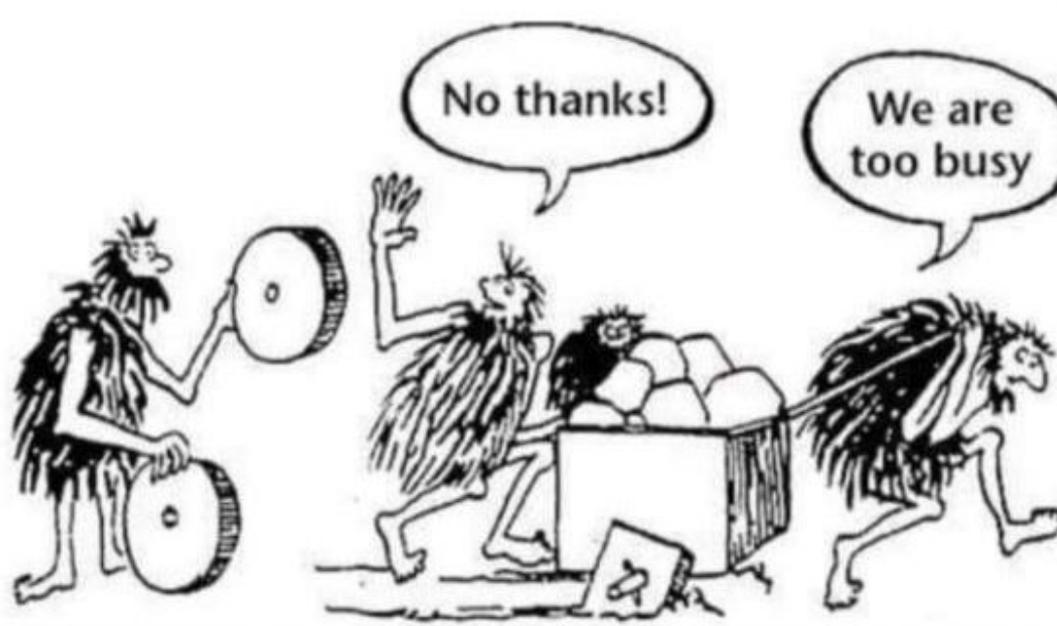
Celebrating our 31st year

Creating Bottom Line Results with
New Technologies in Digital Marketing

Tell me about your business.



What has technology changed in your business in the last 2-3 years?



Victims of Change



Agents of Change



Amazon Echo



Internet Purchasing

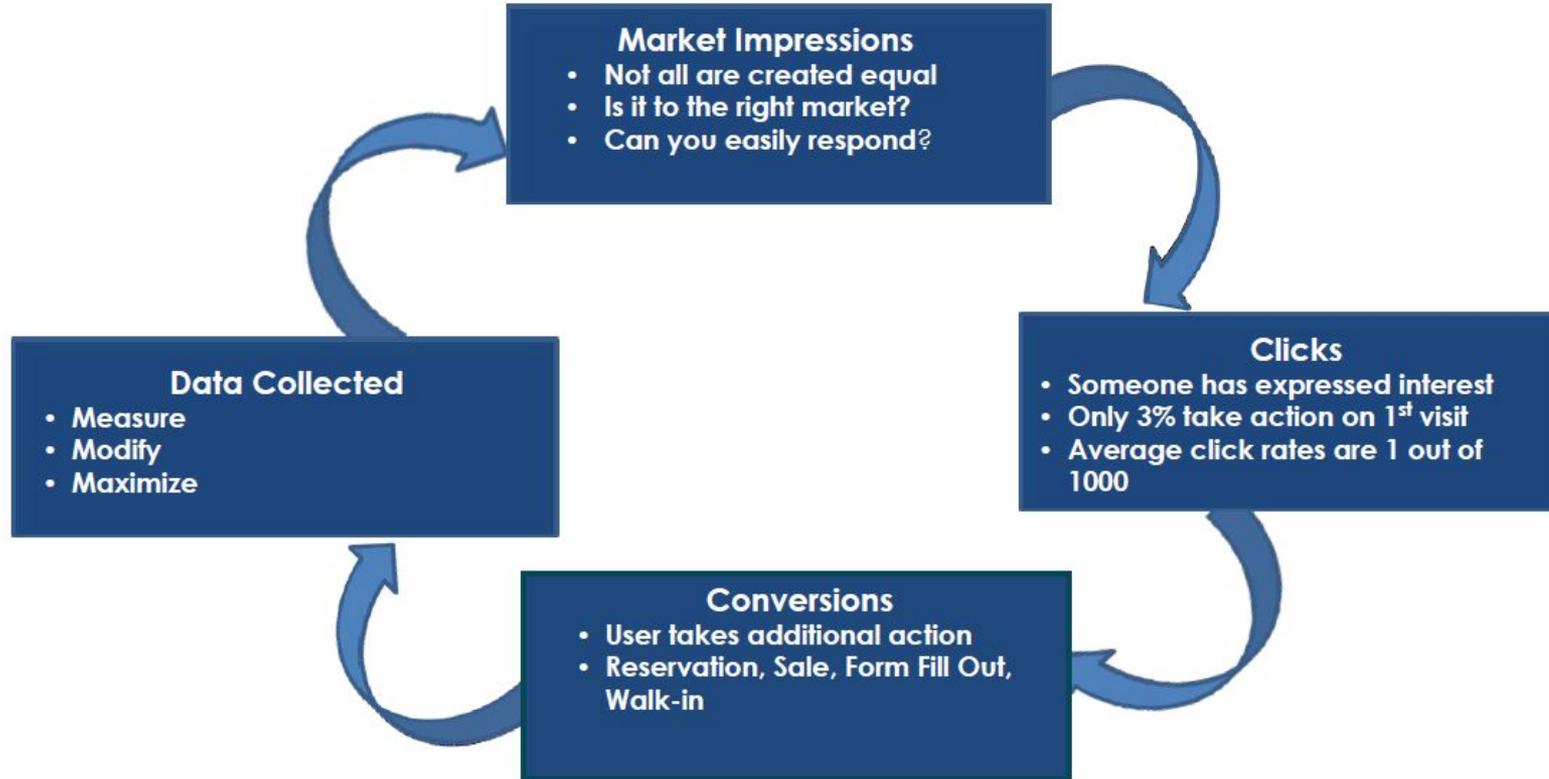


Landmarks Clients transitioning into DIGITAL:

- O'Leary's Restaurant
- Ruth's Chris Steak House
- Fager's Island, Ocean City
- Sam's on the Waterfront
- Carrol's Creek Cafe
- Federal House
- Senator Ed Riley
- Herrmann Advertising
- The Cyphers Agency
- Annapolis Yacht Sales
- Visit Annapolis & Anne Arundel County
- Kent Island Library
- Sadona Salon & Spa
- Robert Andrew Salon & Spa
- BodyWorx Massage & Spa
- Chesapeake ERgent Care
- Premier Planning Group
- K-Coast Surf Shop
- Citizens for Saab
- Enoch for Congress
- All About Doors
- Beautiful Smiles
- Chesapeake Holistic Medicine
- Advantage Lending
- J&W Ryan Enterprises
- Cheaper than a Geek
- Guido's Burritos

How much do YOU really know about digital marketing???

Let me SIMPLIFY it for you:



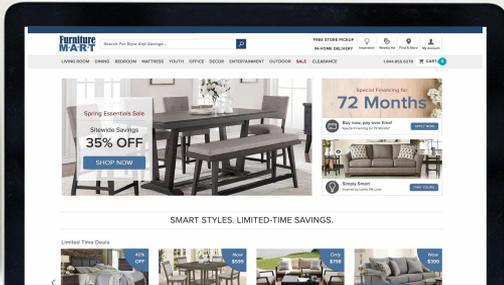
You really only need to understand 4 things.

What is an Impression?

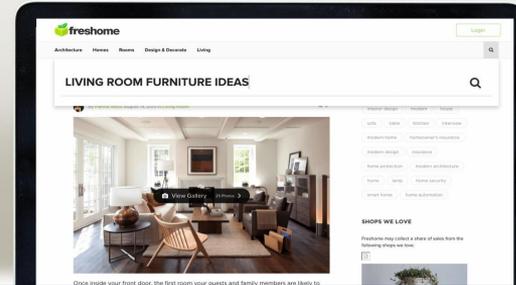


Digital Tactics

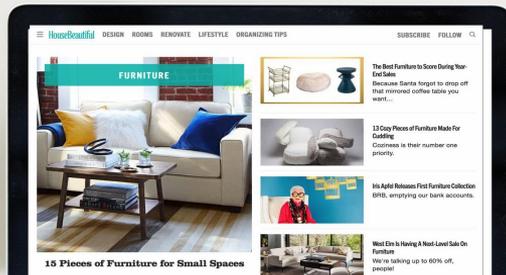
How to reach the right people.



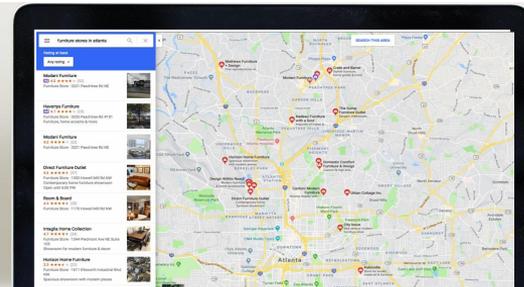
People who have been to your website.



People who are searching for your products.



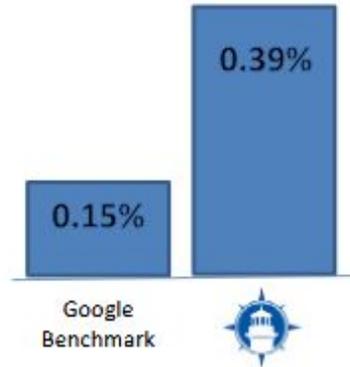
People who are reading about your products.



People who are visiting your competitors.

Click rates: Industry Average vs. Landmarks

Click Through Rate



RM Expansion Rate



2.6X
Google Benchmark

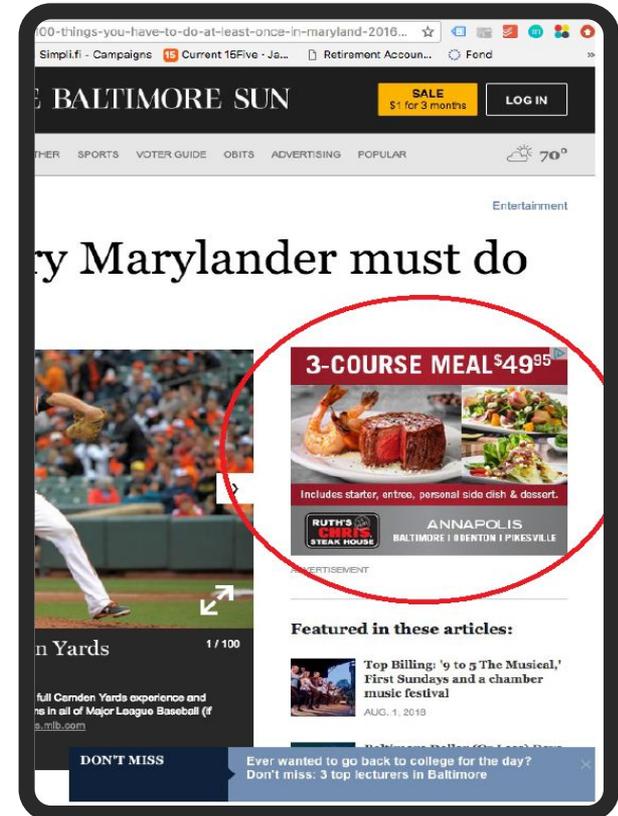
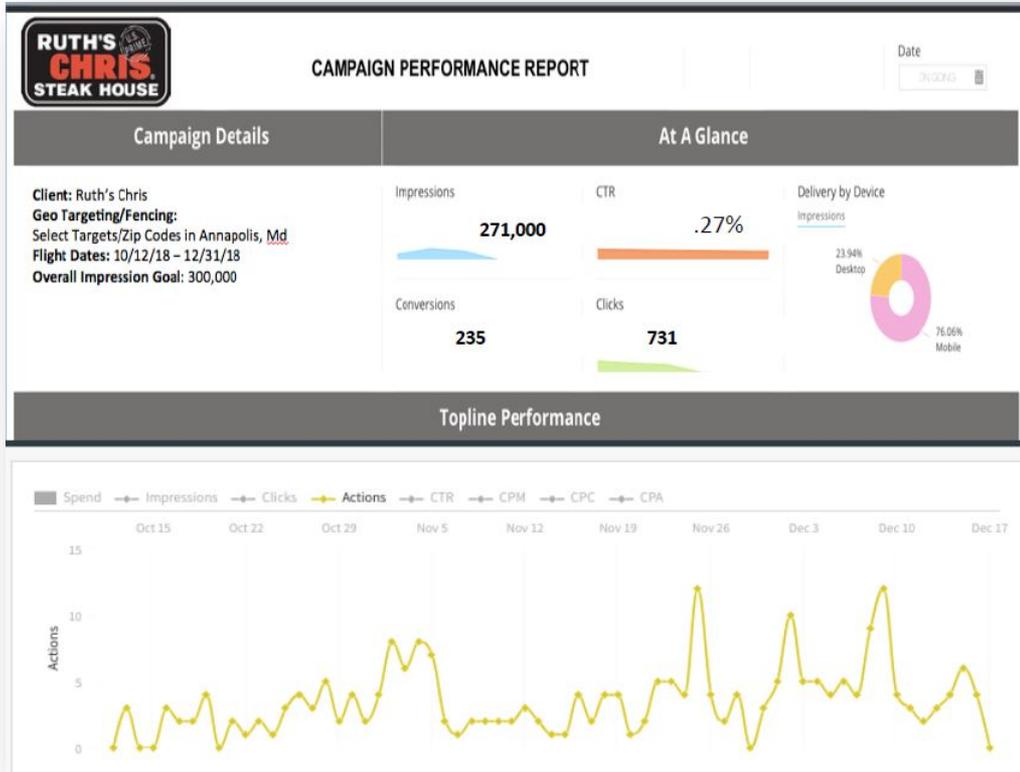
3.3X
Google Benchmark

Source: Google Doubleclick Display Benchmark Tool and Internal metrix
Landmarks Marketing Geofencing

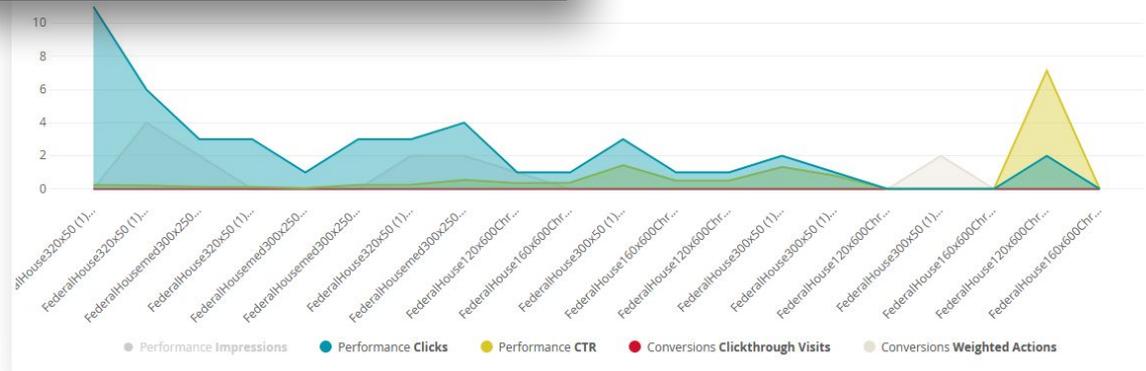
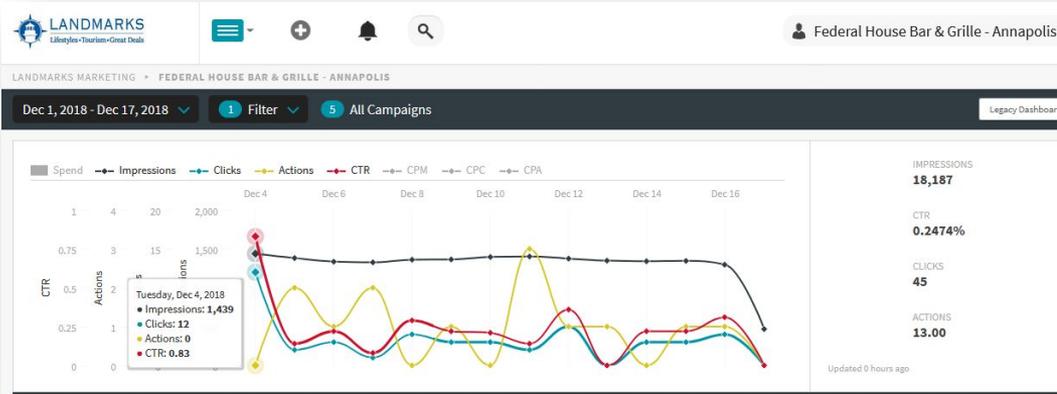
Average click rate = 1 out of 1,000

Only 3% take action the first time

Conversion Actions:



Measure · Modify · Maximize



Examples of Success

Appearing in: The Washington Post

Politics Opinions Sports Local National World Business Tech Lifestyle Entertainment Video Jobs Classifieds Sign In

Real journalism matters. Subscribe

The Washington Post

September 11, 2017 Edition: U.S. & World | Regional Democracy Dies in Darkness 62° Washington, D.C.

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Irma weakens to tropical storm but still threatens Florida

System takes aim at Panhandle as residents contend with storm surges, no power

- Irma churned over vulnerable Tampa overnight after causing rapidly rising water levels in Naples and along Florida's Gulf Coast, while also triggering tornadoes and flooding in Miami on the state's opposite coast.
- More than 6.2 million customers, more than half of the state, were without power this morning.

By Scott Unger, Patricia Sullivan and Mark Berman · 20 minutes ago

Irma sets its sights on Georgia; flooding still a concern

Coastal waters could still rise well above normal levels along the

[More Photos](#) 1 of 8



The roof of a gas station is damaged in Bonita Springs. (Getty)

The BEST Seafood in Town

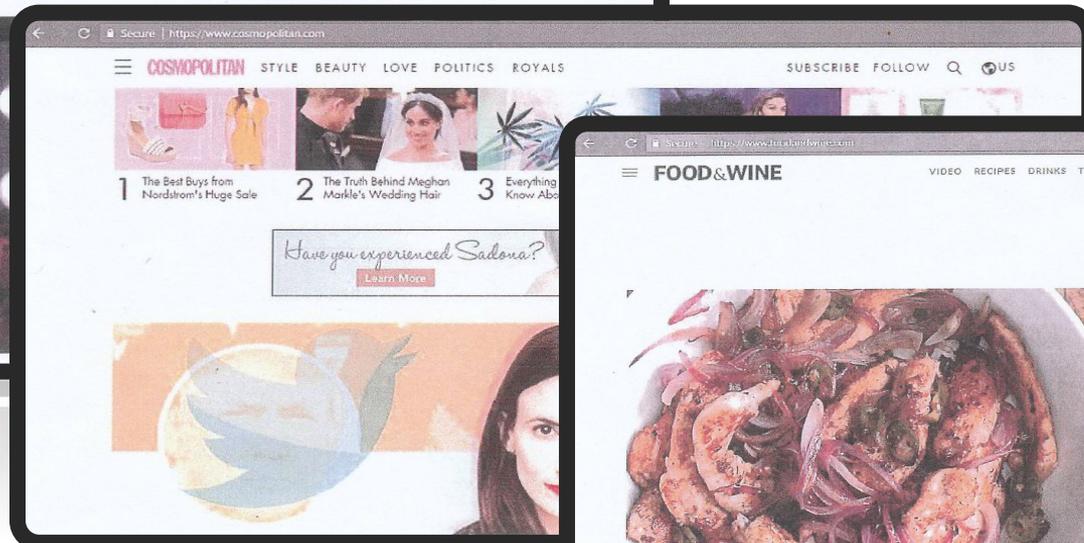


O'LEARY'S
SEAFOOD RESTAURANT

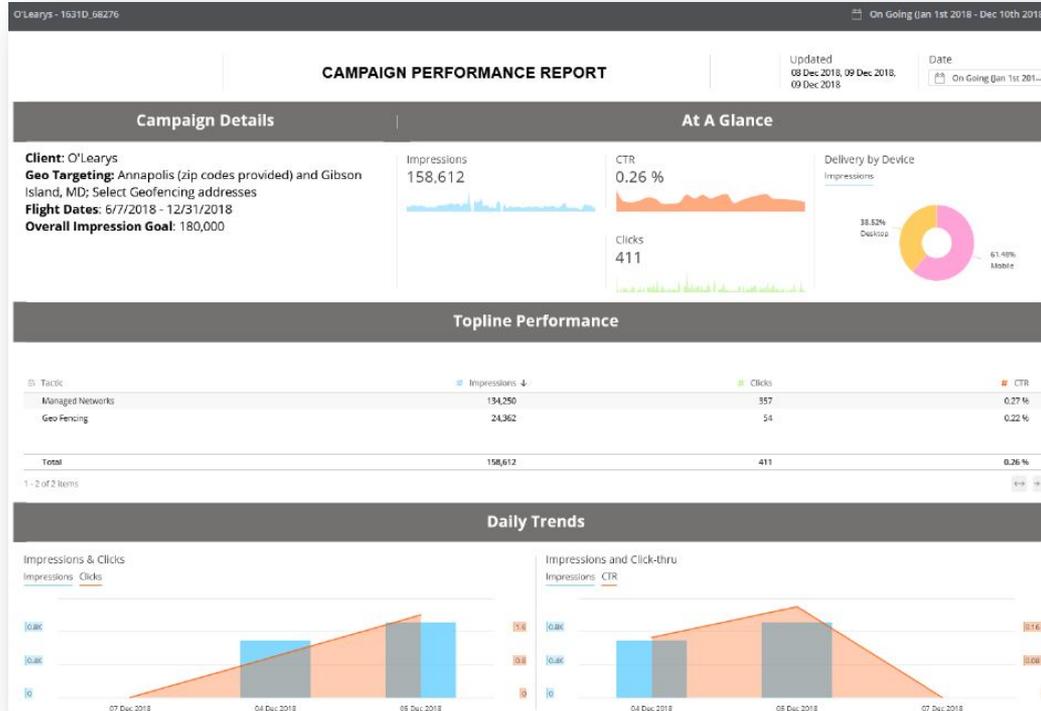
All traditional ad units

Would Irma shift east? Or west? In the end it

Appearing in: Nationwide, High-Traffic Websites

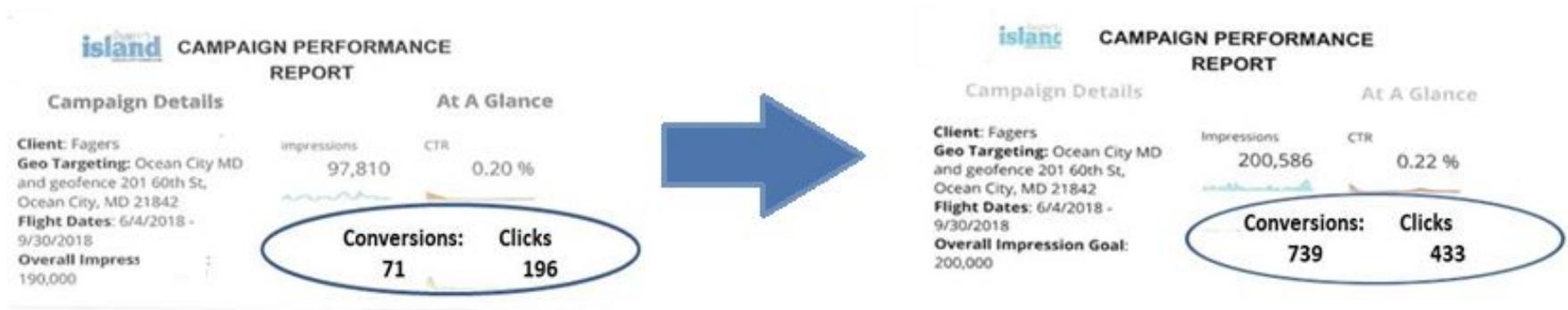


The Landmarks difference: Relationships



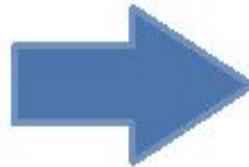
Fager's Island Restaurant

1st 100,000 market impressions - 71 Conversions
2nd 100,000 market impressions - 739 Conversions

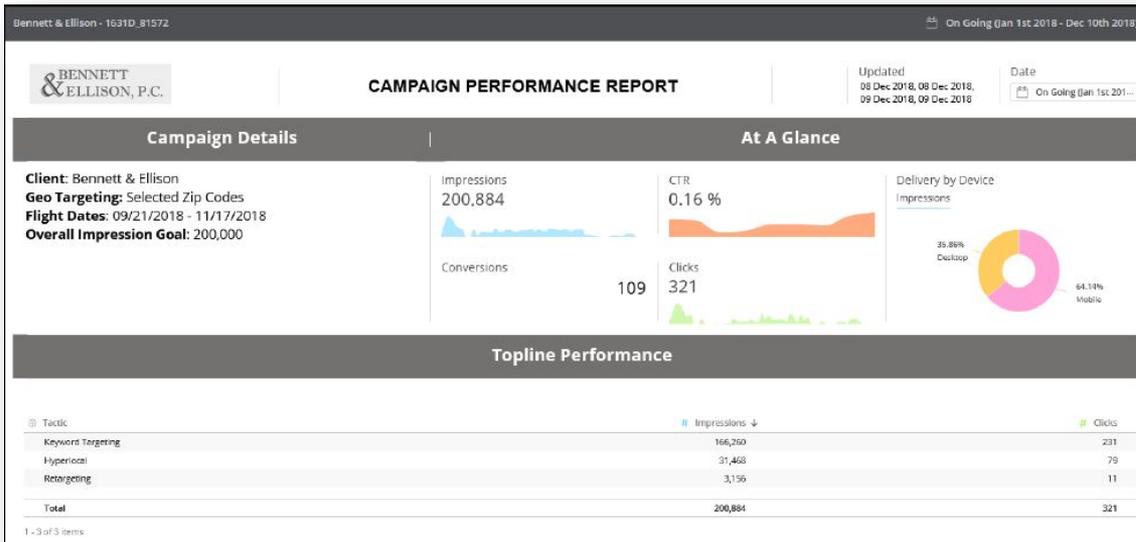


Sadona Salon & Spa

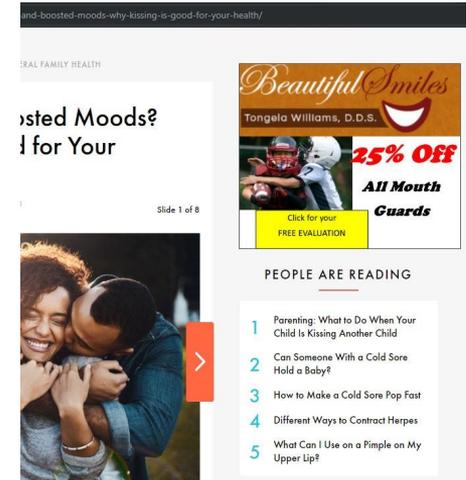
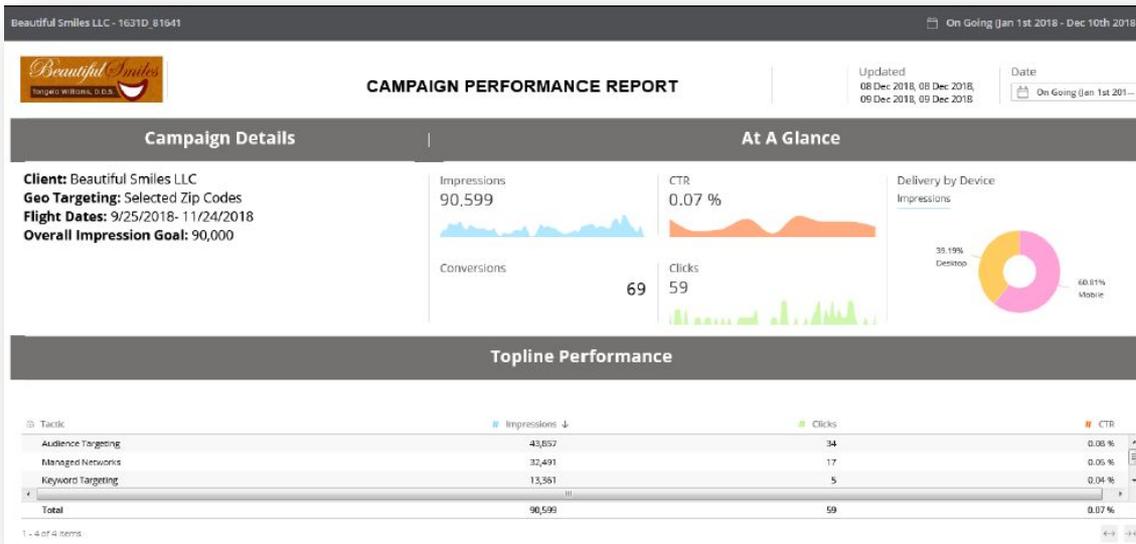
1st 100,000 market impressions - 14 Conversions
2nd 100,000 market impressions - 501 Conversions



The Landmarks difference: Relationships



The Landmarks difference: Relationships



and-boosted-moods-why-kissing-is-good-for-your-health/

REAL FAMILY HEALTH

Boosted Moods? Good for Your

Slide 1 of 8



Beautiful Smiles
Tongela Williams, D.D.S.

25% Off
All Mouth Guards

Click for your FREE EVALUATION

PEOPLE ARE READING

- 1 Parenting: What to Do When Your Child Is Kissing Another Child
- 2 Can Someone With a Cold Sore Hold a Baby?
- 3 How to Make a Cold Sore Pop Fast
- 4 Different Ways to Contract Herpes
- 5 What Can I Use on a Pimple on My Upper Lip?



LANDMARKS Digital Marketing



Click Thru Results from
Targeted Geofenced Digital Impressions
Go up month after month.



Targeted Market Impressions (90-day Min)

Month	Day	Cost/Month
250,000	8,000	\$3000
100,000	3,000	\$1,800
60,000	2,000	\$1,000
30,000	1,000	\$675

10% Discount for 6 Month agreement
20% Discount for 1 Year agreement

www.LandmarksMarketing.com 410-263-1722

Time to Critique

Kathleen Booth, IMPACT

Campaign Overview - IMPACT Live for Teams

- What it is: Team package for groups attending IMPACT Live
- IMPACT Live for Teams: get aligned, get excited, and get immediate results. Speak with our concierge to get started.
- Price:
 - \$4500 for up to 8 people
 - \$9000 for up to 16 people

	ALL ACCESS	VIP	FOR TEAMS
Full Session Access	✓	✓	✓
Breakfast & Lunch (Tuesday & Wednesday)	✓	✓	✓
Opening Night Welcome Party (Monday)	✓	✓	✓
Cocktail Hour (Tuesday)	✓	✓	✓
Evening Party Sponsored by Accelo (Tuesday)	✓	✓	✓
Workbook to Capture Key Takeaways	✓	✓	✓
Premium Seating	✗	✓	✓
Speaker Meet & Greet	✗	✓	✓
Signed Books	✗	✓	✗
VIP Dinner (Tuesday)	✗	✓	✗
Open Bar during Evening Events	✗	✓	✗
Assigned Inbound Expert*	✗	✗	✓
Special Recognition as a Teams Attendee	✗	✗	✓
Reserved Table During Breakfast & Lunch	✗	✗	✓
1-Hour Follow-Up Call with Assigned Expert	✗	✗	✓
30-Minute Strategy Session Call with Marcus Sheridan	✗	✗	✓

Messaging

- IMPACT Live brings the most innovative minds in digital marketing into a single space (and a single track) so your team doesn't miss a thing. By the end of this intensive two-day event, your team will have a clear path to becoming the most trusted voice in your space and will return to the office energized, aligned, and armed with the tools they need to take immediate action.
- When you bring your group to IMPACT Live, they get so much more than an immersive learning experience—they get long-term change. Teams at IMPACT Live benefit from concierge-level treatment during the event and guided follow-up with an IMPACT expert after the experience, giving you the advice you need to turn takeaways into action.

Video



Email #1

(Ideally sent after a phone conversation)

Hey <first name>,

There's a new package we've put together around our marquis event and I think you'll want in.

IMPACT Live for Teams gives you the chance to bring your entire group to IMPACT Live, where they'll benefit from tons of takeaways over two days and return to the office aligned and excited about what comes next.

Here's a quick look at what your team can expect: <video>

The package includes recognition during the event, top-notch, concierge-level treatment, and a follow-up session with one of our experts to make sure you all have a plan in place to turn your inspiration into results.

I'd love to talk with you about how this fits with your team. Are you interested?

Email #2

(sent one week after Email 1 if no reply; includes book and one-pager based off of splash page content above):

Hey <you>,

Heads up that I'm sending you a copy of They Ask, You Answer by my friend and IMPACT partner Marcus Sheridan. Marcus is going to be the integral speaker at IMPACT Live in August, and I think your team would be a great fit there.

Have you had time to take a look at our new IMPACT Live for Teams? This is where you get some major recognition during the event, concierge-level treatment (from special seating to guided meet and greets), and a follow-up session with one of our experts (it might even be Marcus himself).

Hope you enjoy the book and let me know if you're interested in attending Live and bringing your team.

Thanks!

Time to Critique



Thanks for Joining Us!