



Sales and marketing
playbooks from
our finalists

Small Business IKON Awards

2020

Keap faces the music



A musician can have great material, and a good distribution strategy, but without quality execution, that music may never be heard or enjoyed. It's true for artists and it's a principle that can be applied to most businesses as well.



Just ask Ben Marshall of Artist Management Services Ltd. His company books music for weddings and events in the United Kingdom (where up to 200,000 weddings are held annually). He found himself in the position where business was being generated, but service implementation needed to be changed.



About

Artist Management Services Ltd.

A music management company that provides management services to professional musicians in the UK primarily but also internationally.

Website

artistmanagementservices.co.uk

Years in business

7

Location

United Kingdom

Employees

11

Annual revenue

£3,300,300

Automation frees up time to focus on the big picture

Overwhelmed, Ben knew he needed a plan. He was determined to focus on a few areas like automating certain marketing processes and providing incredible customer experience. He realized manual lead follow up created holes in his sales funnel and a lesser client experience.

Fortunately, Ben discovered small business automation software that could streamline his marketing and sales efforts and free up his time to focus on big picture activities like refining the company's vision and executing a growth plan.

"We were in this unique position where we needed to expand our business very quickly, but didn't have the team members to do it. So we found ourselves needing to automate a large percentage of the tasks that we had to perform within our business, and Keap was the solution to that problem," he said.

Specifically, he wanted to focus on email content. Using their lead generation model, Ben knew that the more they pumped into digital advertising, the more leads were driven through to the other end of the sales funnel—a good problem to have.



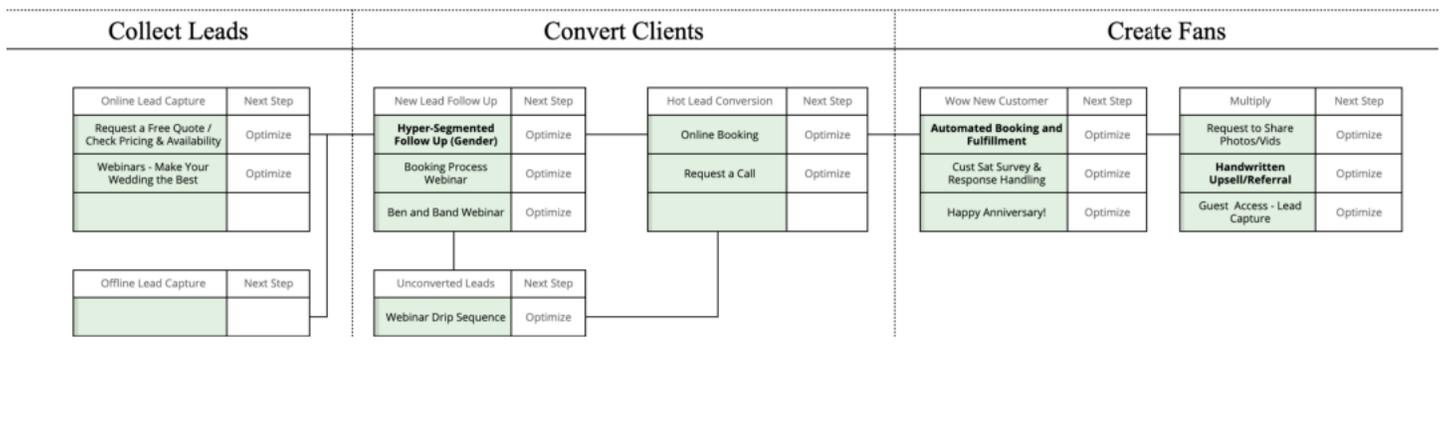
Perfecting the lead

generation and

follow-up process

Artist Management Services Ltd. now uses Keap to collect leads, convert clients and create fans. Keap also acts as a full-time salesperson by putting new leads into an automated follow-up system. This system allows Ben and his team to nurture, segment and follow up with leads over a 12 to 18-month period by triggering tasks, prompting sales follow-up calls, sending personalized automated emails, offering upsells and more.

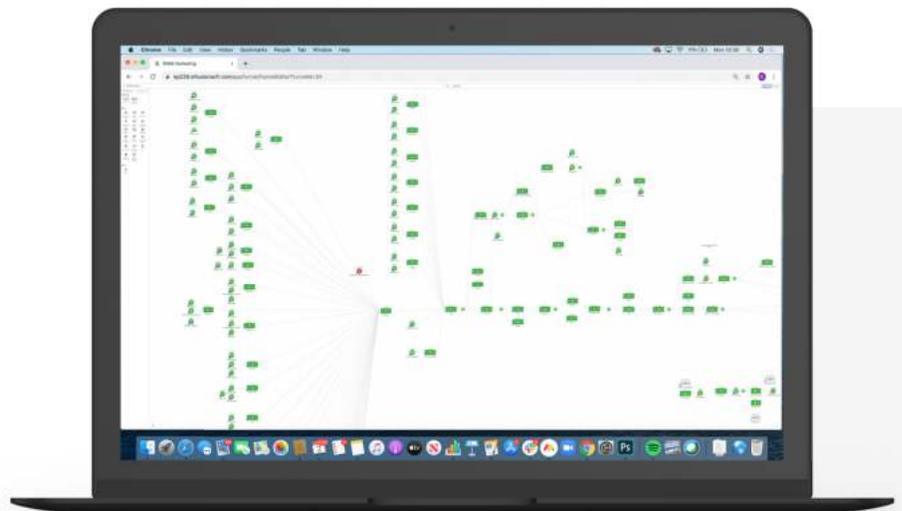
The playbook



Collect leads

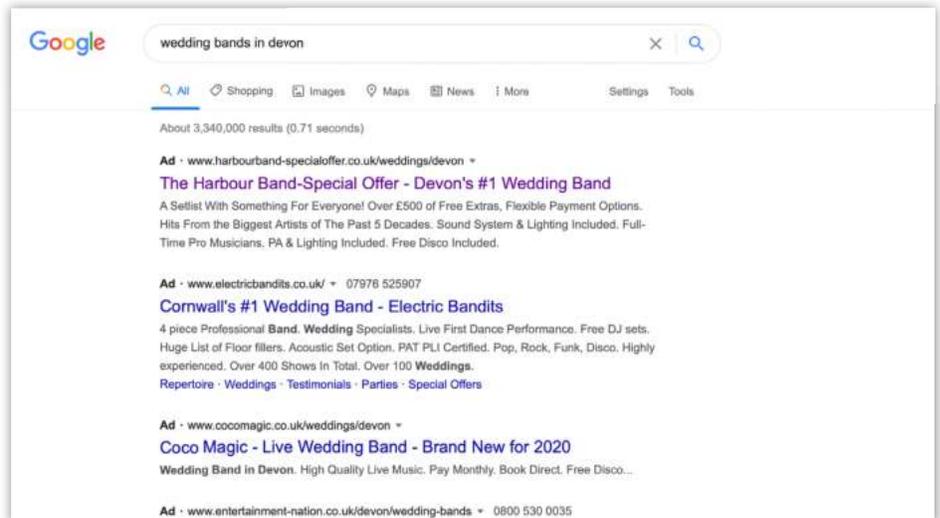
01

Here's a screenshot showing all the different entry points to Artist Management Services main marketing campaign. This screenshot includes a number of Keap features including landing page forms, hosted forms, referral forms, tags from external software such as Leadpages, Instapage and others.



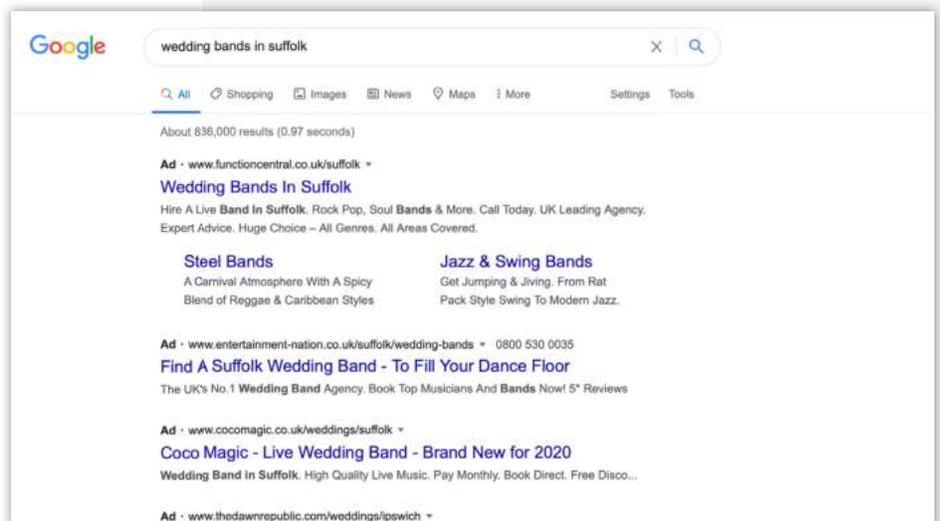
02

Here's a screen grab showing their Google Adwords campaign. Their clients, The Harbour Band and Coco Magic are occupying the top and third slot.



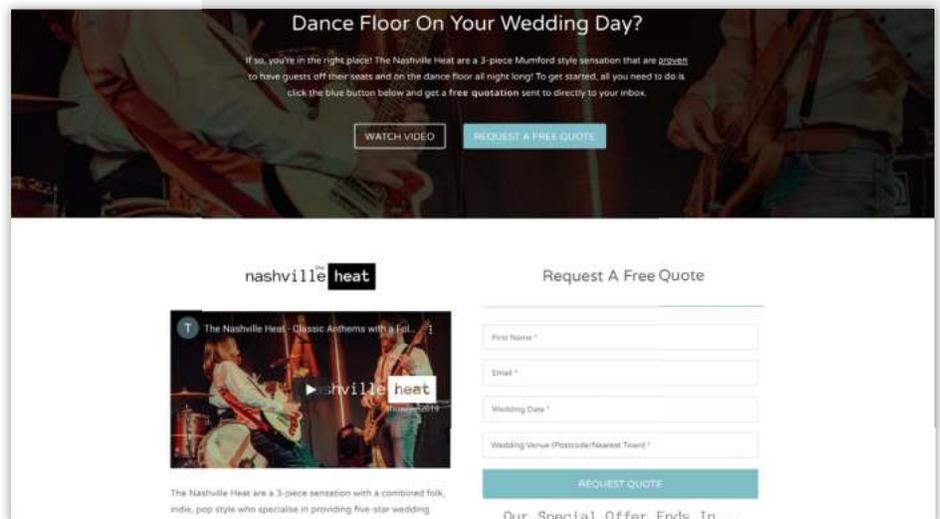
03

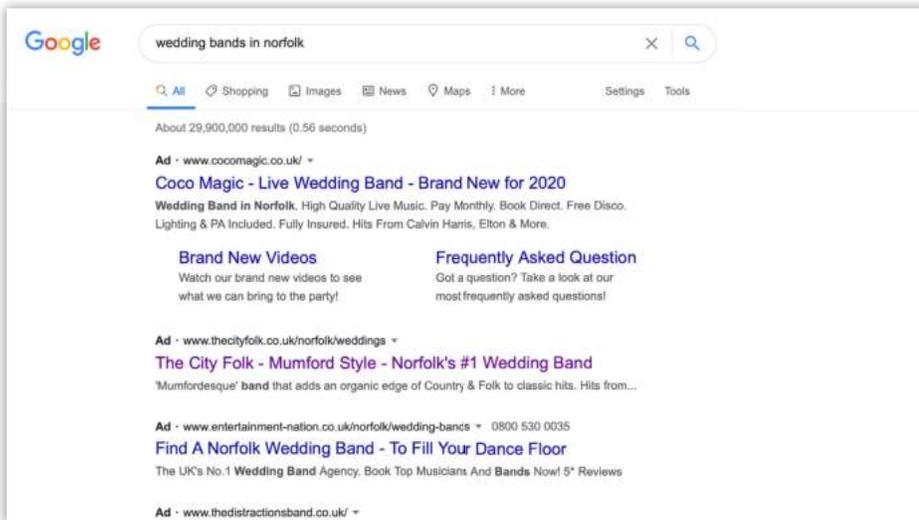
Another screen grab showing their clients occupying slots 3 and 4.



04

An example of a Keap form embedded in a Wordpress website. Forms can be used to collect





08

A screen grab showing Google Adwords Ads. Artist Management Services' clients are occupying the top and second slot. The clients are CocoMagic and The City Folk.



09

A sequence example showing the manual elements that includes their campaign. This includes manually formatting the name, rather than requesting 'First name' and 'Second name' as well as things such as gender, formatting, the date, etc.

"Without Keap, it simply wouldn't have been possible to generate the amount of email content that we do, and we're talking thousands of emails a day," he said. "It removes all the manual elements of our sales process so effectively and so efficiently."

And that process, which reduced client error, along with Keap automation, has helped Artist Management Services scale in ways they never imagined.

"We have grown from being just an 80,000 pounds turnover business to over 3 million pounds now, and we've done that in the space of four years. Growing our staff team from just myself and one other member of staff, through to 11 of us," he said. "Again, automation and software have been pivotal in replacing so much of the laborious work that comes with running a small business."

In addition to managing email through the tool, Infusonsoft has greatly improved the company's booking process. Not only do they develop new leads and customers through the software, they use the software for post-service communication and even requests for referrals.

"What we're able to do is to automate the whole process of finding out what sort of music they like, what time they would like the band there, all the nuances and the specific details that come with each event. We used to have to get on the phone to people and have those conversations, which was both massively time-consuming and ineffective," Ben said.

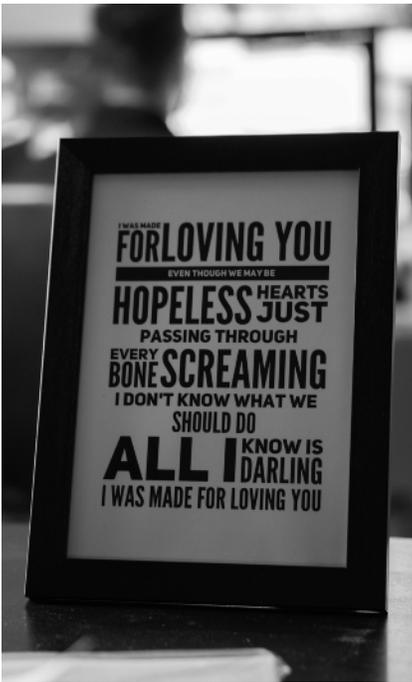
Booking becomes a breeze with the software

Convert clients



01

Producing high quality sales videos, showcases their clients' talent and why end users should book them for their event or wedding. Here, the West Coast Heroes are pictured performing at Chelsea FC.



02

As a sales incentive, they partner with www.firstdanceprints.co.uk to give a booking incentive in the form of a £30 voucher.



03

One of Artist Management Services' bands 'The Karma Club' filming at a venue near AMS offices.

04

Again, The Karma Club filming hi-quality promotional material with their in-house media team at 'Under The Bridge'



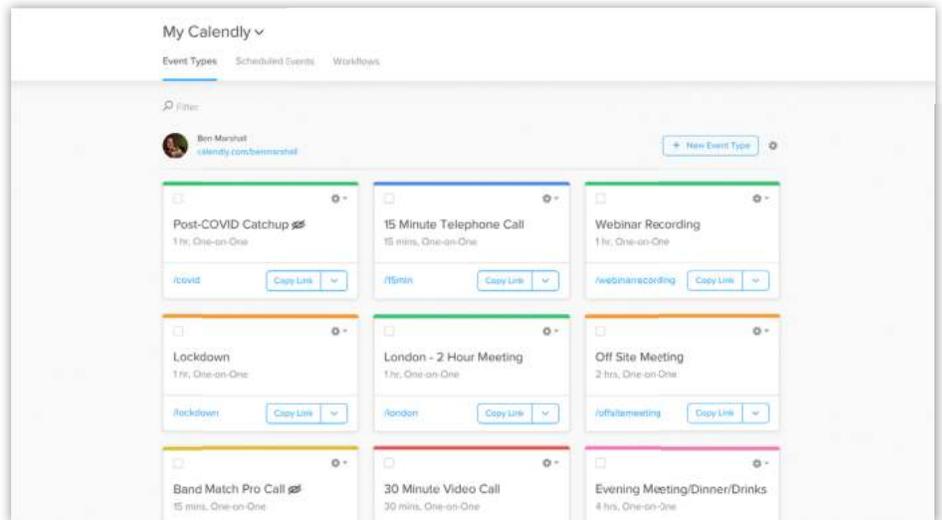
05

The AMS team, enjoying a night out as part of their annual strategy weekend.



06

To arrange Zoom or telephone consultations, they use Calendly and Keap (with help from Zapier)



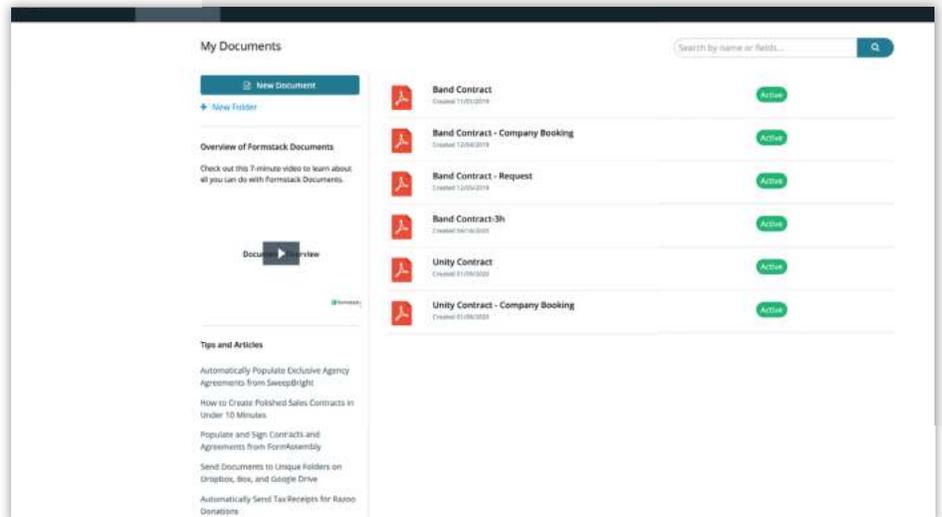
07

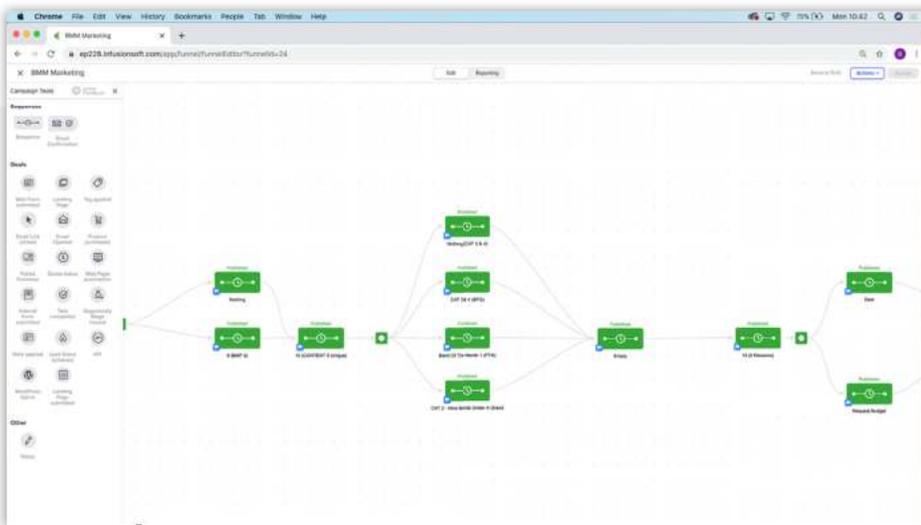
A screenshot from their algorithm driven software 'Band Match Pro' - www.bandmatchpro.com. This allows users to answer 50 questions that help us match them with their perfect band for their event.



08

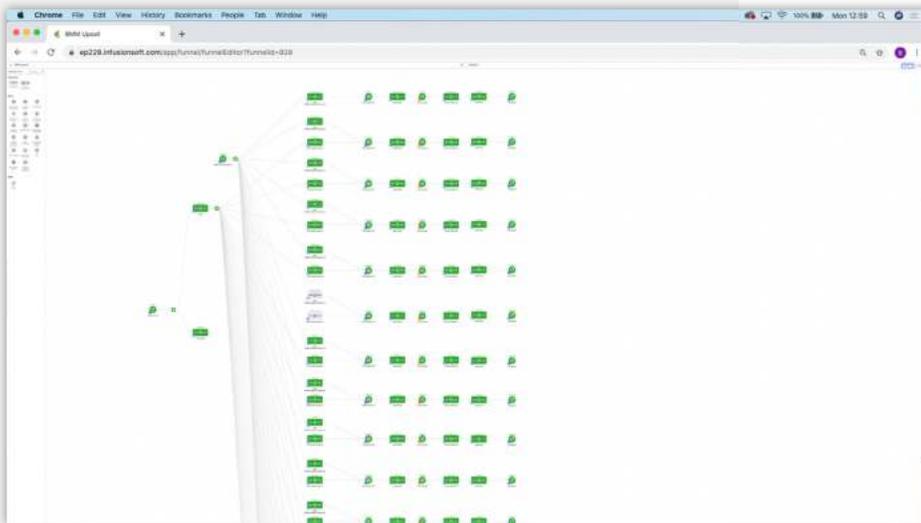
To generate the contract between the band and the end user, they connected Keap with 'Webmerge', now 'Formstacks' to create foolproof PDF documents that then use DocuSign (again linked with Keap) to secure the bookings.





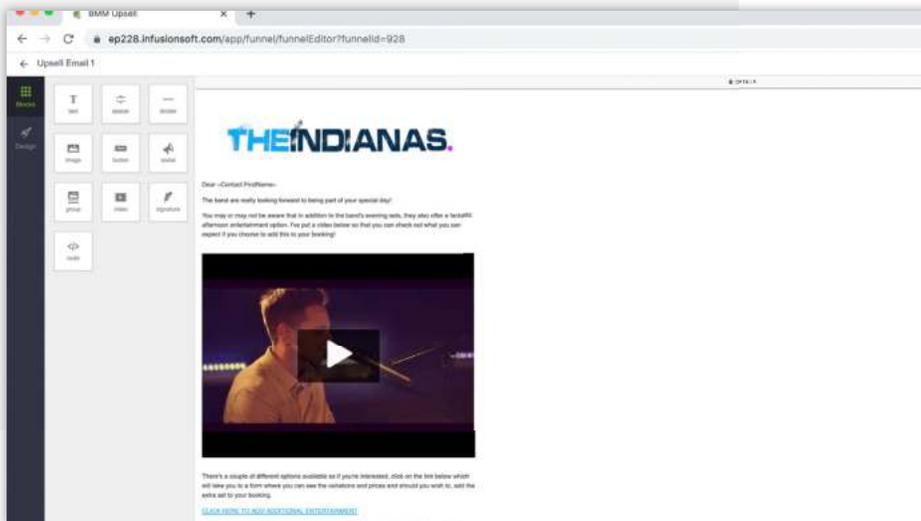
09

A screenshot showing how users receive different emails as part of their marketing, dependent on their gender, event date, budget etc.



10

A screenshot of their post sale upsell sequence, with multiple variations depending on the results of previous data collection



11

An example of an upsell email sent to clients.

12

An example of a 'Payment plan' that they've used to hugely increase sales, rather than a 50% deposit model that is standard in the industry.

The screenshot displays a financial interface with the following sections:

- Order Items:** A table with columns: Name, Price List, Qty, Total Price, Fulfillment, Monthly Fulfillment, and Actions. It shows one item: CAPSULE, priced at £1502.77 x 1, with a total price of £1502.77.
- Payments:** A table with columns: Date, Type, Description, Amount, and Note. It lists four credit card payments of £376.44 each, dated from 26/02/2018 to 03/03/2018, for invoice 064822. A total payment of £1505.76 is shown.
- Commission:** A section for commission details, currently showing 'No Commissions to Display'.
- Payment Plan:** A section titled 'Auto Charge - See [View Payment Amount History]' with a checked checkbox 'Send the invoice to the customer upon successful payment'. Below it is a table with columns: Plan #, Name, Amount, Paid, and Date. It shows four payments of £376.44 each, from 26/02/2018 to 03/03/2018.

13

A picture of Ellie, their Customer Service leader handwriting envelopes with upscale material to send via direct mail.

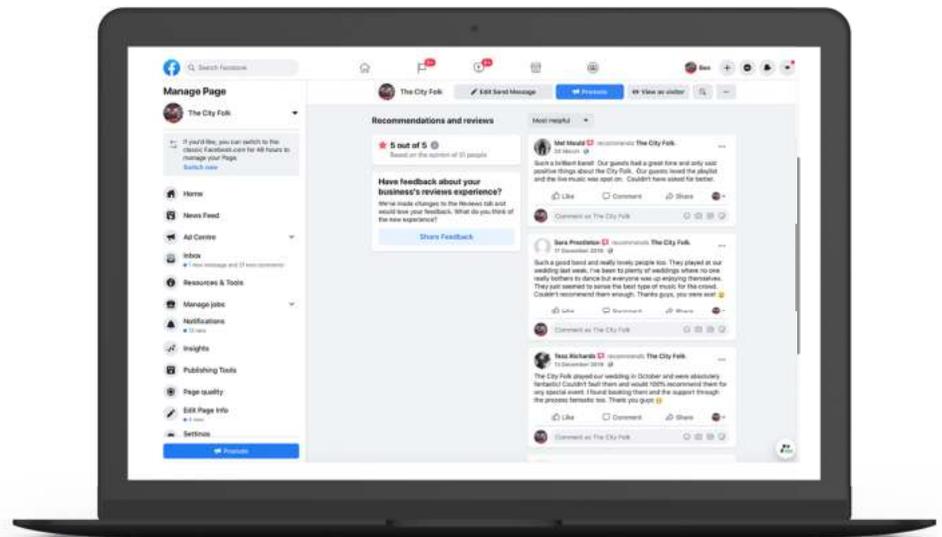


Create fans

01

As standard, they encourage couples or promoters that have hired one of their bands to leave them a review or post on the band's own Facebook page. Here are some examples from 'The City Folk'

Automating processes and using Keap to extract that data from customers has allowed Artist Management Services Ltd. to be more cost effective, more efficient, and to give end users a much better experience. This platform has also resulted in a much higher referral rate and customer satisfaction score.



02

An image sent to them by a bride that serves as social proof. This would be used on Facebook, Instagram, etc.



03

One of their bands performing at a festival.



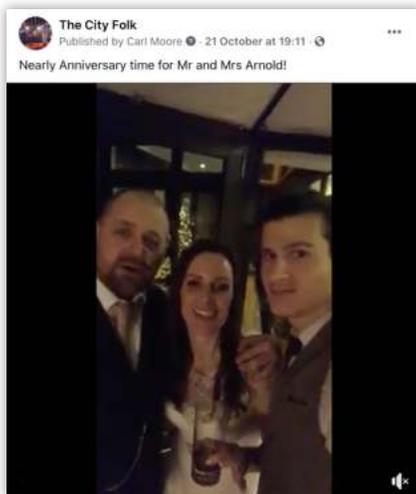
04

An image sent to them by a bride that serves as social proof. This would be used on Facebook, Instagram, etc.



05

A bride posing with their band!



06

An example of celebrating the wedding anniversary of a couple for whom their band played. This always generates lots of engagement!

Additionally, Ben has been able to grow his team to 11 from 2, grow his lead list to 25K from 350, lift his conversion rate, lower his customer acquisition costs, and enhance his lifetime customer value.



07

Something that they are experimenting with is asking end users to provide a photograph at the time of booking so that we can share their image on social channels in order to generate increased engagement.

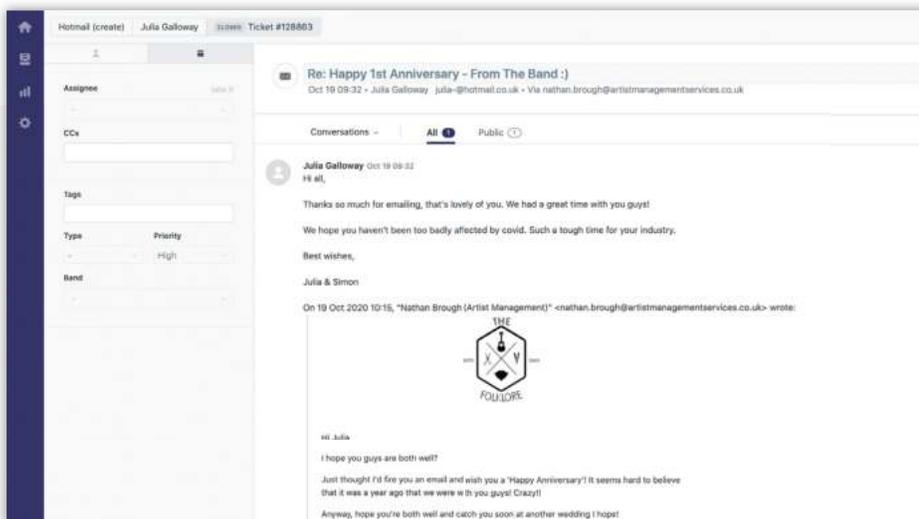
08

A Facebook review of one of the company's bands



09

A response (shown in ZenDesk) to a Keap generated 'Happy Anniversary' email.



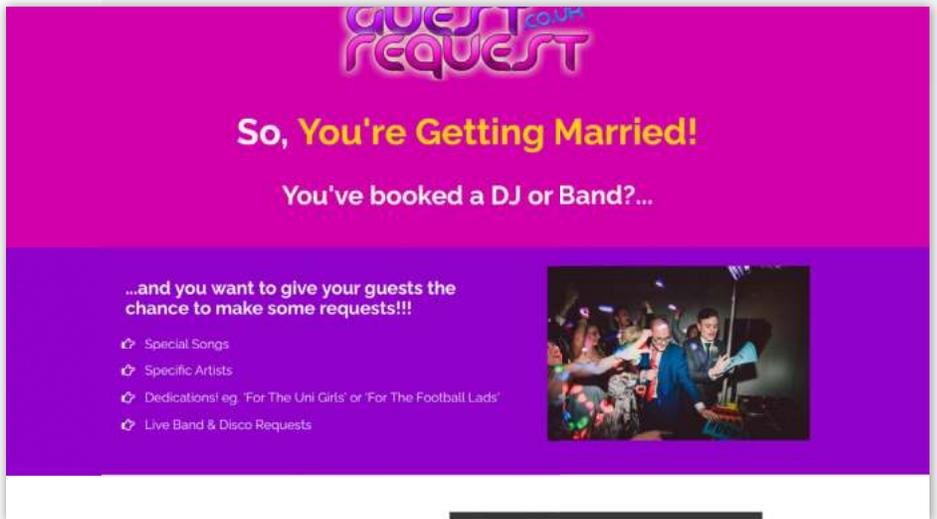
11

One of the lead singers interacting with guests.



12

At www.guestrequest.co.uk - all bookings get a free Guest Request account that allows them to harvest the contact information of the guests that are attending the band's performance and consequently market to them post-event.



13

Artist Management Services use Keap to deliver much of their service as well as for sales and marketing. Here's an example of how they use Keap to collect data and organize booking correspondence, entirely automated. In this form, when a client provides their venues contact information, Keap automatically sends copies of insurance documents etc., to the venue without any manual involvement.



Moving forward with Keap

Besides streamlining his marketing and sales processes and scaling his business, Keap has also had a huge impact on his family life. His one-time 60-hour work weeks have been whittled down to about 32 hours a week. As the father of two kids, Ben was concerned that his business would cut into family time.

“The biggest benefit to me is being able to spend time with them. You ask any entrepreneur what they’re short of, and it’s rarely cash, it’s rarely resources. It’s normally time, and that is the most precious thing of all,” he said. “Having Keap at the heart of our business has given me, as the founder, time back that I never thought I’d get as a business owner.”

	Before Keap	After Keap
Annual revenue	£80,000	£3,300,300
Employees	2	11
Leads/list size	350	25,000
Customers	45	2500
Conversion rate	14%	60%
Customer retention	72%	71%
Repeat sales		
Lifetime customer value	£800	£1400
Referrals	0%	19%
Working hours (per week)	60+	32
Vacation	30 days	70 days
Other (acquisition cost)	£191.36	£134.17

Skillfully using Keap



Pivoting has never been an issue for Sandy Slade, CEO of Skillastics. In fact, you could say she's a master of it. Prior to starting Skillastics 20 years ago, Sandy put her spinning skills (along with other basketball tricks) on display while entertaining at NBA games, colleges and school assembly programs.



While she loved entertaining the crowds, Sandy's true passion was getting kids to enjoy being physically active, which motivated her to start Skillastics. Her program focuses on an innovative technique of play executed on oversize mats placed in the middle of a play area where up to 100 children can play at one time. Additionally, play is themed around general fitness, character development and even academic integration, among others.



About

Skillastics

Skillastics® is an innovative technique of play that is executed on an oversize mat placed in the middle of a playing area where up to 100 children can play at one time. Skillastics is currently enjoyed by over 10 million children in more than 25,000 educational settings nationwide.

Website

skillastics.com

Years in business

20

Location

Corona, California

Employees

4

Annual revenue

\$771,000

And it's clear Sandy has achieved her passion; her program is currently enjoyed by over 10 million children in more than 25,000 educational settings across the United States and she pulls in more than \$770,000 in revenue annually.

Before Keap

Although Sandy reached critical mass in terms of revenue and the number of children enjoying the program, she was spending a lot of time and money attending 30 to 40 conferences every year to build up leads. She knew she needed to change course.

"A lot of work (is) involved in that, and a lot of expense, and so I knew that we had to find a streamlined way of being able to get in front of people," said Sandy. "So I reached out to Daniel Bussius of Built By Love Agency, a certified partner of Keap, and I asked if he could help us." Built by Love uses a holistic approach to address the entire client journey by identifying 'ideal' customers and creating customized campaigns that address client concerns.

Like many small business owners who are introduced to automation for the first time, Sandy had her doubts.

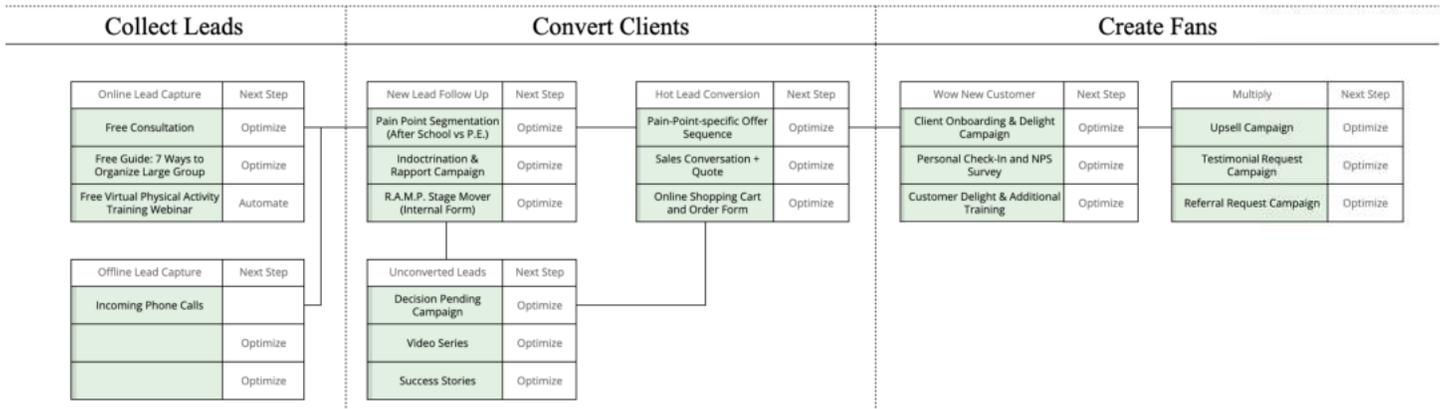
"At first, I was skeptical, because he kept on saying, 'This is going to be amazing for your business,' so I just didn't really know. But you know what? Within three months, our sales grew 30%, and we were on track for 2020 to be our best year yet," she said. "He explained to me how we could create a customer's journey through videos and through lead magnets, etc., so I jumped onboard and had his agency create a whole marketing strategy."



"Bussius mapped out Skillastics' entire customer journey and identified where and how we could use automation to collect leads, engage clients and create fans," said Sandy.

In 2015, Daniel provided Sandy with a strategy that included a customer's journey by using PDFs and videos that are powered by Keap.

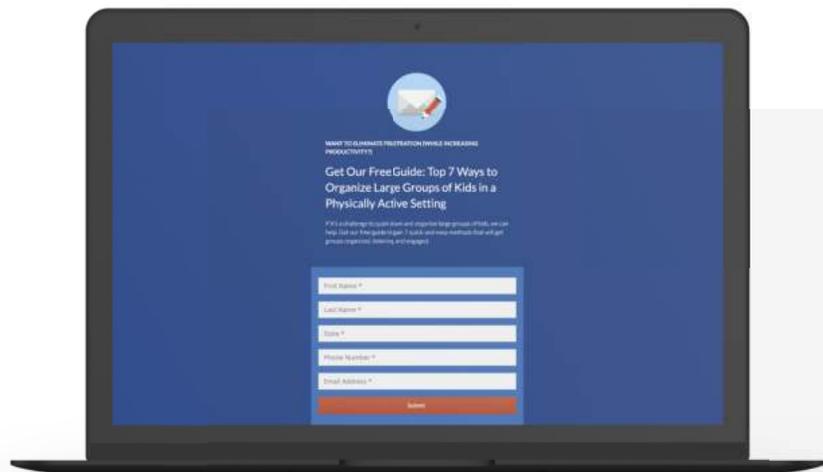
The playbook



Collect leads

01

Free guide turns website visitors into leads.



02

Here are the 11 campaigns the helped Skillastics achieve record-breaking revenue growth.



Overall, Built by Love created 11 campaigns addressing the 10 stages of the customer journey. This resulted in record breaking revenue, great client experiences and a ‘smart’ system that provided sales intelligence, a custom dashboard showing progress of all of the contacts and a foundational system, which was designed to scale and built to last for years. The goal of the system was to save time and money and simplify every aspect of the process including marketing, sales, database segmentation and nurturing and task assignments.

Leveraging Keap's features

The Skillastics team has employed the Email Marketing, Appointments, Sales Pipeline, Marketing Automation, Integrations, Reports & Insights tools available in the software.

“Keap has allowed us to continue to be in front of our customers without having to have the expense of travel. This has also allowed me and my team to be able to spend more time at home than we’ve ever done in the past,” Slade said.

While they had success with Keap for nearly five years, when the pandemic hit, Sandy knew their program, which works in schools with large groups of kids, wasn’t going to work the same way. She knew she needed to change gears yet again.

“What I ended up doing was creating virtual physical activity programs. And again, I had to reach out to Daniel, and ask him, [to] create a campaign based upon my virtual programs, and he did it, it was amazing, and we are on the radar through Keap, through the campaign,” she said.

Convert clients

01

To continue serving schools during COVID-19, Skillastics created a virtual training program that is powered and automated by Keap.



Once again, Daniel and his team were able to create a program to help Skillastics shine.

“We’re making more money than we even dreamed possible, especially during a pandemic year, so I just want to thank Keap, and I also want to thank Daniel Bussius, a certified partner of Keap, who really has helped change my small business. We’ve become more efficient, more effective, and we’re making more money, so thank you very much,” she said.

02

Automation enables Skillastics to upsell customers with the right offer at the right time helping lifetime customer value go from \$1,200 to \$1,941.

Virtual Physical Activity Programs

A choice of virtual physical activity programs created by experts in their field. Every program only requires a ONE-TIME purchase with UNLIMITED use.

We've partnered with USA & Canada's #1 experts in their field to provide your students with an amazing variety of physical activity experiences that your students would never be exposed to otherwise... AND at a fraction of the cost if you hired a specialist to appear on-site.

SHOP NOW

Activity Kits

We can help you cultivate happier, healthier kids (and more content staff) with affordable, easy-to-use Skillastics® Activity Kits.

SHOP NOW

03

Skillastics uses Keap to automate testimonial requests and features the positive WOM on Skillastics.com.

Testimonials

"The students at Bakersfield City School District are loving Skillastics Physical Activity Virtual Program. Our staff has stated that it is the kids favorite part of the day!"

- Deanna Clarke, Director of Extended Learning Programs at Bakersfield City School District, Bakersfield, CA

"We are currently using the Martial Arts Program & my teachers & students are loving it! We are very excited to start using the other virtual programs- once we've completed Martial Arts. These virtual programs are exactly what we needed to get the kids moving and having fun!"

- Harvey Zuckerman, Dean of Guidance & Enrichment, Amani Public Charter School, NY

"Our Program loves the ease of using the Skillastics Virtual Programs! The kids are having so much fun!"

- Jami Archer, ACE Coordinator at R.Q. Sims Intermediate, Mexia, ISD



Moving forward with Keap

In addition to growing revenue, Skillastics has grown their business in other ways including adding another employee to their team of three, growing their lead list by nearly 30% and increasing repeat sales to 43% from 35%.

Other notable business achievements include boosting lifetime value to \$1,941 from \$1,200. She also reduced her work time from 60 hours a week to 40.

Most importantly, Sandy said she went from feeling stressed at work to having fun.

	Before Keap	After Keap
Annual revenue	\$679,509	\$771,004 (YTD) \$1M (EOY)
Employees	3	4
Leads/list size	6,500	9,000
Customers	350	500
Conversion rate	15%	25%
Customer retention	n/a	n/a
Repeat sales	35%	43%
Lifetime customer value	\$1,200	\$1,941
Referrals	n/a	n/a
Working hours (per week)	60 hrs/wk	40 hrs/wk
Vacation	2	5
Other	Stressed	Having fun!

How Keap helped build a legacy



Mwale and Chantel Henry are the founders of the Legacy Project, LLC. With a collective experience of 15 years in publishing, management and public relations between them, they've helped dozens of professionals become international bestselling authors.



The Legacy Project is based out of Atlanta and has been in business for six years. When Mwale and Chantel ventured into the world of publishing, they knew it was important to not only be able to deliver an awesome product, but also to get the right, qualified people into their system so they could make them a valuable offer.



"#Latenights #earlymornings + the life of a mompreneur. I wish I could say this moment was staged, but it wasn't. Both babies climbing on top of me, competing for my attention. Showing up for my family without compromising your business is the true definition of #worklifebalance"

-Chantel Henry

About

Legacy Project, LLC

Mwale and Chantel are the founders of the Legacy Project, LLC. With a collective experience of 15 years in publishing, management and public relations, they've helped dozens of professionals become international bestselling authors.

Website

thebestsellersacademy.com

Years in business

6

Location

Atlanta, GA

Employees

8

Annual revenue

\$100,000

Chantel said when they attended conferences, they would leave with tons of business cards, but it would take them hours, days, sometimes weeks to finally put all of those cards together and the scrap pieces of paper into their free CRM.

Many times, some of those cards got left behind, and they realized that they weren't seeing the results that they expected based on their enormous efforts of showing up that they thought they should receive.

"We were absolutely stretched when it comes to managing the administrative tasks as well as client fulfillment," said Chantel. "On top of that, we have two children under four years of age."



Before Keap

To balance her schedule, Chantel would have to wake up anywhere from 3 a.m. to 5 a.m. to create sales pages from scratch, input client data from note cards, and scrap papers because her appointment calendar didn't sync with her free CRM.

They started getting used to working in chaos, and it seemed easy to continue on that route until one day, Mwale saw that using five different products and services was preventing their growth.

At a marketing conference they discovered Keap and the powerful role it could play in helping them attract ideal clients through its funnels in addition to housing all of the other essential business tasks in one place.

After Chantel approached him, he said, “Chantel, this tool is powerful, but it’s only as powerful as your willingness to actually implement. But I can tell you that once you do implement, then you will see your business grow.” And from that small conversation, Chantel decided they were going to get Keap. Her husband had also been telling her about it for at least two years, but she never believed that Keap could work for them.

“We were scared to take the leap, honestly because we had worked in chaos for so long,” said Chantel, who said she felt alone in her business. “We had four different tools to do things like invoicing, sales funnels, email marketing, CRM and landing pages. It was stressful trying to do everything in harmony.”

After Keap

Last year, Mwale and Chantel barely had a list of qualified leads. They were struggling to convert an outdated list of contacts and they didn’t get very far. Their net income was just under \$30,000.

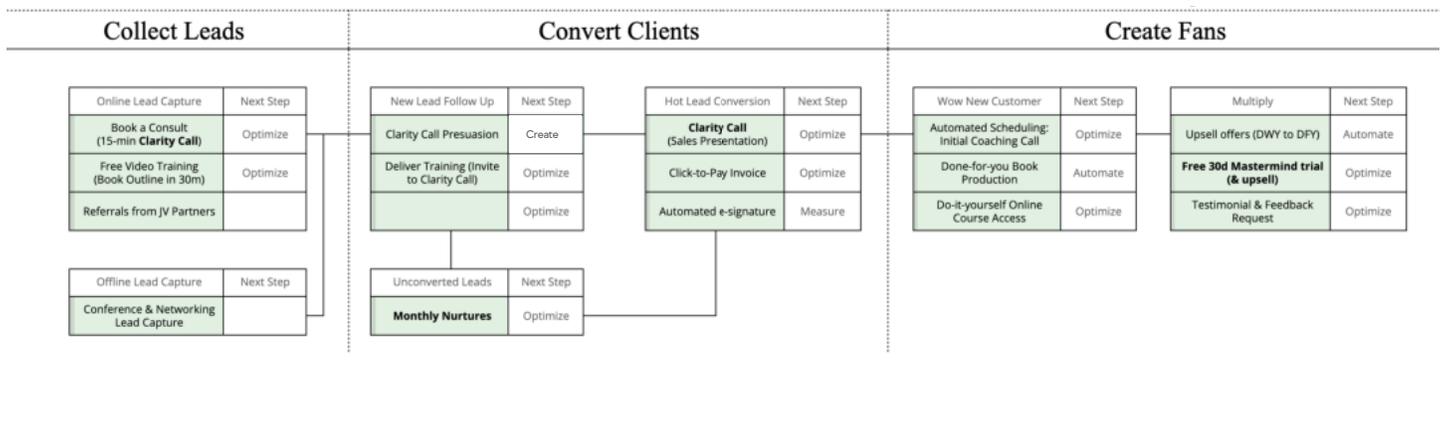
Now that they have Keap, they are on track to earn six figures this year. Keap took them from an annual revenue of \$30,000 and \$40,000 to between \$80,000 and \$100,000. They also went from three employees to eight and grew their leads list size from 200 to 10,000.

Chantel noted they have a better way to keep track of leads and to follow up after their initial sales calls. They are also able to efficiently track online leads and referrals, and profitably nurture those leads.

“I’ve heard fortune is in the follow up and we’re seeing evidence of that already thanks to the software,” said Chantel. “Also, we’ve been able to add high-ticket products to our offer, which would have never been possible had we not had the ecommerce and payment plan feature that Keap offers.”

Before using Keap, they were using invoicing software and it was a very unattractive look because they would have to send multiple invoices instead of leveraging a payment plan, which makes it easier for their customers to pay for their higher-end products.

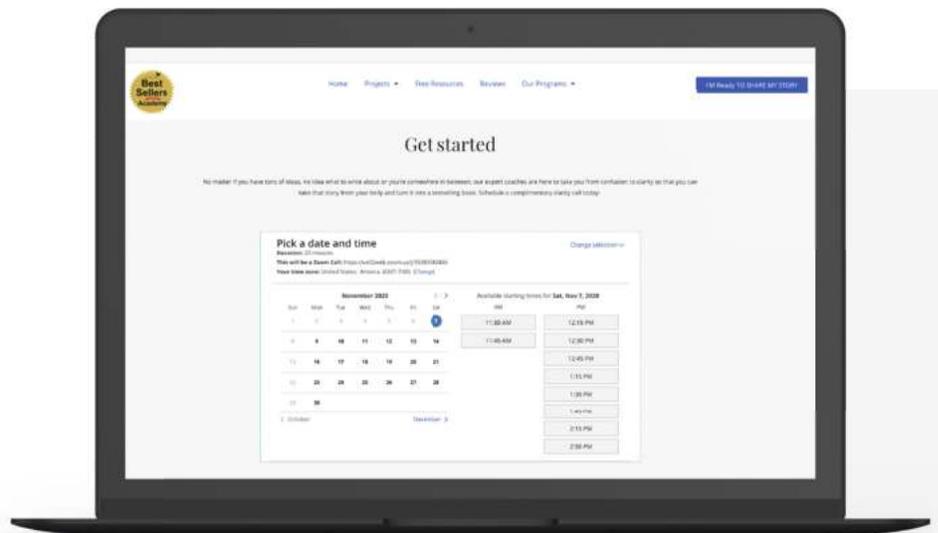
The playbook



Collect leads

01

In an effort to collect leads, Chantel and Mwale target their audience with past client referrals and online advertising. They attract them with an offer to book a free 15-minute Clarity Call, which can be scheduled online.



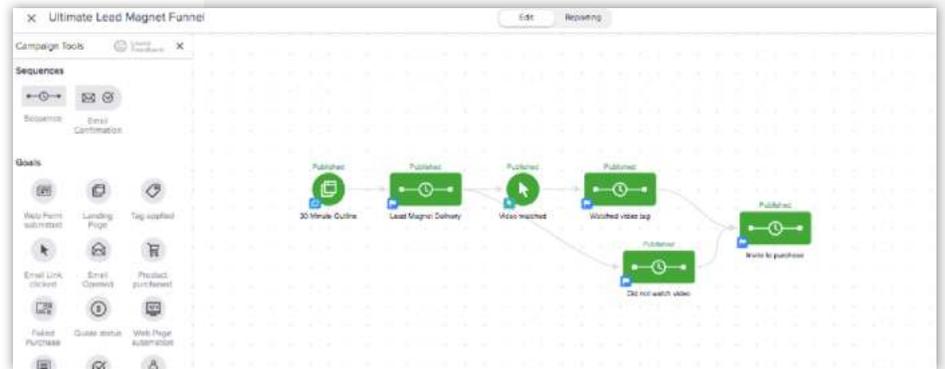
02

They also offer a free video training to website visitors, which teaches them how to produce a book outline in 30 minutes.



03

Those who watch the training video get this follow-up campaign.



4

Chantel and Mwale now have an automatic follow-up system for all of the leads they find at conferences and networking events. This system enables them to capture and follow up on these leads to invite them to schedule a Clarity Call.



The Clarity Call is where the magic Happens. Chantel and Mwale explain their process and available packages and work to close the deal.

Convert clients



01

Chantel and Mwale use monthly nurture emails to keep in touch with unconverted leads and stay top of mind.

02

Chantel and Mwale closed \$20,000 in one month because Keap's tagging and segmentation helps them identify hot leads.

These tags helped us close \$20k in October 25, 2020

Applied	Tag	Category	Remove
10/30/20	Dont Email	No Category	✕
10/30/20	PPF - Current	Purchased	✕
10/17/20	invite to VIP 10-19-20	No Category	✕
8/28/20	Broadcast NURTURE	Nurture Tags	✕
11/27/19	Start Nurture Campaign	Action	✕
11/11/19	Best Seller Secrets Opt-in	Leads	✕
11/11/19	PPD/PPP Lead	Leads	✕
9/13/19	CLOSE SALE NOW	Hot Leads	✕
6/29/19	Future Commitment	Hot Leads	✕

Best Sellers Academy Invoice 10/30/20

United States INVOICE # [REDACTED]
BILLED TO: [REDACTED]

ITEM	QTY	UNIT PRICE	TOTAL
Do-it-For-You	1	\$20,000.00	\$20,000.00

PAYMENTS MADE		TOTAL
10/29/20		\$4,000.00

UPCOMING PAYMENTS		TOTAL
11/29/20		\$4,000.00
12/29/20		\$4,000.00
1/28/21		\$4,000.00
2/27/21		\$4,000.00

INVOICE TOTAL \$20,000.00
OUTSTANDING BALANCE \$16,000.00
PAYMENT DUE TODAY \$0.00

03

They leverage payable invoices (using the down payment feature) and e-signing to get the agreement signed.

Best Sellers Academy

Products	Price	Quantity	Total
Do-it-For-You 2020-60-40	\$20,000.00	1	\$20,000.00
Subtotal			\$20,000.00

Billing Information

* First Name
 * Last Name
 Company Name
 * Address - Line 1
 Address - Line 2

Payment Plans

Single payment of \$20,000.00

Order Summary

Subtotal \$20,000.00

04

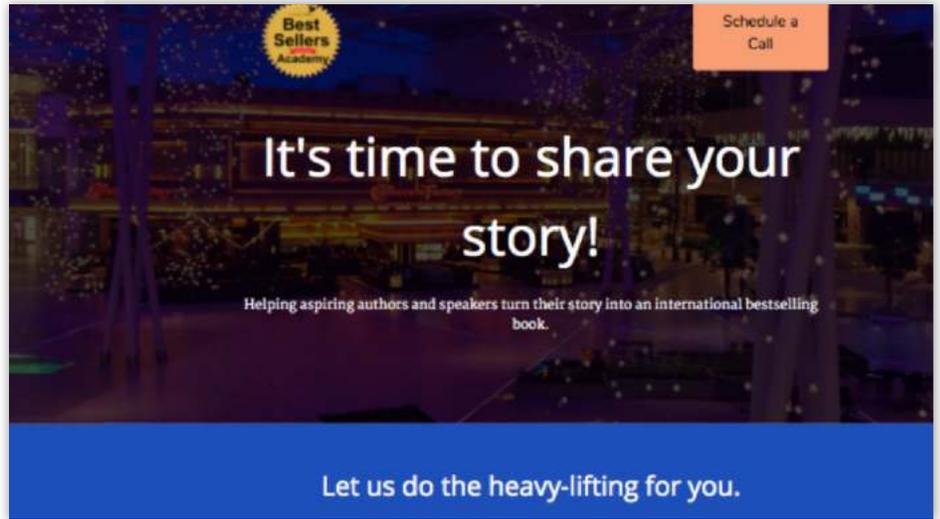
The Legacy Project uses Keap's to sell more than 10 different products online.

Once a client is on board, the Legacy Project creates fans by delivering a coaching schedule and automated production, they multiply by upselling their "Do it with you" and "Do it for you" services, and requesting testimonials and feedback.

Create fans

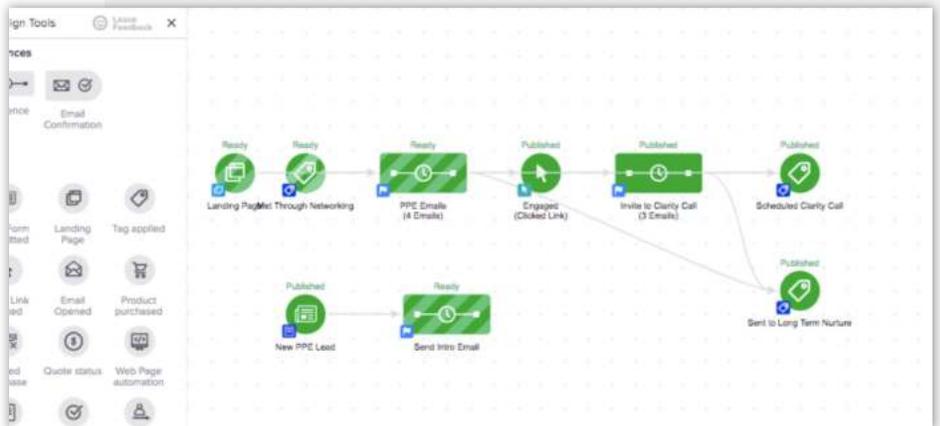
01

When customers reward The Legacy Project with referrals for great service they are sent to a landing page with a “schedule a call” lead magnet.



02

When they opt-in those leads are automatically nurtured by Keap to ensure it's the same great customer experience.



Keap's customer service keeps it real

Chantel was so relieved when she experienced the wonderful customer service that Keap provides.

“The customer support is amazing, and that’s been one of the biggest burden relievers for me and my husband as solopreneurs because we really feel like we’re not alone,” said Chantel. “We’re just one phone call away from talking to a customer support person who is able to put clarity in our confusion, and we appreciate that. They kept the same enthusiasm from the time we started to the time we finished the call. That is the best part of being a part of this community. I know someone is always there to help me navigate when I’m in need.”

“I just love it, and I’m so happy that we are part of the Keap community because when we are in business, one thing that we do know is that we’re not in business alone,” said Chantel.

	Before Keap	After Keap
Annual revenue	\$30,000-\$40,000	\$80,000 (YTD) \$1M (EOY)
Employees	3	8
Leads/list size	200	10,000
Customers	20	60
Conversion rate	35%	70%
Customer retention	64%	82%
Repeat sales	0	17
Lifetime customer value	\$36,000	\$60,000
Referrals	6	25
Working hours (per week)	10	20
Vacation	3	2

Keap's magic trick



Evan Paquette is a professional magician and owner of Magic Evan LLC, who has been a member of the Keap user community since 2015.



Before using Keap, Evan had just become a dad and wanted to find a new way to balance the chaos between his life and work. He knew he needed to figure out how he could simultaneously shower his wife and newborn son with love and attention while also growing his business as a professional magician. Doing both felt impossible, and became a source of frustration, conflict and resentment – until he discovered Keap.

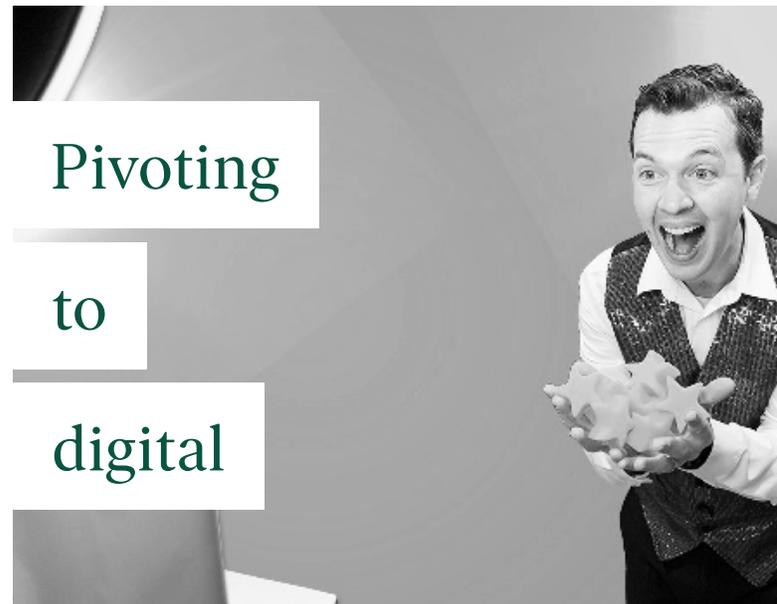


About	Magic Evan, LLC
Website	magicevan.com
Location	Brooklyn, New York
Employees	1
Annual revenue	\$156,000

“Keap has helped me personally, as a husband and father, and professionally as a full-time professional magician,” said Evan.

He was able to reclaim 10 hours per week to spend quality time with his wife and now two children, which for him, is the ultimate measure of success.

On a professional level, Evan’s income grew from \$50,000 to \$100,000 in 2015. It has increased every year since then, and he’s now on track to make the most money he’s ever made with his business despite the COVID-19 pandemic.

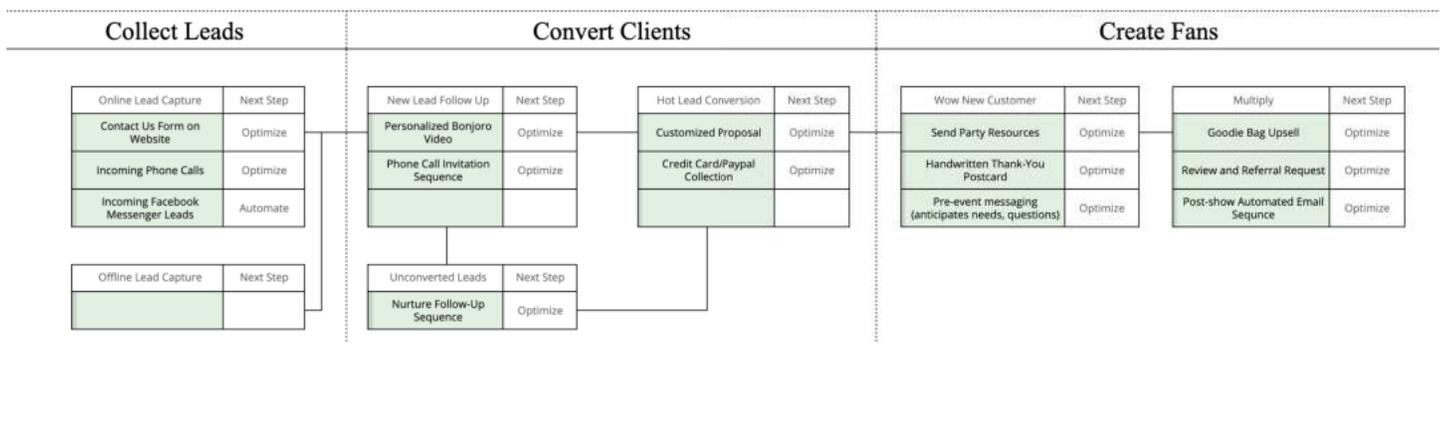


“When the pandemic hit in March 2020, and all events were canceled, I was able to re-imagine my campaigns and pivot to virtual events,” said Evan. “Since then, I’ve performed over 300 events, brought joy, connection, and wonder to families all around the world, and I’m on track to the most profitable year yet.”

Evan’s events require a keen attention to detail, and Keap’s CRM is the magic ingredient that allows him to deliver personalized messages that consistently delight customers, generate glowing testimonials, referrals and repeat business.

“When I pivoted from in-person to virtual events in March, I was able to quickly reimagine my automated follow-up and sales process,” said Evan. “Over the past six months, I’ve launched a Virtual Magic Camp, performed for over 300 virtual events, and have brought joy, laughter, and connection to countless families nationally and internationally.”

The playbook



Keap product usage

Evan uses Keap’s CRM, marketing, and ecommerce features so he can connect, serve, and impress his customers at all stages of their buyer’s journey. He leverages automation to trigger reminders, schedule appointments, and deliver personalized follow-up sequences via email, video and snail mail.

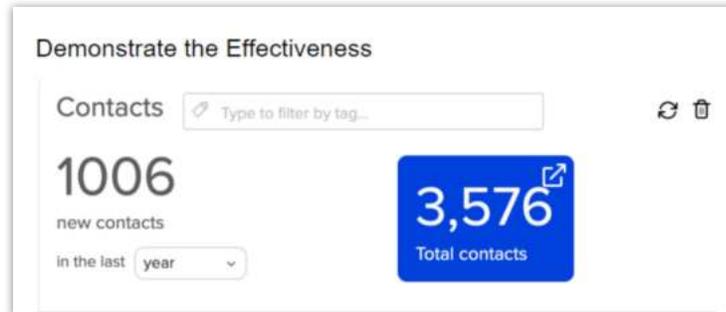
Thanks to Keap, Evan has been able to collect leads by targeting parents with children between the ages of 4 to 10 years old. His leads list grew from 235 to 1,306, and he attracted new business by leveraging SEO blogs, Facebook promotions, paid advertising on Facebook, Yelp

and Gigsalad, as well as asking for referrals and sending out postcards. He would also try to capture leads by creating a Contact Me form on his website, and reaching out via Facebook Messenger.

Collect leads

01

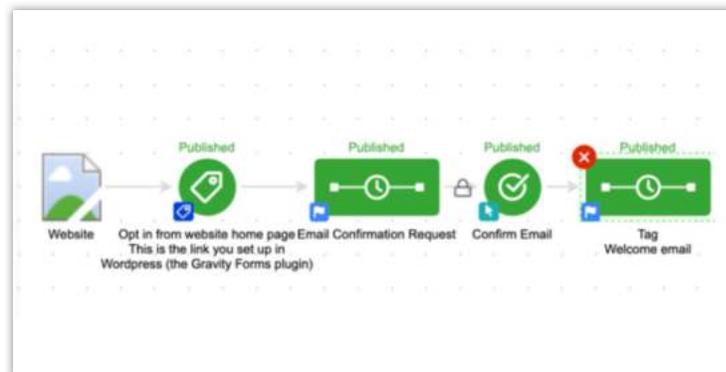
Evan grows his list by over six times with Keep.



Convert clients

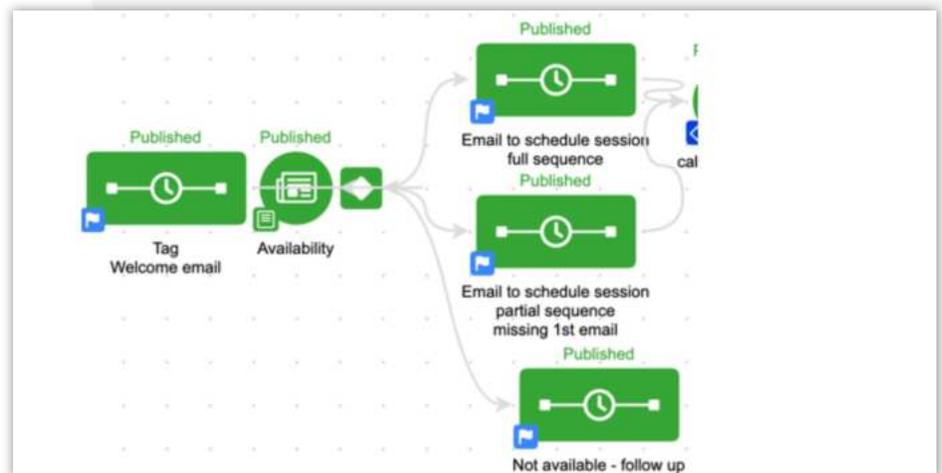
01

Evan also converted clients by engaging them with email marketing, personalized videos and an invitation to schedule a phone call to determine if they were a good fit as a client.



02

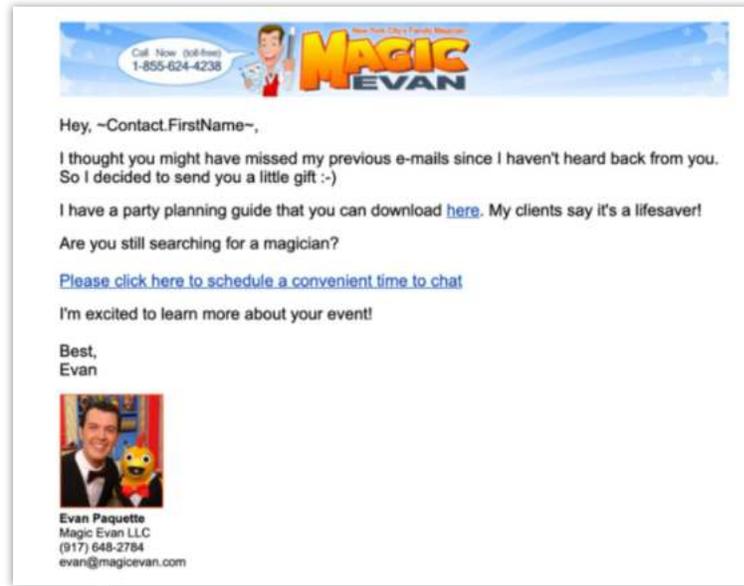
"In addition to a personalized Bonjour video, the prospect receives up to five emails that educate, engage, and invite them to schedule a phone call," said Evan.



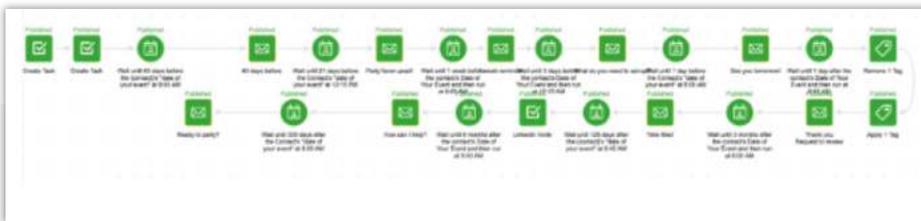
02

He would also present an offer in the form of a customized proposal, then close the deal with payment processing in the form of a credit card or PayPal. Leads who do not want to book at the time of contact are entered into a nurture sequence.

“Even when I don’t book a show, I continue to engage, educate, and invite people to connect,” said Evan. “If I don’t book a show (I’m not available, not the right fit, out of their budget, etc.), then they receive an email from me the day after their event to check in.”

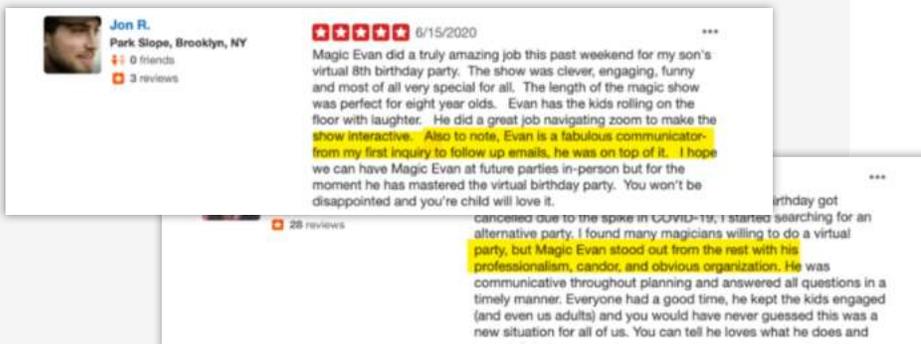


Create fans



01

“This is my automated, consistent process that new customers go through. I anticipate their needs, implement upsells, and generate reviews, referrals and repeat business,” said Evan.



02

Evan also leverages ways to multiply his clientele by providing goodie bag upsell opportunities, sending thank you and review requests as well as referral requests, and finally, automating a post-show email sequence a year later, which opens up opportunities for repeat business.

Thanks to Keap, Magic Evan’s business now sees an annual revenue of \$156,000.

“Without Keap, there’d be no magic,” said Evan.

	Before Keap	After Keap
Annual revenue	< \$50k annually	\$156,000
Employees	1	1
Leads/list size	500	3,576
Conversion rate	Unknown	Unknown
Customer retention		Much more frequently
Repeat sales		Much more frequently
Lifetime customer value	\$275	\$850
Referrals	Occasional	Frequent
Working hours (per week)	40	30
Vacation	0	Each summer

More business. Less work. That's Keap.

Dedicated to all the gritty entrepreneurial small businesses in the Keap community who inspire us to simplify small business growth every day.

Thank you to every customer that submitted stories to the 2020 Small Business IKON Awards.