

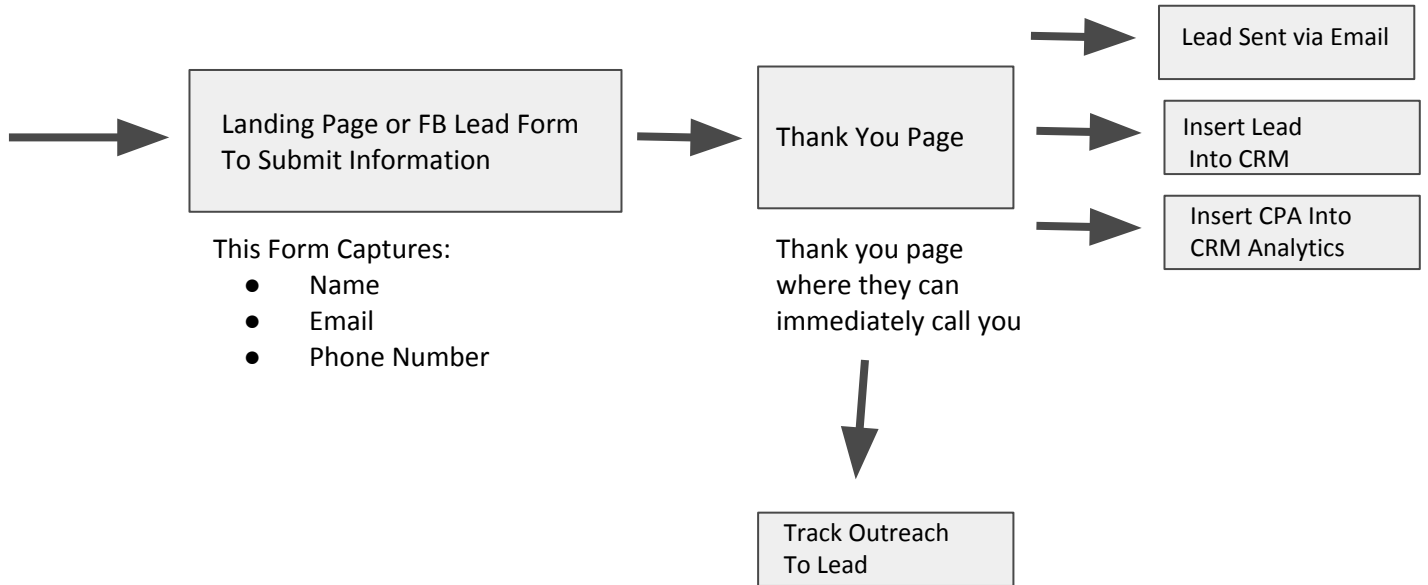


**“Done for You” Security Business Marketing Solution**

# Our Entire Process (Simplified)



Facebook AD



# Tried and Tested Targeting

The image shows a Facebook targeting interface. On the left, a map of Seattle, Washington, is displayed with a blue circle indicating the target area. Below the map, there are filters for Age (30 - 65+), Gender (All, Men, Women), and Languages (Enter a language...). A red arrow points to the 'Detailed Targeting' section, which is currently set to 'INCLUDE people who match at least ONE of the following'. Under this section, 'Interests' is expanded to show 'Additional Interests' and 'Property management'. Below the interests list are buttons for 'Add demographics, interests or behaviors', 'Suggestions', and 'Browse'. At the bottom of the targeting section, there is a link to 'Exclude People or Narrow Audience'.

**Audience Definition**

Your audience is defined.

Potential Reach: 6,400 people

**Estimated Daily Results**

Reach  
400 - 1,400

Link Clicks  
10 - 63

**⚠️ Your results are likely to differ from estimates**  
We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

# Funnels That Generate Results



**Veteran-owned.  
Experienced. Professional.  
Security Guard Service.**

**Yes, I Want To Protect My Assets**  
Get Your Assets Protected.

**WHAT OUR CUSTOMERS ARE SAYING...**

"We've used **Flag Security** in **the past** and the **guards** were very professional and **looking for security guard service**"

Lisa K

# Funnels That Generate Results



Get Your **FREE** Security  
Quote Below.

Fill out the form below to receive your **FREE** security service  
quote today!

**Yes, I Want My FREE Quote!**  
Get Your **FREE** Quote **NOW!**

WHAT OUR CUSTOMERS ARE SAYING...

"We've used **Security Management Systems** for the last several months, and all the security guards were very professional and caring, I recommend this company to anyone looking for security guard services in Massachusetts."

Lisa K.



# Example of What an Email Notification Looks Like...

SUPER HOT SECURITY LEAD 


 no-reply.o9t0wi@zapiermail.com  
to me, 

 no-reply.o9t0wi@zapiermail.com  
to me, 


James 

  [1@yahoo.com](#)

  1931

 no-reply.o9t0wi@zapiermail.com  
to me, 

Gary   

    [uritasinc.com](#)

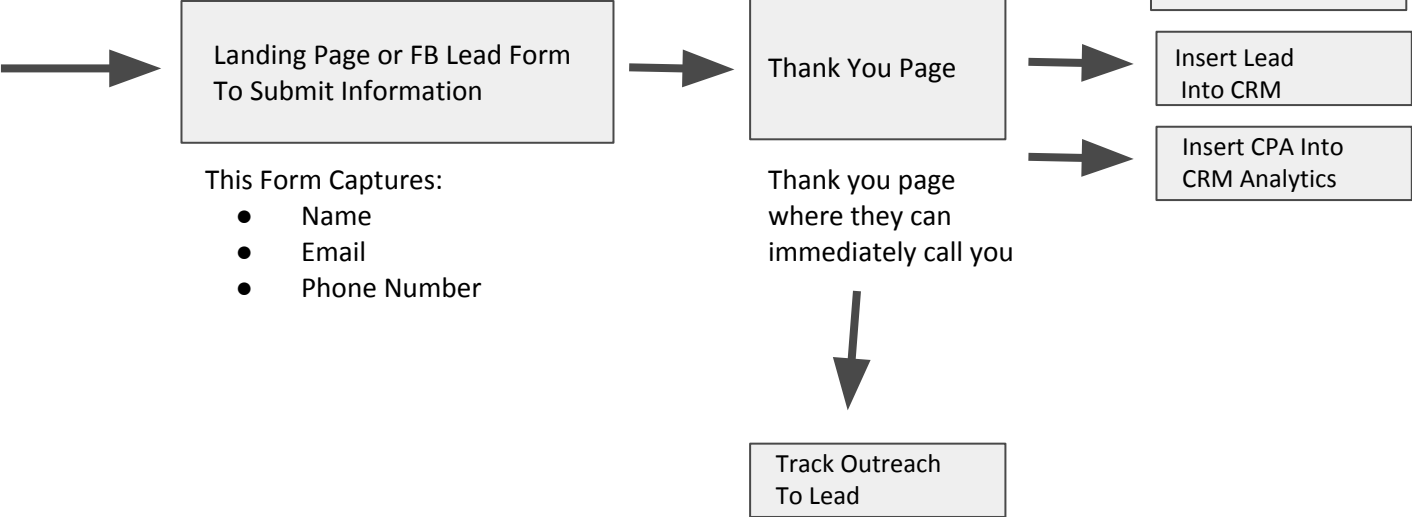
 587355



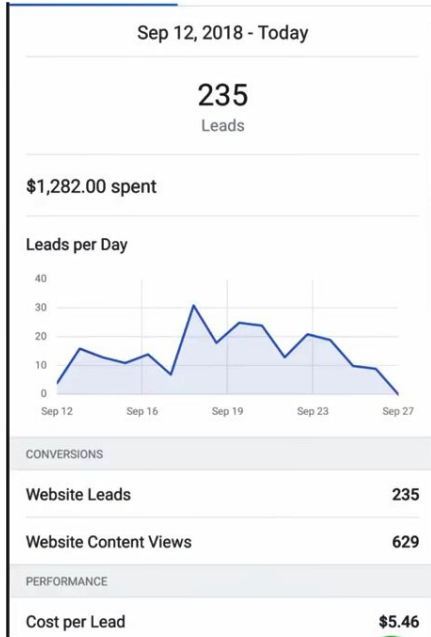
# Our Entire Process (Simplified)



Facebook AD



# Campaign Results





# 64 Leads in 30 Days

security (4908556.56.1., ) Updated just now Discard Drafts

Search Filters + Add filters to narrow the data you are seeing. Last 30 days: Note: Does no

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Lead Metrics

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	Link Clicks	Leads
<input type="checkbox"/>	Lead FORM VV Retarget	Active	Using ad se...	60 Leads (Form)	14,048	19,594	\$5.44 Per Lead (F...	\$326.17	Ongoing	1.39	262	302	4

# 94 Leads in 45 Days

security (4 123456789) Updated just now Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. Dec 1, 2018 – Jan 14, 2019

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads 1 selected

+ Create Duplicate Edit Rules View Setup Columns: Lead Metrics Breakdown Rep

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	Link Clicks	Leads	Website Leads
<input checked="" type="checkbox"/>	Lead FORM VV Retarget	Active	Using ad se...	87 Leads (Form)	22,356	34,165	\$6.03 Per Lead (F...	\$524.51	Ongoing	1.53	443	505	7	7

# Your Campaign ROI

- Average 35 leads per month
- 25 leads meet your criteria
- Average 25% close ratio
- That would be **6 closed deals**
- 6 closed deals/month at \$4,500 x 6 = **\$27,000/month in revenue**

# Competitors Value Proposition

# Standard Price

Shared Leads

Competitive pricing dependent on your market

Competitive pricing dependent on your budget

No exclusivity in your area

No CRM

No Tracking KPI's

No Tracking Lead Quality

No Tracking Staff Outreach

No Lead Notification Software

Included

Included

Included

Included

Included

Included

Included

Included

Included

**\$500-1,000 Value**

**\$2,000 - \$10,000 Per Month**

## **Our Value Proposition - Tier 1, 6 Month Agreement**

## **Our Price**

**Become 'The Local Security Celebrity' In Your Market**  
**Exclusivity in Your Market**  
**Local Market Research**  
**Proven Ads That Convert**  
**Advanced Engaging Audience Targeting**  
**Ad Copy A/B Split Testing & Ad Targeting A/B Split Testing**  
**Conversion Tracking**  
**Ongoing Campaign Management + Retargeting**  
**Accurate Lead Tracking Database via CRM**  
**Real Time Lead to CRM Syncing**  
**Track Lead Outbound Reach Quality**  
**KPI Tracking**  
**Online Software Logins to Track Everything On Your Own Time**

**Included**  
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**\$4,997 Value**

**\$1,497 Per Month**

## **Our Value Proposition - Tier 2, 3 Month Agreement**

## **Our Price**

<b>Become 'The Local Security Celebrity' In Your Market</b>	<b>Included</b>
<b>Exclusivity in Your Market</b>	<b>Included</b>
<b>Local Market Research</b>	<b>Included</b>
<b>Proven Ads That Convert</b>	<b>Included</b>
<b>Advanced Engaging Audience Targeting</b>	<b>Included</b>
<b>Ad Copy A/B Split Testing &amp; Ad Targeting A/B Split Testing</b>	<b>Included</b>
<b>Conversion Tracking</b>	<b>Included</b>
<b>Ongoing Campaign Management + Retargeting</b>	<b>Included</b>
<b>Accurate Lead Tracking Database via CRM</b>	<b>Included</b>
<b>Real Time Lead to CRM Syncing</b>	<b>Included</b>
<b>Track Lead Outbound Reach Quality</b>	<b>Included</b>
<b>KPI Tracking</b>	<b>Included</b>
<b>Online Software Logins to Track Everything On Your Own Time</b>	<b>Included</b>

**\$4,997 Value**

**\$1,997 Per Month**