

BizWisdom™

How to build an
**unstoppable sales &
marketing engine
room** for your
clinical business

A quick introduction

**My name is Sam McEwin and
I'm the founder a Director of
BizWisdom Agency**

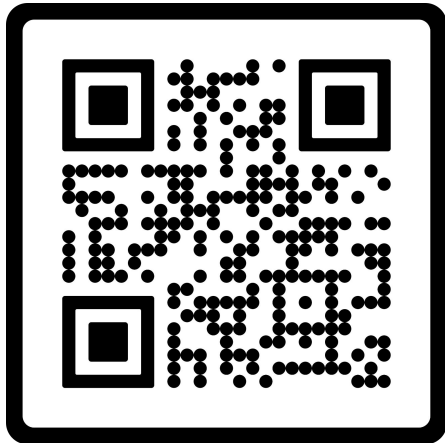
Over almost 15 years serving large and small businesses of all types we have helped dozens of clinic based business acquire more than 70,000 bookings

**Today I'm here to talk about
How to build an unstoppable
sales & marketing engine
room for your
clinical business**

- **Why most marketing fails**
- **How to Build your sales and marketing engine. The right way!**
- **The marketing channels almost no one is talking about**

...But first

Get these slides + special offer



The background features a large, semi-transparent gear with three teeth, rendered in a light green color against a darker green background. The gear is centered horizontally and occupies most of the vertical space.

Why most marketing fails

The two most common reasons why most marketing fails are;

1. **Poor Marketing Execution**
2. **Ineffective Sales Processes**



Poor Marketing Execution:

- Unqualified marketers
- No underlying strategy
- Poor alignment with your audience's needs



Ineffective Sales Processes:

- Slow response time
- No or low sales training
- Too many tasks

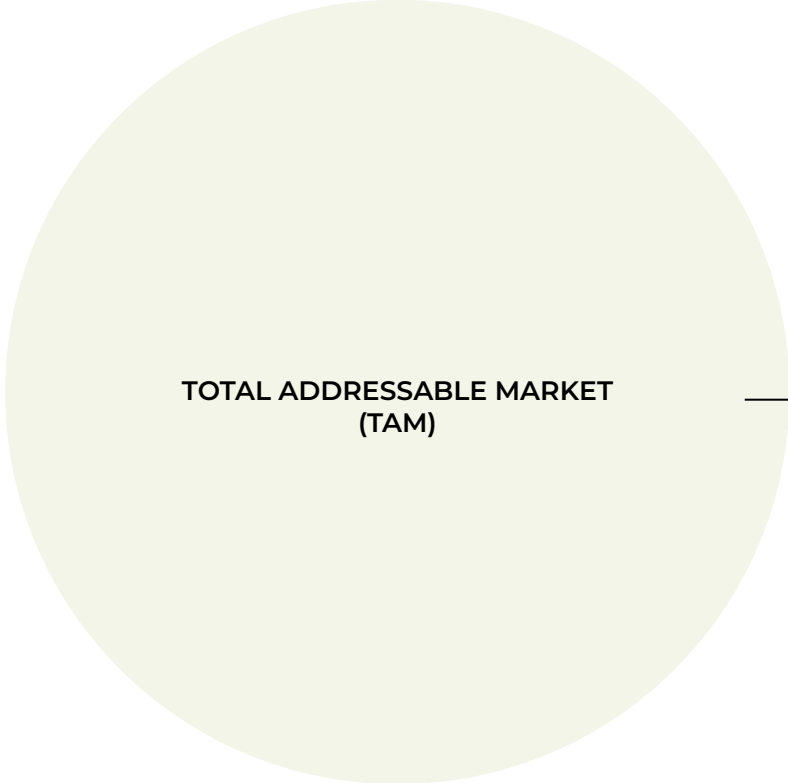


How to Build your sales
and marketing engine.
THE RIGHT WAY!



TOTAL ADDRESSABLE MARKET
(TAM)

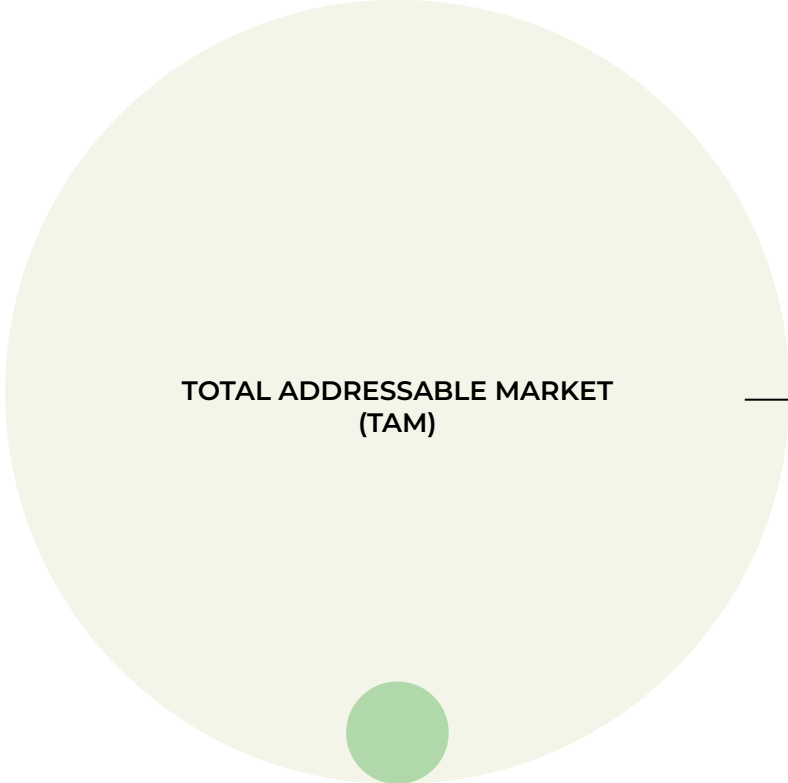




**TOTAL ADDRESSABLE MARKET
(TAM)**

EVERY PERSON WHO COULD FORESEEABLY
BENEFIT FROM YOUR SERVICES WITHIN YOUR
SERVICEABLE GEOGRAPHIC AREA

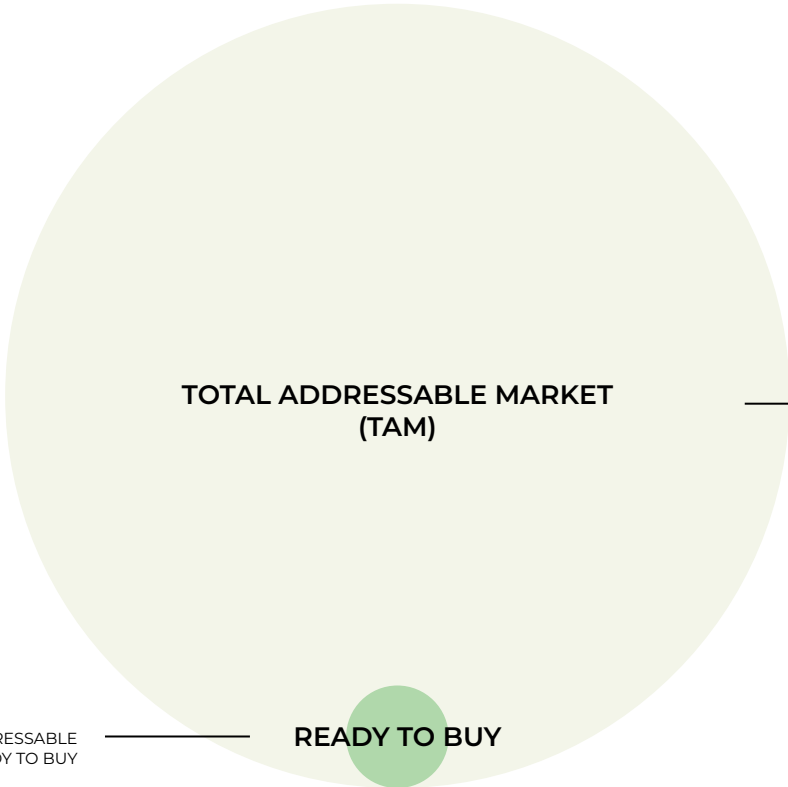




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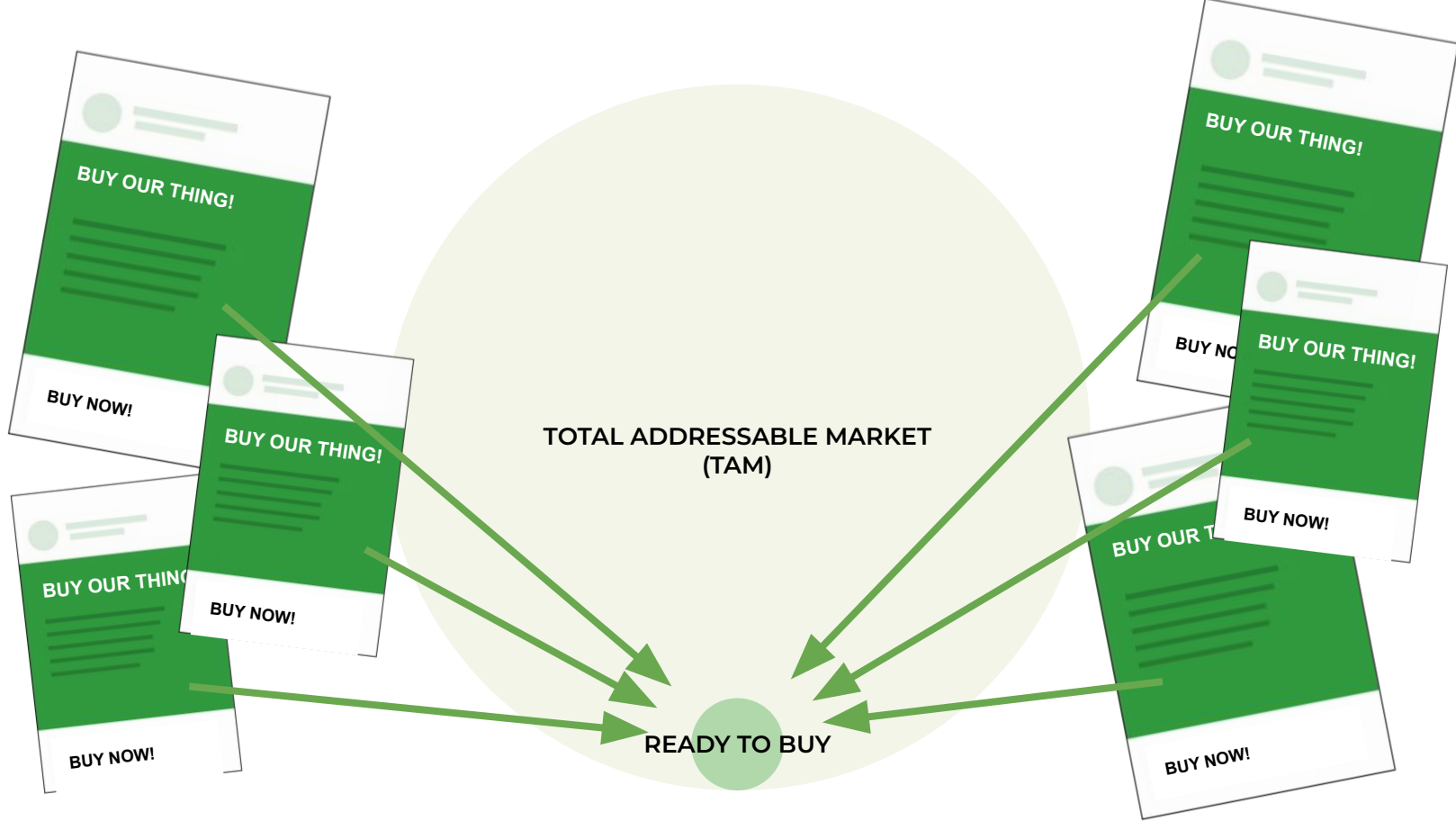
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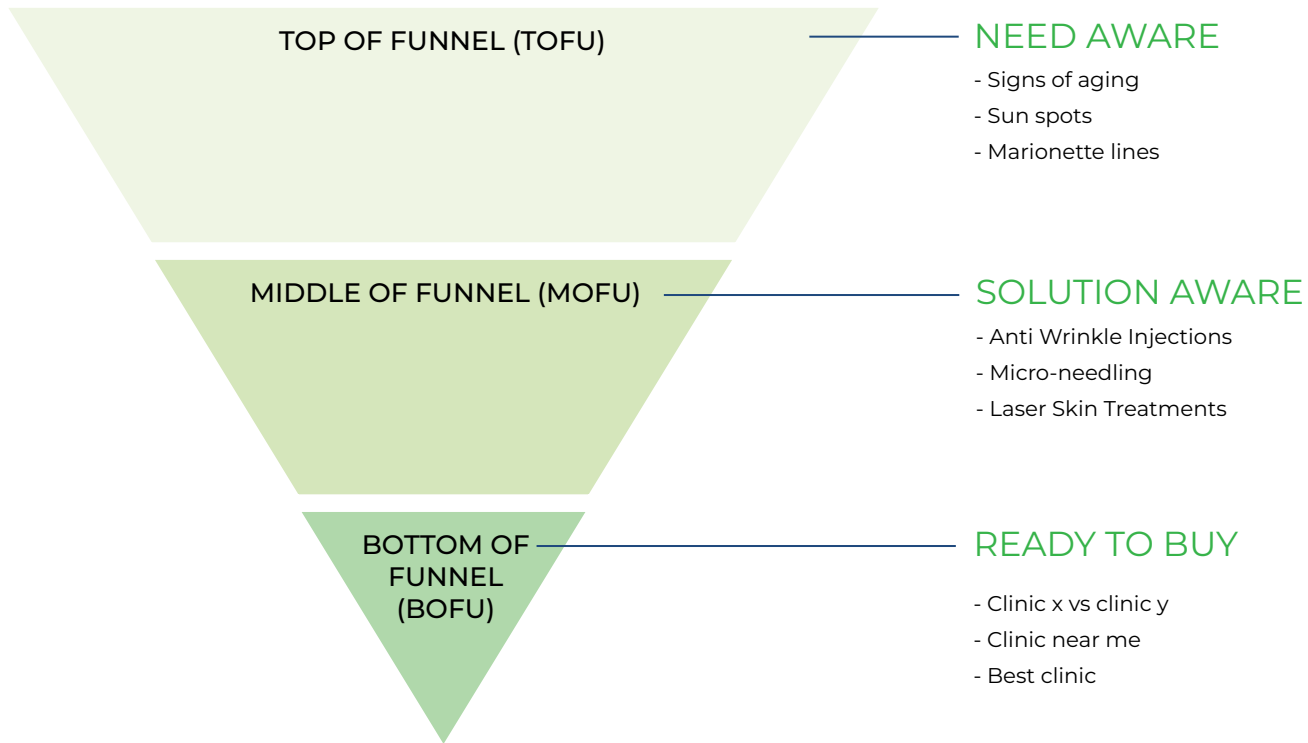
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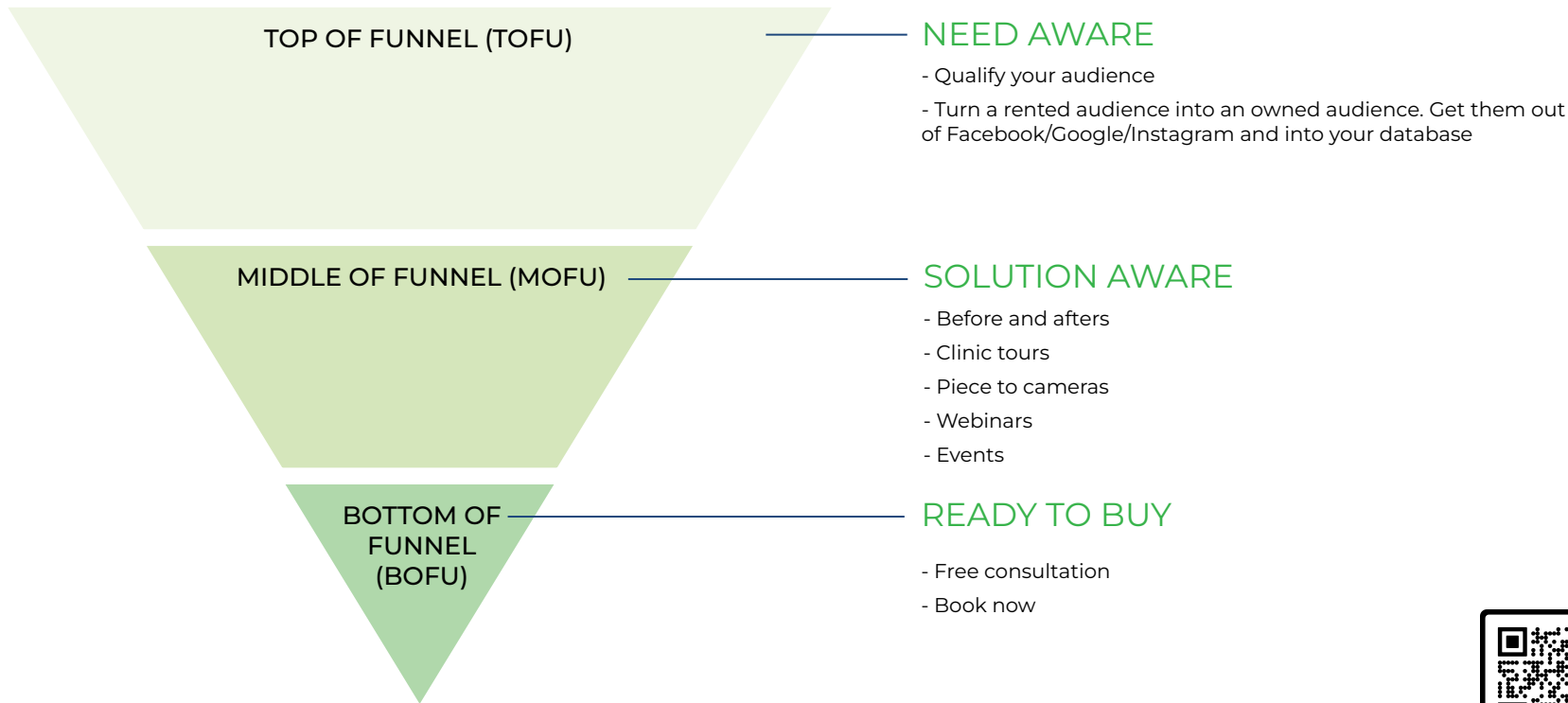
THE PEOPLE WITHIN YOUR TOTAL ADDRESSABLE
MARKET WHO ARE READY TO BUY

READY TO BUY









**The marketing channels
almost no one is talking
about**

Did you know?

60% of all digital advertising spend globally flows to just two companies?

The Google logo, featuring the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.The Meta logo, consisting of a blue infinity symbol followed by the word "Meta" in a dark blue, sans-serif font.

the other 40%





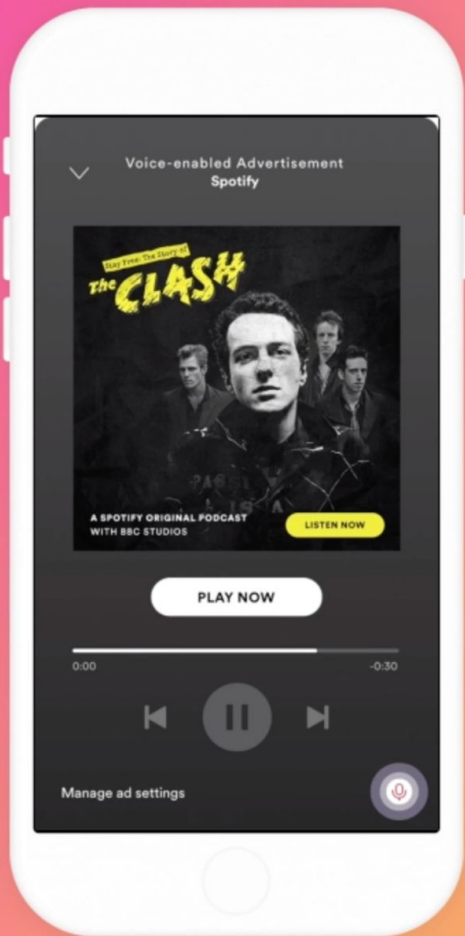
Digital Out of Home

Digital out of home could allow for ads displayed throughout shopping centres, at bus stops or in other high traffic areas with digital signage.

Digital out of home can be a highly effective channel for increasing brand awareness and salience within your target audience, it can be carefully geo-targeted to specific locations or combined with programmatic mobile to increase reach within specific locations.



SCAN ME



Programmatic Audio

26% of Australians listen to podcasts on a weekly basis, while 23% of Australians regularly stream music in Australia with the bulk of those listeners using the streaming service Spotify.

Yet despite this [advertisers have been slow to add Spotify advertising to their media plans](#) with technical barriers also making broader podcast advertising difficult for many advertisers (until now).

With programmatic audio you can target users on Spotify and within leading podcasts across all major networks and listening apps via dynamic ad injection.

This gives you unprecedented exposure on the world's most exciting listening apps and in audio programming.



On the Go TV

On the Go TV advertising provides a premium TVC format which captivates audiences in a distraction-free, one-to-one setting that ensures your brand is seen and heard.

The On the Go ad network consists of 3,500+ premium quality digital screens across 600+ metro and regional petrol stations across Australia.

Collectively the On the Go Ad Network reaches more than 4.8m Australians every fortnight as they refill their vehicles.



RENÉE ZELLWEGER

THE THING ABOUT PAM

Drama

Based on true events, 'The Thing About Pam' follows the diabolical twists and bizarre turns of a Missouri businesswoman (Renée Zellweger) after the brutal murder of her friend.

EVERY EPISODE

Watch Latest

More Episodes



Live in VIC



Pointless

2:06pm - 2:59pm



The Bill

1:49pm - 2:50pm



Indycar Series - H

1:56pm - 3:03pm

Premium Drama



Connected TV

There are now more than [7.5 million Australians who regularly watch Broadcast Video on Demand \(BVOD\) services each month.](#)

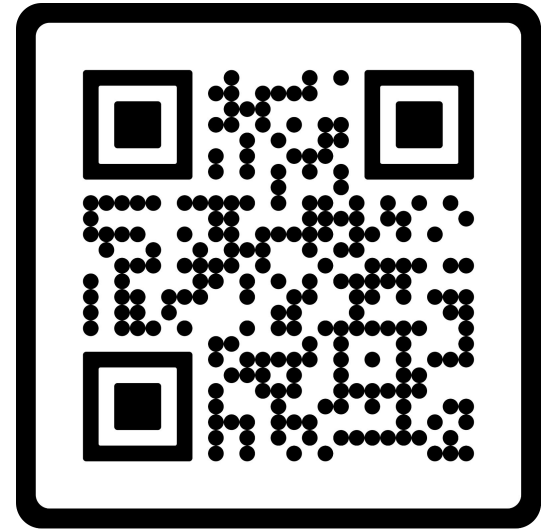
With demand for free, ad supported streaming services on the rise and currently outpacing subscription streaming services within Australia, the opportunity to access high impact TV advertising digitally has created new opportunities for Australian businesses.

[Recent studies have also shown](#) that attention time on ads viewed on mobile devices or over smart TV when streaming BVOD can be as much as 1.9x greater than traditional TV and [as much as 6 times greater than video advertising on social media.](#)



SCAN ME

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and claim your
free marketing
audit with me
today!**



Thank You!

