Discover the 7 Keys to Help You Find the Right Marketing Team

Jimmy Marketing
Dear Friend,

If you're looking for a marketing company to help your business or practice predictably attract more quality prospects from the web, then you've come to the right place! At Jimmy Marketing, my team and I strive to provide exceptional service and exceptional results to all our clients.

Every client we meet is different, and we work to ensure that everyone who hires Jimmy Marketing's dream team gets the best results for their unique practice. We will help you attract new patients so that your practice can grow to its fullest potential.

The authority and expertise that Jimmy Marketing provides are significant benefits for you, but what really sets us apart is our passion for helping private practice owners in their individual journeys to success. Nothing fills us with greater joy than when one of our clients writes or calls to tell us that we have made a true difference in their professional lives – and sometimes, consequently, in their personal lives, too! My vision is to provide our clients not only with reliable marketing results and a clear return on investment but also with friendly and honest service that puts your needs first.

To help further my vision and help you choose the right marketing company – even if it's not Jimmy Marketing – I put this report together, "Discover the 7 Keys to Help You Find the Right Marketing Team." I hope you find it to be informative and helpful as you begin your exciting journey to greater success.

To Your Success,

**Jimmy Nicholas**  
Founder & CEO of Jimmy Marketing

P.S. I invite you to visit our website at [www.JimmyMarketing.com](http://www.JimmyMarketing.com) to find marketing resources for your business or practice, testimonials about our Jimmy Marketing solution from others in your industry, and information about how Jimmy Marketing can help your practice thrive. When you’re ready, you can also arrange a time through our website to speak with our lead marketing advisor. We form exclusive client relationships by working with only one niche per service area, so contact us before your competitor does!
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1. Do They Provide the Basics?

Before you even start to consider what distinguishes a potential marketing company from all the others out there, you should first make sure they offer the basics. By the “basics,” I refer to the qualities and services that any marketing company must have if they intend to provide you with real results for your marketing investment.

Experience

Ask how long a potential team has been in the business of marketing. Anything under 10 years of experience should be a red flag. Also, ask what a marketing provider does to remain up-to-date with changes in technology and other aspects of marketing. The way our world operates is ever-changing changing, and a marketing strategy that worked yesterday might not find success tomorrow.

For example, Jimmy Nicholas has been providing successful online marketing solutions for over 20 years. He also continually does research and travels to marketing conferences throughout the world, thus improving his marketing method and remaining in step with our constantly changing social and technological world.

Expertise

Even if a company has been offering marketing solutions for years, that doesn’t mean every employee knows the right way to market. Ask how and whether team members are trained in the company’s marketing philosophy and method.

At Jimmy Marketing, our entire dream team has been carefully hand-picked by Jimmy and trained one-on-one to follow his proven marketing philosophy. Jimmy’s team also regularly participates in ongoing education to ensure the success of your personalized marketing solution.

Certifications

If a potential marketing provider isn’t certified with multiple online advertising platforms, then you should seriously doubt their ability to manage your online advertising effectively and cost-efficiently.

Jimmy Marketing is certified with multiple online advertising platforms, including Google Ads, Facebook, Digital Marketing, Infusionsoft (KEAP), and more.

Awards

Ask whether a marketing provider has won any awards or recognition for their services. If a marketing company can’t even get themselves recognized, then how can you trust them to get the results you need for your own business or practice?

Jimmy Marketing has won multiple awards recognizing our effective solutions and 6-star customer service. Most notably, we were awarded the prestigious and coveted 2013 GKIC Marketer of the Year Award, for which we were chosen from thousands of marketers throughout the world.
2. Do They Have a Proven Marketing System?

When you are researching a potential new marketing company, ask them to share testimonials from clients with similar needs and in the same or at least a similar industry as your own. They should be able to share numerous testimonials that demonstrate client satisfaction with customer service, quality of service, and – most importantly – a great return on investment. Seeing that your potential marketing company has consistently provided extraordinary results to others like you can help you feel confident that you will also most likely enjoy similar results with your own practice.

Our website, www.JimmyMarketing.com, has numerous client success stories which showcases how we have helped clients from all over the United States increase their net income, net worth and overall practice value.
3. Can They Show a Clear Return on Investment?

Every marketing company will promise you a return on your investment, but not all of them will take the time to collect data that shows exactly what your dollars are buying. Ask your potential marketing company what they do to back up their claims. Can they track which ads are producing new leads? Can they show you which new leads are a direct result of their marketing strategy and which ones are word-of-mouth referrals? Avoid any marketing company that expects you simply to “take their word for it” without having the data to back up their claims.

At Jimmy Marketing, we take the time to track which ads are bringing prospects to your website and which prospects eventually turn into new patients. We share all of this with you, so you can see the hard numbers and results that your marketing investment is producing. Then we work together with you to identify the pockets of profit that exist in your area and focus your advertising dollars on those areas that are producing the strongest results. We continue to collect data and review it throughout your relationship with us. In this way, we always stay on top of the market and continue to change and tweak your advertising as needed. We will never stop holding your marketing dollars accountable, and you’ll never have to “take our word for it.”
4. Do They Offer a Guarantee?

A great marketing company should stand behind their service. Not only does this ensure that they do a good job, but it also helps safeguard your investment and offers peace of mind. Ask your potential marketing company whether they offer any guarantees. In the case that you don’t see the results they promised, a marketing company should be prepared to reimburse you.

At Jimmy Marketing, we are so confident in our system’s ability to predictably attract new prospects from the web that we back it up with our Iron-Clad Money-Back Guarantee. Our guarantee comes in two parts – website design and advertising management.

Website Guarantee – This is the website design portion of our guarantee. Up until your website goes live, if at any point you don’t want to continue, you can simply ask for your money back, and we will give you a full refund.

Advertising Management Guarantee – For 4 full months after your website is live, we are testing, tweaking, using our call tracking system, and giving you the results. We guarantee break-even or better on our monthly fee and ad spend during your first 4 months. While, Facebook, Google, and other advertising platforms will not provide refunds we will on our marketing service fee.

For example, let’s say you are an orthodontist with an average treatment value of $5,000. In the four months of testing, you would need approximately two to five new patients to break even on our monthly fee and ad spend depending on which plan you choose. In the unlikelyhood that you get only new patients from the web, we will refund you the difference of what you have paid for our marketing service during the testing phase and your patient value OR we will work for free until you did get break-even or better results on what you have invested during the testing phase. Additionally, you still can keep your website.

We have not had to provide any money-back on our advertising management guarantee. Our business advisor can go over the details of our money-back guarantee on your initial marketing strategy call.

In order to ensure our guarantee to you, we take the time to interview you at the same time that you are interviewing us. If we don’t think we can produce results for you, we will tell you plainly and up front. Our ultimate goal is for you to be 100% satisfied with the service and results that you receive from Jimmy Marketing, as we do not want to waste your time with an online marketing service that doesn’t fit your needs.
5. Will They Protect Your Interests With Exclusivity?

Can you imagine paying a marketing company to help you bring in new patients, only for them to turn around and start putting out ads for your competitor? Unfortunately, this is exactly what some companies will do. They take your money and then do little to protect your best interests. To keep this from happening to you, ask your potential marketing company whether they provide exclusive service while they manage your advertising.

When you become a client of Jimmy Marketing, we strive for you to dominate your market and crush your competition. For that reason, we can only work with one client per industry in a given geographical region or market. We protect your exclusivity. That means we will never work with one of your competitors while you are our client.
6. Are They Month-to-Month Without Long-Term Commitments?

Some marketing companies will lock you into a year-long contract or longer. In addition, if you choose to stop using their services when your contract runs out, they claim copyright on the work they provided you – including your website! Avoid this hassle by seeking out a company who will provide marketing services on a month-to-month basis with you also owning your website.

At Jimmy Marketing, after your initial 4-month testing phases, everything we do for you is on a month-by-month basis. At any time, if you decide to run your marketing system by yourself or with another company, we will cooperate with you to make the transition as simple and straightforward as possible. You will get to keep everything we’ve done for you without exception.

Even though Jimmy Marketing never locks our clients into long term contracts, we continue to maintain an average retention rate of over 98% month over month!
7. Will They Provide 6-Star Customer Service?

These days, it sometimes feels like we spend more phone and email time talking to automated computer systems than real people. When you have a question or concern, you want a marketing company who will be there for you in person, not with an automated reply. Also, if every conversation you have seems to be with a different person at your marketing company, then chances are you aren't getting the personalized attention you deserve. Look for a marketing company that puts as much energy into their customer service for you as they do into their marketing strategies. There is absolutely no reason you should have to forego one to enjoy the other.

Our Jimmy Marketing dream team understands that providing you with attentive service is as important as ensuring your return on investment. That’s why we make it our very motto – Exceptional Service, Exceptional Results! We strive to surpass even your highest customer service expectations to give you an unparalleled customer experience. With Jimmy Marketing, you can count on personalized attention and responses to all requests within one business day. That is our promise to you!
8. BONUS: Do They Offer Flexible Payment Options?

I realize this report is supposed to be the 7 keys to help you find the right marketing team, but I just couldn’t leave out some important payment tips to look for when choosing a marketing company for your practice.

Once you have found a marketing company you trust, your next question will likely be: “How much is this going to cost and how am I going to pay for this?” Especially if your business or practice is in its early stages, you may find it difficult to pay for your entire marketing plan up front in a single payment. To help make your marketing and advertising management more affordable, ask your potential marketing provider whether they offer flexible payment plans.

At Jimmy Marketing, our goal is to help your practice’s financial situation get better, not harder! That’s why we offer a variety of packages and monthly payment plans to help ensure that your marketing strategy remains affordable throughout your relationship with us. Feel free to schedule a call with our marketing advisor to discuss your needs and find a marketing plan that fits your budget.
Dear Friend,

I hope this report was informative! If you've already been speaking with another marketing company, I encourage you to follow up with them with any new questions or concerns based on what you've learned from this report. Additionally, I invite you to take advantage of our FREE marketing strategy call with our top marketing advisor. This session will provide you with a thorough recommendation on steps you can take to start attracting new prospects to your practice right away - without any obligation to hire Jimmy Marketing as your marketing management company.

At Jimmy Marketing, we understand that there is much to consider when choosing a marketing company. In fact, I'm sure I could have doubled the length of this report! I'm confident, though, that the information you have now will help you choose the right marketing company for your unique needs. More importantly, please know that my team is available to answer your questions and help you develop an effective strategy for your practice's success.

Sincerely,

Jimmy Nicholas
Founder & CEO of Jimmy Marketing

P.S. When you are ready, visit www.JimmyMarketing.com/consult to schedule your FREE, no-obligation marketing strategy call with our lead marketing advisor. We look forward to meeting you!