



DOMINION

dominion-online.biz

# CONTENT

- Sounds Familiar?
- Why are we different?
- Why is marketing important to you?
- (WIIFY) What's in it for you?
- What's included in our services?
- What's does it cost?
- Let's Recap (WIIFY)
- Getting Started!



# Sounds Familiar?



- I really need to find a better way to get my business name out there.
- I have decent traffic but it's not the exact clientele I want for my business.
- I paid all this money for a website and I can't seem to get anyone to update it.
- I wish I can drive my staff to be more aggressive with sales.
- I'm not happy with my booking agent, they are slow to provide details, and they don't properly promote.
- Why am I losing customers?
- Sometimes I feel overwhelmed.
- I wish I had more time or someone to take care of a lot of these details.

# Sounds Familiar?

These are just some of the questions/concerns that many businesses are facing. Trust me there are a lot more questions out there, but in my experience, most businesses are plagued by the fact that they need:

- More clients
- More time to focus on the business and its brand
- It all to be a lot easier, almost automatic

Wouldn't it make sense to go with an organization that could do that? And do it in a way that didn't crush your budget. Well, that's what we believe! However before we get into the why's and how's of marketing, let's first introduce you to DMTI.

Dominion Marketing Technologies, Inc. is a specialized targeting entity, we have been in the business of marketing, developing, and growing others for more than two decades. We have extensive experience with E-marketing, Direct Marketing, Indirect Marketing and Social Media Management. We, also have extensive experience with Concert Bookings, Event Management, Club Promotions and more.

We've contacted you today, to offer our experience and services as a lead marketing analyst and coordinator. DMTI started as a supplementary venture, however, due to the fact that we've developed such a strong history of great successes. We have decided to implement DMTI as a full cycle/360 marketing organization. Anyway, we're sure that you've heard all of this before, but please understand that we are far different than our competitors.

# Why are we different?

## Key Reasons

A large, bold, white number '7' is centered on the left side of the slide. It is composed of a thick horizontal bar at the top and a thick diagonal bar extending from the end of the horizontal bar down to the bottom left.

- We offer you cost effective marketing, less guessing and more knowing of how your dollars work.
- We offer comprehensive analysis that tracks patron's / customer attendance and sales.
- We offer a comprehensive analysis of staff production. Which employees are selling and how much per hour?
- We have a history of results, not promises.
- We offer a tier system that pays on results; if you don't win we don't win.
- We managed the full cycle of marketing, from advertising, events, to social management.
- You will have one contact that's integrated, managing, your website, social media, event scheduling, and image.



# Why is marketing important to you?



The life-blood of any business is marketing and the survival of a business depends on how successful and cost-effective your marketing is. Marketing umbrellas your advertising, public relations, promotions, events, business image, daily sales and more.

It's how you introduce, promote and maintain your target audience. Without solid marketing, a business will fail. Poor customer results equate to poor sales. Marketing is a need that can't be skipped out on, and as a business owner if you do, then you are defeating any real chance of success.

Having a great product is not enough your customer also needs to know about you and your business. Without proper marketing, sales will crash and companies will close. There is a reason why Coca-Cola is more popular than RC Cola.

That reason is aggressive and superior marketing; no matter how large or small your organization, you can't compete without breathing new life into your business. Staying visible, staying social, attracting new customers and retaining regulars are the keys to every business success.

# (WIIFY) What's in it for you?



Everything is in it for you! We provide you with the much needed time back to take care of other critical details. While providing you the necessary research and data needed to stay on target and grow your business. Marketing is a need that's time-consuming and resource draining.

How much of an advantage is it to have an organization that only wins when you win? Pushing your image, promotions, events, and sales. How much of an advantage is it to have that same company maintain your website, manage your social media campaigns, creates and distributes your marketing materials? We can also create radio and television campaigns and build those campaigns from storyboard to finish.

So yes, we save you time, by doing the research, creating the plan, initialzing, facilitating and tracking it.



# What's included in our services?

We do a lot to drive your success and our success. There is much that needs to happen to make a marketing campaign work and we have discovered that building much of what we do around our core services facilitates the positive growth we both need to make things happen.





# What's included in our services?

## **Create and manage a marketing plan**

- We do the legwork, the research and any analyses necessary to create a comprehensive marketing plan that will further facilitate business growth.

## **Provide marketing analysis**

- Even though many of our processes are confidential and internal we share much of our analytics with your business. We do this to help you better understand our processes, targets, and goals. Marketing is not an immediate turn-around and on the average, it takes about six months to see a significant turn-around.

## **Zone marketing**

- With zone marketing, we target nearby areas of your business and the patrons that are most likely interested in your product/services. We are very strategic in our marketing and maintain a true dedication to cost effectiveness and ROI.

# What's included in our services?

## **Provide a static landing / information page about your business**

- Every business needs an online home and I'm not talking about Facebook or other social media. A core landing page can offer you analytics and opportunities that social media cannot offer. It's a great way to track who's interested, their location, and how widespread your reach is. It's also the best way to tell people about your business without restrictions. Also in the event, you decide to migrate the site to an e-commerce entity it can then be used as a source of additional revenue.

## **Create and manage a social media campaign**

- Social media is one of the best tools for communicating with your client base. We will build a professional customer facing Facebook page, Snap Chat, Twitter, Reverb Nation and other related social media. We also manage it and align it to your core website/landing page. Social media can be used to drive zone targeting, promotions, and other relevant forums to get people connected to your business.

# What's included in our services?

## Create and manage advertisements

- DMTI is a full cycle marketing company and even with all the social media and online options available a business still needs to implement core advertisements. We create your newspaper Ads, your radio ads, internet ads and in the event, it's needed your television ads. Again, doing the research, the targeting, the creation, the implementation, management and tracking of any campaign we create.

## Entertainment booking /events

- Give people a reason to leave another venue or their couch by booking local to national events in any genre of music or activity. We handle the scheduling, the agreements and any other details necessary to produce the event. We also maintain the event calendar and the promotions for these events. Booking is not an easy task and doing it right takes great detail and experience. This is just another option in our cycle of movement and growth for your business.

## Track and manage weekly sales data

- We track the sales data for the business and measure the growth rate of your business. We also align this data with marketing efforts to determine which campaigns are more effective and which campaigns yields a higher gain for the businesses. We also provide details on the metrics of your staff, their sales effectiveness, and all other necessary data needed to help facilitate the growth of your business.

# What does it cost?

## A/B cost systems:

The first is a kinetic system that charges a small weekly fee that grows as we both move further into the campaign. The fees start out very minimal and build to a fixed amount over a period of 6 months. The cost does calculate venue size but a small venue can start as low as \$12.50 per week. This per week fee covers some administrative duties and some setup. This fee does not include any fees for website creation/design or graphic design.

The second system is based on event fees, and tier revenue. This system calculates payouts from revenue generated during an event. As mention before, In the process of marketing your business, we do a series of promotions and bookings that drives traffic. Compensation is qualified by this agreed tier system. Basically, we do not get paid until a base revenue is met. Once the agreed revenue is aligned we are then paid on the positive results generated.



# What does it cost?

A/B cost systems:

Example, a small venue may need to make \$300.00 per day to break even, or to show a small growth for the operations of that day. For any event we manage or market, we apply a tier system of payout after the base intake has been succeeded. Please understand that as the revenue increases for the event so does the tier percentage. We have found this metric to be fair to both the venue and to DMTI.

As the client, you're never paying out in the red and as your, vendor, it keeps us motivated to consistently grow your business. This model is truly a win for all parties involved. Basically, you're getting high yield marketing at a very low risk.

System A Kinetic table			
Stage	Payout	Occurrence	Monthly Total
I	\$25.00	15 days	\$50
II	\$25.00	Per Week	\$100
III	\$37.50	“	\$150
IV	\$50.00	“	\$200
V	\$62.50	“	\$250
VI	\$75.00	“	\$300
Additional Months will remain at \$75 per week and may be up for additional negotiations			

What does it cost?				
System B Event tier table				
Revenue Generated		Payout Percentage	Estimated payout	
\$0.00	\$499.99	0%	\$0.00	\$0.00
\$500.00	\$749.99	10%	\$50.00	\$74.99
\$750.00	\$999.99	12%	\$90.00	\$119.99
\$1,000	\$1,249.99	15%	\$120.00	\$187.49
\$1,250.00	\$1,499.99	18%	\$225.00	\$269.99
\$1,500.00	\$1749.99	21%	\$315.00	\$367.49
\$1,800.00	\$2,199.99	24%	\$432.00	\$527.99
\$2,200.00 (+)	TBD	25%	\$550.00	TBD

# Let's Recap WIIFY



- To summarize and recap, we offer services and advantages that not only save you time, but that also grows your business, keeping you ahead of the competition. We do it in a way that's cost effective thereby driving up your margins and overall profits.
- We manage core functions and the details necessary for target fulfillment, this along with other proven and strategic executions, perpetually drives growth. As I said before, DMTI wins when you win.

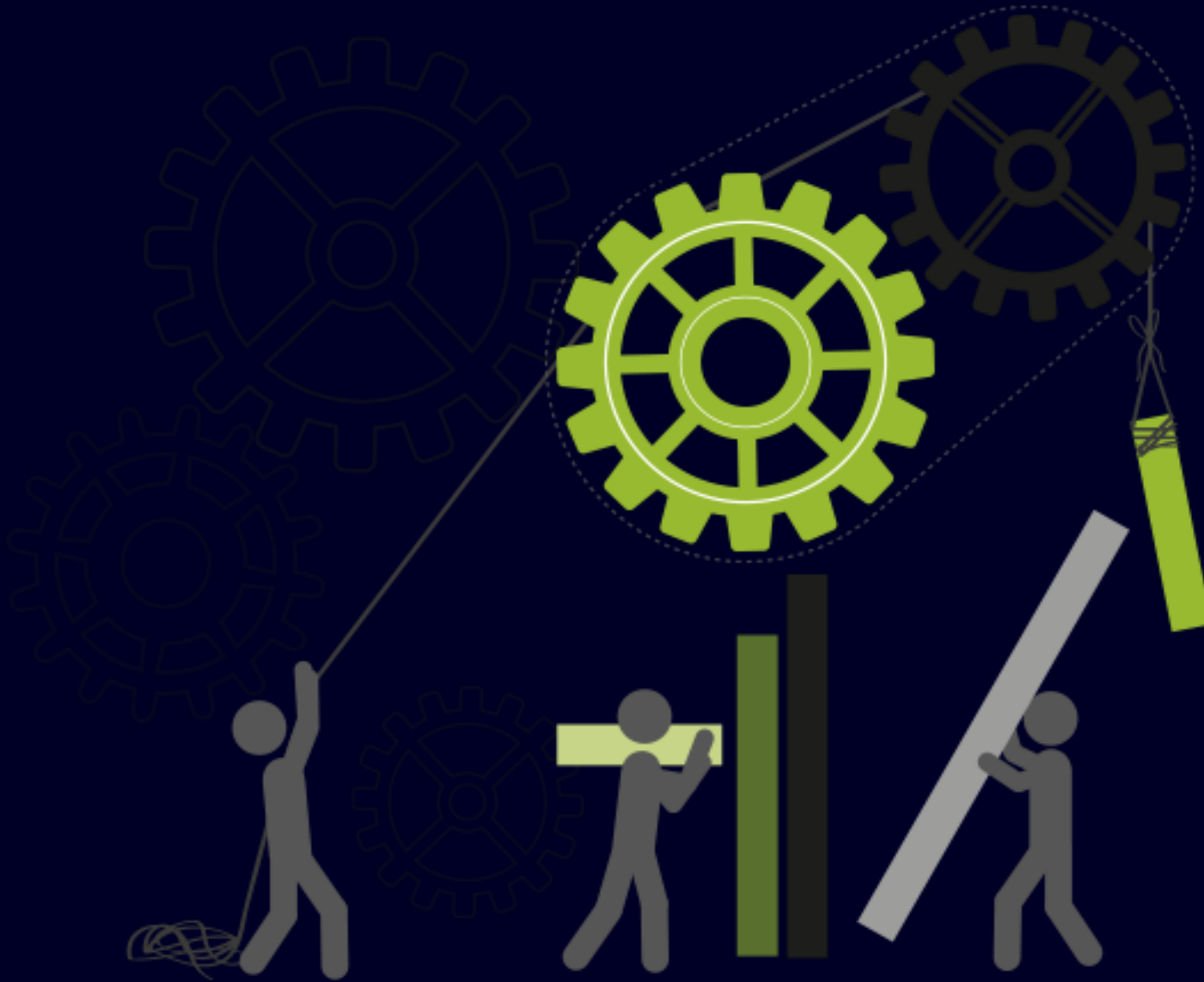


# Let's Recap WIIFY

We do the research, create the plan, implement the actions, manage the programs and finalize the solutions. Website design, Social media management, Analytics, and all other related peripherals are just some of the standard services that we offer in our marketing program.

## Quick points

- Create and manage a marketing plan
- Provide marketing analysis
- Zone marketing
- Provide a static landing / information page about your business
- Create and manage a social media campaign
- Create and manage advertisements
- Entertainment booking / events
- Track and manage weekly sales / performance data



# Getting Started!

To get everything started, all we need to do is meet and have you share with us, your company vision, mission, goals, and key targets.

Leave the complex branding and marketing challenges to us. Let us do the legwork, while you focus on the other necessary details and functions of your business.

- dmti

407.801.9288 / [dominion-online.biz](http://dominion-online.biz)

[strategic@dominion-online.biz](mailto:strategic@dominion-online.biz)

