

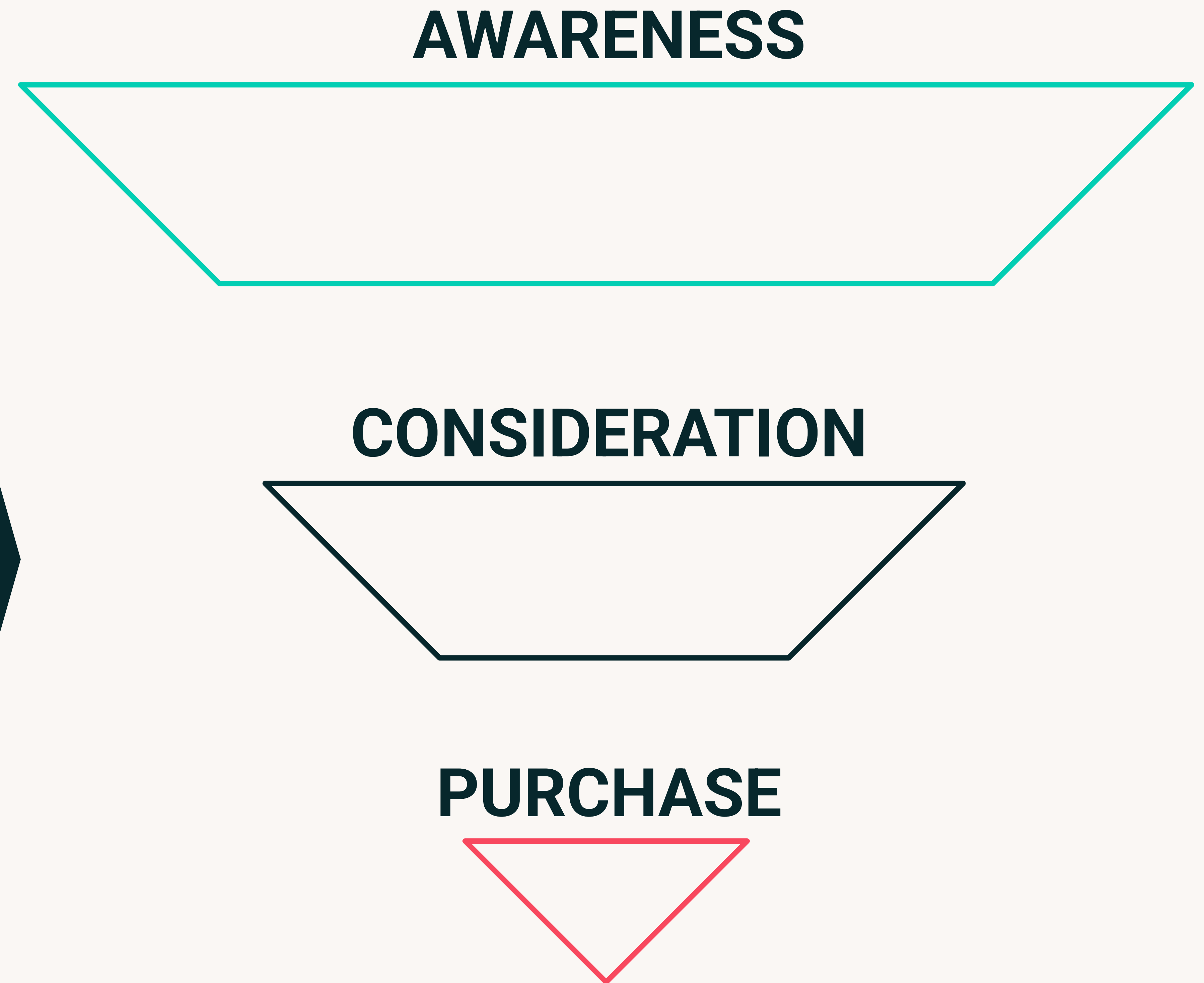
SETTING UP YOUR MARKETING SYSTEMS

BUSINESS OWNERS

**SUCCESSION
ONTARIO** 

THE TRADITIONAL FUNNEL IS LINEAR

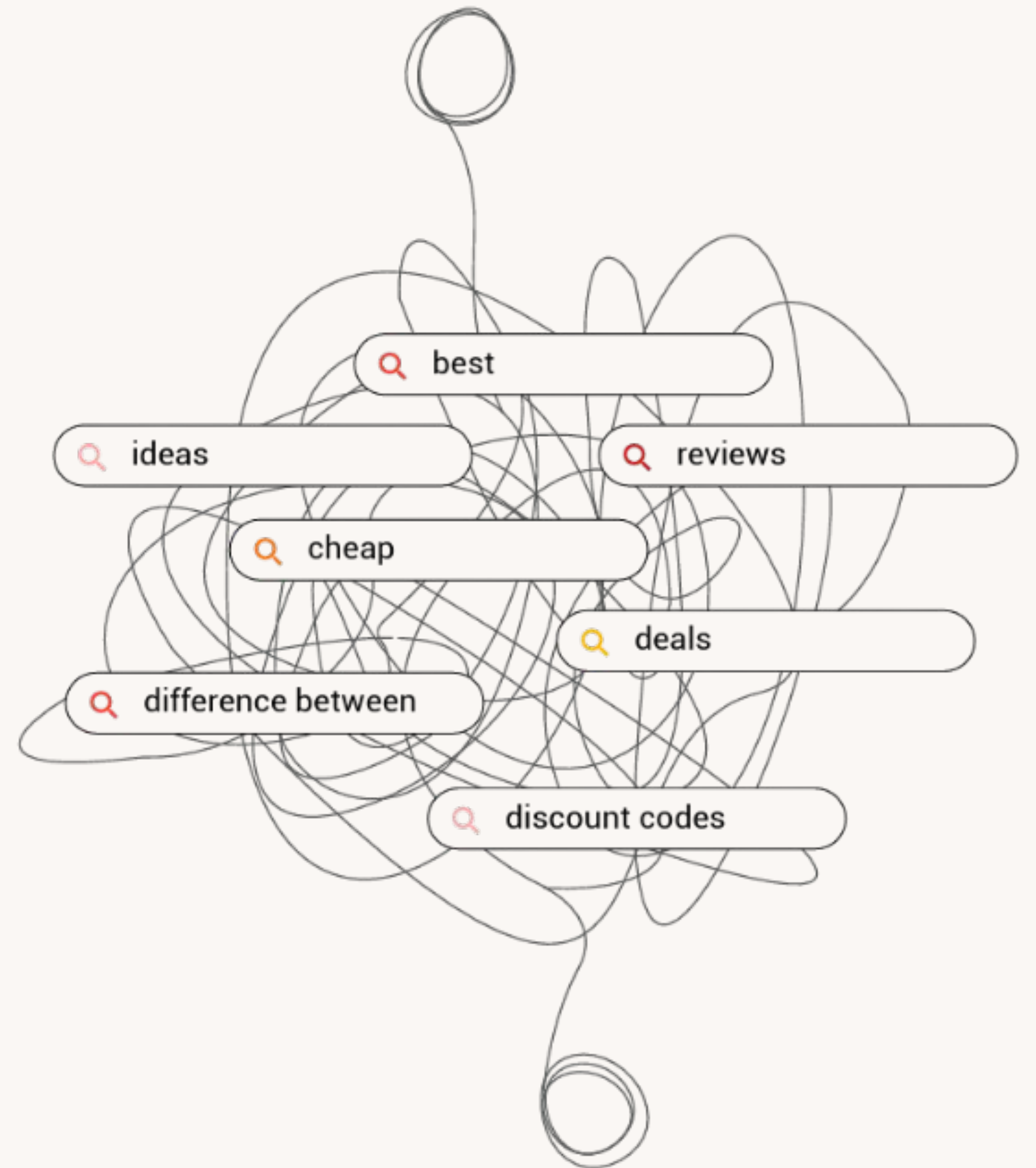
SUCCESSION ONTARIO 



The problem is...

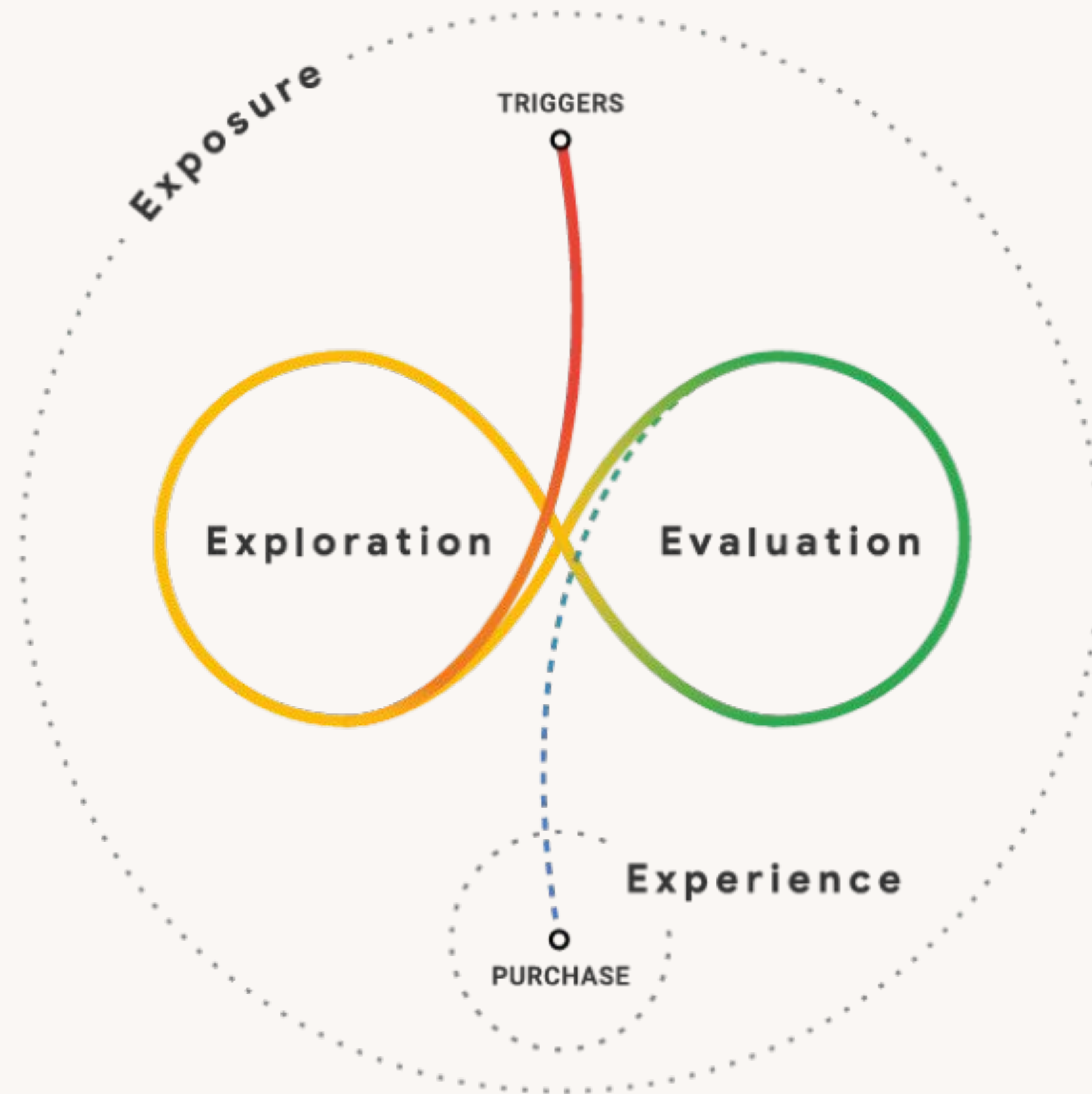
MODERN BUYERS BEHAVE DIFFERENTLY

SUCCESSION ONTARIO 



GOOGLE CALLS THIS:

THE MESSY MIDDLE



Before the average buyer purchases

THEY NEED:



Before the average buyer purchases

THEY NEED:

7

HOURS

of content

Before the average buyer purchases

THEY NEED:

7

HOURS

of content

11

TOUCHPOINTS

across interactions

Before the average buyer purchases

THEY NEED:

7

HOURS

of content

11

TOUCHPOINTS

across interactions

4

LOCATIONS

across channels

Before the average buyer purchases

THEY NEED:

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ACCUMULATED TRUST

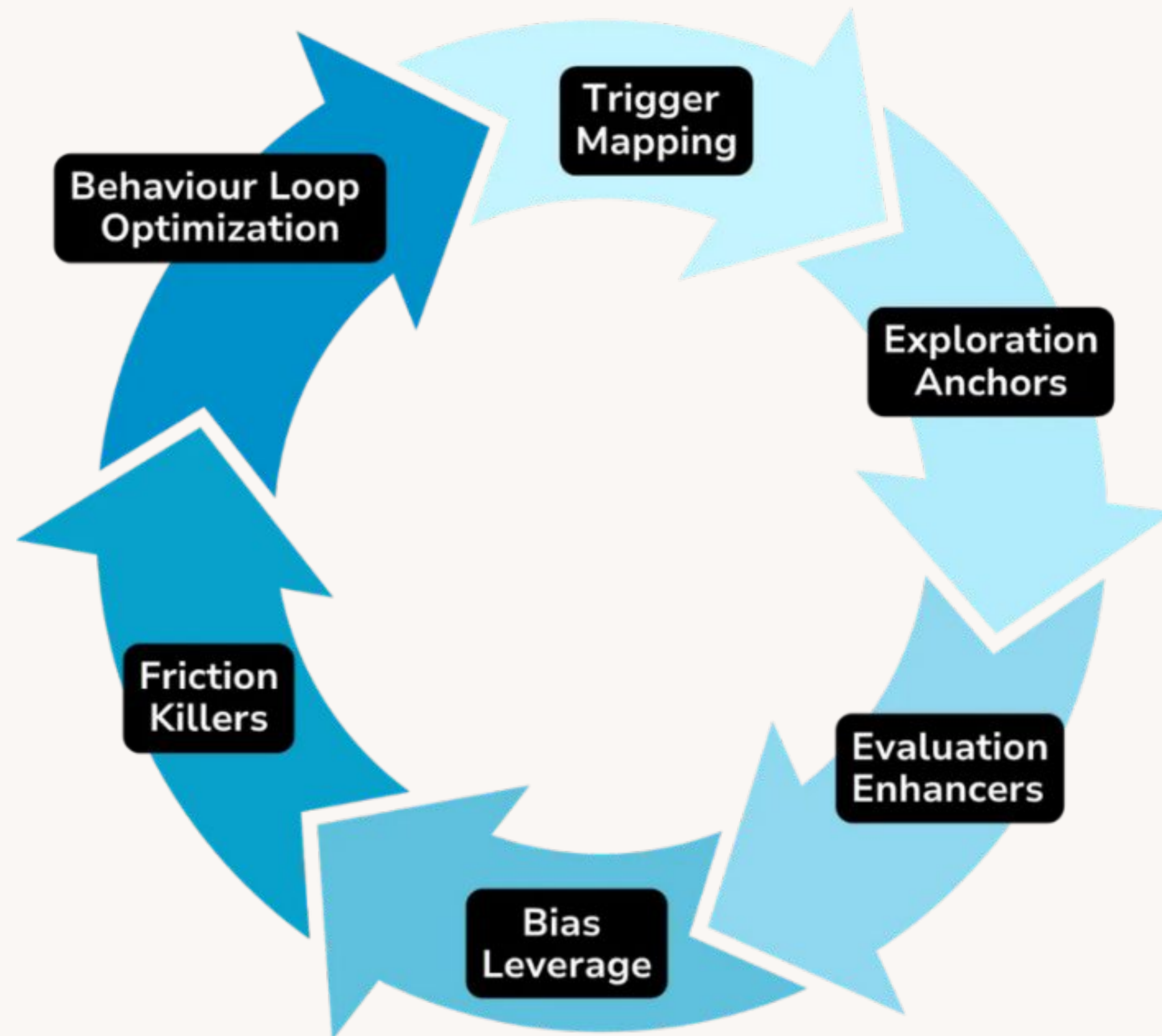
ONE WELL-PLACED AD DOESN'T WIN CUSTOMERS

**A functioning system
that can deliver
7 | 11 | 4 should:**

- Be a documented, **functioning marketing asset**
- Prove demand is **predictable and transferable**
- Answer the buyer's core questions **before they ask them**
- Is something a **buyer** will **pay a premium for**

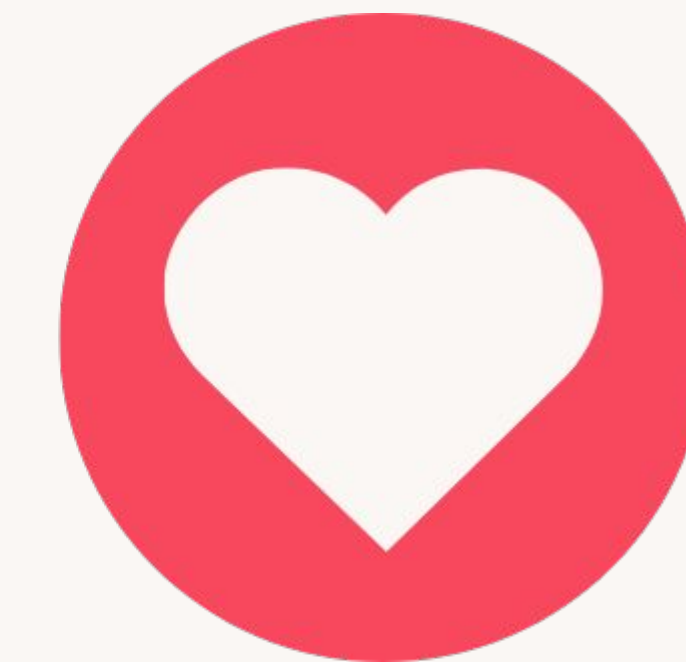
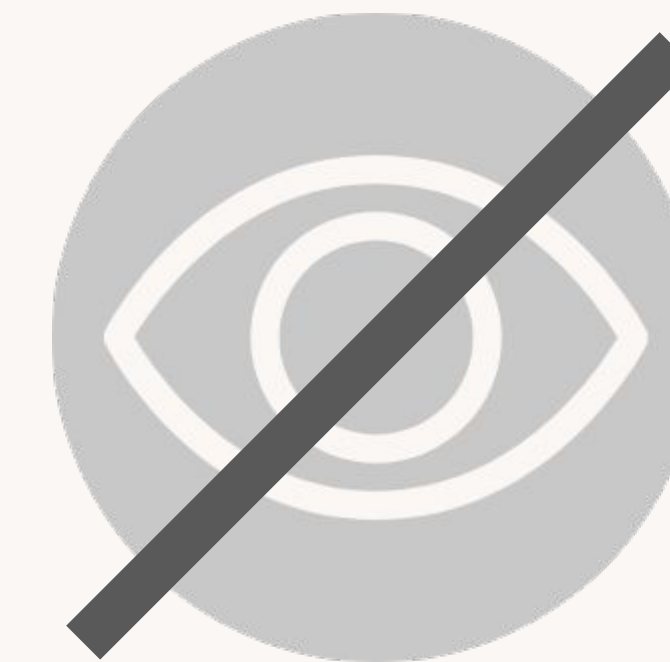
A system built to win in the **Messy Middle**.

THE DYNAMIC INFLUENCE LOOP™



The Core **Philosophy**:

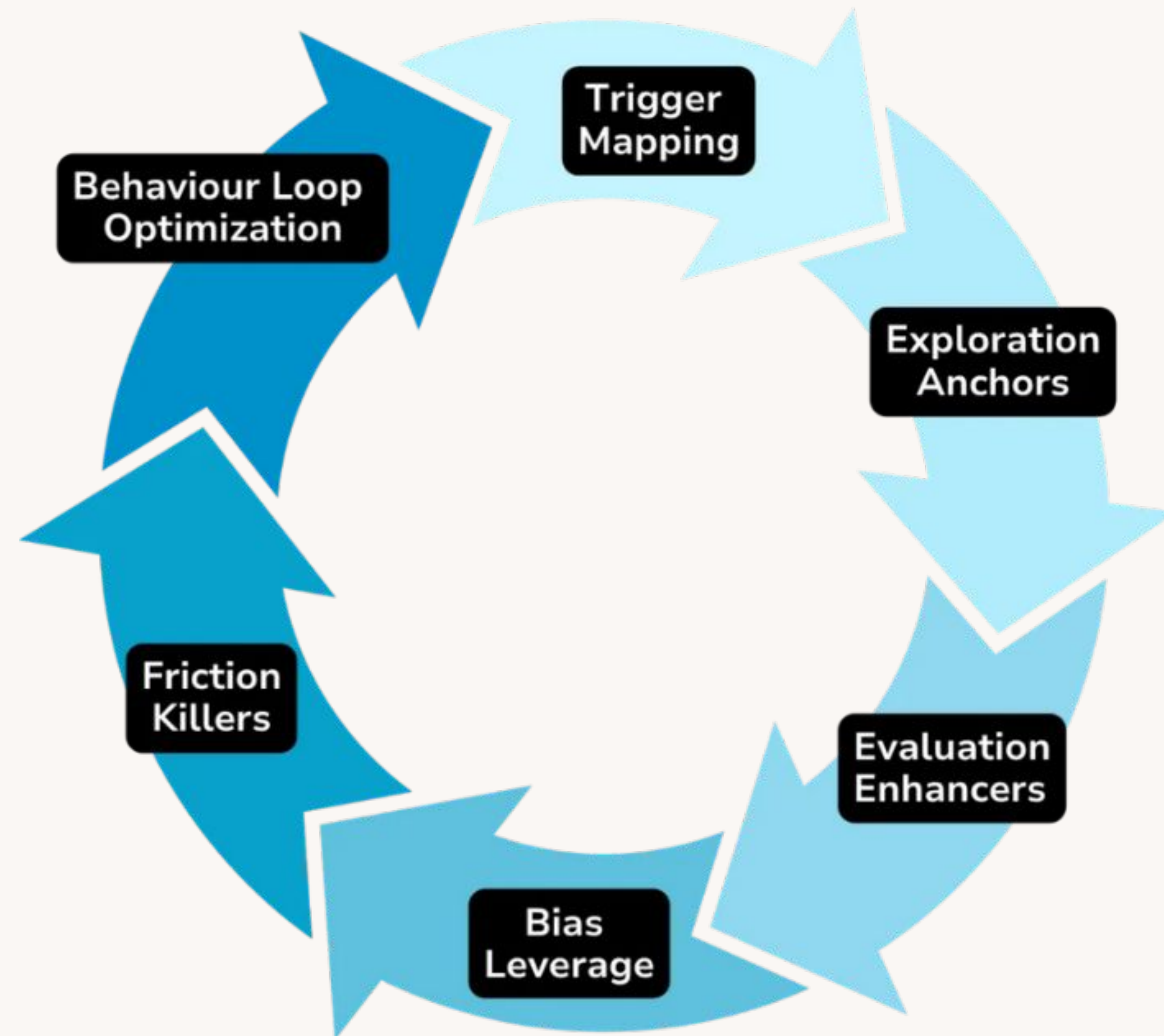
DON'T CHASE AWARENESS



ENGINEER PREFERENCE

A system built to win in the **Messy Middle**.

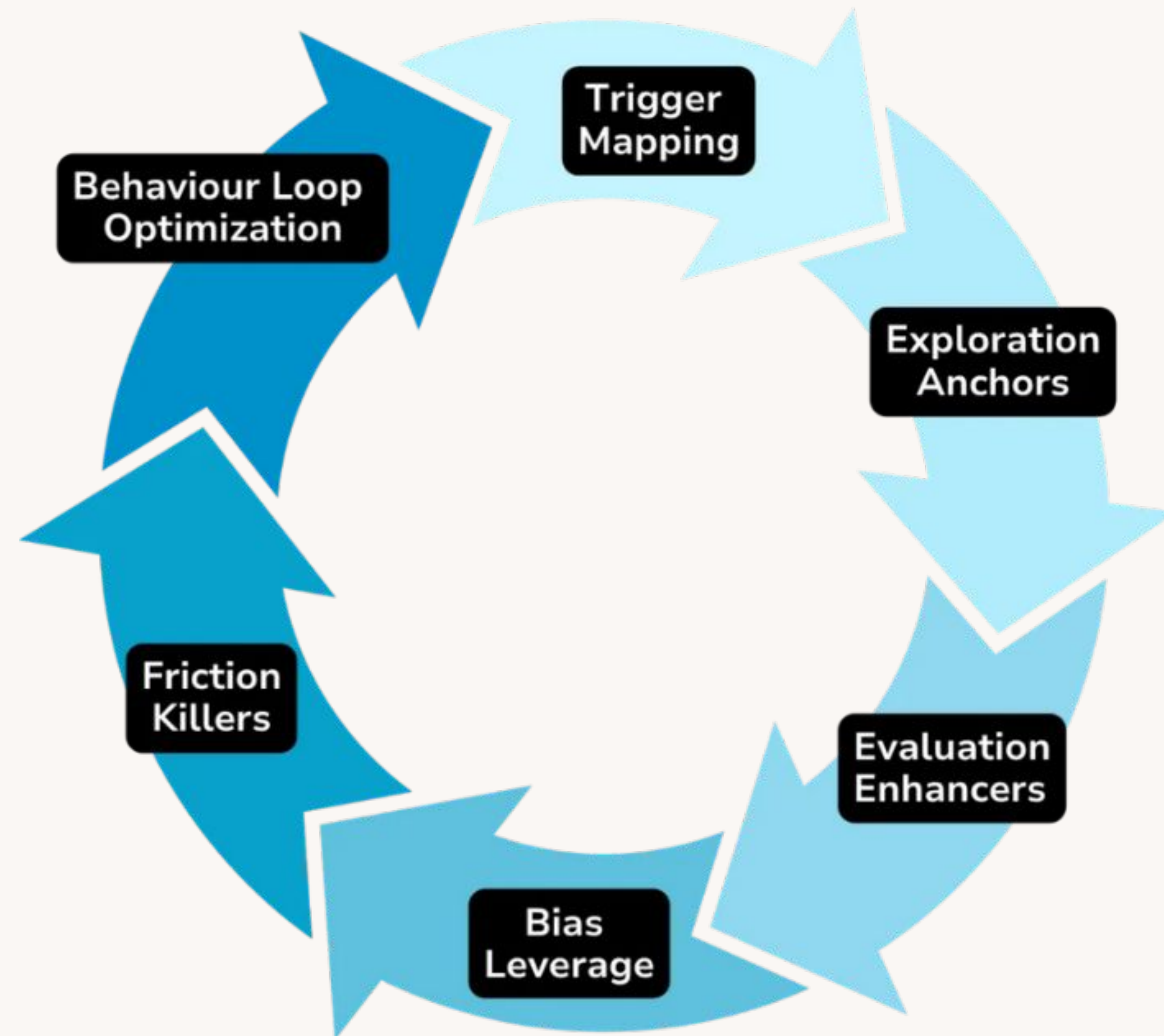
THE DYNAMIC INFLUENCE LOOP™



- Shows up at the **right moments**
- **Earns trust** across **multiple touchpoints**
- Guides buyers **through complexity** toward your brand — **and away from competitors**
- **6 components** that work **together as a system**

A system built to win in the **Messy Middle**.

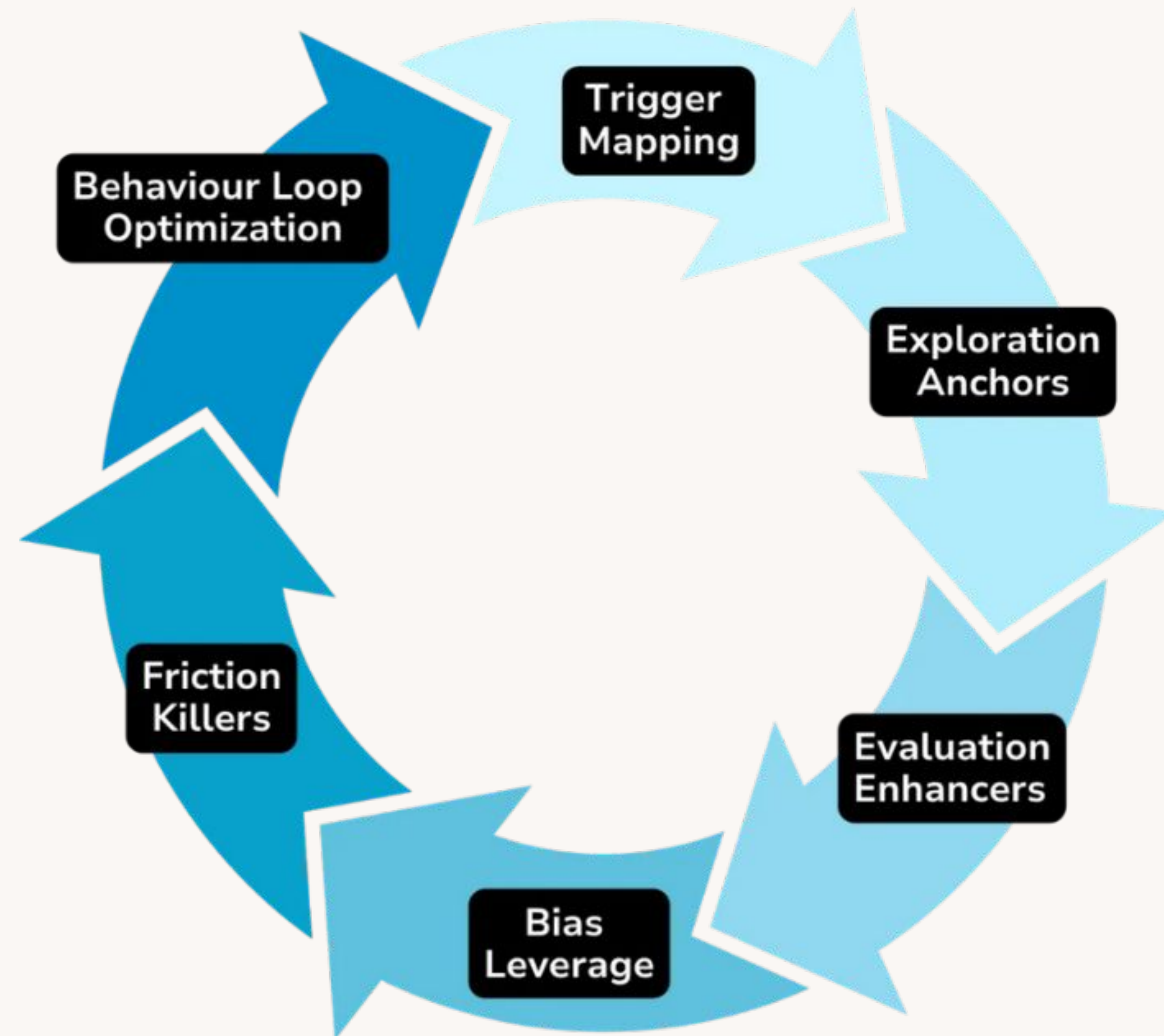
THE DYNAMIC INFLUENCE LOOP™



1. Trigger Mapping

A system built to win in the **Messy Middle**.

THE DYNAMIC INFLUENCE LOOP™

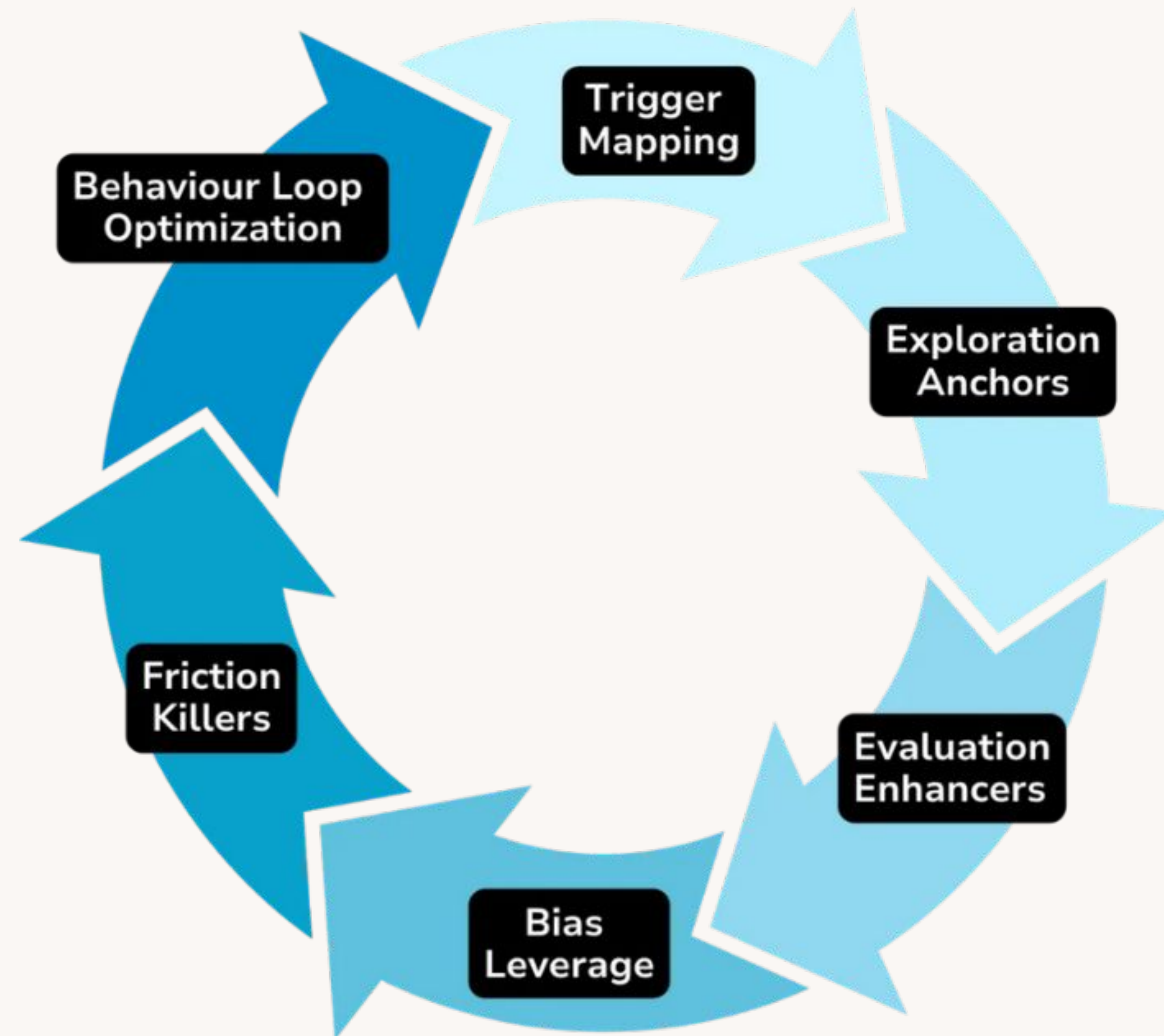


1.Trigger Mapping

2.Exploration Anchors

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THE DYNAMIC INFLUENCE LOOP™



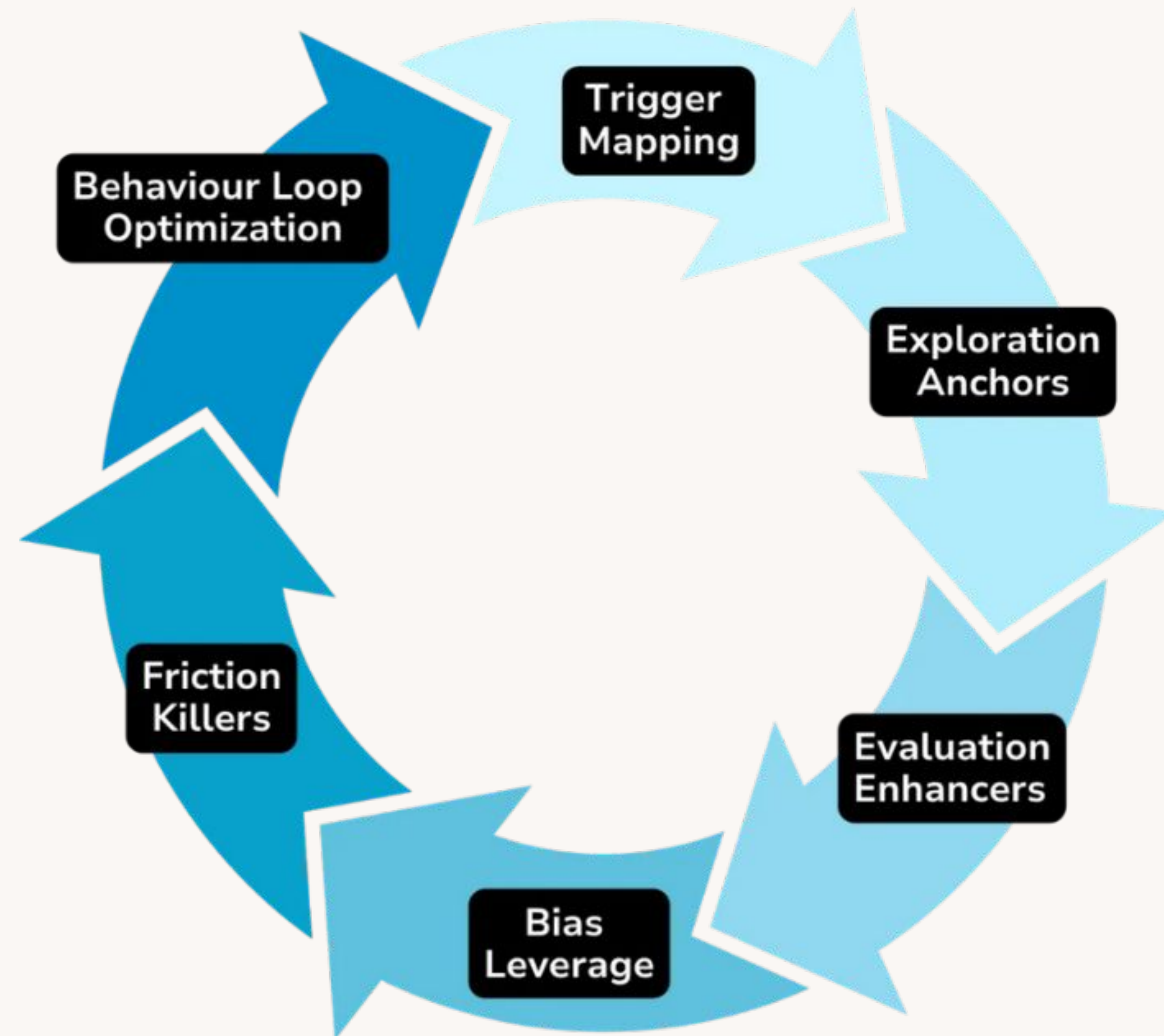
1.Trigger Mapping

2.Exploration Anchors

3.Evaluation Enhancers

A system built to win in the **Messy Middle**.

THE DYNAMIC INFLUENCE LOOP™



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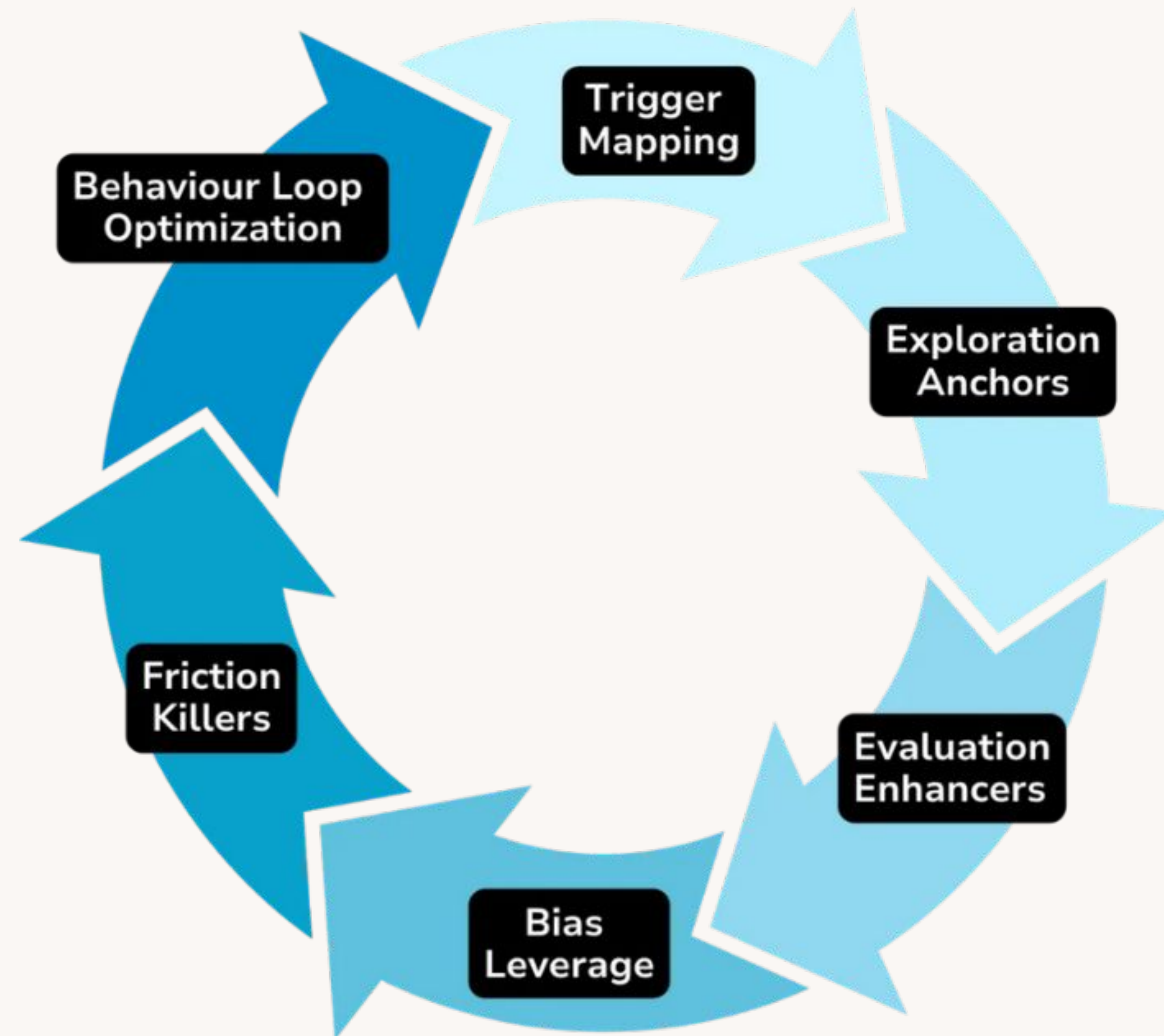
2.Exploration Anchors

3.Evaluation Enhancers

4.Bias Leverage

A system built to win in the **Messy Middle**.

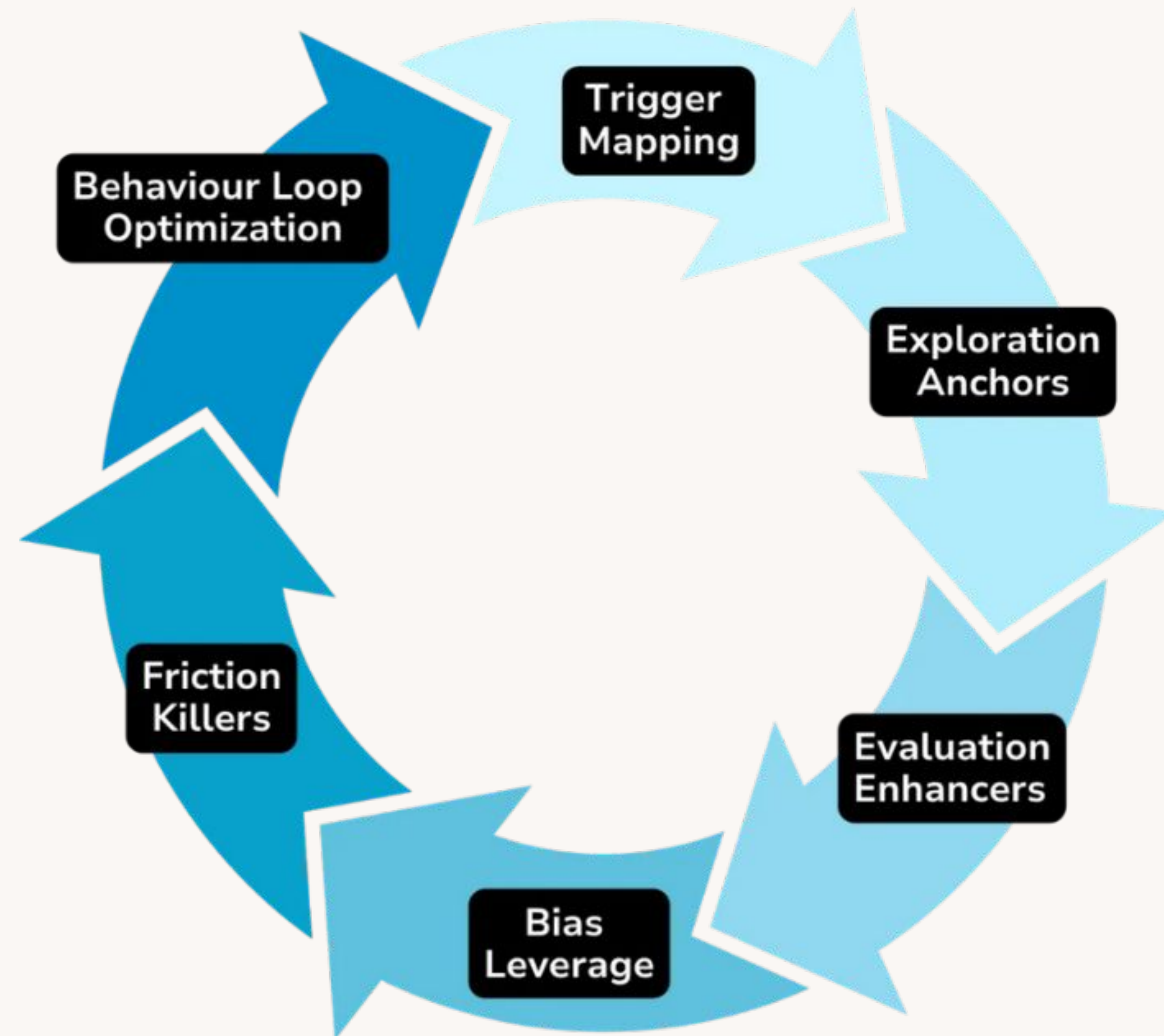
THE DYNAMIC INFLUENCE LOOP™



- 1.Trigger Mapping
- 2.Exploration Anchors
- 3.Evaluation Enhancers
- 4.Bias Leverage
- 5.Friction Killers

A system built to win in the **Messy Middle**.

THE DYNAMIC INFLUENCE LOOP™



1. Trigger Mapping

2. Exploration Anchors

3. Evaluation Enhancers

4. Bias Leverage

5. Friction Killers

6. Behaviour Loop Optimization

The Platforms that

POWER YOUR DYNAMIC INFLUENCE LOOP



The Platforms that

POWER YOUR DYNAMIC INFLUENCE LOOP

GOOGLE ADS

Captures people actively searching for exactly what you do, right now



Google Ads

Powers

Trigger Mapping
Exploration Anchors



The Platforms that

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GOOGLE ADS

Captures people actively searching for exactly what you do, right now



Google Ads

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Trigger Mapping
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META ADS + CAPI

Reaches buyers earlier in the journey — before they know they need you



Meta

Powers

Exploration Anchors
Evaluation Enhancers

CRM: CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

SUCCESSION ONTARIO 

The glue between your advertising and sales

- Records every lead and **tags it to its source** (which ad, which channel)
- Tracks **each lead** through your entire **buying process**
- Triggers **automated follow-up** — no lead should wait more than 48 hours
- Shows what's **working** and what's **stalling in your pipeline**

FRICTION KILLING

You're losing customers before they reach out

- **Friction** = anything that makes it harder for a buyer to say **yes**
- Most owners **don't see** their own friction
- Buyers see it **immediately**
- There are several common friction points

FRICTION KILLING

**Fix these friction
points first**

▸ **Message Match**

FRICTION KILLING

**Fix these friction
points first**

- **Message Match**
- **Load Speed**

FRICTION KILLING

Fix these friction points first

- **Message Match**
- **Load Speed**
- **Clarity of Next Step**

FRICITION KILLING

Fix these friction points first

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- **Trust Gaps**

FRICTION KILLING

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- **Form Friction**

FRICTION KILLING

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- **Trust Gaps**
- **Form Friction**
- **Follow-Up Speed**

FRICION KILLING

Fix these friction points first

- **Message Match**
- **Load Speed**
- **Clarity of Next Step**
- **Trust Gaps**
- **Form Friction**
- **Follow-Up Speed**
- **Mobile Experience**

EVIDENCE OF A WORKING SYSTEM

Measurement: 3 numbers that matter

- Which channel is generating leads?
- What is it costing per lead, by channel?
- What percentage of leads are closing?
Monthly tracking.

Goal: *not marketing sophistication —
proof the system works*

WHERE TO START

Do these things in the next 6 months

- **Define your trigger** — what does your ideal customer search at the start of their journey?
- **Google Ads** — one campaign, core search terms, conversion tracking on
- **Meta Ads** — video or image for exploration and evaluation
- **CRM** — define pipeline stages, tag lead sources, build follow-up sequence
- **Friction audit** — message match, load speed, mobile, form length, follow-up speed
- **Measurement** — establish lead source, cost per lead, conversion rate

**THANK
YOU**

**SUCCESSION
ONTARIO** 