

stacked  
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STACKED DECK

CASE STUDY

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# Intro

## How Stacked Deck Delivers Qualified Leads From Target Markets With a \$0/Month Ad Spend?

You're not selling products and services; you're selling solutions. Buyers hold all the power in today's marketplace, so it's paramount that you treat what they're saying they need as the solution you're selling. According to Harvard Business Review, buyers need 5-8 touchpoints (calls, texts, emails) to decide whether to make a purchase.\* Luckily, clients will cling to binge-worthy content, so all you have to do is give it to them! Sounds easy enough, right? That's because it is; all you have to do is, do it. Here's how Stacked Deck does it:

\*The higher the cost of the solution you're selling, the more touchpoints are needed to close the sale.



# Sounds Challenging? We Make it Easy

Stacked Deck's core function as an advertising agency is to make advertising for your business as easy as reciting the alphabet because it is. At a fundamental level, Stacked Deck gives you, the business owner, the tools to make you successful; you're the one who determines whether you are successful or not; any agency that says differently is either lying or doesn't know what they're talking about, guaranteed.

Attracting customers to your business is as easy as making quality, digital content for the world to see. Consumers aren't stupid, and they don't want to be treated like they're dumb. In today's market, individuals make the choices, so it is paramount to your business's success that you care for each customer as if they were your best friend because they are, and they should be.

When properly applied, this takes the form of 1-minute, informational videos on Facebook and Instagram, email and text campaigns that leave buyers wondering if it was an actual person behind the email or not, and easy-to-understand infographics about the solutions you're selling.



Why do we do this (even though it hurts our initial sales numbers)? We do it because if you, the business owner, are not entirely aligned with your goals (your truth), then you are treading water, and, by default, so are we. The first thing we have you do is compile a list of as many (previous and current) clients that you have\*\*. You will notate things like the clients': **age, gender, location, email, phone number, occupation (if you have it), income (if you have it), and any behaviors and/or interests (if you have them)** about the buyer.

When we get that list of clients from you, the magic starts to happen; we turn your data into dollars. Marketing involves creativity, but doesn't it sound so much sweeter when you can back that creativity with numbers? We think so. We start by making picture-perfect target audience profiles, allowing us (Stacked Deck and you) to pinpoint precisely who, what, where, when, and why people are/were purchasing your solution, thus **eliminating (what are potentially) tens of thousands of dollars on market research.**

In Facebook Advertising, we call this (digital) process "Creating Lookalike Audiences (LLA);" the idea is that if you can program your Facebook Ads to use data points like age, gender, location, etc. for target audience acquisition (getting leads), then you will (almost) certainly have easily-successful Facebook Ad Campaigns. We have found that this process also works in the real world, so it's now one of the first things we do for new clients.





## Can You Fix What You Can't Measure? We Haven't Found a Way.

It should go without saying, but there are too many fraudulent characters and greedy a\$\$holes out there today; unfortunately, they have fundamentally ruined the idea of marketing. They've (downright) given it a bad name. We're not here to tell you that we are the answer to all your problems and you'll wake up wealthy in the next 30 days, but we can tell you where to start and how to decrease the likelihood of failure; the best defense is a good offense -- is that how the saying goes?

Well, it applies to your business, like clockwork. By measuring things like buyers' demographic & psychographic traits, location, time and duration of website traffic, and your business's historical sales data, we can give you up-to-the-minute recommendations for your business. If we ask you to do something, you can go to bed early knowing you the decisions you are making for your business are the best ones according to data, hard facts, and the truth.

# A Whole New World

This is when the fun begins. You and your team will start to settle into a new rhythm, and the money will start pouring in; for the first time, you will be able to spend time on your business by making unique, binge-worthy content. This will take your business from the stratosphere, clear into orbit. The sky is (literally) the limit. If you and your team are masters of discipline, we can help you make more money than you've ever imagined.

Are you tired of the same routine? Does your neighbor have a better car than you? Do you always feel like you need a vacation but never get one? Now is the time to make a change. **There's no time like the present to be the best version of yourself, so show us what you're made of and schedule a call with one of our Growth Experts today.**

## Key Results (for Case Study)

- Attorney made partner at his firm after 5 months with us.
- Chiropractor has seen 5-6 new patients in the first 60 days with \$0 ad spend.
- Business Consultant has seen 3-5 new clients per month with \$0 ad spend.



Only Way to Measure Client Success is Based on the Numbers, or Quantifiable Analytics using Our Software. We believe that every client is different, and, therefore, requires a custom-tailored solution that fits their business and their needs. Do you have what it takes to Stack Your Deck?



**ANDREW HINDLE**  
CEO

**(213) 944-5589**  
[WWW.STACKEDECK.COM](http://WWW.STACKEDECK.COM)