Welcome to the Same Side Selling podcast, dedicated to modern sales and marketing, innovation and leadership. Here's your host, Ian Altman.

Ian Altman (00:15):
Welcome to the Same Side Selling podcast. I'm your host, Ian Altman. We're joined this week by Sean Dailey. Sean is an experienced marketing executive who helps businesses leverage digital marketing and social media ads to grow. I met Sean through a mutual client where he combined his expertise in digital marketing with the principles of Same Side Selling to generate incredible results. We're going to discuss the greatest misconception about digital marketing. The most common pitfalls that cause companies to waste money on advertising. Clever tools that give you insight about buyer behavior and an approach that helped Sean's client see a 20% increase without any additional investment. You're going to learn a ton from Sean Dailey,

Ian Altman (01:02):
Sean Dailey. Welcome to the show.

Sean Dailey (01:04):
Hi, thanks for letting me be here.

Ian Altman (01:07):
Letting you be here. We're happy to have you here. Can you start by sharing something surprising about you that people may not know?

Sean Dailey (01:14):
I would say that, uh, I'm a twin and I'm married to a twin and actually all four of us went to either prom or homecoming or something back in the day. And uh, well my brother and sister in law, they didn't like each other. So that was it.

Ian Altman (01:35):
That's awesome. That's, that's a, um, you know what, and, and I got to believe statistically, that's probably pretty unusual.

Sean Dailey (01:43):
Yeah. Yeah. And fortunately I don't have twins that would make me a little scared, but it was just, just the one so far.

Ian Altman (01:50):
Well, it's interesting. My wife and I have two children and we were inclined to have a third and we had several friends who around the time we were talking about having our third had twins. We had two, two different couples had twins and the third couple had triplets and we just looked at each other said, you know what? We're we're, you know, we're, we're open to three, but we're not up for four or five. So, and that's, and that's been it. And we've been fortunate to have two healthy, great, great, uh, young adults now, but interesting stuff. So I want to tap into your expertise when it comes to digital marketing and digital advertising, and you've done

some remarkable things. What's the greatest misconception that you see that people have when it comes to digital marketing or digital advertising?

Sean Dailey (02:46):
I would say that, especially on with social media, if you're selling a, a service or like a big ticket item, that social media is not going to be your source to actually sell the product. People don't buy on social media. Um, you need to use social media as your traffic source to get them to, you know, your website or lander page. And then you start to sell them there. And often you may not sell them there yet, you know, continue to retarget and get them there. But often people will run their ads and maybe not get any sales. And they'll think that it was, um, you know, waste of money and, and a failure. And then they'll give up. And the issue was that you're using social media incorrectly. And if you think about it, when's the last time you purchased a high ticket item while you're scrolling through know social media? Probably never.

Ian Altman (03:43):
So, so the, so the great misconception is that somehow I'm going to, I'm going to use social media and in using social media, people are going to see the ad and click buy rather than, rather than using the ad to entice someone's interest.

Sean Dailey (04:01):
Correct. And, you know, people are just scrolling on social media. It's not an, it's not an intent engine. People are not looking to buy anything. They're just, they're just scrolling. So we have to have, you know, different types of ads to pique their interest, get them into the funnel.

Ian Altman (04:20):
Yep. And so what are some of the mistakes that you see businesses make when they're trying to, you know, because a lot of companies say, okay, so I'm going to try Facebook ads. I'm going to try a Google ad. I'm gonna, I'm gonna, you know, use this tool or that tool and this platform. And now I'm going to start advertising. What are the big mistakes that you see businesses make when they first try to get into this world of digital marketing or digital ads?

Sean Dailey (04:46):
So even if they have the understanding that they're not going to sell on social media, and that you can use it as a traffic source, uh, they often mess up on the retargeting side. Just cause, you know, you get someone on your website doesn't mean they're going to make that purchase. Especially if it's a service or a big ticket item, you have to retarget them. And

Ian Altman (05:11):
so what do you, what do you mean by that? So, so walk, walk through that a little bit so that our audience, and again, keep in mind, you know, a lot of it, a lot of the people listening right now are, um, are CEOs or senior executives at, um, at businesses in a variety of

different industries or people who are, you know, seeing senior people in sales or business development roles. What, when you say the targeting side, what do you mean?

Sean Dailey (05:38):
So someone, um, you know, clicks on, you know, that your link to, they go to, let's say your website, first thing you do, what's called a pixel on Facebook. All that means is you've basically been marked and now we can retarget and keep showing you different types of ads and offers on Facebook, um, to hopefully entice you to, you know, convert there. Um, but also once they go to the website, now we're able to, um, basically mark them there. So now that they are on other websites, even if you're on, let's say a news site, you're looking at CNN or Fox news, we can have ads on those pages showing, um, you know, different offers and the way they interacted with your website. The first time will determine what type of offers we want to show them the second, third, fourth time. Typically what I like to do, and this is often not done, um, is let's say someone's on my website for, you know, 10 seconds or more.

Sean Dailey (06:42):
Well, I'm going to want to show them a different types of ads that may be a little more aggressive than someone that was on my website for less than 10 seconds. If they were there for less than 10 seconds. Chances are they either click on it by mistake, or they just weren't that interested, that we didn't have the right offer for them. So I need to continue to show them, you know, different pieces of content, maybe give them some free offers just to see if they are interested. And if they aren't and our system will then basically kick them out of our funnel, if they are interested, we'll continue to show them different types of ads. And as time goes by, I get a little more aggressive with the offers.

Ian Altman (07:24):
Yeah. And when you say more aggressive with the offers, what do you mean?

Sean Dailey (07:28):
Uh, it depends on what it is. Um, you know, maybe it's a product. Um, you can maybe go 10% off if you purchase right now, or let's say you're in wealth management and it's, Hey, the market's are coming down. This is, if you really want to get that second opinion, this is your, your opportunity before you lose any money.

Ian Altman (07:47):
So the idea is that in many cases, what I see is companies that take kind of a one size fits all approach, where they have an ad that people see the same ad over and over again. That sounds like one of the things that you're suggesting is, look, it can't be one size fits all. You need to have a series of different ads. And depending upon people's behavior, we need to adapt those ads so that people get a different experience based on their perceived level of interest. Is that where you're going?

Sean Dailey (08:18):
Yep, exactly. That, especially if someone was on your site and let's say they clicked on your contact us page, but never actually filled out the form. Well, something like that, I'm going to hit back at him pretty aggressively to get him to come back. Cause they're, they're that close. They were right there. So I can go little more aggressive than, you know, some softer generic ads, the free content.

Ian Altman (08:43):
So the idea is using these, using these platforms to actually get it, you know, get top of mind or capture someone's attention and what are, what are some of the trends that you're seeing now of things that work, whether it's in, um, financial services, whether it's, um, other professional services. I mean, it could be a law firm, it could be an accounting firm. It could be a consulting company. What are some of the trends that you're seeing as being effective? And what are some of the things you're seeing that really just don't work that well?

Sean Dailey (09:15):
Uh, so for things that are working well, people, they like free offers. Um, and at first I especially would say your wealth management company, um, you know, you don't want to just give all your information out for free. Cause then you have the mindset that people will then manage their own money or go take that information to their own advisor. But it's, it's the opposite when you're willing to offer some information, they gained more trust in you and you disarm them. And so, um, the type of ads that work really well are, you know, maybe a free webinar or like a free PDF of, you know, top 10 mistakes we see people make, um, in X industry and, uh, just different offers like that. Just they're free offers, um, allows you to capture their information, allows you to retarget them online through social media or various search engines. And, uh, the things that don't work. I'm just trying to go for the sell the first time it's rarely ever going to work and you'll waste a lot of money.

Ian Altman (10:22):
Yeah. And I'm guessing if you're selling, like we've all probably seen ads and I know I've been targeted on this where, uh, we're, we're a culinary family. So we, we love to do stuff around in the kitchen. And I remember clicking on one ad for this knife sharpening system and everywhere I go now I'm seeing an ad for this knife sharpening tool. And it's just funny to me, cause I'm thinking when I clicked it, when I clicked through the first time, I'm like, Oh, that's kind of interesting. I'm like, Oh no, like that's all I'm going to get. And it's funny. I have a, I have a relative who, um, who, who I, who I, um, as an older relative who I send these undergarments to, and now, you know, comes to my ad feed because I'm the one buying it. That's, I'm seeing all those ads.

Ian Altman (11:17):
So I'm sure there's that element of it. Um, and, and so, so that level of targeting, obviously we don't want it to be so intrusive,

but, um, but to your point, if I was seeing a different type of ad, if let's say I saw something that said, instead of for that product, if it, if, if there was a ad that said, you know, what's the best way to get a kid to get and keep a kitchen knife really sharp. I'd probably click on that magnet and be like, Oh, what's that? Oh, it's the same thing again.

Sean Dailey (11:49):
Yep, exactly. And if, you know, maybe the first time, it's the point that second time it's webinar or, um, and then maybe the third time we can go in and offer a consultation. Um, it really comes down to how they interacted with your website the first time. And I use that ten second model for a reason it's less than 10 seconds. Then, you know, it's going to take a lot more free offers to, to interest them. Fortunately, it's actually really cheap to retarget as well.

Ian Altman (12:16):
Really. How's how so. So give people an idea of what it might cost and obviously it's different depending on industries and what people are trying to get, but what might it cost to, um, to run this type of campaign? Not in terms of everything, but what's the, what's the cost per impression per click and things like that for just give us some examples so people have an idea of what they're looking at.

Sean Dailey (12:39):
So let's say we'll use Google, for instance, running adwords. Um, you know, if you're running, Bing ads they charge you per click. And so let's say you're running an ad for let's say you're a law firm, you're running ad for, um, you know, injury law. You know, if you're, depending on where you are, you may pay three to, um, you know, five bucks or so for a click. And if you let's say you get 10 clicks, the next thing you want to look at is what's the conversion rate on your website. You get one lead, then we're looking at a 10% conversion rate. And if the leads are, if the clicks are five bucks a click, we just sent $50 for a lead, um, Facebook charges per impression. So if someone's just scrolling through Facebook and your ad's there, even if they just scroll right past it, you're going to get charged. But similar, um, you know, re when someone clicks on that ad, we want to know how much it costs just to get someone to click. And then second, how much we had to, um, you know, how many of those clicks are we able to get to actually have someone convert? So really pay attention to how much the click costs are and then what the conversion rate is. And if we can get to, you know, optimize up to 10%, that's like the gold standard if you're getting, 10%. That's fantastic. Um, you know, that's, that's the goal.

Ian Altman (14:07):
That's great. And so, and so the idea is that what you're actually doing is tying this back to an ROI. So it's not just, you know, one of the things I think that is a great misconception for a lot of people is, Oh, well, it's just another form of marketing. And what I often share with people is look, and the world of digital marketing, you can actually, if you work, you can actually point back to the tangible ROI associated with a campaign would that you couldn't do

in print. Yep, exactly. In print, it's going to be almost impossible to know what happened, but digitally you can say, well, we know that someone saw this ad. We know they click this when they got to this form and this person became a client, so I can point to here's how much this campaign cost us to run. And here's how much business we got from it. And let's face it. If you run a campaign that costs you $10,000 and it generates $400,000 in business, you know, just rinse and repeat. You just want to do that as much as you possibly can.

Sean Dailey (15:12):
Yep. And what's great about it. You know, you can, as you, if you collect the right data and track the right data, you'll know to save money in the long run, I'll give you an example. So for some reason, wealth management prospects, um, if I exclude Android users and only show ads to iPhone users, my lead cost is actually a little bit higher. However, they are more likely to answer the phone when we actually call them. I don't know why, but that's just how it is. And so it's important that you track that data, not just, you know, the data of getting leads, but also on the sell side. And then we can tie that back to those audiences and go to save money there in the long run. And then once we fine tune, Hey, this audience is costing us X amount per lead or per appointment. Um, and it's selling at X rate, then we can scale from there. We know what our costs are. We can then put our money there.

Ian Altman (16:20):
Yeah. I love that. So it's just, it's, it's really looking at and analyzing the data. So my guess is one of the big mistakes that people make is they run an ad, but they're not really doing any analysis.

Sean Dailey (16:32):
Yeah. And there's different parts to, you know, collecting that data and, and run the analysis. You know, you can look at the actual data that, you know, the, the quantitative data that's there, but there's other tools that I like to use. Um, there's a tool that I use for every website. It's called Lucky Orange, and it literally records everyone's interaction on your website. So I can then go and watch replays and watch literally just watch, people scroll on my site. I can see where their mouse is going. And that will also collect data for me to allow me to know which parts of my site people are using. Uh, what parts are they just scrolling right through? So then I'm able to use that to figure out what the, well, no one cares about this, this section. So how can I change this? Or maybe I need to throw a call to action here, or maybe the call to action right here, I need to change this text and include a different text. And so, um, so there's a lot of time that goes into it. Um, but in the end it allows you to save money and convert at higher rates. When you collect both quantitative and qualitative data, that's when you can put together a really powerful campaign.

Ian Altman (17:46):
Got it. And how does, I know that we've got a, we've got a mutual client who we work with together, which is, which is how Sean and I

met actually. Um, and, and so I've been, I've been fascinated with how you've tied this, this approach for digital marketing and advertising together with Same Side Selling. So what's been different in how the Same side Selling approach fits with what you've been doing in terms of marketing.

Sean Dailey (18:14):
Um, I would say the biggest thing that you were able to, um, you know, cram into our heads was, uh, just disarming people. Um, and, you know, as your teacher, it was, you know, talking to the sales team of that company. But, you know, as I was listening, I was able to really apply that in the marketing side. And that's when I really started to kind of shift the way I was marketing and offered more free offers and really focused on just disarming people. Um, and, um, as we've done that, but I want to see, um, you know, conversions go up, but not necessarily my marketing cost, my marketing cost actually, to be honest, it stayed around the same, but what we noticed was people were more willing to actually answer the phone after they filled out that form, because they didn't feel like we were just going to, you know, sell them something hey don't need

Ian Altman (19:13):
So, so give us, give us an example of how the, how you're using disarming in the, in the, in these ads or in marketing or on the landing pages.

Sean Dailey (19:25):
So, um, initially it was, um, I'll just talk about the call to action. So, you know, let's say schedule a 20 minute call, um, and that was the call to action. Um, after working with you, Ian, I don't think I've ever told you this, but, um, we ha we ended up adding a second line. So instead of just scheduled 20 minute call, it was schedule a 20 minute call and on that call, we'll actually determine if it makes sense to work together, we are not for everybody. And by adding, and I don't know if those are the exact words I didn't, you know, that type of phrase. And, you know, we, people were more willing to answer and I don't know what it was, but, um, we had a much higher rate of people keeping their meetings.

Ian Altman (20:16):
Well, and, and a lot of the, a lot of the research behind this and the analysis that I've done, what it comes down to is this is that we've all been on the receiving end as someone trying to sell us something, not even knowing whether or not it's a fit. And so when we if it's, Hey, let us schedule a call with you so we can sell you our stuff. It's not very appealing, but if it's, Hey, we'd love to talk to you to see if we can help. Well, yeah, I'd be happy to talk to someone to see if you can help. I mean, the fact that you're not assuming you can help already means that we're going to have a conversation to determine whether or not there's a fit. This isn't a conversation about you. This isn't a timeshare presentation. This is, this is, you know, this isn't, this isn't, I'm just selling something, whether you needed it or not. It's, we're just trying to see if there's a subset of people who are a good fit for us. You may

be, you may not be, and we're just going to try and figure that out together. It makes it so that people are more inclined to answer the phone because they, as long as we don't violate that, they're saying, okay, well, let's see if this is a good fit or not. I'm open to that. And it changes people's openness at that point.

Ian Altman (21:28):
Did you see a difference in terms of conversion rate? I mean, it was, there was, there was an impact you could measure?

Sean Dailey (21:35):
Um, yeah. So, um, just people answering the phone went up about 20%. Um, that's actually the main conversion rate. Um, I, I was looking at, it was just the fact that we were actually getting people to keep their first meetings. Um, to be honest on the actual closing side, the percentage was actually about the same, however, we were getting more first meetings, which meant we were closing more deals.

Ian Altman (22:03):
Yeah. So, so the, the, the quote closing or confirming, or, or, you know, people becoming clients rate stayed the same, but the fact that 20% more people were taking your call. So instead, you know, if, if before you were meeting with 10 people, now you're meeting with 12 people. If your conversion rate stays the same, then you're generating 20% more clients with the same effort.

Sean Dailey (22:32):
Exactly. And it's like, you know, it's almost like a Google and Facebook give me a 20% off on their cost and, you know, they don't do that, but as you optimize, that's how you get your discounts.

Ian Altman (22:44):
Yeah, it's fantastic. And, um, and, and this is something that, that the beauty is that for the, for this one client, um, that we have in common, they're, they're on the wealth management space. Um, and so I, you know, I almost feel like in some cases people would think, Oh, well, you know, I, you know, no one's gonna pay attention to these ads, but obviously it's been the cornerstone for how they've grown their business. And one of the questions I want to ask you about is I know that you've shifted because of the COVID situation where the, a lot of the initial conversations are either webinars or digital. And how have you seen that change and how does your strategy change in terms of the webinars? Have they gotten shorter? Did you change some of the approaches what's been different there?

Sean Dailey (23:33):
So initially we, um, we, you know, we just started sending traffic to a webinar and it was not a good webinar. People were spending maybe a four or five minutes on it. It was about a 20 minute webinar, and that's all we were getting, um, you know, round two made some, uh, um, edits to the actual content. We'd be able to get people close to about seven minutes of about 17 minutes webinar. Now people weren't watching it, but we were still collecting their information. Our sales team was getting these people on the phone.

They were still able to close these people. So at least they were getting their information. Um, but then none of them were actually watched the webinar. Round three, we ended up, um, I ended up using a software that actually made our webinars interactive. And, um,

Ian Altman (24:32):
And what do you, when you say interactive, what do you mean? Because I want to make sure that people understand and visualize it.

Sean Dailey (24:38):
It allows them to choose what they want to watch. Um, I remember, you know, growing up there's, you know, children's books where you can choose the ending or choose which path they take. And that would determine, you know, how the rest of the story goes, uh, same concept. So let's say they're watching the webinar. And, um, you know, the presenter starts off talking, saying, Hey, you know, your questions are different based on who you are. If you're retired, your questions are different than if you're a couple years off of retirement, you know, which one are you. And then it allows them to, you know, click on the, you know, the video and choose one of those two options. And then depending on how they answer the next question, then split that again. And then it will offer them different questions to pick from, and they can choose one of the questions that they want.

Sean Dailey (25:23):
And then it takes them down that path. And so now people are actually engaged. The content's actually tailored to them and it's new for them too. So they they're kind of, well, what is this? And so they're spending more time actually using that, uh, using our, you know, watching our webinar and people are actually finishing it. And the analytics behind it shows us, you know, what types of questions people are clicking on, which ones are not. And then we look at it, no, one's clicking on this question. Let's swap that one out. And it allows us to really just kind of pinpoint, um, you know, really who our audiences are, what they're interested in. And the best part is at the end of it, it's, you can have a really targeted call to action that we can't really do anywhere else because we've been able to keep them engaged.

Sean Dailey (26:19):
We know who they are. We know if they're, you know, two years out from retirement that are 60 plus years old, and that their interests are X, Y, and Z because of what they've chosen. And so now the call to action is, Hey, look, I know you're, you know, this is who you are, and these are your struggles. This is why you should meet with us. And it comes off as that we're, you know, disarming. To use the phrase you like to use that it's not that we're just slamming something down their throats. It's, Hey, we know you, these are your problems. This is why you should meet with us. And it works.

Ian Altman (26:54):
That's fantastic. And despite and despite the COVID situation in spite of everything else. Um, it sounds like things are moving in a

positive direction, even amidst all this chaos.

Sean Dailey (27:07):
Yeah. Um, you know, my, a lot of my clients took us about, about two weeks to figure out, alright, you know, how are we going to do this? Um, but we got it figured out. And, um, it's, it's working great. Now we don't want to go back. A lot of them, aren't going to go back to our original marketing strategies beause people like what what's going on now.

Ian Altman (27:30):
Yeah. It's, it's fascinating. Cause I think that, I think that in times of crisis innovation often can be the answer. And then once people get that, they realize, wait a minute, this is the way I should have been doing it all along. And it creates new opportunities and new roads to get there. Hey, Sean, what's the best way for people to learn more about the kind of work that you do and to get information about your business.

Sean Dailey (27:54):
Yeah digitalstem.com.

Ian Altman (27:58):
That's great. That's great. I appreciate it, Sean. And, and, and I tell you, it's, it's a fascinating topic. I've often been skeptical of the digital advertising digital marketing space. And you've turned me into a believer on this thing. And working with you, um, with, with clients is really, you know, combining these two things together has created a great multiplier effect. And, uh, I appreciate you sharing your wisdom today.

Sean Dailey (28:20):
Of course. Thanks for your time.

Ian Altman (28:23):
I'll give you a quick recap of the great information that Sean shared. Remember to visit samesidesellingacademy.com for your free access to the growth in crisis course. Here are the key elements you can apply right away from Sean's interview. First targeting is key. If you can get initial information about your visitor, you can tailor ads just to them. Ads can't be one size fits all. You need to have a series of ads to fit the user. Track devices and platforms, as those might tell you where you should and shouldn't invest. And finally use the disarm method and same side selling to drive a more receptive audience. Remember this show gets its direction from you, the listener, there's a topic I should cover a guest I should have on the program. Just drop me a note to ian@ianaltman.com. Have an amazing week add value and grow revenue in a way everybody can embrace, especially your customer. Bye now.