

The Definitive,
**12 Step Guide to Hiring the Right
Marketing Company
For Your Business**



(It's Your Business That Matters)



Table of Contents - How to Be Awesome

- Introduction Letter from Think Big’s Founder Jason Orban 1
- 1. Are They Certified? 2
- 2. Do They Offer An Info-Product Explaining Their Proven System? 5
- 3. Do They Have A Team Of Trained Marketing Specialists?. 6
- 4. Do They Have Tremendous Results They Can Share From Previous Clients? 7
- 5. Are They Award-Winning? 8
- 6. Do They Help Business And Practice Owners In Multiple Industries? 9
- 7. Do They Offer Exclusivity?. 10
- 8. Do they Not Require Contracts? 11
- 9. Do They Offer A Money-Back Guarantee? 12
- 10. Is The First Strategy Session 100% Free? 13
- 11. Do They Have A Marketing Strategy That Makes Sense To You? 14
- 12. Do They Make You Feel Comfortable By Offering World-Class Service? 15
- 13. BONUS Secret - Do They Offer Payment Plans? 16
- Closing Letter from Jason 17



Letter From the Founder, Jason Orban

Hi Friend,

If you are researching different marketing companies to help you with your branding, website design or the different options for marketing your business or practice, you're in the right place.

We understand that when hiring a marketing company to help you take your business to the next level, you want to limit losses and maximize your gains. Now while all marketing is testing, choosing the right marketing company shouldn't be a test. Choosing the right company is the difference between making a ton of money fast, or losing a fortune.

The fact that there are so many options and that pricing is all over the place makes choosing a marketing company a difficult task.

At Think Big Studios our mission is to help you succeed and grow your business. If we end up working together, our mission and vision is help you double or triple the size of your business. We want you to love us, and the only way we will accomplish that is by providing you exceptional service and exceptional results.

Now in order to get you started, and to help you along that path we've created this 12 step guide to help you select the right marketing team for your business.

As always we wish you the best of success in all areas of your life!

To Your Success,
Jason Orban & The Think Big Team

P.S. We would love to hear your feedback on this report. Also if you have any questions, please reach out to us by calling 1 877 505 2835 or going to thinkbigstudios.ca/contact-us



1. Are They Certified Specialists

When choosing the right marketing company to work with you want to make sure that they are certified with many marketing partners and organizations.

The truth is, that every single day, thousands of people wake up and decide to call themselves a marketer, and that they're going to start a marketing company. That's all well and good for them, but when it comes to your marketing, you want to make sure the company you're working with is established, with experience and has been certified by having multiple marketing certifications.

By having a diversified list of certifications, you can be confident that the marketing company you're working with can help you attract more of the right kind of customers efficiently and in a cost effective manner.

At Think Big Studios we hold many marketing certifications from the world's top marketing partners and organizations.

#1 - Click Funnels Certified



Click Funnels is the go to resource for building high converting landing pages and lead capture systems. Being certified as a certified clickfunnels consultant means that an individual has demonstrated proficiency in building and launching high converting digital campaigns using the industry leading platform.

If you're not deploying landing pages for every single one of your marketing campaigns, whether it's online or offline, you're creating a disconnect with your message and your marketing. At Think Big Studios, we are Click Funnels certified. We manage and optimize funnels for many of our top producing clients, from webinars, to video series, to lead capture and membership sites we are certified in converting traffic to paying customers for your business.

There's MORE...

... More Certifications

#2 - Google Partners



Google Adwords certification, is a professional certification that Google offers people who demonstrate excellence in running both basic and advanced Adwords campaigns. It means that Google recognizes them as an online advertising professional.

If you're not using search ads, and Google adwords to boost your business then you're losing out a huge opportunity, and most likely losing countless customers to your competition. At Think Big Studios we are Google Adwords experts and have managed hundreds of thousands of dollars in campaigns over the last 10 years



#3 - Digital Marketer Certifications

Customer Acquisition specialists are uniquely qualified to handle many different digital marketing solutions from Google Adwords, to Facebook, to lead generation and landing pages. It is a qualification designed to use multiple platforms in order to drive traffic and grow your customer base.

This certification is from the industry's go-to-resource for traffic and conversion strategies, Digital Marketer. Digital Marketer is led by Ryan Deiss and Perry Belcher. Think Big Studios has implemented Digital Marketer techniques both internally and for our clients. We are also an active member in the community, using our experience to help better the digital marketing landscape.



There's MORE...

Certified Continued... :)

#4 - Facebook Ads Specialists



Facebook isn't just for keeping up with friends or watching funny cat videos, it is a powerful ad platform that allows you to connect with targeted demographics and run campaigns to the right kind of customers that you want in your business. Earning a Facebook ads certification means that you have demonstrated excellence and understanding in creating, running and optimizing facebook ads for business.

At Think Big Studios we are Facebook certified ad specialists who manage hundreds of thousands of dollars worth of ads for our clients every year. We are dedicated to the ever changing environment of Facebook ad management and we even train other entrepreneurs our process for Facebook ads.

When you have these 4 Certifications - **Click Funnels Certified, Google Partners, Customer Acquisition Specialists and Facebook Marketing Partners** - working in your business you can easily dominate your market. At Think Big Studios, we are certified with the above marketing partners and the list of partners below. Additionally, we have successfully implemented all 4 components both internally and for our clients. We're here to dominate, and help you dominate as well.

Infusionsoft Certified Partners
Certified RCA Coach
Ecomm Success Academy
Webinars that convert
Product Launch Formula Certified



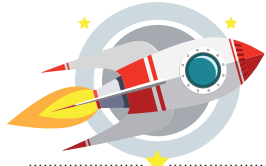
2. Do They Have Digital Info Products?

Most marketing companies don't have a digital info product explaining their proven system for marketing your business. Or any digital marketing products at all. Now there are a few reasons for that. The biggest reason being that it takes a lot of time and effort to write out and document every system in your business that get's results. Another reason being that they don't want others to find out what they may or may not know.

Marketing companies that do have a digital marketing product, have taken the time and effort needed to create and document every system in their business. By knowing they have documented a proven system for their marketing process, you can be confident that they can launch that marketing system for you.

At Think Big Studios we have multiple marketing info products designed to help you grow your business in various industries. For more information visit thinkbigstudios.ca or call 1 877 505 2835

The Launch Lab



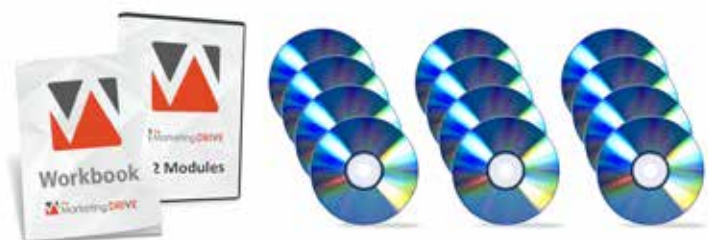
We'll Build Your Website &
You'll Learn Marketing Like A Pro



STYLIST
NATION

Build Your Brand & Become
A 6 Figure Stylist

 The Marketing **DRIVE**

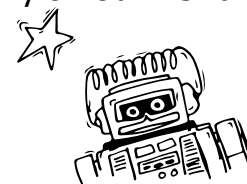


3. Do They Have a Team of Trained MARKETING SPECIALISTS?

In today's marketplace, with the constant change in marketing trends, it's not realistic to rely on only a single person to help with your businesses marketing. While hiring freelancers or local high school students may cost you less in up front dollars, it will cost you a lot more in lost opportunities. Hiring a marketing company with a team of people behind your marketing, is a much better investment for your future.

At Think Big Studios we have highly trained team members who thrive on staying on top of what matters in marketing. From website design, security, copywriting and media production our team invests in staying on top of what matters in getting you results.

All of our team members specialize in certain areas of our marketing system and new hires are treated to a thorough onboarding process bringing them up to speed quickly on our ROI driven process.



4. Do They Have Tremendous Results That They Can Share With You?

Any marketing company that you partner with and invest in should have social proof from existing or past clients that they can share with you. They should have testimonials and case studies of real results that align with your business and business goals. You will have a lot more confidence knowing that the company you're working with has proven results from the system they're using for your business.

At Think Big Studios we have been helping business owners, consultants and entrepreneurs build their businesses since 2008. We have helped hundreds of businesses over the years and more than likely we can share testimonials from clients in your industry. Just ask us. Below are a few of our favourite quotes from clients.



Oh, I freaking LOVE it! That is amazing. And exactly how I want people to feel about us and what they are doing.

We are crazy busy but having so much fun. We have 515 people in our system, and most have registered for at least one class. Our Karma Week is nearly sold out. Most of our classes are full with waitlists. I am trying to find some ways to open up some spots and additional classes towards the end of the week.

Thank you so much for all you have done...I think you may be getting a few more Oxygen Franchise's contacting you. The Sales Director is blown away by what we've done.

Thanks, Chandelle!

Rachel



Before working with Think Big, we never had a website, labels or even a logo. We knew we had a product we could sell worldwide and really wanted to reach an Asian market.

Jason and his Think Big team really understood our design ideas and web hosting needs without us even explaining them. Think Big was an invaluable help in getting our start-up up and running.

We have now expanded into Japan and China and we are really excited about the future of our Camelina Oil.

Paul

Owner, Bio Pure Oil



5. Are They Award Winning?

Most marketing companies don't have awards, or they have the wrong type of awards. Most marketing companies who do have awards, have them for design, branding and graphics. You want a to work with a marketing company who has awards based on results not just a fancy ad they've designed.

At Think Big Studios, we have won awards for getting our clients results. Based on their feedback and demonstrated results we won the coveted CCA award for Marketing services. CCA is Canada's largest marketing awards organization and works with marketing agencies across the country.

We also have the other kind of awards... :)

The team at Think Big Studios, has won numerous design awards, as well as consumer choice awards and competitions. Although it's nice to win awards our goal as always is results. ROI and conversions are what matter to us. Because honestly it's what matters to you. Awards are great, but happy clients with thriving businesses are better.



6. Do They Help Business Owners In Multiple Industries?

Most marketing companies help clients in different industries. Some choose to specialize in a single industry and only help customers there. There are huge advantages to your business when your marketing company DOES NOT specialize in a single industry. Most importantly, they have an advantage over other marketing companies because they can share industry knowledge, marketing tests, and results across multiple industries

You should want to work with a marketing company who work in multiple industries. At Think Big Studios we do help business owners in multiple industries. From doctors, to consultants, to trades, Real Estate and Coaches. We work in industries where there are similarities their business and how we market. We tend to focus more on industries with high ticket items and where a single sale would cover the cost of their marketing budget.

That being said, we have a lot of experience with marketing strategies for low ticket items as well. With also work with lifestyle industries such as gyms, yoga studios and fitness products with much success.

The bottom line is that by working in complementary industries our team can build on results and tests that only improve your business' marketing.



7. Do They Offer Exclusivity?

If you want to dominate your local market, you probably want to work with a marketing company who offers exclusivity for your industry within your market.

At Think Big Studios, we work with a single type of client or business in a given market. We want to help you dominate your local market.

We offer exclusivity to our clients because we want to see you become #1. Logically and ethically we can only work with one type of client in any market when it comes to our completely done for you marketing solutions.

For more information on how we can work with your business exclusively, call our office at 1 877 505 2835 or email gobig@thinkbigstudios.ca



8. Do They NOT Require Contracts?

A lot of marketing companies require you to sign a 12 month contract to do business with them. The reasons are many but usually the main reason is so they get a long term commitment from you.

You also probably won't see any results for 6 months.

The better marketing companies will let you try them out, giving you an option of month to month, without any contracts.

At Think Big Studios, we don't require contracts. We work on a month to month basis so you can try us out. If you're not seeing the results you would like then, we want to make it as easy as possible for you to move on. We are confident in our team, our services and the results we can get your business. That is why we have over a 97% retention rate with our clients.



9. Do They Offer A Money-Back-Guarantee?

When you're working with a marketing company you want to make sure they have some sort of guarantee. The stronger the guarantee, the better for your business.

Here's the thing about marketing! It's not a tangible product, like a car, a jug of milk, or a pair of yoga pants, and we understand that as a business owner you don't always know what you're getting. However we're confident in our product and what our team can accomplish. We're so confident in the website that we'll build for you that we're happy to offer a 100% money back guarantee. With our marketing program and systems, we offer a 100% Satisfaction guarantee.

If you're like a lot of our clients, you've had bad or poor experiences in the past, working with so called "Web Design" or "Marketing" companies who were happy to take your money, delivering a substandard product with no results. We want to take the risk off of you, and put the risk directly on us and our team, that's why we're offering these guarantees.

While we've never had to honour one of these guarantees, it's so very important that Think Big has them in place for your peace of mind. If you have any questions about our guarantees, feel free to ask us during your strategy session.



10. Is The First Strategy Session 100% FREE?

When hiring a marketing company, your initial strategy session should be free. You shouldn't have to pay a company for an initial consultation, if you don't even know if they're someone you want to work with. You shouldn't have to hand over any money to start. If they are willing to help you and they are confident in the services they offer, most marketing companies' initial strategy sessions should be free.

At Think Big Studio our initial 30 minute strategy session is 100% FREE. There are no obligations.

**For more information on scheduling
your FREE Strategy Session,
go to:
www.ThinkBigStudios.ca
or call 1 877 505-2835.**



11. Do They Have A Marketing Strategy That Makes Sense To You?

There are a ton of marketing strategies out there, and it's important that the one you're using for your business makes sense to you. You're most likely not a huge corporation like McDonalds, or Coke or Nike or Ford with millions of dollars to invest in your marketing. As a small business owner you need a marketing strategy that gives you a return on your investment. Before you commit to a marketing company you should be confident in their marketing strategy and it should make sense to you.

At Think Big Studios we don't hide your marketing strategy from you. We'll show you the entire strategy that we recommend from your business, and explain it in a way that makes sense to you. Our philosophy and system is based on 3 key principles. To learn more about our system visit www.ThinkBigStudios.ca.

After visiting our website and browsing through our many resources, joining us on our webinar and possibly joining us for a strategy session our marketing strategy should make perfect sense to you.

If you have any questions, please let us know, or visit www.thinkbigstudios.ca/contact-us/



12. Do They Make You Feel Comfortable By Offering World-Class Service?

Since you'll be working closely with your marketing company, they should make you feel right at home and very comfortable with the level of service they provide. You should feel comfortable and fully trust your marketing company with your business.

At Think Big Studios, we are all about exceeding your expectations. We provide world class 6 star service. Because we strive to go above and beyond, aiming to provide exceptional service and exceptional results. All of our team members go through our 6 star customer service training. Since it's the cornerstone of our business it's important that our team stay in line with the latest developments in the marketing industry.



13. BONUS Secret - Do They Offer Payment Plans?

I know this guide said our 12 secrets you need to know when hiring a marketing company, but I felt this was another important secret that needed to be included. Even if you don't need a payment plan for your marketing, it's a good idea to work with a company who offers a payment plan for your payments, even if don't use it. **The ability to offer a payment plan is a sign of stability for marketing company rather than a sign of a fly by night company.**

At Think Big Studios, we offer multiple payment plans when it comes to your marketing services, websites and info products. We also offer 0% financing when working with our company. We are willing to offer financing because we understand that a various stages of business, cash flow can be a priority.

Our goal is to see you become number one in your marketplace and we don't want your marketing to take a hit because of a lack of financing options. We're here to form a long term relationship with you and your company, so we're happy to offer flexible payment options.



To Wrap Up This Report... A Big Thank You

I hope you found this report useful and I hope you learned a little bit about marketing your business. Also potentially how Think Big Studios can help you in attracting new customers to your business automatically and consistently with the proper marketing. To accomplish our mission of helping you grow your business, we would be honoured to learn more about your unique business and see if Think Big Studios can help you with your business' growth.



**For more information on scheduling
your FREE Strategy Session,
go to:
www.ThinkBigStudios.ca
or call 1 877 505-2835.**

During your strategy session, we simply want to answer your questions, address your concerns, and have you experience Think Big Studios to see if you could see yourself choosing Think Big as your marketing team. We will share with you:

- 1. Our expert recommendation for your marketing, based on our years of experience.**
- 2. Our advanced diagnostics and market analysis to see where your biggest opportunities are.**
- 3. Our thorough analysis and recommendations**

If we are not the fit for you, that's alright, we'll part as friends, no hard feelings, there's no obligation.

Here's To Your Success!

While we love to win awards and get recognition from the community, our favourite thing is when we get phone calls from our clients raving about how they've had to add another location, a new employee or new trucks to their fleet. We are so excited to help business owners make more money and more importantly add more freedom to their lives.

You absolutely should do your due diligence when researching the marketing company that's right for you, but ultimately, you should feel comfortable and trust the company and marketing team that you hire to partner with in your marketing.

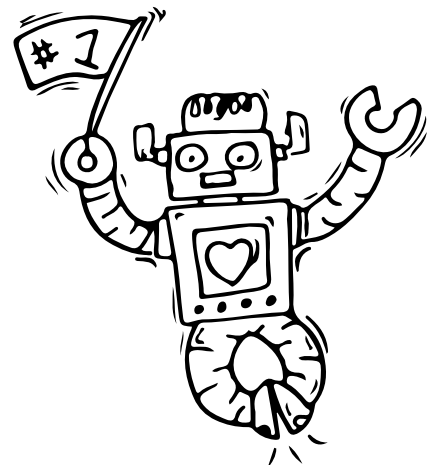
I'm sure there is a lot more you should know when hiring a marketing company to help your business, in fact I'm positive I could have doubled the length of this report, so as always, if you have any questions we would love to hear from you and learn more about your business.

Here's to your success.

Jason Orban & the Think Big Studios Team

P.S. When you're ready, I would like to offer you a **100% FREE strategy session** for you and your business.

P.P.S. If you want to learn more about the 3 keys to growing your business and how you can double or triple new client phone calls in the next 60 days guaranteed, I recommend you join me on a replay of one of our special information webinars here at:
go.thinkbig.io/webinar-replay



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