

SALES & MARKETING INNOVATION

The 6 Secrets of Sales & Marketing Innovation for Rapid Growth



Content Track:

- ▶ Future of Marketing
- ▶ Email & Automation
- ▶ B2B & SaaS

Target Audience Experience Level:

- ▶ All levels

Big lessons/action items attendees will take away from our session:

- ▶ How you can use AI right now to change the game
- ▶ How to find prospects who are currently searching for what you offer
- ▶ How a true Multi-Channel outreach will change everything
- ▶ How to use video to improve conversions in every campaign by as much as 80%

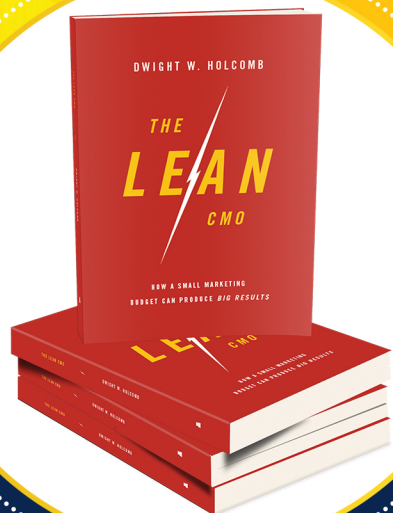
Dwight W. Holcomb

Most association members are overwhelmed by new technology and can't figure out how to use AI and automation for rapid growth. So Dwight helps your members understand the impact of using innovative sales and marketing tools and shares the exact steps needed to implement an AI Driven Sales Process, which will help you future proof your business and expedite revenue growth.

For example, Dwight worked with an Insurance client who was about to go out of business due to competitors who were using technology and automation, so Dwight showed them how to move into a specialized segment and implement new technology to futureproof their company and open up a whole new stream of revenue. Imagine what innovation in Sales and Marketing can do for your members...

VIDEO CONVERSION MARKETING™

The 7 Video Secrets to Convert More Revenue



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- ▶ B2B & SaaS
- ▶ Growth Hacking

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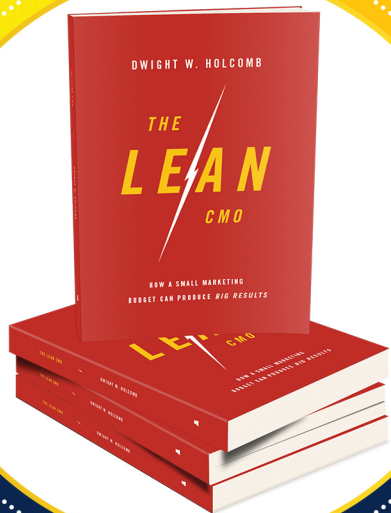
- ▶ Avoid the 3 devastating video marketing mistakes
- ▶ The 7 best videos to use to change the game
- ▶ Bring video strategies into everything you do that will grow your business
- ▶ Create compelling video content without emptying your marketing budget
- ▶ Create low to no cost high converting video campaigns

Dwight W. Holcomb

Most Marketing Executives struggle to create profitable video marketing campaigns that convert, so we created the Video Conversion Marketing™ Workshop to guide you on exactly where to start with the best videos having the greatest return. By implementing Video Conversion Marketing™ strategies, you can improve conversions by as much as 80% for any campaign and have confidence in your Video Marketing Plan.

AI DRIVEN SALES

The 3 Secret Steps to Implement AI to Accelerate Sales Growth



Content Track:

- ▶ Future of Marketing

Target Audience Experience Level:

- ▶ All levels

Big lessons/action items attendees will take away from our session:

- ▶ How to implement AI Driven Sales into your business
- ▶ Grow revenue faster than ever possible using AI
- ▶ Learning the 3 secret steps to a proven AI Driven Sales process
- ▶ Learn the exact method others have proven to work with AI

Dwight W. Holcomb

If you sent out 100 direct messages, only about 5% of those companies are actually in the buying cycle now. What if you could eliminate the wasted effort of trying to connect with the 95% who aren't interested and use AI to only connect with those you know are searching for your service, right now?

Sound impossible? Well, it's not! Dwight will share the exact 3 secret steps to build an AI Driven Sales process to grow your business faster than ever before and avoid getting left behind by those already using AI.