

ONE-ON-ONE

WITH NICK NANTON

featuring

Richard Seppala
"The ROI Guy"



A marketing campaign is only as good as its return on investment. In other words, a marketing campaign only works when you make money from it. But how do you know which marketing campaign gives you the most bang for your buck? Richard Seppala's company, Total Census Solutions, automatically tracks and measures your campaign results to provide the information you need to know if the campaign is a success or a bust.

Nick: Richard is known as the ROI Guy, and he helps people track their marketing ROI. Richard, I really would like to hear your story about what you used to do and what happened in your life that got you into this business.

Richard: Coming out of college I was looking to go into the draft for the NFL as a quarterback and fell prey to the defensive lineman who moved my knee out. So I decided to go into medical school and become a physical therapist. If I couldn't play football, that was my way to stay in the athletic arena.

From there I decided to go into the senior living industry. Seeing my grandmother in a nursing home broke my heart. So I decided to help other kids' grandmothers avoid the suffering and pain that I saw my grandmother through. I became the corporate marketing director for the largest senior living provider in the country, which meant a tremendous amount of travel. So I spent four or five, sometimes six days a week on the road. And at the time I had a newborn. When I was home I had a very close bond with my son Cole. So much so that when I traveled it had a tremendous affect on him, to the extent that he was actually hospitalized

because he had such a separation anxiety when I traveled. The Doctor looked at me and said, "Son, you have to make a choice..." He didn't even finish a sentence before I picked up the phone, called my boss and said, "I quit."

So I was in the hospital with Cole and thought, "Okay, now what am I going to do?" We spend all this money in marketing... Where's our return? What's working? What's not? How can we eliminate the marketing budget without risking the return on what we're trying to get? I became very successful at answering those questions that in the corporate world. So I decided to start my own company and sell it as a service giving me the freedom to stay home, take care of Cole and be the father I always wanted to be. That's kind of the quick story in a short nutshell of how I got started.

Nick: I love that. Being a family guy myself I know the drill, and I don't travel nearly as much. It's pretty amazing that you were able to see the affect at a baby that young.

Alright, I want to talk about your two main offerings -- your phone tracking system and your newest product offering, the Matrix.

Richard: Sure. A business will do direct mail. They do newsletters. They do inserts in the newspapers. They do magazine articles. They have websites. They have Yellow Pages. But if they're not tracking which of those campaigns are driving in the majority of the patients, then they really have no way of measuring it except relying on the receptionist to ask that million dollar question, "How did you hear about us?" And through doing our research as simple as that question is, it doesn't get asked 90 percent of the time.

Every dollar spent is a valuable dollar that needs to be measured. That's the value of the call-tracking program. It puts a unique telephone number on each campaign, and then our system tells you how many calls were generated from each campaign.

We track the caller's name, their number, their address, the day they called, the time they called, if the call connected, if somebody answered it, if the caller hung up, and if it was connected, we also record the conversation. Then we send all the analytics to you on a daily basis. In your email you'll see how many calls came from each campaign. You just click it, listen and review opportunities to improve.

Nick: Okay, so think this through... Imagine you place an ad every month in a community newspaper and you send out postcards. Richard's plan assigns each campaign a toll-free number, and whenever someone calls you'll know where it came from. At the end of the month you look at the numbers. What happens when you see that you've got only three calls from the community paper where you're spending \$3,000 a month and 50 calls from the postcards you're spending \$150 a month on? What if you take that \$3,000 and spend it on postcards? That could literally double, triple or quadruple your business in one month just by knowing exactly where the marketing is pulling.

Let's talk about where you can put these tracking numbers. Obviously, there's your website, your business card, your letterhead, brochures, DVDs, CDs, special reports, books, what am I missing?

Richard: Literally anything you're already spending money to market your business. I have a client who puts a tracking number on everything (even pens and lip balm) so he knows specifically where a call comes from. Here's the most unique thing he does. He likes to play golf, so he decided to put a tracking number on his golf balls. He's actually generated a significant amount of leads from lost golf balls, but

he would've never known that it works if he hadn't put a tracking number on it.

Nick: Let's talk a little about your newer product, the ROI Matrix.

Richard: My wife is a big proponent of everything we do because we kind of tested it out on her first. One day we were looking at a campaign and I asked, "What is your ROI for all these marketing campaigns because you're getting a ton of calls?" And she looked at me and said, "Well, I don't know. I know we got 30 calls, and I'm going to do it again because we got 30 calls." It was a breakthrough. What I realized was that she's not going back and listening to all the audios. Who really has time to sit there and listen to all the audios to see if a patient actually shows up and spends money?

So we rolled out a new proponent, the ROI Matrix that really goes deep and analyzes your ROI on different levels. Now the system actually transcribes every one of those audios. So instead of saying, "We got 30 calls. It was successful," we can look to see if these calls were actually profitable. Now she clicks a button, and she says, "I had 300 calls, 270 of them are patients, 90 showed up and 50 bought. And I made \$10,000 for my \$500 investment on that ad."

It really takes the ROI measurement to a new level to where we can provide our clients the data that they're asking for but nobody has time to sit there and try and figure out on our own. The best part about it is all done automatically.

Nick: Awesome. So, final words of wisdom, Richard?

Richard: Marketing is a guessing game unless it is tracked and measured. There might be a campaign that you think is generating traffic, but the numbers don't lie. It is a numbers game, and we can provide those metrics to help you be more successful without spending more money on your marketing campaign.

Nick: Awesome. I'm going to put up a page at www.CelebrityBrandingAgency.com/ROIGuy where we'll put up a special report or two from you where people can learn more. For even more information visit www.YourROIGuy.com. ●●●

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