



Shared Cost Marketing Example: Door Hangers With 7 Cost Sharing Marketing Partners

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How It Works: Max Out Sales & Increase Marketing ROI By 500-900%

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An Introduction to Shared Cost Marketing - For Small to Mid-Sized Businesses

For [All Members](#) | For [Marketing Support Services](#) | [5 Minute Overview Video](#) | [Phone App](#) | [User Guide](#)

This example of [Shared Cost Marketing](#) is based on one of the 6 door hanger template based campaigns. Although there's a variety of both physical and digital campaign types.

Create, manage, optimize and join other campaigns [from your phone](#).

We'll use a real estate agent launching a "[Team](#)" ad campaign in a residential area, targeting 10,000 home owners in mid-higher end neighborhoods. *Other use-case examples follow.*

The real estate agent is featured as the Primary Offer on one side of a 4" x 14" high quality door hanger, with six other businesses as "Supporting Offers" on the reverse - the "Team".

The premise is that the agent and the "Team" offer a suite of comprehensive services to get the house sold at the highest possible price, in the fastest time frame.

Note: Not all marketing strategies have a Primary / Supporting offer structure.

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In this case, the agent pays 50% of the cost, since they have 100% of one side of the door hanger, and each of the other 6 businesses pay 8.33% each, since they're featured on the other side.

Team Based Marketing

The agent can market with their own team of Marketing Partners, but *can also invite other local businesses if they don't have a complete team yet.*

[Team based marketing](#) is powerful because it's comprised of typically related services, and each member of the team can also launch campaigns, effectively 10x'ing their collective market reach.

Team building can also lead to [direct financial rewards](#) from Local Service Heroes where you're substantially rewarded.

Typically, when a homeowner decides to sell their home, the agent recommends that a few things need to be changed, fixed, updated or cleaned.

Often, the agent already knows several business owners they trust, so it's an informal referral.

[Team based marketing](#) leverages these already established relationships while dramatically reducing marketing expenses. It also means that every business can reach their market many more times than they could afford to do otherwise, therefore having a greater chance of being in front of the consumer at the "right" time.

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Team Structure

A real estate agent's team can be comprised of businesses offering window cleaning, home staging, carpet and upholstery cleaning, pressure washing, lawn and garden maintenance, painting, electrician, plumbing (to upgrade fixtures), flower arrangements, and handyman services, just to name a few.

Door Hanger Statistics

Response rates range from 1% to 5%. Not everyone will want to sell their home, but they may need one or more of the other services, so the Supporting Services will be called, and they will get business as statistically expected.

Team based marketing enhances trust because the businesses are cross-branded. It also significantly reduces price "shopping".

Door hangers and other team based marketing is 80% more likely to be retained by the home owners.

Other Use-Case Examples Based On Team Structure

1. Medical and health related teams: Dentist, dental hygiene, massage therapy, denture clinic, optometry, acupuncturist, med spa and many other private clinics and services etc..

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2. **Restaurants** offering a variety of food types. *These offers have a very high retention rate because of the variety of restaurant options offered, on one piece of marketing material.*

3. **Home improvement services**, such as roofing, window replacement, gutters, painting, pressure washing, heating and air conditioning, etc.. Teams can be split between interior and exterior improvement teams.

4. **Retail** outlets can also create team based marketing campaigns, and these can be quite diverse. Flowers stores, bakeries, sports, clothing and shoe stores, electronics, outlets, consignment stores, specialty shops, etc.

Offer Details

The offer details, based on the template selected to launch a campaign (or one you're joining) are entered into your [Offer Profile](#) in less than 5 minutes.

All images for all campaign types are uploaded to an [Image Gallery](#). This only needs to be done once for all your [Shared Cost Marketing](#).

You [buy a phone number](#) for the campaign (\$1.15) and set it up for sales and performance tracking, for the Ad [Campaign Profile](#).

The service provider(s), such as graphic designers, printers and distribution companies, have access to all Marketing Partner's Offer Profiles and Image Galleries, in

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order to complete the work.

In most cases, all this is completed without ever having to speak to anyone, in order to provide quotes and to get the job done.

How Templates Work

Every type of marketing is based on established standards. In the case of door hangers, the layout, size, colors, images, content, print quantity, distribution area, etc., are defined.

Each template, (6 templates, in the case of door hangers) clearly defines all these elements and the number of Cost Sharing Partners required to run the campaign for that template.

You select a template, create the Offer Profile with your offer details, invite service providers for a quote, then [invite your team](#) (and/or other local businesses) to participate.

All this can be done in minutes, and even from your phone.

Once you have acceptance from your team members or other local businesses, everyone pays their portion, and the campaign is executed by the service providers.

[Shared Cost Marketing types](#) include both physical and digital campaigns.

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Universal Strategies Used By ALL Large Corporations

We didn't invent the concept of sharing marketing costs, or of cross-branding.

The strategy is universally applied by ALL large corporations, but at great administrative cost.

We created the platform so that you can do what they do, as a local business, for a tiny fraction of the cost.

Burger King™ shares costs and cross-promotes with Coca-Cola™ products. Have you ever asked for Pepsi™ and had to get Coke™?

Walgreens™ shares costs with Johnson & Johnson™, Colgate™, Arm & Hammer™, Bounty™, and hundreds of other businesses when promoting their store inventory.

Lund Boats™ shares costs and has cross-promotion agreements in place with companies like Mercury™, Minn Kota™, SportTrak™, and a dozen other manufacturers, when offering their packages.

You can now do the same for 0.1% of what it costs a large corporation to implement any form of cost sharing, cross-branding and mutual-market leveraging strategies. And do it locally with other local businesses.

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When you have a “Marketing Team”, you can create a series of very powerful campaigns by leveraging each other's market share, client base, and build brand trust using cross promotions that cannot be "shopped".

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