

➤ Digital Chefs.

Cooking up Conversions



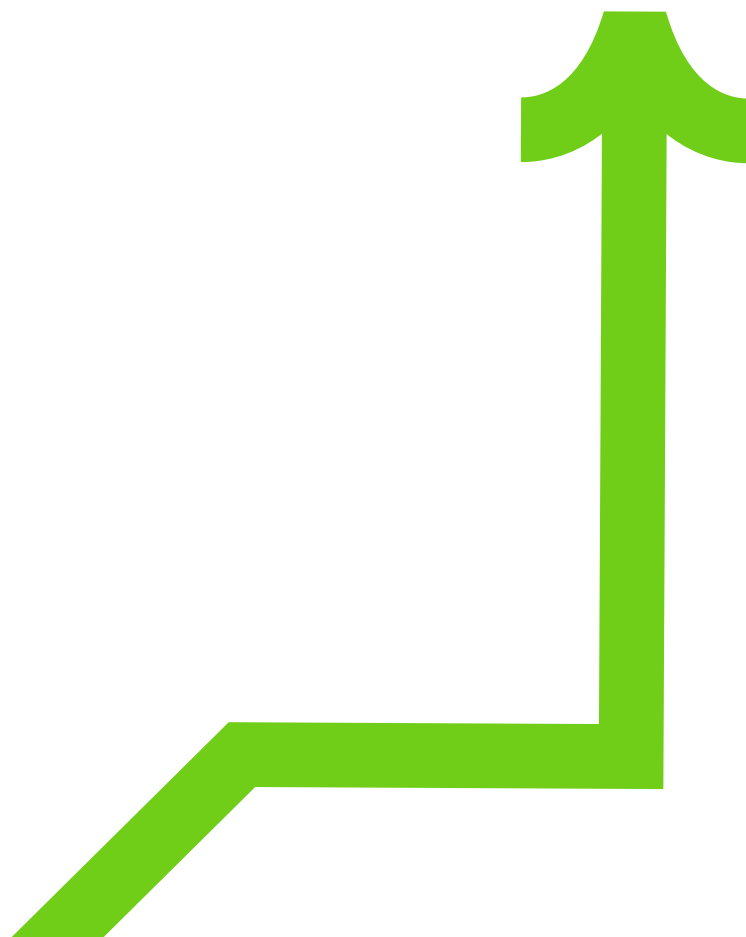
Helping Ambitious Companies Achieve Massive **Scale** Through Systems.

Explainer Deck

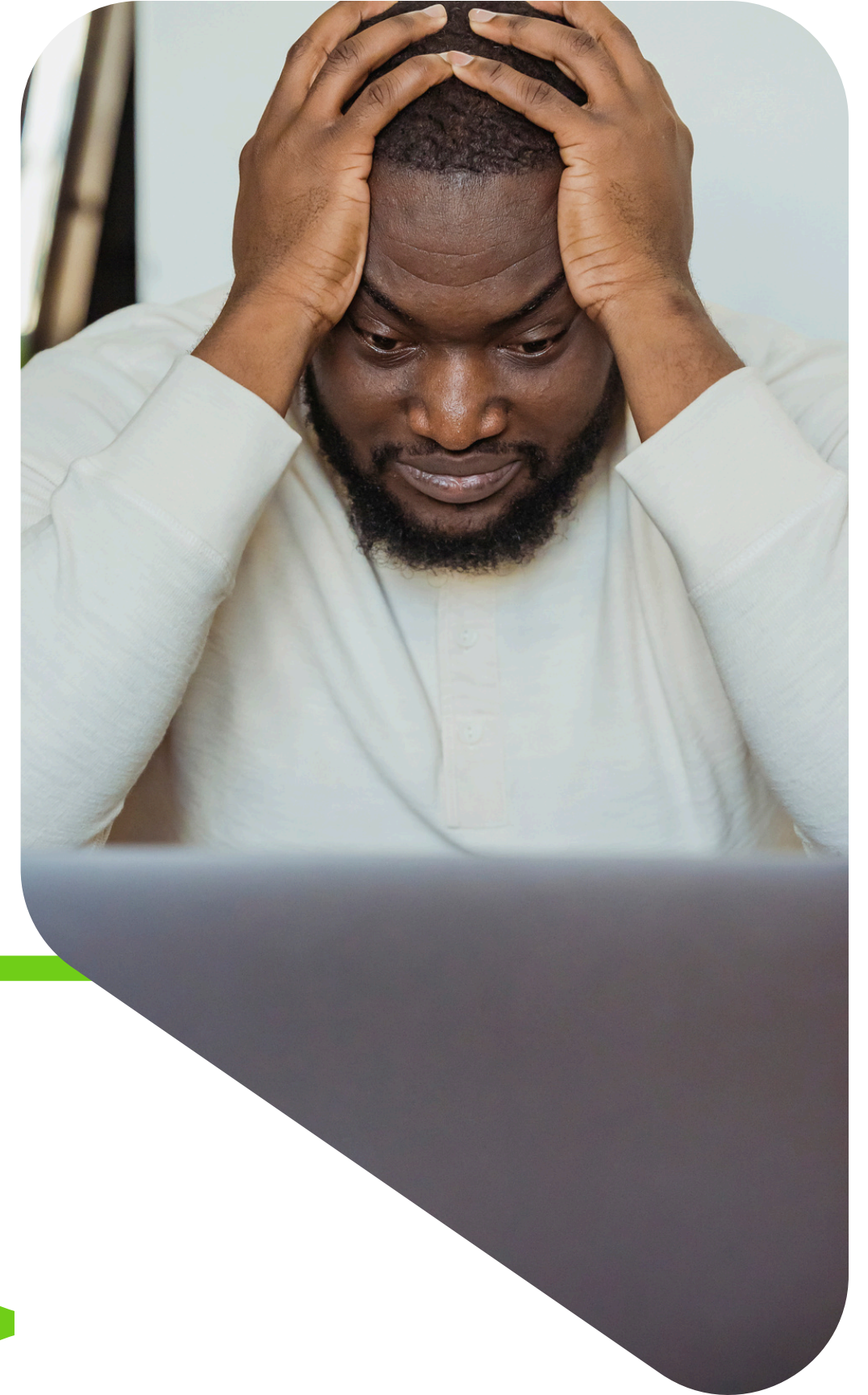


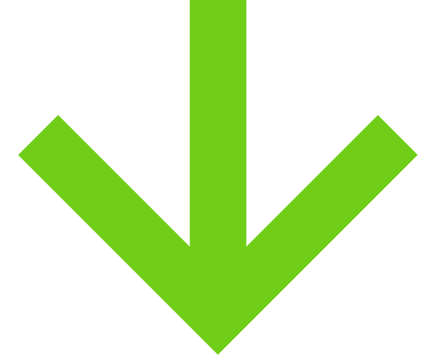
WE HELP YOU SCALE YOUR BUSINESS

We Will Build For You A Custom, Profitable, And Fully Automated Client Acquisition System That Is Guaranteed To Perform Or **You Don't Pay.**



What Problems We Help You Solve





Inconsistent Client Acquisition

You are making money, and good money, but month-over-month your growth is a guessing game. You haven't nailed down one specific traffic source which you can "turn up" whenever you want to make more profit.

A Good, But Not Great, Offer

Anyone can sign up a few clients, but now you're trying to get to the big leagues, and just offering what everyone else is offering won't cut it, you need to create an offer "they can't refuse."

Emotional, Not Data-Driven Decisions

The best (and most profitable) businesses in the world are run as a science experiment. You know what your control is (booking rate, close rate, cash-per-call, cost-per-call, lifetime value, refund rate, etc.) and you test variables against it (low ticket funnel vs. call funnel, new offer, increase in price, new sales funnel, etc.) to find the winner. If this is the first time you see some of those words, you may be in trouble.

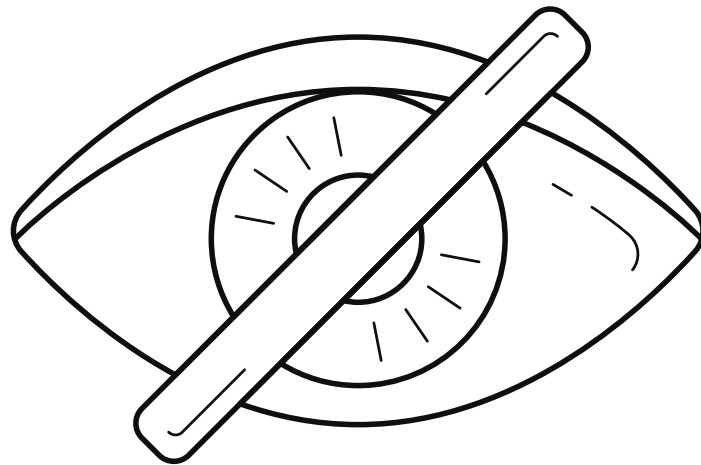
Complexity Creep

What started as a Google Sheet and your phone has now evolved into 17 softwares, 12 funnels, 3 offers, and 1 stressed-out person(s). It is possible to have "more with less", but choosing what to keep and what to cut can be difficult.

Scaling your business is hard.
And there aren't many options.



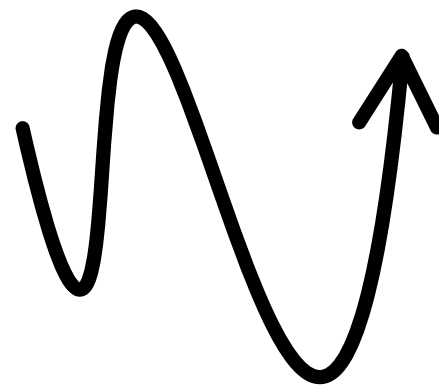
AVOIDANCE



↑ Digital Chefs.



SHINY OBJECT SYNDROME(NEW IDEAS)



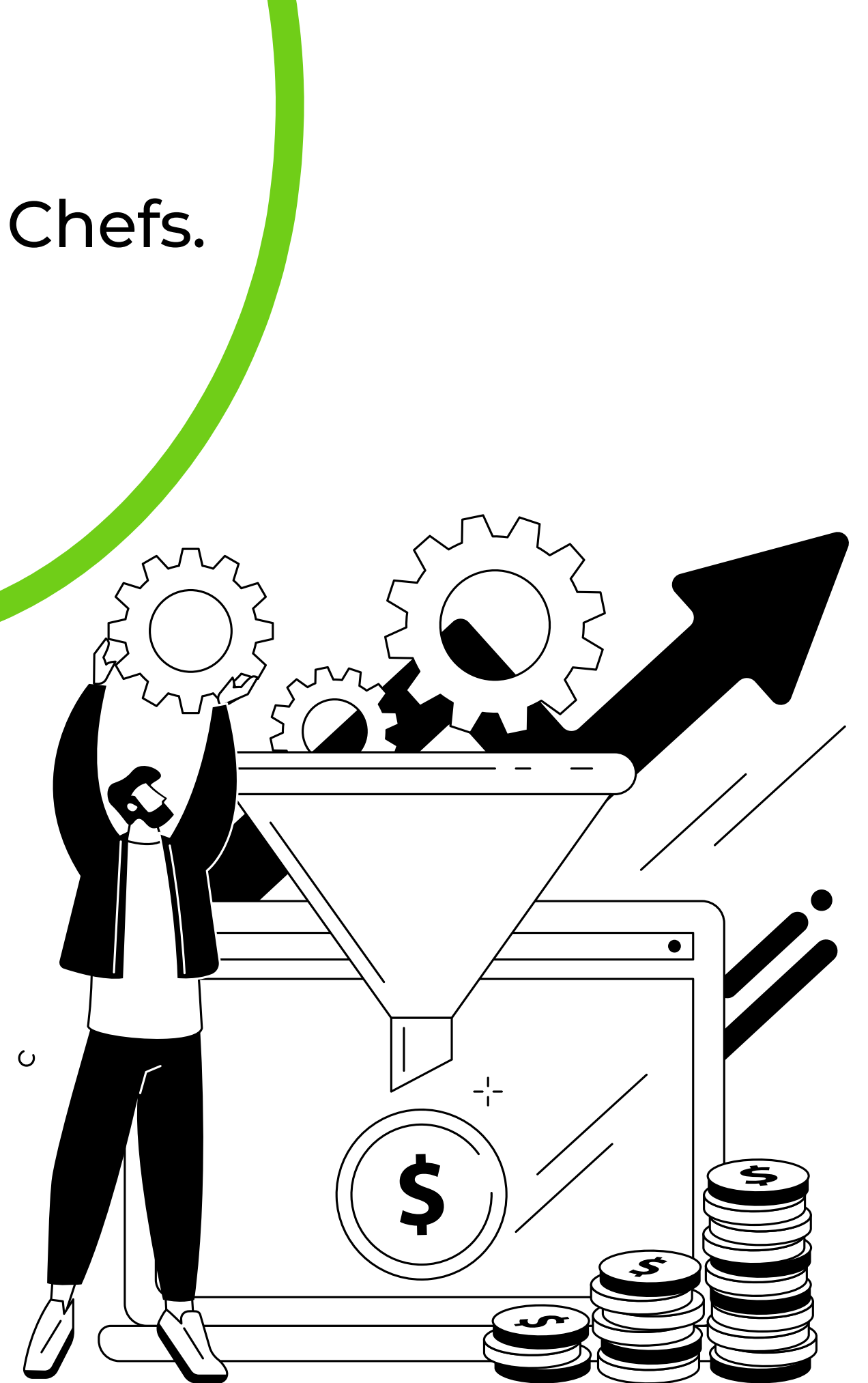
FIREFIGHTER(REACTIVE)

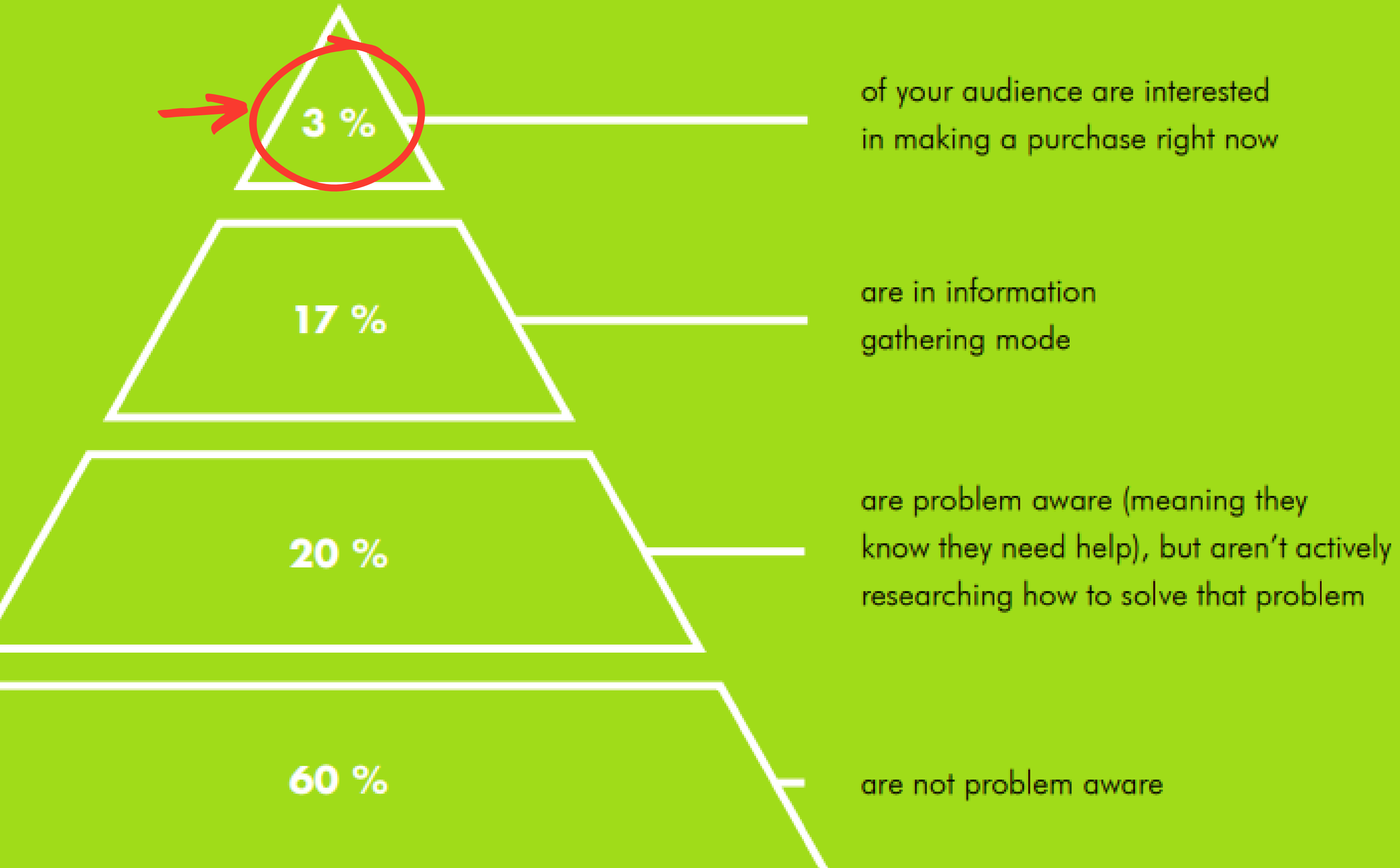


That's why we started Digital Chefs.

To solve the **biggest problem:**
profitable client acquisition.

Our simple, industry-agnostic framework ensures we're able to create a machine that brings in new clients, profitably, with leverage, and at scale.



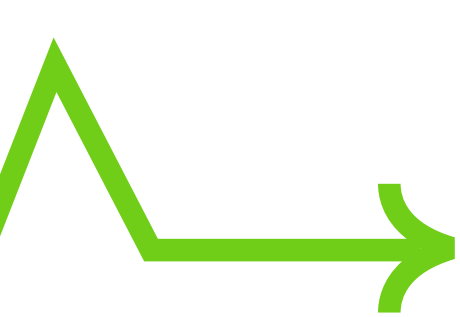


Larger Market Formula

Most businesses - and most of your competition - focus solely on the 3% of people who are ready to make a purchase. But you're not going to double your sales by focusing on that 3%. When you focus all of your efforts on that 3%, you're leaving the other 97% of customers on the table. So if you really want to move the needle on your sales numbers, you need to also **focus on that 97%**; moving those prospects higher in the pyramid and making sure that when those people are ready to buy, they're 100% invested in buying from YOU.



Predictably grow your business in just three easy steps: We build acquisition systems.



Make Offer "Cold-Friendly"

Many of our clients have an offer that is not strong enough for the larger market and/or they are too customized. The best marketing and sales tactics won't make up for an "okay" offer that's unpredictable.

Before your onboarding call, we'll work with you to improve your offer.



Scale Acquisition

Within 72 hours our team will identify and build with you one acquisition channel that is guaranteed to be the easiest and most profitable way to scale.

There is no "one size" approach, each acquisition method is custom based on your offer, budget, avatar, assets, and previous experience.



Fire Yourself

Now that we've automated the thing that takes up most of your time (getting new clients), you can begin to build systems and hire team members that will scale your business without you.

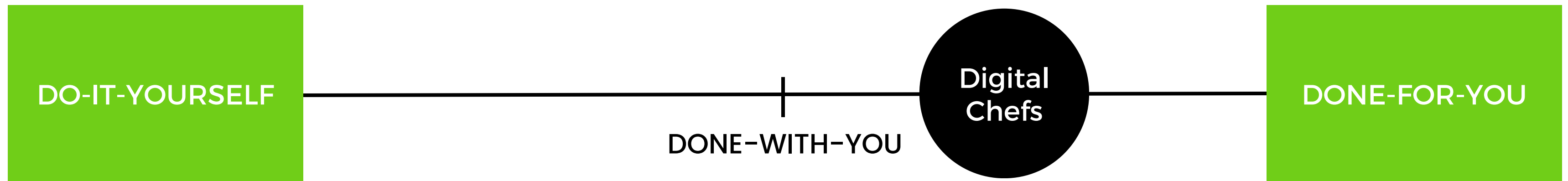
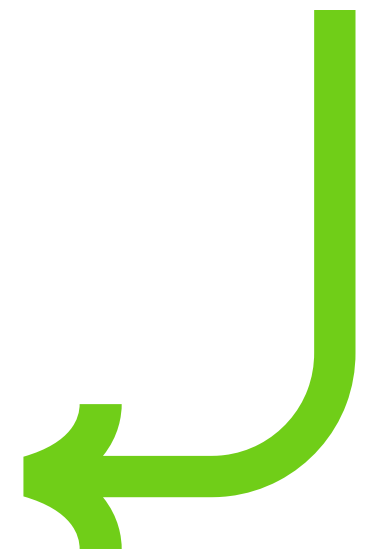
Many of our clients got into business to achieve freedom, now you finally have it.



- **Offer Optimization:**
 - Refine Value Proposition: Fine-tune the offer's value proposition to directly address your target audience's pain points and needs.
 - A/B Testing: Continuously test different elements of the offer, such as messaging, visuals, and CTAs, to identify the most effective combinations.
 - Iterative Improvement: Regularly analyze performance metrics and make data-driven adjustments to enhance the offer's conversion rate.
- **Identifying Traffic Sources:**
 - Audience Research: Identify platforms and channels where your target audience spends time, considering social media, search engines, industry forums, and more.
 - Keyword Research: Conduct keyword research to optimize your content for search engines and attract organic traffic.
 - Paid Advertising: Consider using platforms like Google Ads or social media ads to target specific demographics and reach potential leads.
- **Developing Assets:**
 - Content Creation: Develop the main asset (e.g., ebook, guide, template) that serves as your lead magnet.
 - Landing Page Creation: Design a dedicated landing page with compelling visuals, concise copy, and a clear CTA.
 - Email Sequences: Prepare a series of follow-up emails to nurture leads after they've claimed the offer.
- **Deployment:**
 - Landing Page Setup: Create a user-friendly landing page dedicated to the offer, containing all the necessary details and a prominent CTA.
 - Form Integration: Set up a lead capture form to collect user information in exchange for the offer.
 - Email Automation: Configure an automated email sequence to deliver the offer and nurture leads over time.
 - Tracking and Analytics: Implement tracking tools like Google Analytics to monitor user interactions, conversions, and other important metrics.
- **Retargeting:**
 - Pixel Implementation: Install tracking pixels on your website to gather data on user behavior.
 - Segmentation: Divide your website visitors into segments based on their interactions and interests.
 - Ad Campaigns: Create retargeting ad campaigns on platforms like Facebook or Google Ads to show personalized ads to users who visited your site but didn't convert.
 - Dynamic Ads: Use dynamic retargeting to display specific products or content that users previously engaged with on your website.
- **Testing and Optimization:**
 - Conversion Tracking: Monitor the performance of your offer using tracking tools to measure conversion rates and other key metrics.
 - Traffic Source Analysis: Regularly review data to identify which traffic sources are driving the most conversions.
 - Iterative Refinement: Continuously refine your offer, landing page, and strategies based on insights gained from testing and analytics.
- **Scaling and Expansion:**
 - Successful Traffic Sources: Allocate more resources to the traffic sources that consistently deliver high-quality leads.
 - Diversification: Explore new traffic sources and platforms to expand your reach and attract a broader audience.

There's only one way to do it right.

Trust us, we've tried them all.



What are your options?

Better results. Much faster. No risk.

	 Digital Chefs.	Full Time Hire	Marketing Agency	Coaching Program
Time To Launch	72 Hours	4-6 Weeks	2-4 Weeks	4-6 Weeks
Customized, Hybrid Solution	✓	✓		
1:1, 24/7 Support	✓			
Exclusive Community	✓			✓
Failure Rate	Very Low	Medium	High	Very High
360° Business Integration	✓	✓		
Money Back Guarantee	✓			



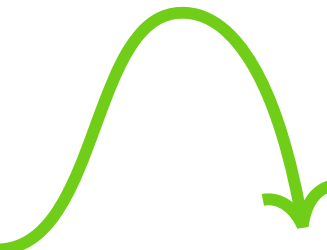
Explosive **Growth** and Tangible Results for Exceptional Brands

We've helped big-name brands achieve even greater success. Consider us the missing piece in your digital marketing puzzle



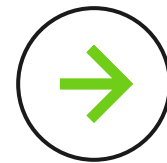
Free Strategy Session Overview

Purpose: Understand your business and offer tailored lead generation advice.



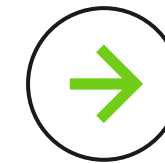
Discovery Phase:

- Open-ended questions to understand your business, goals, and challenges.
- Current lead generation strategies, target audience, and pain points.



Analysis and Insights:

- Insights based on gathered information.
- Opportunities and growth potential in lead generation.
- Gaps or strategies for optimization.



Roadmap Development:

- Step-by-step plan for implementing recommendations.
- Short, medium, and long-term actions for lead generation.

➤ Digital Chefs.

Ready to Grow? Reach out

We'll build for you an end-to-end client acquisition system that is guaranteed to bring in new clients profitably, or you don't pay.

14 Beu Crescent Kalundu, Lusaka
hello@digitalchefsmarketing.agency
www.digitalchefsmarketing.agency

CALL US :
+260 964361028
+260 956090332

Book Free Consultation

