



DIGITAL MARKETING MASTER TRAINING

For Real Estate Agents

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OVERVIEW

“Jesse shares his system with companies around the world who need to up their digital game.”

- Josh McCarter
CEO, MINDBODY



Audience Academy is an immersive and easy-to-follow digital-marketing training system helping real-estate agents book more appointments, win more listings and automate key aspects of their business.

Audience Academy is backed by an average student rating of 4.9 out of 5, dozens of testimonials and a 100% satisfaction guarantee.

Learn every aspect of digital marketing from the ground up. In the process, you'll master dozens of strategies and shortcuts for nurturing your farm and sphere to drive more transactions in a way that's faster, cheaper, easier - and difficult for other agents to ever figure out.

Get clear, detailed PDFs with lesson recaps and step-by-step instructions on how to implement every skill, tool and hack.

At Audience Academy, you'll learn the 11 Pillars of Digital Marketing, plus Jesse's proven formula for growing any real estate business faster, whether you're a solo agent or major brokerage.

In the process, Jesse reveals dozens of powerful and easy-to-implement strategies, tools and shortcuts for driving more appointments and listings.

Specifically, you'll master 115 skills, 70 hacks and 82 tools, all of which are listed in the syllabus in this brochure.

Unlike other training systems, Audience Academy is taught by a practicing, veteran tech entrepreneur with three exits under his belt.

Since 1999, Jesse has started and operated multiple profitable online businesses, including SportsMemorabilia.com, the iconic online retailer, which he sold to Fanatics.

Jesse is Founder & CEO of Audience.co, a marketing platform helping real-estate agents win more listings. Audience.co combines robotic handwritten notes, a targeted lead database and powerful digital-marketing follow up. The company's investors include Tom Ferry and Chris Heller, the former CEO of Keller Williams.

PARTICIPANTS' REVIEWS



“ He's a rare talent because he's a superb, insightful and humorous story-teller. He can make complex ideas simple and actionable. He can help any business grow faster online. ”

Mark Kingdon
Former CEO
Second Life & Organic



“ I'm excited to see him share best practices and systems with the thousands of companies around the world who need to up their digital game. ”

Josh McCarter
CEO
MINDBODY



“ Just recently I had the opportunity to take Jesse's digital-marketing training. I strongly recommend Jesse for both knowledge of digital marketing and for his ability to help people grow their businesses online. ”

Ricardo Godínez
Digital Director
Truper



“ Over several years I applied Jesse's teachings and together we created a disruptive online company and sold it to Internet Retailer Top 50 business. Today, as a digital entrepreneur, Jesse remains one of my first phone calls for advice. ”

Mike Gallucci
Co-Founder
SportsMemorabilia.com



Average student rating
based on anonymous
evaluation forms

PARTICIPANTS' REVIEWS



“ I've seen few digital marketers who have Jesse's track record of self-funding profitable internet companies. He uniquely combines SEO, media buying, sales funnels and subscription models to grow any business online. ”

Andres Moreno
CEO & Founder
Open English



“ Learn while being entertained! Jesse's unique presentation style made this course both entertaining and enriching with plenty of practical, take home value information and hacks. ”

Andrea Kaplan
Expense Consultant
TARO Expense Consulting



“ Jesse has the gift to communicate ideas in a way that inspires others to action. ”

Pres Vasilev
2013 World Champion of Public Speaking



“ This is incredible, very informative. I'm seven months new to SEO and I've learned a lot. ”

Mariah Hoefle
SEO Manager
Boatsetter



Average student rating
based on anonymous
evaluation forms

PARTICIPANTS' REVIEWS



“ Jesse's ability to teach clearly and concisely has been instrumental in our company's growth over the past several years, with a three-year revenue increase of 221%, driving our company from six figures to a multi-million dollar business. ”

Alex Vazquez
Founder & CEO
UrbanSimple



“ Jesse's tactics are based on his own successes, and they can be leveraged by small businesses, startups and corporate marketers alike. He is entertaining, enlightening and engaging. ”

Adam Edelman
Chairman
Boulder Heavy Industries



“ Fantastic online training on digital marketing. Learned so much. Jesse teaches you the true hacks and tricks of the trade so you can get right to results. ”

Inga Gardner
Senior Director of Marketing
Nearpod



“ Before I heard Jesse speak, I was intimidated by digital marketing. I was impressed by how he was able to explain topics that seemed complicated to someone like me. ”

Tamara Galinsky
Founder & CEO
Jetset Pilates



Average student rating
based on anonymous
evaluation forms

PARTICIPANTS' REVIEWS



“ Jesse's insights on digital marketing helped us apply high-growth practices with big returns. ”

Christopher Sopher
Co-founder & CEO
WhereBy.Us



“ Jesse has been the greatest influence in my career as a digital marketer, executive and entrepreneur. Jesse gave me all the tools to own a successful online marketing agency, where I apply his learnings to this day. ”

Cassandra Wesch
Founder & CEO
Upward Commerce



“ Jesse shares practical, hands-on solutions battle-tested with his own businesses. When I implement what he teaches, I drive more revenue. ”

Dan Vigdor
Co-Founder
HackerU



“ I reach out to Jesse when our portfolio company CEOs need a digital-marketing strategy guaranteed to grow their business. ”

Melissa Krinzman
Managing Partner
Krillion Ventures



Average student rating
based on anonymous
evaluation forms

PARTICIPANTS' REVIEWS



“ Taking Jesse’s online-marketing training transformed the approach we take to SEO and digital marketing. His knowledge and methodology about building and growing online businesses is extraordinary. ”

Cristian Balbontin
Chief Revenue Officer
VoltCash



“ I’ve watched Jesse run one-step ahead of internet marketing trends for 20 years. Some people just get it. I’ve watched in awe as he has built business after business through digital-marketing prowess. ”

Dan Hoffman
Founder
Circl.es



“ His creativity, data-orientation and relentless curiosity as a digital marketer have been the engine behind his repeat successes as a self-funded internet entrepreneur. His results-oriented, hands-on approach is critical to super-charging growth through digital marketing. ”

Matt Laessig
COO & Co-Founder
Data.World



“ I took his course a month ago and I can say now that I’m implementing the tools I learned, and it’s awesome! I strongly recommend this if you really want to learn more about marketing online. Thanks Jesse!!! ”

Fernando Tirado
Co-Founder
Black Bull Group



Average student rating
based on anonymous
evaluation forms

PARTICIPANTS' REVIEWS



“ This training is just amazing, so many hacks and tricks I would've never thought of or imagined that existed. This is truly going to help our business achieve incredible results. ”

Jose Ortega
Co-Founder/ CXO
Lifefy



“ Personally, the concept of digital marketing is quite intimidating and difficult to measure. Jesse is our guiding light, helping us implement digital-marketing tactics that drive growth and profit. ”

Alex Jimenez
Co-Founder & Executive Chairman
Welwaze Medical



“ Over the last 20 years, Jesse is among the most successful self-funded serial online marketing entrepreneurs I've come across. I have learned a lot from him and applied his knowledge to grow my own internet companies. ”

Jose Vargas
Co-founder & President
Healthcare.com



“ Jesse has the ability to distill a wealth of subject matter into real-world application – and to do so in an engaging and fun way. ”

Stefan Tesoriero
Executive Vice President
Fanatics



Average student rating
based on anonymous
evaluation forms

YOUR INSTRUCTOR



Jesse Stein

Founder, CEO & Instructor

Jesse has founded, operated and sold multiple online ventures.

Jesse is Founder & CEO of Audience.co, a marketing platform helping real-estate agents win more listings. Audience.co combines robotic handwritten notes, a targeted lead database and powerful digital-marketing follow up. The company's investors include Tom Ferry and Chris Heller, the former CEO of Keller Williams.

Jesse started SportsMemorabilia.com, growing it from a raw domain into the world's biggest autograph store and a Top 500 Internet Retailer. The company was sold to Fanatics, the global leader in sports merchandise.

Before that, Jesse started and ran a direct-to-consumer online skincare brand that generated \$48M in revenue in the first two years. Jesse sold the company to a direct-marketing conglomerate.

Jesse was also Founder & CEO of DietSpotlight.com, a nutrition website with more than 130 million visitors and an Inc 5000 fastest-growing company in 2018.

Jesse also purchased, developed and sold category-defining domain names, including

Hobbies.com, Boating.com, Yachting.com and Biking.com.

Before that, Jesse was Co-Founder and CEO of Soho Digital, a \$32M digital agency with 200+ clients. He and his partners sold Soho Digital to a portfolio company of Insight Partners.

Before his endeavors in the Internet, Jesse worked and lived in Tokyo for six years.

Jesse is a member of Young President's Organization (YPO), where he was Chapter Chairman and served on the regional board.

He was also also a finalist in Retail and Consumer Products for the Ernst & Young Entrepreneur of the Year award in Florida.

Jesse is an angel investor in Integral Ad Science, TMRW, Dstillery, Data.world, SKTCHY, Blanket and WhereBy.Us.

Jesse holds an MBA from The Wharton School, an MA in International Studies from the University of Pennsylvania's Lauder Institute and a BA, with Honors, in Sociology and Asian Studies from UC Santa Barbara and Sophia University in Tokyo.

Real World Application

Upon completion of the program, you'll know exactly how to:

Buy ads on Facebook, Instagram and LinkedIn to cost-effectively drive new-listing appointments.

Easily create video and blog content to become the go-to agent in your farm.

Create a year's worth of social-media content in just a few weeks.

Use Instagram places to quickly become the King or Queen of your farm.

Use the must-have software and tools used by top-ranked agents.

Easily mine hard-to-find email addresses and social profiles for each homeowner in your farm.

Find first and last names behind properties owned by LLCs and Corps so you can reach out to these rarely farmed leads.

Get tons of free Google traffic for your high-volume keywords.

Master an outreach process that's 20X more effective than email at converting cold homeowners to listings appointments.

Use the direct-mail and email scripts top agents use to turn cold homeowners into new listings.

THE LEARNING JOURNEY



MODULE OUTCOMES

Discover dozens of hacks, strategies and tools to win more listings.

Learn how to create, launch and optimize search, social and email campaigns to easily drive listing appointments.

Maximize positive reviews on Google, Zillow, Realtor.com and other sites.

Master social media marketing, including hacks for quickly becoming the king or queen of your farm.

Dive deep into how to get your site ranked at the top of Google for terms like your city/town plus real estate agent.

Find out how to create content that builds trust, turns cold homeowners into clients- and clients into volunteer marketers.



SYLLABUS



Foundation

Meet your instructor, Jesse Stein, as he walks you through an overview of the training system. He introduces the 11 Pillars, breaks down the latest trends in digital marketing and reveals his proven success formula for growing any business online.

Jesse shows you how everybody has the potential to be a great digital marketer- and why Audience Academy is the perfect place to unleash that creative force within you.

- Training System Overview
- Digital-Marketing Trends You Must Know
- The Digital-Marketing Success Formula
- Intro to the 11 Pillars
 - Audience Development
 - Websites & Funnels
 - Content Marketing
 - Social Media Marketing
 - Search Engine Optimization (SEO)
 - Paid Media
 - Marketplaces (Amazon)
 - Conversion Rate Optimization (CRO)
 - Email Marketing
 - Reporting & Analytics
 - Lifetime Value (LTV)
- Using a 'memory palace' to master the pillars
- The Digital-marketer's arsenal: 6 must-have tools

COURSE SYLLABUS

Pillar 1:



Audience Development

It all begins with audience.

Jesse teaches you how to find and build targeted audiences from scratch, then shows you little-known techniques for finding accurate email addresses, social handles and other contact info.

In the process, he reveals shortcuts and strategies such as the Secret AirBNB Hack for surprising and delighting your buyers throughout their journey.

Jesse also shows you how to cultivate your “Dream 100 Amplifiers” and ethically discover the hidden strategies your competition uses to get an edge.

Also master powerful tools such as Semrush, Crazy Egg, UserTesting and Octopus CRM.

Overview

- **Skills:**
 - Find & build audiences from scratch.
 - Create a feedback loop with your MVA (Minimum Viable Audience).
 - Learn personas & customer journeys.
 - Surprise & delight your audience at every stage in their journey.
 - Unleash the power of amplifiers.
 - Find your competition's hidden audience blueprint.
- **Hacks:**
 - The Secret AirBNB Hack
 - Reverse Engineer the Pioneers
 - Rapid Lead Discovery & Enrichment
 - Dream 100 Amplifiers
 - Sales Navigator + Octopus CRM + Hunter.io
 - ZoomInfo + RocketReach + Manta
- **Tools:**
 - Semrush.
 - LinkedIn Sales Navigator.
 - Octopus CRM.
 - Crazy Egg.
 - UserTesting.
 - MuckRack.
 - ZoomInfo.
 - RocketReach.
 - Hunter.io.

COURSE SYLLABUS

Pillar 2:



Websites & Funnels

Jesse offers strategies and tools for building websites and funnels that delight users, work seamlessly and convert traffic better than those of your competition. In the process, he teaches how to avoid building your online business on rented land.

Also learn how to hire the right contractors to help you execute, maximize site load speed, nail UI/UX and optimize mobile usability.

Jesse presents four case studies, revealing powerful hacks and tools for creating worldclass ecommerce, lead & webinar funnels.

Overview

- **Skills:**
 - Shortcut the process of creating world-class websites & funnels.
 - Build assets Facebook, Google & Amazon don't control.
 - Turn ice-cold traffic into sales, subscribers and leads.
 - Master web scrapers to turbocharge your business.
 - Reverse-engineer your competition's best funnels.
 - Optimize navigation & load speed.
 - Hire the right contractors to build websites & funnels.
- **Hacks:**
 - Secrets of the world's best funnels
 - BuiltWith.com
 - ScrapeHero + Botster.io
 - Rented Land
- Lessons learned spending \$1 million on domains.
- Funnel Secrets from:
 - SportsMemorabilia.com (eCommerce)
 - Audience.co (Lead)
 - Dietspotlight.com (Affiliate)
 - TritonAcademy.co (Course)
- **Tools:**
 - Upwork.
 - Toptal.
 - Google Analytics.
 - Google Tag Manager.
 - Google Search Console.
 - BuiltWith.
 - ScrapingHub.
 - Zyte.com.
 - Botster.io.
 - ScrapeHero.

COURSE SYLLABUS

Pillar 3:



Content Marketing

Your audience and website are the fire- and content is the gasoline. Jesse shares his system for creating and distributing content across multiple platforms to build trust, turn prospects into buyers and buyers into volunteer marketers.

He shares strategies, tools and hacks for doing content marketing faster, cheaper & easier.

Case studies include behind-the-scenes breakdowns of two of his online content businesses.

Overview

- **Skills:**
 - Create amazing content faster, cheaper & easier.
 - Use content to remove friction from your sales funnel.
 - Distribute content to meet buyers where they are.
 - Write category-killing articles & blog posts.
 - Make killer videos (equipment, prep, shoot, post).
 - Launch niche content sites that monetize.
 - Master content reporting & analytics.
- **Hacks:**
 - Deadly Efficient Content Factory
 - Usefulness is King
 - Answer People's Questions
- **Tools:**
 - The Super Skeleton
 - Secrets of the \$558,000 content site
 - Content hacks from Dietspotlight.com.
- **Tools:**
 - Semrush.
 - Temi.com.
 - Contently.
 - WriterAccess.
 - TextBroker.
 - BuzzSumo.

COURSE SYLLABUS

Pillar 4:



Social Media Marketing

Learn the ins and outs of social media marketing, including content creation, posting, profile optimization, follower growth, engagement, reach, leads and conversions.

In the process, Jesse teaches several hacks, including a groundbreaking system for creating a year's worth of social media content in just a few weeks.

Overview

- **Skills:**
 - Grow your accounts & drive engagement cheaper, faster & easier.
 - Follow, friend, like, share, subscribe & comment.
 - Overview, strategies & shortcuts by platform:
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - YouTube
 - TikTok
 - Snapchat
 - Pinterest
 - Clubhouse
 - Quora
- **Hacks:**
 - The Social 10X Blueprint
 - The Magic of TikTok & LinkedIn
 - Supercharging Instagram
 - Octopus CRM
 - Temi
 - Text Replacement
- **Tools:**
 - Hootsuite.
 - Sprout Social.
 - BuzzStream.
 - BuzzSumo.

COURSE SYLLABUS

Pillar 5:



Search Engine Optimization (SEO)

Jesse demystifies Search Engine Optimization and dives deep into the three disciplines critical to success: on page, off page and content. Jesse lets you in on the secrets of getting any site ranked at the top, covering topics ranging from meta information to link disavows, crawl budget to content freshness.

Also get an intimate look at how Jesse catapulted three of his businesses to the top of Google's search results, including the iconic online retailer, SportsMemorabilia.com, which still dominates Google's rankings to this day.

Overview

- **Skills:**
 - Rank any site faster, cheaper & easier.
 - Build E.A.T. (Expertise, Authority & Trust).
 - Demystify Google's ranking algorithm.
 - On-Page SEO:
 - Meta, Headers, Images & ALT Text.
 - Redirects & Error Pages.
 - Load Speed & Crawl Budget.
 - Linking Architecture & Schema Markup.
 - Keyword Density & The Long Tail.
 - About, Contact, Terms of Use & Privacy.
 - Bounce Rate & Pogo Sticking.
 - Off-Page SEO:
 - Link-Development, Pruning & Disavows.
 - Ratings, Reviews & Reputation.
 - Search Console.
 - Penalty Recovery & Audits.
 - SEO-Engineered Content:
 - Keyword Discovery.
 - Content creation.
 - Quora & HARO.
 - Featured Snippets.
 - Subject Matter Experts.
 - Rank Brain, Siloing & Theming.
- Voice Search
- **Hacks:**
 - User Task Accomplishment
 - Experts & Enhanced Citations
 - What Users Are Saying
 - Search Console
 - Category Killers
 - Voice Search Mastery
 - Google My Business (GMB) Shortcuts
 - SEO Secrets from:
 - SportsMemorabilia.com
 - Audience.co
 - Dietspotlight.com
- **Tools:**
 - SEMRush.
 - AHREFS.
 - Ubersuggest.com.
 - KW Finder.
 - Keywords Everywhere.
 - Moz.
 - Google Search Console.
 - Google Analytics.
 - Screaming Frog.
 - SpyFu.

COURSE SYLLABUS

Pillar 6:



Paid Media

Jesse shares his strategies for buying online ads like a pro.

Learn how to quickly scale your business by buying media across the major platforms, including Google, Facebook, Instagram, Twitter, Amazon, YouTube, LinkedIn and TikTok.

He reveals hacks for ethically reverse-engineering competitors' media-buying blueprints and shows you how to hire contractors to handle every element of building creative and buying ads.

Overview

- **Skills:**
 - Buy Ads cheaper, faster & easier.
 - Optimize ROAS (Return On Ad Spend).
 - Hire contractors to manage ads & build creative.
 - Discover competitors' media-buying blueprints.
 - Analytics & attribution modeling.
 - Buy, optimize & scale ads on:
 - Google.
 - Facebook & Instagram.
 - Twitter.
 - Amazon.
 - LinkedIn.
 - YouTube.
 - TikTok.
 - Programmatic Direct Mail.
- **Hacks:**
 - Underpriced Attention
 - Media Buying Success Formula
 - Similarity, Killer Copy & Social Proof
 - Facebook Ad Library
 - Video + Static + Testimonial
 - Cycling Fresh Creative
 - Cold Audiences -> Warm Audiences
- **Tools:**
 - Ad Managers.
 - Facebook Ad Library.
 - Upwork.
 - 99designs.
 - RockerBox.
 - Measured.
 - LiveRamp.
 - SimilarWeb.

COURSE SYLLABUS

Pillar 7:



Marketplaces

Jesse reveals cutting-edge and time-tested techniques for dominating as an Amazon seller.

Jesse dives deep into hacks, tools & shortcuts for optimizing product listings, the buy box, internal search and inventory management. Plus learn insider strategies for selling on eBay.

Jesse also tells the story of building his \$45,000/day Amazon store, from the inception of the idea to a detailed behind-the-scenes look at how he and his team executed.

Overview

- **Skills:**
 - Learn to dominate as an Amazon Seller.
 - Master keyword, product & competitive research.
 - Optimize review count, stars, product listings & pricing.
 - Nail Enhanced Brand Content (EBC) & Brand Registry.
 - Optimize Buy Box & internal search.
 - Master repricers & inventory management.
- **Hacks:**
 - Ethically Spy on Amazon Competitors
 - Crush Counterfeiters
 - Simplicity, Demand & Saturation
 - Mining One-Star Reviews
 - Lessons from my \$45,000/day Amazon store.
- **Tools:**
 - Jungle Scout.
 - Seller Tools.
 - AMZBase.
 - Sonar Selling.
 - Helium 10.
 - Sellics.
 - Repricer Express.
 - Feedvisor.com.

COURSE SYLLABUS

Pillar 8:



Conversion Rate Optimization (CRO)

Jesse walks through Conversion Rate Optimization (CRO), teaching you dozens of powerful levers and shortcuts for converting more customers with the same amount of traffic.

He shows you how to use an A/B testing platform and teaches powerful conversion boosters, from CTA elements to social proof, persistent footers to text, images & colors.

Jesse also shares three case studies where his companies embraced CRO to grow faster and out-pace the competition.

Overview

- **Skills:**
 - Convert traffic cheaper, faster & easier.
 - Learn A/B testing.
 - Master on-site conversion levers.
 - CTA Elements, Text, Images & Colors.
 - Heat Mapping & User Testing.
 - Navigation.
 - Payment Types & Terms.
 - Free Shipping, Coupons & Discounts.
 - Risk-Free Trials & Guarantees.
 - Lead Magnets.
 - Product Tours.
 - Internal Site Search.
 - Social Proof & Trust Badges.
 - Exit-Intent Pops.
 - About, Contact, FAQ & Disclosures.
 - Master off-site conversion levers:
 - Ratings & Reviews
 - PR & Amplifiers
 - Quora & Reddit
 - BBB, Yelp, TrustPilot & Glassdoor
- **Hacks:**
 - Emotion-Logic-Urgency
 - Fortune Is in the Follow Up
 - Evergreen Webinars
 - Persistent Headers & Footers
 - Conversion Secrets from:
 - Dietspotlight.com
 - SportsMemorabilia.com
 - Audience.co
- **Tools:**
 - VWO.
 - Optimizely.
 - Mixpanel.
 - Google Optimize.
 - Adobe Target.
 - Crazy Egg.
 - Hotjor.
 - FullStory.
 - Kiss Metrics.
 - LeadFeeder.
 - WayBackMachine.
 - LandingPageGuys.
 - Drift.

COURSE SYLLABUS

Pillar 9:



Email Marketing

Jesse shows you what it takes to be a great email marketer, breaking down list building, segmentation, copywriting, creative, analytics and platform selection.

Jesse reveals several powerful hacks and shows you his process for A/B testing, subject-line optimization, lead magnets and drip & trigger-based campaigns.

Overview

- **Skills:**

- Learn how to do email marketing faster, cheaper & easier.
- Select the right email platform.
- Maximize open & response rates.
- By Topic:
 - List Building, Scrubbing & Segmentation.
 - Subject-Line Optimization.
 - Copywriting & Creative.
 - 'Scannability' & Accessibility.
 - Lead Magnets & Exit-Intent Pops.
 - Super-Signatures.
 - Pling Rules.
 - Drip & Trigger-Based Campaigns.
 - Interactive Content.
 - Sender Reputation.
 - CAN-SPAM, GDPR & CASL.
 - Buying and Renting Email Lists.
 - A/B Testing.
 - Analytics.

- **Hacks:**

- Video-in-email (Vidyard, Loom & BombBomb)
- 1 in 4 & Email from a Friend
- Subject Line Mastery
- Borrowed Authority
- Hunter.io + ZoomInfo + LinkedIn + Botster.io

- **Tools:**

- MailChimp.
- Constant Contact.
- SendGrid.
- Active Campaign.
- Klaviyo.
- AWeber.
- SenderScore.
- Zero Bounce.
- Hunter.io.
- Opt-in Monster.
- AWeber.
- Loom, Vidyard & BombBomb.

COURSE SYLLABUS

Pillar 10:



Reporting & Analytics

Jesse demonstrates why proper reporting and analytics reinforces the critical “build-measure-learn” cycle in digital marketing.

Jesse helps you get extreme clarity and optics for your online business, including KPI dashboards, custom scripts and flash reports.

He also teaches several hacks and shortcuts, plus dives into the nuances of using top traffic-analytics and business-intelligence tools.

Overview

- **Skills:**
 - Do reporting & analytics cheaper, faster & easier.
 - Learn data-visualization tools.
 - Master Google Analytics.
 - Implement NPS & OKRs.
 - Nail dashboards & daily emails.
- **Hacks:**
 - The Business Cockpit
 - Flash Reports
 - Net Promoter Score Optimized
 - Google Analytics Shortcuts
 - Create Custom Scripts
- **Tools:**
 - Google Analytics.
 - Mix Panel.
 - CrazyEgg.
 - BuzzSumo.
 - HotJar.
 - Semrush.
 - Tableau & Domo.
 - Kissmetrics.
 - Moz.
 - SimilarWeb.

COURSE SYLLABUS

Pillar 11:



Customer Retention (Lifetime Value)

Jesse teaches why an obsessive focus on customer retention or lifetime value (LTV) is key to long-term success in digital marketing.

Learn strategies and shortcuts for surprising, delighting and generating more revenue from each customer, including upsells/cross-sells, ratings & reviews, user testing, heat mapping, word-of-mouth marketing, subscription models, loyalty programs and the "1 in 20 Rule".

Overview

- **Skills:**
 - Learn how to retain customers cheaper, faster & easier.
 - Maximize ratings, reviews & reputation.
 - Nail word-of-mouth marketing.
 - Learn heat mapping & user testing.
 - Crush upsells & cross-sells.
 - Optimize confirm pages & cart abandonment.
 - Master testimonials & other social proof.
 - Learn subscription models.
- **Hacks:**
 - Hyperactive buyers
 - Churn Crusher
 - Smiley Face, Frowny Face
 - Mailbox + Inbox
 - Volunteer Marketing Army
- **Tools:**
 - Content Snare.
 - Zendesk.
 - Freshdesk.
 - Intercom.
 - Trustpilot.
 - BBB.
 - Glassdoor.

FAQs

Q What Is Audience Academy?

- It's an immersive and easy-to-follow digital-marketing training system helping real-estate agents book more appointments, win more listings and automate key aspects of their business.

Q How Is It Rated?

- In anonymous evaluation forms, the average student rates Audience Academy 4.9 out of 5.0.

Q Who Should Take It?

- Any real-estate agent, broker, leader, marketer, coach or other team member looking to master digital marketing to drive more listings, become top of mind among every homeowner in your farm and grow transaction volume faster.

Q How Is It Different?

- Comparable courses cost several thousand dollars more, require way more hours and are often taught in a dry fashion by non-practitioners.

By contrast, Audience Academy is tight in a highly engaging style by a successful, active digital-marketing entrepreneur whose company, Audience.co, helps hundreds of top real-estate agents drive more listings.

Q What does it include?

- Membership to Audience Academy includes one-year unlimited access to 100+ easy-to-watch video lessons, which are 6 minutes long on average.
- Professional production in 4K resolution, screencasts and animations make you feel like you're one-on-one with the instructor.
- Each lesson comes with a detailed action guide, which includes lesson recaps, probing questions and step-by-step instructions on how to implement each skill, hack & tool.
- Also get dozens of winning scripts for email, phone, texting and direct mail that top agents use to win new listings in every situation, from cold outreach to sphere nurture.

Q Does Skill Level Matter?

- Every class has been designed to be accessible for people with little to no experience and advanced students alike.

Audience Academy is perfect for you no matter your skill level, role or company size.

FAQs

Q Where Can I Watch?

- With Audience Academy, you can learn and be inspired anytime, anywhere, including on your smartphone, tablet or computer using any web browser.

Q What results can I expect?

- Mastery of digital marketing to win more listings & be the "go-to" agent in your farm & sphere.
- Acquire a toolbox of 115 skills, 70 hacks & 82 tools for driving more listings, even in the tightest markets.
- Ability to implement what you learn right away to grow your solo business, team or brokerage.

Q Do I Have to Complete the Training within a Specific Timeframe?

- No you don't. You can learn on your own terms—in bite-size pieces or in a single binge.

Also, because you have an unlimited one-year membership, feel free to access lessons anytime as your work demands.

Q How much does Audience Academy cost?

- One-year unlimited access is just \$65/month, billed up front at \$781. There are no recurring charges.

With your membership, you'll get unlimited access to all lessons and new classes as they launch, as well as to the downloadable action guides.

Q Will I Receive a Certificate?

- Our goal is to make sure you have the best learning experience possible. If Audience Academy isn't for you, then [email](#) us within 30 days of the date of your payment, and we'll offer a full refund.

Q Any Other Questions?

- Get in contact with our Client Success team at info@Audienceacademy.co



[AudienceAcademy.co](https://audienceacademy.co)

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