Independent Sales Representative Training Program "Briefing"

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Overview of Company:

Who We Are:

UpCode Studios' founder has been providing Web Development and Online Marketing Solutions since 2010. With 6 years of experience crafting online marketing strategies, he has passed on his knowledge to our current employees. UpCode Studios as a company was formed in 2015 by Chris Sammarone (founder), Blaise Clair, and Theo Hubbard.

What We Do:

UpCode Studios is a software development and online marketing agency which aims at providing its clients functional solutions for their marketing, productivity, organizational, and financial needs. With experience in various fields such as Graphic Design, A/B Testing, Corporate Branding, Website Development, Content Management System Development, Responsive

Website Development, Ecommerce Website Development, Search Advertising, Banner Advertising, Video Advertising, Pay Per Click, Product Listing Ads, Affiliate Marketing, and Media Buying; Upcode Studios has become a vital resource for companies around the world looking to expand their business into the digital space.

Your Role In The Company:

As a Sales Representative, it is your responsibility to find and convert interested customers of UpCode Studios. More specifically, your job is to find and convince interested customers to begin communications with a project manager about their project. This can be done in many ways, some of the simplest methods are outlined in section 2 "Our flow of business and how you fit in".

Our Intentions:

UpCode Studios has helped various businesses around the world grow and succeed through the implementation of web based software, online marketing strategy, and real world advertising strategy. By using our knowledge and experience of the digital space, we are confident in our ability to create a custom online marketing strategy for any business. At the end of the day we obviously want to be a financially successful company, but our main goal is to provide small business owners with the digital presence that they need to compete with large corporations in the digital space.

Our Flow Of Business And How You Fit In:

Step 1: Business Contact/Lead Submission

There are many ways to contact a business and to interest them in ordering one of our services. A few of our favorite free methods are listed here:

- Google searching for any business with a poor website (Examples include websites which are not responsive, have an outdated design or a current malfunction, or are not secure.) and placing their information into our leads list located in Google drive. From Google drive you may call, email, or walk into the business's location you have chosen in order to interest them in whatever service you see fit. **ALL TARGETED LEADS MUST BE PLACED INTO GOOGLE DRIVE.**

- Use www.manta.com to locate businesses who may be interested in our projects and services.

- Post about the opportunity you have on various websites and social medias such as:
  www.craigslist.com
  www.facebook.com
  www.twitter.com
  www.pinterest.com
  www.linkedin.com
  etc.

- Look up the chamber of commerce website in your region (or any region) and target the leads you find there. Normally the chamber of commerce website will have an extensive list of all businesses in the area as well as links to more information.

- Sign up for groups and attend meetings where you get the opportunity to meet as many new people as possible.

- Make phone calls. Make a list of 25 - 50 new businesses and call that list until you've received a no from all of them.

One of the more powerful tools at our disposal is our lead generating scraper system. The scraper will scour the web to find any websites that are not mobile compatible and then it takes the contact information and domain from that site and inserts it into an excel file. You will receive this service free of charge upon request.

Step 2: Schedule A Meeting With A Project Manager:

Once you have contacted a business, the next step is to provide the interested lead a link to our project management dashboard and to create them a new account. Here they will be briefed by a project manager who will begin to direct them towards payment. If becoming a project manager is something that interests you, we will provide you the due training and promote you to that position after you have demonstrated that you understand our business and our industry.

Step 3: We Try To Provide Them A Solution

Once you have begun a conversation about our services, it is now your responsibility to convince the prospective client that we have the solution which they are looking for. You may use our case studies and product examples to help with persuasion as well as research tools like www.spyfu.com and www.seositecheckup.com. Both of these sites offer in depth analysis of a client's website free of charge. They can be a very powerful tool in your arsenal if you learn to use them correctly.

Step 4: What Happens Upon Conversion Or Failure

Development Services: Upon Conversion of a development service, Upcode Studios will require a full up front payment along with a development agreement. In certain cases we will provide a 50/50 split for customers who are unsure or would like to have a safety net; for these situations the client must pay 50% down as a retainer, and the final 50% after the project is finished.

Marketing Services: If a marketing service is ordered, Upcode Studios requires the entire payment up front before we can begin construction of the campaign. All transactions MUST be paid online through the sales portal provided; if the sales does not get reported through this method you will not receive your tracking ID included with the project to receive your commission.

Once the payment is received, a project manager will work with the client until project completion. After the final payment of the service has been processed, the Sales Representative will receive their commission.

As a sales representative you are responsible for the clients you bring in; to prevent fraud and protect our sales reps and company all sales reps will be required to refund any commissions through leads that did not convert to completion or wanted their money back.

Upon failure to convert thank the prospective client for their time, and proceed with finding another lead.

A. Your Opportunity

Your Advantages:

Upcode Studios provides its sales representatives with guidance from experienced web developers and online marketing strategists as well as other seasoned sales representatives all from your current computer and location. You will be given access to our web portals which will allow you to not only learn from your co-workers, but to chat live time with anyone associated within the company. You will receive various marketing tools and access to any company database that is purchased to help make converting leads more efficient.

You will be receiving a 15% commission on all products sold. This is one of the highest commissions for white label software on the market and is a vital resource of UpCode Studios traffic stream.

Upcode Studios will be providing you various resources to assist in your sales processes. Some of which include Brochures, Business Cards, Training Courses, Chat Assistance, Branded Clothing, and an individual profile page on our website.

Our Expectations:

Since our Sales Representative Program is a commission based program, our expectations are set very low. We do not require a minimum amount of time or a number of conversions. We do not expect you to quit your current job, or to work a 9-5 in order to make these conversions. We do not expect you to make any changes to your current day to day unless you wish to. What we do require is a checkup on your current progress at least once a week. We require that you sign a sales representative agreement while you are attempting to do sales for UpCode Studios. This agreement may be voided at any moment as long as we are notified). We require an honest effort towards this position regardless of available time. We require you to not speak badly of our opportunity, and to spread the UpCode Studios name to the best of your ability.

B. Future Opportunities & Expansion:

UpCode studios has a unique standpoint on the future opportunities it provides its employees. Since the nature of web development and online marketing is to help other businesses grow, UpCode Studios has an ever-expanding network of businesses located across the world. We strive to collect opportunities from the relationships and to provide them to our employees. This could mean discounted travel, free gifts, relationship building, and more.

C. Your Commission Opportunities:

Starting Sales Representative Commission: 45% of company profits

Project Manager (after 10 successful conversions and 1 sales representative hired) - Salary

Training Outline

1. Website Development - **Web development** is a broad term for the work involved in developing a website for the Internet (World Wide Web) or an intranet (a private network). Web development can range from developing the simplest static single page of plain text to the most complex web-based internet applications, electronic businesses, and social network services. A more comprehensive list of tasks to which web development commonly refers, may include web design, web content development, client liaison, client-side/server-side scripting, web server and network security configuration, and e-commerce development. Among web professionals, "web development" usually refers to the main non-design aspects of building web sites: writing markup and coding.

For larger organizations and businesses, web development teams can consist of hundreds of people (web developers). Smaller organizations may only require a single permanent or contracting webmaster, or secondary assignment to related job positions such as a graphic designer and/or information systems technician. Web development may be a collaborative effort between departments rather than the domain of a designated department.

For customers that are interested in getting a new website but do not want to pay someone to do it for them, we have our drag and drop website builder which can be found at www.webstoyou.com. The web builder can be purchased for $30 a month and is easy and intuitive to use.

Full Explanation: http://en.wikipedia.org/wiki/Web_development

a. **Ecommerce**, commonly known as **E-commerce** or **eCommerce**, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

Good examples of Ecommerce are basically any site that allows you to purchase, and have your product shipped to you like www.amazon.com or www.newegg.com

Full Explanation: http://en.wikipedia.org/wiki/E-commerce

b. **Custom Web Development** – Custom Web Development is very similar to regular web development. The only difference is that in this procedure every single line of code is completely custom. Every single picture on the website, the layout of the website, all of the text on the website, as well as any interactivity are all parts of the custom website. Often custom web development requires the developer to learn new coding techniques to finish the project, hence the price tag for these services being so high. An example of a Custom Web Development Project is: https://www.serverdensity.com/

c. **Basic Website Development** – Basic web development includes all websites that can be completed in 3 days or less. These websites are normally very simple, and are completed very quickly so that our developers can move on to higher end projects. An example of a standard website is: http://www.markyemcmasonry.com/

d. **Responsive Website Development** - **Responsive web design** (**RWD**) is a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).

A site designed with RWD adapts the layout to the viewing environment by using fluid, proportion-based grids, flexible images, and CSS3 media queries, an extension of the @media rule. A great example of a responsive website is: www.upcodestudios.com (Try changing the size of your browser and watching how the elements on the page restructure themselves.)

UpCode Studios has a product for people that do not want to pay for a new website but want it to be responsive. This product can be found at www.mobilifyit.com and costs $20 a month or $500 one-time fee. www.mobilifyit.com provides the customer with a code script to make their website look good on any device. Once they purchase Mobilifyit, we can install it for a $20 one-time fee or they can install it in their website themselves but it does require some coding knowledge so most opt for us to install it.

Full Description: http://en.wikipedia.org/wiki/Responsive_web_design

e. **Landing Pages** - In online marketing a **landing page**, sometimes known as a "**lead capture page**" or a "**lander**", is a single web page that appears in response to clicking on a search engine optimized search result or an online advertisement. The landing page will usually display directed sales copy that is a logical extension of the advertisement, search result or link.

Landing pages are often linked to from social media, email campaigns or search engine marketing campaigns in order to enhance the effectiveness of the advertisements. The general goal of a landing page is to convert site visitors into sales or leads. By analyzing activity generated by the linked URL, marketers can use click-through rates and conversion rate to determine the success of an advertisement. A good example of a Landing page is: http://www.pittsburghsdj.com/wedding-landing-page

f. **Mobile application development** is the process by which application software is developed for low-power handheld devices, such as personal digital assistants, enterprise digital assistants or mobile phones. These applications can be pre-installed on phones during manufacturing, downloaded by customers from various mobile software distribution platforms, or delivered as web applications using server-side or client-side processing (e.g. JavaScript) to provide an "application-like" experience within a Web browser. Application software developers also have to consider a lengthy array of screen sizes, hardware specifications and configurations because of intense competition in mobile software and changes within each of the platforms. Mobile app development has been steadily growing, both in terms of revenues and jobs created. A 2013 analyst report estimates there are 529,000 direct App Economy jobs within the EU 28 members, 60% of which are mobile app developers.

As part of the development process, mobile user interface (UI) design is also an essential in the creation of mobile apps. Mobile UI considers constraints & contexts, screen, input and mobility as outlines for design. The user is often the focus of interaction with their device, and the interface entails components of both hardware and software. User input allows for the users to manipulate a system, and device's output allows the system to indicate the effects of the users' manipulation. Mobile UI design constraints include limited attention and form factors, such as a mobile device's screen size for a user's hand(s). Mobile UI contexts signal cues from user activity, such as location and scheduling that can be shown from user interactions within a mobile application. Overall, mobile UI design's goal is primarily for an understandable, user-friendly interface. The UI of mobile apps should: consider users' limited attention, minimize keystrokes, and be task-oriented with a minimum set of functions.

A good example of an app can be seen on any of the links at:
https://itunes.apple.com/us/genre/ios-business/id6000?mt=8

2. **Online Marketing – Online marketing** is a very "deep" field. There seems to be no end to the possibilities for what is possible in the Online Marketing environment. Many professional online marketers have their own "system" which works to bring them conversions and ultimately residual income on an automated basis. At UpCode Studios, we have been studying the Online Marketing Environment from multiple angles in order to receive the most accurate way to help our clients succeed when it comes to getting sales for their business.

At UpCode Studios, we have broken down the online marketing environment into 10 effective methods. This does not mean that there aren't more, as we are discovering new ones every day. As our knowledge of online marketing grows our service list will grow as well. We will notify you when this happens as the internet is changing constantly!

The 9 main types of effective online marketing are:
1. Search Marketing
2. Video Marketing
3. Display Marketing
4. Mobile Marketing
5. Product Listing Ads
6. Media Buying
7. Email Marketing

8. Direct Mail Marketing
9. Freelancing/Guerilla Marketing
10. Social Media Marketing

Descriptions of these services are listed below:

1. **Search Marketing** – Search Marketing allows a business to promote their website/url on any "search term" through google, yahoo, bing, or any other search engine. Search marketing is an extension of "Pay Per Click" Marketing or Search Engine Optimization, normally referred to as Search Engine Marketing. The main way to do search marketing is through a software called "Google Adwords" or by improving an SEO score which assessed by Google, Bing, and Yahoo. You can read more about search marketing here: http://en.wikipedia.org/wiki/Search_engine_marketing

2. **Video Marketing:** – Video marketing is one of the most recognizable forms of online marketing. Many people recognize video marketing by the video ads which play on www.youtube.com , www.Facebook.com , or many other social channel. At upCode Studios, we are experienced in video creation, custom animations, and implementation into the top video ad networks online. You can read more about video marketing at:
http://www.smartshoot.com/blog/what-is-video-marketing-and-why-you-need-it/

3. **Display Marketing:** Display Marketing is a system where you can pay per click on particular ad spots on websites across the entire internet. For example, go to http://kapletinc.com/ and notice the ad bar at the very top of the web page.

When you enter this web page a "cookie"(also known a tracking ad) is placed on your computer so that Kaplets ads have a chance of appearing in the ad spots of the other web pages that you visit. This means that if you enter a web page with a similar industry, service, or product, Kaplets ad has a chance of showing up in an ad spot for 30-60 days (this is the legally complying tracking time).

At upCode Studios we specialize in creating this system for clients. We create ad banners and place them on highly relevant sites that may draw traffic to the ad instead of the current web page. This is a great marketing tool for businesses who are trying to focus on customer retention. You can read more about display marketing here: http://en.wikipedia.org/wiki/Display_advertising

4. **Mobile Marketing: Mobile marketing** is marketing on or with a mobile device, such as a smart-phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. In a more theoretical manner, academic Andreas Kaplan defines mobile marketing as "any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device". Often mobile marketing is done through a series of push notifications which will alert the user of new deals. Read more about Mobile Marketing here: http://en.wikipedia.org/wiki/Mobile_marketing

5. **Product Listing Ads:** Product listing ads allow you to place an image of your product within Google's search results. You can see a good example of them here:
https://www.google.com/search?newwindow=1&site=&source=hp&q=Purchase+shoes&oq=Purchase+shoes&gs_l=hp.3..0l10.367.2262.0.2439.15.13.0.0.0.0.251.1293.0j8j1.9.0....0...1c.1.53.hp..7.8.1039.0.tzckixGl0wc (the images of the shoes on the right)

6. **Media Buying Plan:** Media Buying is an Operation where Display Ad locations, Video Ad Locations, and miscellaneous ad opportunities are organized into a well-planned media buying campaign. All of these ad locations will link back to the customer's website to provide a great referral system for sales. An example of a company that is great at creating Media Buying Campaigns is:
http://www.mediassociates.com/?gclid=Cj0KEQjw4uSgBRDZveXz9M-E1aoBEiQA2RMP6hUzdynnXuMw9K7nDE9A1vp92E6FTDS9neBX0IZsX7MaAloi8P8HAQ

7. **Email Marketing** - **Electronic Mail Marketing** is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or current customer database. Broadly, the term is usually used to refer to sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately, and adding advertisements to email messages sent by other companies to their customers. These email campaigns can be broken down so that our clients reach their perfect target audience according to type of business, consumer analytics, geography, basic demographics, housing, and financial information. We also have a custom email drip marketing campaign software that we sell for $2,000 a month. This service can be found at www.dripplr.com

8. **Direct Mail Marketing** - **Advertising mail**, also known as **direct mail** (by its senders), **junk mail** (occasionally, by its recipients), or **admail**, is the delivery of advertising material to recipients of postal mail. The delivery of advertising mail forms a large and growing service for many postal services, and direct-mail marketing forms a significant portion of the direct marketing industry. Some organizations attempt to help people opt out of receiving advertising mail, in many cases motivated by a concern over its negative environmental impact.

Advertising mail includes advertising circulars, coupon envelopes (Money Mailer, Valpak), catalogs, CDs, "pre-approved" credit card applications, and other commercial merchandising materials delivered to homes and businesses. It may be addressed to pre-selected individuals, or unaddressed and delivered on a neighborhood-by-neighborhood basis

9. **Guerilla Marketing** – This is YOUR own unconventional methods of contacting and scheduling a meeting. Before doing any of these tactics please consult a project manager! 412-491-4881

10. **Social Media Marketing -** Social Media Marketing is one of the fastest growing areas of digital marketing to date. With Facebook, Instagram, and many other social platforms growing enormously fast in followings as well as digital infrastructure it is becoming increasingly easier to target audiences based on many of their possible filters.

Tools that we use:

Currently these are the tools we use for our communication and research. Within the next 2 months we will be creating our own backend system with all the functionalities of these tools in one useful dashboard. This will make keeping up to date with work as easy as checking your social media.

1. **Google Drive:** Google drive is a great resource to our company. Once you have been accepted into our current teams you will be able to access all of Google's apps for business.

2. **Google Calendar:** Google Calendar is how we keep track of meetings and conference calls.

3. **HubSpot:** HubSpot is a Project Management System that allows a unique project tracking and employee communication system. Our personal dashboard will be like this but more specified for our particular use.

4. **GroupMe:** GroupMe is a great chatting tool, often our sales representatives tell stories about their leads and keep up to date by chatting with one another on there.

5. **Scoop.it:** Scoop.it allows a deeper look into your research by using a keyword matching tool to match relevant content to your searches.

6. **Spyfu:** Spyfu allows insight on the average Pay Per Click marketing budget used by any business online.

7. **GoToMeeting**: A great way for businesses to connect and share meetings through a virtual environment. It can be audio or also visual chat and allows multiple great features for collaboration and communication

8. **SEOSiteCheckup:** Allows insight into a website's search engine optimization capability. If the score shows anything lower than 70/100 we always recommend SEO services to our clients.

9. **Realtimeboard:** This is our pipeline management visualization that keeps the flow of the company in order.

Important Links:

Our Website: www.upcodestudios.com
Our Landing Page: www.upcodestudios.com

Some Of Our Previous Work:
www.iuphousing.com (Real Estate Company Located In Indiana, Pennsylvania)
www.mailmymoment.com (New Photo Sharing Business Located in Pittsburgh, Pennsylvania)
www.yuriyjewelry.com (Google search them because their new developer messed up the url linking.)

www.noahrabe.com (Local Musician Located in Murrysville, Pennsylvania)
www.moldfreepittsburgh.com (Mold Remediation and Contracting Company located in Pittsburgh)
www.pittsburghsdj.com (This was a DJ Service which was opened up in Pittsburgh)
www.mamacitapcs.com (A Personal Chef Located In Pittsburgh, Pennsylvania)
www.markyemcmasonry.com (A Masonry Contractor located in Pittsburgh Pennsylvania)
www.essiesmusic.com (Musician Located in Pittsburgh, PA)
www.ebpepper.net (Clothing Boutique located in Shadyside)
www.pittsburghprivateinvestigators.com (Private Investigator in Pittsburgh, PA)
www.fitclubnutrition.com (Supplement Company in Massachusetts)
www.upcodestudios.com (Website Development Company in Pittsburgh, PA)
www.pittsburghpartyplanners.com (Event Planning Service in Pittsburgh, PA)
www.evolvit.co (Event Marketing Service located in Pittsburgh, PA)
www.muddywaterspgh.com (Oyster Bar Located in Pittsburgh, PA)
www.webstoyou.com (Website Development Agency Located in Pittsburgh, PA)
www.muddywaterspgh.com – Oyster Bar located in Pittsburgh, PA
www.gracelifechurch.tv – Church located in Murrysville, PA

Pricing:

Standard Website Development Package: Starting at $1,000. This website is responsive, has minimal SEO, and has minimal revisions before completion. Example of a Standard website we have created is: www.markyemcmasonry.com Normally, we sell these websites to small individually owned businesses. Examples include Hair Salons, Contractors, Churches, and Interior Designers.

Recommended Website Development Package: $2,500 - $10,000 depending on the complexity of the website. This website is Fully Responsive, has built in search engine optimization, and is tested with A/B Testing to ensure a optimal conversion rate. Usually includes an integrated CMS(Content Management System) such as Wordpress, Joomla!, Drupal, Magento, OpenCart, and more.

Ecommerce Website Development: Starting at $300 per ecommerce setup per website. They get between 25 and 50 products on their store free of charge. Anything on top of that is $10 per additional product. This service can be added to a web development fee or be it's own standalone service for someone who already has a good website but they want ecommerce hooked up to it.

Mobile Applications: Starting at $5,000 depending on the desired functionality of the final product. These projects require consistent and concise communications with the developer and the salesperson. Apps start at $5,000 but can quickly rise in price depending on what features they want integrated. One of the first things you should do first is gather a list of desired features so that we can accurately quote them.

Web-Based Applications: Starting at $10,000 depending on the complexity of the software desired. These projects also require considerable stent and concise communications between the salesperson and the developer that will be overseeing the project.

Monthly Digital Presence Package: $1,000 - $3,000/month Depending on their monthly budget. We provide a fully responsive website, SEO, digital marketing, and custom software if so desired! This is the package that we are trying to promote the most so please keep this in mind when selling our products.

Custom Software/Website Quote: $15,000 - $1,000,000+ depending on the complexity of the system. We will schedule a Skype call if the client is too far away to handle these deals.

Blogging System: $300 one time fee in order to set them up with a blog that they can easily update, change and add to over time.

Graphic Design: $50/hour for all logos, graphics, flyers, posters, advertisements or for Photoshop and Illustrator tutorials.

Media Buying: $350 per setup and comes with unlimited purchasing options available. If the client wishes to have advertisements made then we charge $25 per graphic.

Social Media Marketing: $500/month + Ad Spend we create engaging content for your social media accounts and use best practices to tell a story to your followers that will prompt them to engage over the course of their experience with your company.

Social Media Management: $400/month minimum includes day to day posting coupled with branded graphic design. Where the marketing aspect has more to do with honing in on a target audience and ROI, management deals with the day to day content and overall tone and feel of your social media profiles.

Retargeting Strategy: $700 per setup that provides the client with refined audience segmentation, mass integration of a brand's presence online as well as in depth analysis and reporting to demonstrate to the client the value that they are getting from this service.

Email Marketing: $450 plus Ad Spend provided that clients provide us with an email list. Email marketing includes some aspect of a retargeting strategy but only via email communications and not through other means.

Pay Per Click Marketing: $750 a month minimum, but can go as high as they would like. Our Pricing Structure is listed below.

Monthly Traffic Budget (Paid to Provider)	Monthly Management Fee
Up to $1,500	$400

$1,500 - $3,000	$500
$3,000 - $5,000	$800
$5,000 - $7,500	$1,200
$7,500 - $10,000	$1,500
$10,000 - $15,000	$2,000
$15,000 - $20,000	$2,500
$20,000 - $30,000	$3,000
$30,000 - $50,000	$5,000
$50,000 - $75,000	$7,000
$75,000 - $100,000	$9,000
Over $100,000	Contact Us For A Quote

(Includes a strategy for video, search, display, and other marketing tactics and combines them into 1 solid marketing campaign.)

Conclusion: At upCode Studios we aim to help our clients grow and succeed, as well as to train our sales representatives in a manner that will not only make them income, but will help them build a network for years to come.