



Do you watch videos to before you buy a product or service?...



I totally need some help!



Can they explain this any better?





... So do your
prospects.



Your product is complex.
Can you simplify it
please?



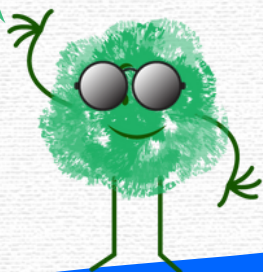


84% of buyers are convinced to buy by watching video



72% of buyers would rather learn about a product or service by way of video

I love a good video.

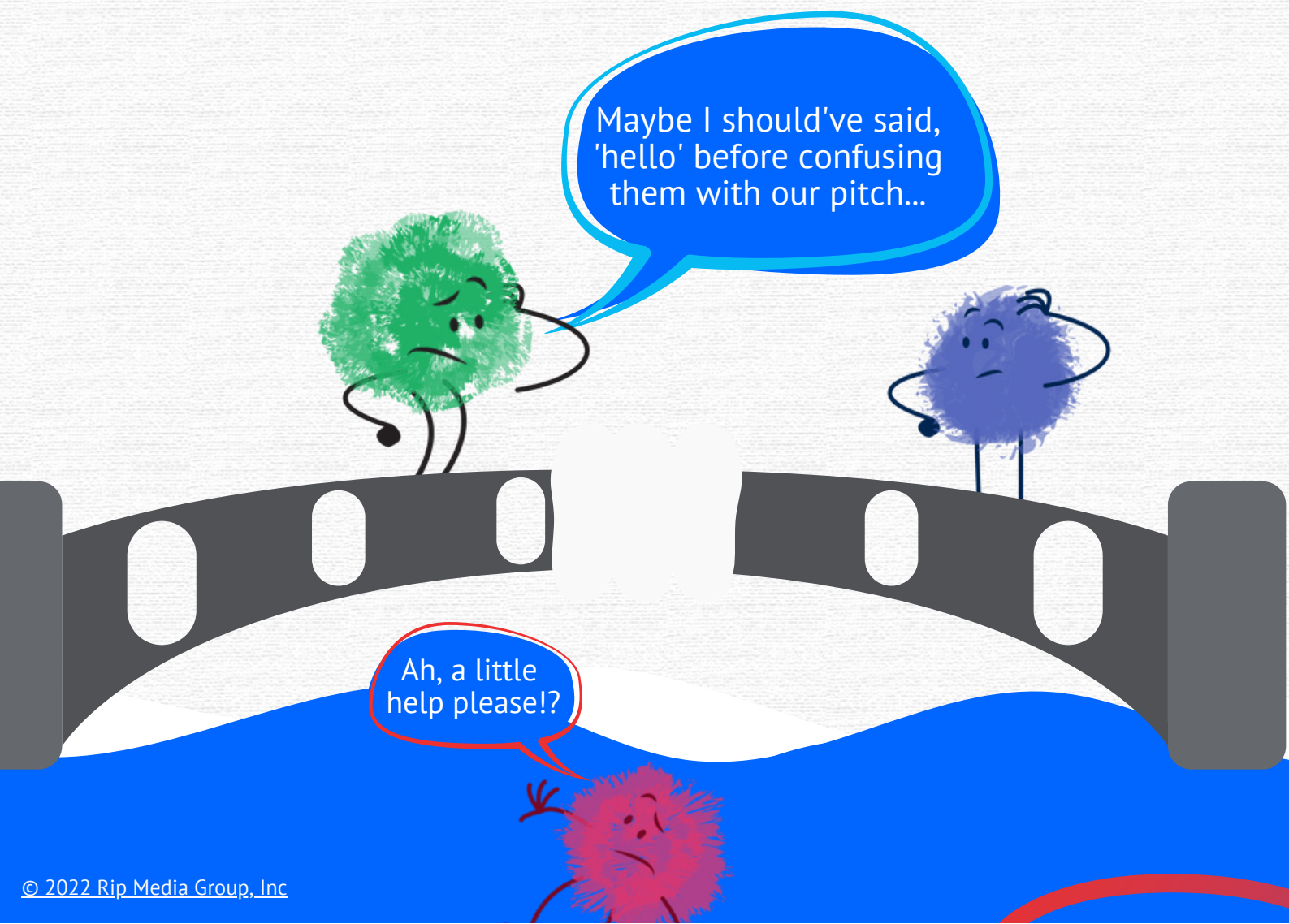


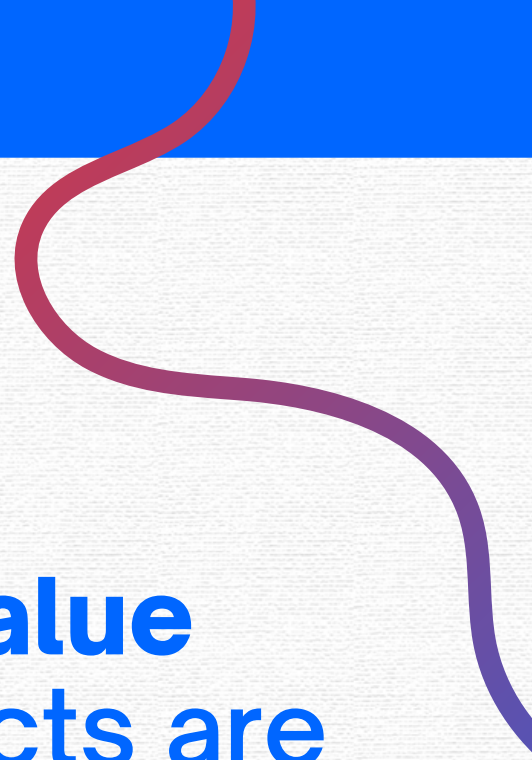
It helps me see value in minutes.



Because, when you
confuse: You lose.

You burn more bridges
than you build.

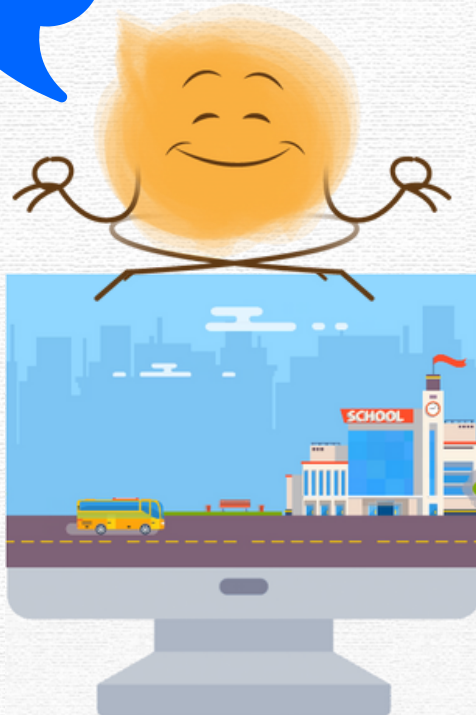




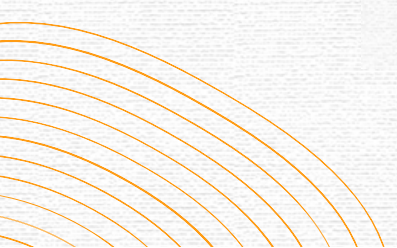
When you offer **value first**, your prospects are more likely to hear what you have to say.




How's this for value?



GREAT, that is exactly what I needed!



Your price matters *only* when you lack value

A lot of complex SAAS & product companies **don't** actually practice what they preach. 

They say 'we make things more simple',
but marketing & sales
are scaring prospects away...

Sound familiar?



The irony...
It stings because
it's true.



Rip Media Group starts conversations and creates value for your best prospects.

Are you excited to talk with me now?



Yes, I am finally getting help!



Simply said, there are only 3 ways to grow your company:

1. Add value at the **top of funnel**: creates prospects

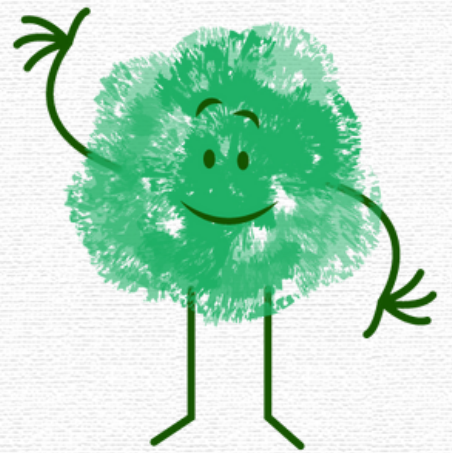
2. Add value in the **middle of funnel**: creates higher margins.

3. Add value at **bottom of funnel**: creates ARR.

Wow! That's exactly right!



What makes us different from the rest?



We believe in giving before taking.

Instead of spending thousands on ads, you know it's better to add value, and start authentic 'let-me-help-you' conversations first.

Too many people make the mistake of leading with a sales pitch before attempting to understand the needs of their prospects.

Rip Media Group builds your outreach by building real relationships first, then adds value to separate you from your competition.

Quality.
Quantity



Automate Your Selling Funnel

70% of your sales cycle is done without your sales team

WE CREATE YOUR LIST

Could be 500 or 50,000 Ideal Customer Profiles

OFFER VALUE TO THIS PERSON

Attract prospects by sending them interesting, eye-catching and useful content.

OFFER MORE VALUE

Prospects with interest receive are sent more value, not a pitch or demo - yet.

CALL TO ACTION

Engagement tracking leads to a discovery call or survey with your most interested prospects.

NURTURE & EDUCATION

Video, polls, graphics and educational content to move the sales cycle forward.

RESULT:

More leads, higher value deals, & recurring customers.



The Rip Media Group Process

1. Define your ICP

We start by finding out exactly who your ideal buyer personas are and then go away and search for the perfect prospects.

2. Messaging Value

Once our initial list of prospects has been approved by the client, we'll extract and filter them to ensure they meet your criteria.

3. Design & Produce

Your valuable messages are created with an elevated and engaging brand voice as we create your graphics, videos, content.

4. Call To Action

When a prospect agrees they're happy to find out more, send them to the your best call to action.

5. Evergreen Value

Rip Media upgrades your videos, website, landing pages, and infographics to create trackable content.

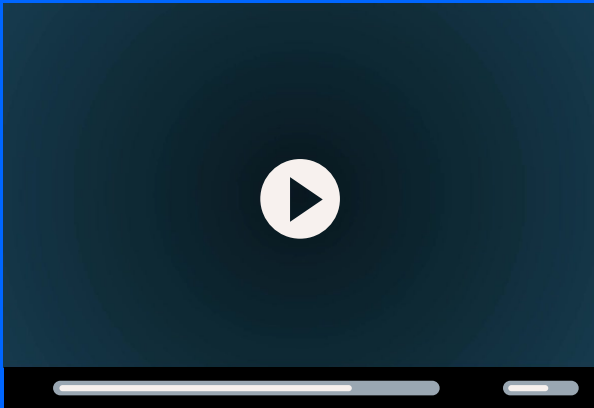
6. Build & Refine

At the end of each month, the campaigns are reviewed to discover successes and adjusted, if needed.



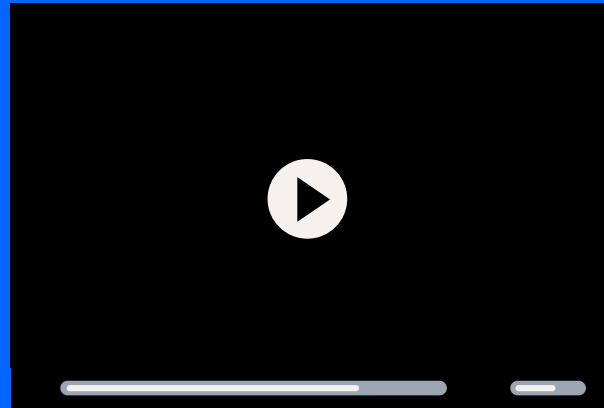
Example Stories That Speed Your Sales

Accelerate your selling process with video and content from Top of Funnel to Conversion to Loyalty.



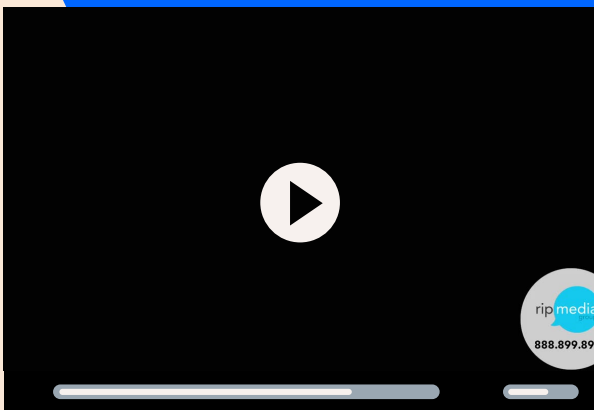
Top of Funnel Marketing

California Go Green Energy. We proposed making their customers heroes in a series of videos. This video is the Top of Funnel.



Commercials & In-Market Videos

Line 6 Music needed to show the value of their products. We proposed a sizzling story in multiple lengths and multiple audiences... B2B and B2C. This is one video in the series.



Brand Campaigns & Value Videos

SPACE VC, a venture capital firm, needed to quickly inspire and raise awareness for their newest fund. We proposed this origin story as well as a touch of FOMO to win clients.



Explainer & Product Conversions Videos

ScaleOut Software needed to stand-apart and grab attention vs. the software giants in the industry. We start with the problem, turn prospects into heroes with unique drawn art.

Let's speed your sales process together.

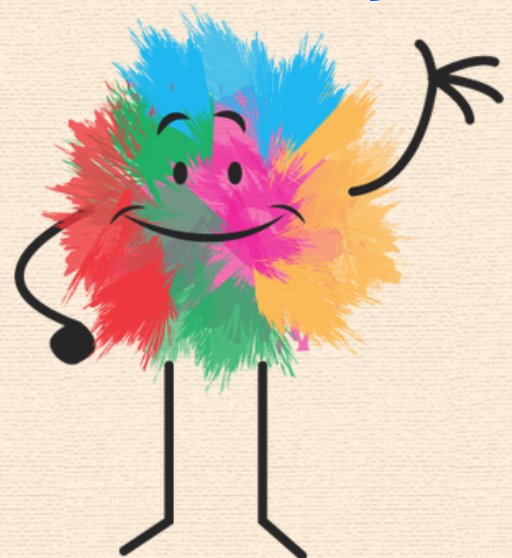
Growth from the ground up.

We help you to target your ideal buyer personas using creative, value first campaigns. This unique process encourages more warm conversations with your potential prospects.

Book a call

- ✓ Buyer Persona Analysis
- ✓ Messaging, Design & Video Expertise
- ✓ Constant Campaign Refinement
- ✓ High Response Rates
- ✓ Value First Content
- ✓ Training For Sales & Marketing
- ✓ Dedicated 1:1 Support
- ✓ Created with you, and for you

Book a call today!



Leading by example



Maury Rogow
Chief Executive Officer



Rip Media Group
15 People. 14 Years.



15K+ Followers



12,000 Students
in Masterclasses



30 Years in Growth
Marketing



Customer campaigns created
new revenue of \$150,000,000



800 Campaigns
(from start ups to the Fortune
100)



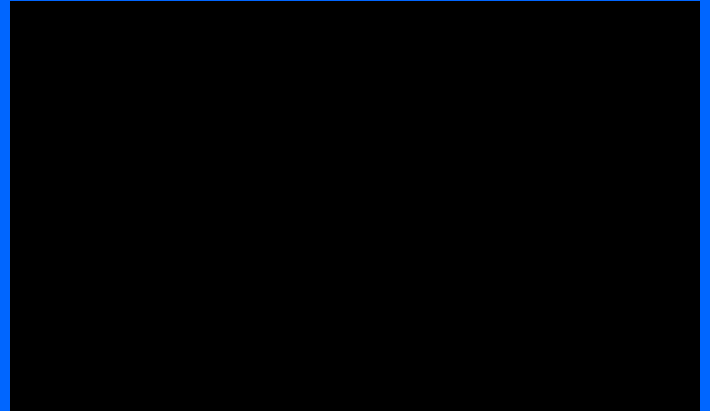
Yearly projects donated
to charities

Wow! That's a lot
of good!



Trust is paramount

Listen to what just a couple of our clients say about us:



The most respected companies trust our team



What's next?

Let's Chat

Let's set up a chat here

'Too soon' to chat?

Let's connect on [LinkedIn here](#)



in

