Overview of Matyx

What we do:

Matyx is The Business Transformation Agency. We offer full-service business scaling.

We call it AutoMatyx - Return on Investment and Quality of Service are our specialties.

Matyx bridges the gap between where your business is and where you need it to be through our Build | Grow | Scale Operating System.

Businesses in the 21st Century need full-scale accelerated solutions that provide measurable returns rather than the traditional approach of throwing darts at a board and hoping you have the right freelancers.

Matyx ensures your business returns your investment and our level of service and commitment to results are unmatched.

Matyx gives your business instant access to a dedicated team of experienced pros in the worlds of Marketing, Management, Sales, Technology, Process, Development, Exit Planning, Finance, Design, and Business Scale.

Mission Statement:

Matyx provides a single source for business growth that generates return on investment for our clients.

Core Values:

1. Customer-Centricity: We prioritize understanding and meeting the unique needs of our clients, delivering solutions that empower their success.

2. Innovation: We are committed to continuous innovation, embracing emerging technologies and fresh ideas to provide results that simply cannot be found with any other agency.

3. Integrity: We conduct business with honesty and transparency, building trust with our clients and partners.

4. Excellence: We strive for excellence in everything we do, ensuring the highest quality in our products, services, and customer interactions.

5. Collaboration: We believe in teamwork and open communication, both internally and with our clients, to achieve the best results.

6. Reliability: We aim to be a dependable partner, offering consistent and dependable support that businesses can rely on.

7. Adaptability: We stay agile and responsive to evolving technology trends and client needs, ensuring we provide relevant and effective solutions.

Method:

The Matyx STACK method is a proprietary set of procedures that are optimized to provide the highest level of ROI for our clients. Setup, Train, Assess, Create, Kick into Action - Setup solutions, Train all involved, Assess results, Create iterations, Kick into full-scale

What Is A Rabbit?

A rabbit is an idea or project that we should not chase. A rabbit will waste time, use up resources, and cost money that could be used elsewhere.

Here's how to define what a rabbit:

- Is it an immediate fix to an immediate problem? Then it's not a rabbit.
- Is it an immediate fix to a cash-flow problem? Then it's not a rabbit.
- Is it something that we're doing right now that would take longer than 60 days to fix? If it takes that long, it's a rabbit and you shouldn't chase it.

Standard:

Matyx will not accept ethical delineations and team members are held to a high standard of work execution and continuing education through experiential learning.

Pricing Package calculator master -
https://docs.google.com/spreadsheets/d/1_ksyaIp6S1kdvCRxgjlDER1-WCESPzbPX21M3gcg5Q8/edit?usp=sharing

Pricing package calculator redacted -
https://docs.google.com/spreadsheets/d/1ugZPugk8Nw7FkWWbaVfWIuVljaz3-Xr_Y5lYpNUmwz8/edit

PPC package pricing -
https://docs.google.com/spreadsheets/d/1tqsFM41HWCuUU1jO29iyNQPL0UqLLLFEssQNLVDWQLk/edit?usp=sharing

Social media package pricing -
https://docs.google.com/document/d/1LYJ_cQYGrBCmnUiKYXgtCxddxM32aDjM/edit?usp=sharing&ouid=101807663664707844751&rtpof=true&sd=true

Sample packages -
https://docs.google.com/document/d/1fE5_kU4MlhqrhsF90BgmW0gYCEjc0d3-pKgxhhFNRIU/edit?usp=sharing

ROI Calculator -
https://docs.google.com/spreadsheets/d/1LgQkOwYe5Qtixqr4LItPOSp74UkimkXD12-_z9TjywQ/edit?gid=0gid=0

What to Expect From Matyx -
https://docs.google.com/presentation/d/1tUQcR8NF0TUfbKFs1gkehKy4PQ2mlqrhkIx5Da40-Cc/editslide=id.p1

Who we work with:

Matyx partners with companies ranging in size from small teams of three employees to enterprises with over 1,000 employees. Our focus is on industries where return on investment (ROI) is measurable through data-driven digital marketing strategies and where ethical business practices are prioritized. We work with businesses looking to enhance their operations through technology, helping them implement automation, AI, CRM systems, and software solutions to streamline workflows and boost productivity. Matyx specializes in driving measurable growth for clients by optimizing both their marketing efforts and operational processes to deliver clear, attributable ROI.

How we work with clients:

Matyx engages with clients through a meticulous process that begins with discovery to accurately assess if and how we can assist them in achieving their specific goals. During this initial phase, we delve into understanding the client's needs, objectives, and the challenges they face. Following discovery, we move into a collaborative phase, working closely with the client to establish a clear timeline and define measurable outcomes. This ensures that both parties have aligned expectations and a shared vision for the project. Our team, equipped with the necessary experience and expertise, is committed to meeting the goals and milestones anticipated by our clients. Throughout this journey, Matyx prioritizes setting proper expectations, consistently delivering on our commitments, and maintaining a high level of communication. We believe in over-communicating at every step to ensure transparency and to keep our clients fully informed and engaged in the process.

Products and Services:

Matyx specializes in transforming businesses through advanced technology solutions and strategic consulting. They work with clients to enhance their digital presence, utilizing digital marketing, SEO, PPC, and comprehensive IT services to ensure businesses thrive in the competitive digital landscape. Matyx's approach includes software and automation services that streamline processes, enhance efficiency, and drive business growth by integrating cutting-edge technologies into daily operations. This enables businesses to optimize their marketing, customer acquisition, and overall operations, thereby significantly improving outcomes and returns on investment.

How we Execute:

At Matyx, our team operates with a people-first approach, prioritizing human relationships over profits, and using our financial success to empower our team to deliver exceptional results. This ethos is central to our single-source solution that effectively replaces the need for our clients to hire multiple companies. Our integrated team is dedicated to leveraging collective expertise across digital marketing, IT services, and business automation, which creates a synergy that drives efficiency and effectiveness. This unified approach ensures that we provide comprehensive solutions tailored to meet our clients' specific needs, delivering results that are difficult to replicate without the breadth and depth of expertise that Matyx offers. This strategy not only fosters a positive work environment but also translates into tangible success for our clients, as we utilize our profits to enhance our capabilities and continuously improve our service offerings.

CRO 101 - 8th grade version of what we do for digital marketing:

If your digital marketing is not converting - here is a high level overview of what we are going to look at and help with:

Traffic - is it the right audience?

Offer - is your offer solid / golden / irresistible / VALUABLE - not just product / service, but what the lead conversion offer is too - what do I get for talking with you in return for my time / information / interest?

Product / Service - is it something people actually want / need / can get easily - is what you offer easy to buy, understand, sign up for, etc etc

Website - does the website clearly explain what the problem is, how you solve it, what others have experienced, what the value proposition is, and what the offer is?

Technical issues - does your website work, flow well, have solid and clear CTAs, forms work, mobile works, etc

Step one: Take a close look at what you're offering and where your website traffic is coming from.

Imagine you're selling dog food, but most of the people visiting your site don't even own dogs. That's a clear sign something's off with how you're getting people to your site.

It could be that your ads aren't targeting the right audience, or the keywords bringing in organic traffic aren't relevant.

So, first things first, fix that.

Step two: Evaluate your offering. If your product or service isn't seen as valuable, no one's going to buy it.

Value isn't just about the price tag; it's about whether your product actually solves the problem it claims to.

If it doesn't, forget about marketing for now and focus on making your product better.

And even if it does solve the problem, if it's a hassle to get it, that's a problem too.

Let's say I need dog food in three days, but you can only deliver it in three weeks, and I have to pick it up myself... Well, even if your product is great, I'm not buying because I need it now.

So, work on making your product more accessible and convenient.

Once you've got both your traffic and your product in good shape, then you can start looking at your website.

There could be technical issues, like people not being able to add products to their cart or a slow checkout process.

Or it could be a problem with the user experience, like buttons that aren't clear or too many distracting ads.

Or it could be a marketing issue, like not explaining the benefits of your product clearly or lacking social proof.

So, go through your website step by step, like you're a random visitor, and see where things might be going wrong.

Fix those issues, and you should start seeing more sales coming in.

Onboarding Procedures:

EVERY client needs to be sent a tailored (to their package) "What to expect from Matyx" document.

Step 1: Initial Consultation and Needs Assessment

- Objective: Understand client needs and objectives.
- Process: Conduct an initial consultation via Google Meet to gather detailed information about the client's business, goals, target audience, and existing marketing efforts. Use a structured questionnaire to ensure all relevant details are captured.

Step 2: Proposal and Agreement

- Objective: Formalize the scope of work and expectations.
- Process: Complete the “What to Expect From Matyx” document for the client and include in a package sent to them as well as a meeting cadence and a copy of their proposal.

3. Unicorn Procedures

SEO Domination SOPs

Presentation send to client with

Local Citations

Site Optimizations and Keywords

Setup SEO Domination Pages

Reviews

Backlinks

Content / Blog Posts

Reporting - Map Reporting

GMB - Swap Local Numbers - like whippleplumbing.com

Manage and post on GMB profiles

Account management 101:

Over Communicating -

It is impossible to over-communicate. There are always concerns, questions, statuses, feedback, and items we need from our clients and it is essential that we communicate with them regularly to ensure that our goals are being met and that we are delivering value to the client.

Imagine if you paid someone $12K to renovate your kitchen and you didn’t hear from them for a month - would you be concerned?

It’s the same concept with our clients except most of them are paying us far more than that throughout the year and they must hear from us.

Even if a client says they do not want to hear from us - they will still hear from us. You would not be upset if the contractor above sent you weekly updates.

The framework for account management is:

1. **For Project-Based Clients:** These are clients we are currently building solutions for that are project-based. This means they are counting on us to understand the scope of the project, stick to milestones and goals for what we are achieving for them, and provide an outcome that they can use to save time and money in their business.

    a. These clients need once per week status updates and feedback requests when their solution is ready for them to test and login
    b. After launch - they need a once per month check in

2. **For Account-Based Clients:** These are clients we are managing or providing monthly services for. Marketing -, support, automations, or IT services.
    a. These clients need AT MINIMUM - a check in email every 2 weeks and a status meeting every month
    b. If we are performing digital marketing services - then each client needs an RPF (see below) email every 2 weeks and a meeting at least once per month to review with the opportunity to increase the cadence and schedule meetings if needed.

3. **For Hybrid Clients:** These are clients that we are managing monthly services for, providing monthly services for, and also building products and solutions for.
    a. These clients require 2 different types of communications -
        i. Once per week updates regarding the status of their projects (sent to the people involved in the project only)
        ii. Marketing and RPF communications for account based portion - sent to only the associated people.

4. **For Product-Only Clients:** These are clients that only have a product with us - these products can include: Web hosting, phone system, fax, email hosting, crm hosting, mobile device management, internet services, or another service that does not require constant updates.
    a. These clients receive bi-monthly emails to check in and ensure they are happy and if they have any questions have the opportunity to schedule a call with our team.

Account management meeting and communication framework:

Every meeting has an agenda with a predetermined scope and people to be involved in the meeting.

Each person who sets the meeting should determine first what the meeting is about:

1. Is this a progress and/or status meeting?
2. What do we need from the client?
3. Are there potential problems?
4. Do you know who needs to be on the meeting?
5. Do you have the proper reporting to review results with the client?
6. Did you send an email prior to the meeting with the agenda, who will be on the call, and what to prepare for? Or update the Google Calendar Invite and send the update.

Every single meeting follows the "RPF" process:

R - Results - Review results with the client and address any concerns - ask them if they are able to contact the leads we are generating, how many they were able to close, and include any Matyx | Pro in the conversation as needed

P - Progress - Discuss the progress of the projects we are building for them or working on (if needed) as well as training on how to use, where to access, and instructions on how to provide us what we need to continue the project. Include any relevant Matyx | Pro necessary.

F - Feedback - Ask the client for direct feedback - are you satisfied with what we are doing so far? Do you have any questions or concerns we can address today? The goal of feedback is for the client to know that we care (because we do!) and to open the door to honest conversation with them and educate that this is a two-way street.

Project Management SOP -

The goal of this SOP is to list and describe the steps necessary to maintain a great relationship with Matyx's clients. There may be deviations depending on the client, but the general outline should apply to the majority.

The principal objective of the PM is to streamline communication with the client via cutting down on how many Matyxians the client is concurrently reaching out to, as well as decreasing the number of meeting attendees and meeting time. In short, cut the fat and free up everyone else to focus on their tasks.

Client Calls

The goal should be to make sure the right people are on each meeting and in communication with clients.

Prior to Call

1. Before the call (how long, 1-2 days?) send an email as a meeting reminder, include link to agenda

2. Speak with Matyx staff prior to a call and see who ***needs*** to be in attendance
    a. Aside from project managers, the only staff in attendance should be present to discuss more nuanced solutions or projects that would be more easily and succinctly described on a call rather than through email. Anything simple should be relayed to a project manager to cover on the call.

3. Prepare reports needed to present to the client (ROI, SEO numbers, PPC spend, cost per lead, etc.)
    a. This could be as simple as familiarizing yourself with their dashboard beforehand and deciding what you want to present.

On the Call

1. Review High Level Dashboard (traffic, leads, content calendar, check modules specific to client)
    a. Share screen with client and go over each specific point you've decided on beforehand
    b. Spoon feed them the results and then ask them to verify - remember the right question is "Here's how many ____ calls/leads/etc we've generated for you - how are these going for you? Did you talk to them?"
    c. Do NOT ask open-ended questions like "How many ___ did you get?"

2. Give updates provided by team

3. Give time to any other present Matyxians to give their updates (this may be best to do first because if they're on it means there's something specific to cover; may also allow them to drop from the call early if need be)

4. Ask for feedback/questions from client (do they need anything from us, do they have specific questions about next steps)

<u>After the Call</u>

1. Send meeting summary, link agenda

2. Create tasks for any action items brought up in call (not relevant until we decide on a task management process/platform)

General Upkeep

The goal should be to take steps outside of phone calls to make sure we're staying on top of projects to avoid the snowballing of issues or allowing project completion dates to get away from us.

1. Check in with Matyxians to get updates on project statuses
    a. This includes getting feedback on anything we need from the client to complete projects, estimation of project completion, etc.

2. Note any concerns from clients from their calls or emails and make sure THEY are doing their part to alleviate these concerns.
    a. Example: If they had issue with new leads, make sure they're calling said leads and updating their statuses in the CRM

3. Make sure everyone is updating project statuses in the relevant CRM **(FUTURE GOAL)**
4. For any client who does not have a weekly meeting, reach out and send results so we're still in constant communication.

Who does what

This is a list of where to direct your questions for any given client's needs.

Main staff members for calls:
Tucker - CEO
Jonathan - Website design, Dashboard, automations (High-level related)
Ty - SEO, Dashboard, automations and newsletters
Peter - PPC/SEO

James - CRM builds

Other people who work for Matyx (not usually on calls):
Tammy - Social (working with Peter)
Ranjan - Webdev (working with Jonathan)
Jon - Content (working with Ty)

Educational Resources:

Websites and Landing Pages:

How to build Matyx / Lamplight Landing Pages:

LANDING PAGE DRAFT:

REQUESTED BY: (CSR / SALES / PACKAGE) OR OPTIMIZER TEAM

Initial needs: Timeline, quantity, and Purpose(s) of landing page(s), and offer(s) (if applicable).

1. Initiation - goes to Katie / Tech Team - she needs a task in clickup with what information:
    a. Check for existing pages that can use / copy / clone / re-use
    b. Needs: Client, primary goal, conversion actions, offer, the deets

    c. Assets, logos, pictures, reviews, static vs dynamic reviews
    d. Badges of trust indicators
    e. Graphics created? Coupons, headers, colors
    f. What do you want the button to say? Phone numbers, etc
    g. Fill out with Lorem text where necessary for filler for content
2. Content - Receives the same information as Tech / Web team
    a. Create initial content and ideas based upon research from experience and provides copy to the tech/web team to fill the template and page with content.
3. Attribution / Automations - Receives the same information as the web/tech team so they can build and work on any automations, forms, DNI, click to calls, attributions, and automations
    a. Tag Manager and forms
    b. Connect for Attributions / UTMs / Etc
    c. Connect to dashboards, GHL, lead trackers
4. Optimizers - research topics, traffic, any existing ads and provide feedback to content team for what content to create or modify based upon traffic.
    a. Receive the draft of the page to provide any feedback or changes needed.
5. Quality Control - Optimizers and Tech/Content team will QC to ensure all grammar is correct, is mobile responsive, and ready for launch
6. Split and A/B Testing - tech / attribution team will split test

How to build Matyx Client Websites:

Building a WordPress website at Matyx involves a detailed and strategic process to ensure optimal functionality and design. Here’s an enhanced step-by-step guide with specific details and how-to instructions for each step:

1. Domain Name Selection: Begin by brainstorming domain names that are memorable, relevant to the brand, and SEO-friendly. Use tools like Namecheap or GoDaddy to check availability and register the domain.

2. UI Design and Branding: Collaborate with designers to create a cohesive look that reflects the brand’s identity. Utilize Adobe XD or Sketch for designing mockups that include the website’s theme, logo, color schemes, and user interface layout.

3. Sitemap and Link Structure: Develop a sitemap using tools like XMind or Microsoft Visio to outline all necessary pages and how they link to each other. This step is crucial for organizing content and planning the navigation structure.

4. Copywriting: Draft compelling content for each page using Google Docs for collaboration. Focus on clear, engaging, and SEO-driven copy that communicates the brand's message effectively.

5. Setting Up Hosting and Tools:
   - Hosting: Set up an account with SiteGround. Choose a hosting plan that matches the expected traffic and storage needs.
   - Page Builder: Install WordPress and set up Elementor Pro by accessing the WordPress dashboard, going to Plugins > Add New, and searching for Elementor Pro.

6. Plugin Installation:
   - Security: Install and activate Wordfence for security through the WordPress dashboard. Configure settings to enhance firewall and malware scanning features.
   - Forms: IF WE ARE NOT USING HIGH LEVEL EMBEDDED FORMS, Install a form plugin like Ninja Forms or Gravity Forms for contact forms or lead generation.
   - SEO and Email: Install Yoast SEO for search engine optimization and ActIgnite for managing outgoing emails to ensure they match the domain (configure under Settings > Email in WordPress).

7. Security Configuration: In Wordfence, go to the 'Firewall' settings to configure and optimize security rules. Regularly update security patches and monitor alerts.

8. Development: Use Elementor Pro to create pages according to the sitemap. For custom development, write HTML/CSS code or modify PHP templates as necessary.

9. Optimization for Core Web Vitals:
   - Speed: Minimize CSS and JavaScript blocking resources using plugins like Autoptimize.
   - Responsiveness: Use responsive design principles in Elementor Pro to ensure the website adjusts to different screen sizes seamlessly.
   - Visual Stability: Use a stable layout without shifting elements during page load.

10. Mobile Responsiveness: In Elementor Pro, adjust settings under Responsive Mode, and test different device views to ensure compatibility and usability on all devices.

11. SEO Enhancements:
   - Meta Tags: Configure Yoast SEO to add unique meta titles and descriptions to each page.
   - Image Optimization: Use tools like Smush to compress images and add alt tags directly in the WordPress media library.

12. Testing and Launch: Conduct thorough testing using tools like BrowserStack for cross-browser compatibility and Google Lighthouse for performance evaluation. Once everything is set, migrate the site to the primary domain using plugins like All-in-One WP Migration.

HighLevel Dashboards

Follow the instructions in this doc to onboard a client into GoHighLevel (WIP):

https://docs.google.com/spreadsheets/d/1YkZT_SQ47e22g8cLR6Yo_-kqbIK5Xvn8OxWAE4V8Ef4/edit?usp=sharing

Sales Methodologies and Management:

AAA - Acknowledge, Associate, Ask

Acknowledge - any rebuttal, acknowledge and repeat concern
Associate - associate their concern with success stories
Ask - ask the next question regarding what else is holding them back

State the facts, speak the truth, ask questions about questions, and ask for the sale multiple times.

Qualify clients using questions that resemble the perfect client to let the client qualify themselves, if the client doesn't qualify themselves and they don't fit the profile - they aren't for Matyx.

Offers that give away Valuable Solutions - De-Risking the Deal

It's all in the offer and proposition - craft an irresistible offer backed by execution
Give away value
Business valuations
Roadmaps / audits / CRO analysis
Help with no obligation
Think through the stink
Get the shit out of the way first, then but your way to the good
Success stories
Annoyance factor - remove annoyances (multi vendors, non-connected marketing, sales and marketing separate, etc)

Upsells and Recurring Revenue

Email templates to use and when

Talk tracks to use and when:

Cold Email Talk Track:

Hi is this _________?

Awesome, this is ____ with Matyx how's it going?

I don't want to take up a bunch of your time, in fact I'm just calling to ask if you had a chance to read the email I sent you (when?) about the offer for a (performance marketing audit / marketing return on investment report / competitor marketing analysis / marketing ROI audit / free estimate of value for your business, _______?

IF YES –

Awesome, I'd love to set that meeting up with our performance marketing team, will this week or next week work for you? (keep going, Tuesday / Thursday, morning / afternoon, 2pm or 4pm, etc)

IF NO –

No problem, I'm sure you get tons of emails and it's easy to lose them, I sent it to you (when?).

It looks like you opened it and clicked through but maybe you got busy before you had a chance to fill out the form.

It looks like your business generates some leads through (digital marketing / website / etc) – do you have a solid grasp on your return on what you are spending for marketing?

Matyx helps businesses like yours generate scalable revenue through performance marketing and automations, meaning what we do will increase your sales without requiring more of your time.

(if they aren't doing any marketing) – have you tried marketing in the past? Your competitors (name some by googling) are all over Google, meaning they are trying it and ranking much higher than your business from what I'm seeing.

(if they can't handle more business) – You know that's a good problem to have right? We've actually helped clients with that by automating as much as possible while using digital marketing to get qualified team members hired to help with scale. You can't scale a business if you're doing all of the work right?

SELL THE MEETING -

Thank you for talking to me, it sounds like you have a great business. I'd love to explore options with you. We are pretty selective about who our group works with and even if we don’t work together we will show you how to get ahead of your competitors, how to get higher returns with your marketing, show you where you stand in your industry and regional market, and tell you how much your business is worth now and how much it could be worth after you hit certain benchmarks including how to sell it in the future.

What we do works so well that we generated over $9MM for one of our clients in less than 3 years and they had a 1,500% ROI.

If we can tell you how to get 15:1 returns in your business as well as what your competitors are doing, that’s worth 30 to 45 minutes with our team?

OR – We are offering some pretty crazy stuff if you are interested in walking through it – including a performance marketing roadmap tailored to your business, a competitor analysis to show you what they are doing and more importantly how you rank among them and how to get ahead of them, a profitability analysis to show you what to do, and a business valuation from our director of M&A to tell you what your business could be worth today and what it could be worth if you implement what we show you.

Risk free, no high pressure, just exploring whether all of this is worth it to both sides to purse – our number one metric is ROI and our value is in results.

Do you have some time this week or next week for a meeting with our senior team to see this for your business? I can guarantee you it will be extremely valuable to you and it’s not a high pressure sales meeting.

MEETING:

Awesome, I’d love to set that meeting up with our performance marketing team, will this week or next week work for you? (keep going, Tuesday / Thursday, morning / afternoon, 2pm or 4pm, etc)

IF NO (MEETING) – I understand, it gets busy and meetings can take up a lot of time which is why it’s important that we field and vet businesses to ensure they are actually wanting to grow and can handle more business to get ahead of competitors.

What are your hesitations at this point about exploring options? (answer questions)

Are you interested to know what your business may be worth in case you want to sell it some day?

End call pleasantly with the option to always explore at a later date (Would you mind if I reached out to you in a few months to see if your opinion has changed?) etc.

Sell the meeting, your business deserves more than just digital marketing and I'll show you how and what on the meeting - what get on meeting

Sales outreach tactics

Pipe Bombs, intros, offers, compliments, research, homework, bridging the gap, sell the island, get 3 yesses OR get are you opposed nos

Closing skills and methods

How to use FOMO to close a deal
How to build a value gap and present a bridge
How to give value to prospects to get them to buy
The one call close

Tools of the trade

Spyfu, loom, analytics, highlevel, lemworks, lighthouse reports, website grader, seo grader, semrush