Myths & Mistakes Around Marketing | Ep. 3 | Chris Kurtz & Dario Rocha Transcript

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Podcast Introduction and Guest Welcome

Welcome to Healthy Point of View Podcast, where we explore the latest trends and topics in health and wellness. Whether you're looking for tips on nutrition, fitness, mental health, or anything in between, we've got you covered.

Join us as we chat with experts, share stories, and learn how to live a healthier and happier life. Welcome, everyone. You have here Sam Tahata, your host of A Healthy Point of View podcast.

In today's episode, we have two digital gurus, and what we're gonna be talking about is marketing in this digital world that we live in. Today, from the Liquivita team, one of our marketing gurús, Dario El Gato, right?

He is visiting us here from Colombia, Bogota, that's right. Awesome. And then we have Chris from Media Tours, aka the captain, who's visiting us also.

We're doing some like mastermind strategy stuff on marketing. Guys, welcome. I appreciate you guys being here. Finally made it to the spaceship, Sam. The spaceship.

This is pretty. well more than what I thought it was in my head. This is amazing. We're trying, man, we're tryin' to have like what you have over there in PA.

You know, but we aren't there yet. I'm gonna learn from you though. No, I don't have this, you got fire, fire suits in the corner. Rack draft. Hey, never know.

But you might have to put the fire out, so you never what the deal is. Thank you for the invite. It's great to be here. Absolutely. So you guys today had the opportunity for first time to actually experience part of the VITA journey.

So Dario, we'll start off with you because you've been part liquid Vita longer than most of people that actually work for Liquid Vida. I mean, you helped us start the company from back in like 2014, 2015, give or take.

And today being your first time actually being in a Liquid-Vita Wellness Center, how was it versus what you have always seen working behind the scenes?

Yeah, I mean, it's actually a journey. It's a totally different journey now. You know, i was talking to you earlier today and seeing that through your own eyes and feeling it in your body.

something totally different is feeling the effects. You know, it's like you like words to express that and there is only so much that video can do or a good copy can't do.

It's, like, the feeling, finding a way to transmit that feeling throughout the different audiences and all of that. That's the part that's gonna stick with me.

How do I find a way and a medium and platform and something to transmit that so people can actually get a better understanding, especially if they haven't done it before.

Because once you do it, it's like, okay, now I see it. Now I feel the value. It's totally different.

Experiencing the Wellness Journey Firsthand

What about you, Chris? How did you feel? Not to echo what Dario said, but the feeling is everything for me. I'm a

skeptic, I am a marketer at heart, a warrior, right?

We can tend to make anything kind of sound great. But when you go through the experience and feel it, from the moment I walked in there, being a branding guy, and then you're gonna put this stuff in my body, it starts to get real.

and I'm a data guy. We're built on data. Yeah. Oh, we're going deep on the data in a little bit. So that's the part where it started to get real for me was the date of that.

And I noticed it because I saw just based off of your facial expressions as you guys were going through it, I so that you were like taking it in, right?

So, you know, part of it. You guys did the PEMF, the pulse electromagnetic therapy sitting in the chairs. And then you guys also did the different body composition analysis between the in-body and also the DEXA scan to kind of see how your body's made up of fat, visceral fat.

You have the muscles, all of that good stuff. And you also do the IVs. So my question here is, How do you feel being a marketer where you're working behind the scenes and you hearing about all this stuff you talking with the doctors and your producing stuff everything from webinars from videos that are getting edited to all of the actual marketing collateral now that you actually going through that process.

What what is what what how do you feel what's in your mind? I want to kind of like get that out of you of light Do you think now you're gonna actually be able to take things a step above like to the next level because you've actually experienced it For me the testimonials everything right and that that's what you try to pull out any any good any Good service or product that you get it.

How are you gonna affect the person's life? How you going to change the life and We were able to market this well before going through it. The one thing that speaks volumes to me today is, and I'm a big brand guy, you have your top of awareness branding stuff and everything's got to be on brand and the lookbook and so forth.

But the things that spoke volumes to me today was, how do we get the camera? And you guys are already doing it. Melanie, Ricardo, the team, you're already getting, if you can, it's the customer's testimonial program we built at Mercedes-Benz.

It's, The moment you put Miss Johnson in the G-Wagon, she's The happiest. Get the Camera in front of her and feel that and just capture that moment. And for me, As that content junkie and marketer agency owner capturing that more and then now I'm the I am the one in the seat riding through it on the consumer.

It was real for me and I realized that literally if we can I think the marketing. It's simple in this one. This is an easy This isn't easy case guys the marketing in This one would be let the customer at the point of experiencing that whether it's the drip The data and the dexa scan when I saw that when he when you came over to me when i when?

I? Saw the the visceral fat levels that the machine will show you and where it's at. And you relate it to, you know, this is for your kids. You see that data.

If you can get the, that's how you market it. That's what you're doing right now. Your doing a very good job of that, of marketing that test. For us, it is the same thing.

So for the listeners, let's go in on that. Because I see, I know what your talking about. Part of that is like, you know, visceral fat, right? Visceral Fat lines the organs, it's the fat that lines your organs.

And if you have a high percentage of, that could be indicative of cardiovascular disease and all kinds of other chronic illnesses that you'll have. Which when you had those type of chronic illness, your chances of having a heart attack or having some kind of sudden cardiac arrest or something like that could happen, right?

So, you know, one of the things I brought up to you is, hey, take a look at this number. You gotta always keep this one within the optimal ranges. If not, your kids might not have you there to see them walk across the stage one day.

Yeah, that hit me. That was the feedback loop. And I'm a feedback-loop guy. You know, when I am doing 40 through the school zone, 25, and that thing shows me, I slow down for three minutes.

Today, man, oh man did that feedback hit. I mean, today, just at lunch, the Caesar salad already. Same here. Yeah. Like, you had a little veggies and stuff.

So Dario, on your end, would you say that going through that process as a marketer and experiencing what we do as business is an important part for a marketing to actually do in most cases so they could actually perform their job at the best?

Yeah, for sure. I mean, one thing is telling someone, hey, sell this car. Another totally different experience is sell these car after you've driven the car, right?

You know, it's like, It's totally. You could you could be driving a BMW and see it on the outside. But if you're in the inside, he's, like okay, you know it feels better.

It has more acceleration, maybe it's more comfortable, less, is it well insulated, does it have a lot of light, a little bit lacking, all that stuff. And that gives you more ideas, it gives more context.

It allows you to think in other ways to tell those different stories. So for me personally, it was all about that journey and that change of mindset. Because it's like, well, most of you can see me right now, but I'm a skinny guy.

And I was proud of that to some extent because I can eat whatever and I'll always be like this and this is better than the opposite. But then after going through the whole thing and looking at the data, I was like, oh, this only tells me part of the story.

There is a lot more of context there and a little more data that I need to take a look at.

Why Data Matters in Marketing

When they were telling me that I needed to have a goal for my calorie intake and all of that, and it's like, if you want to reach this goal, you're going to to take this number into account and figure out if want go above that or below that.

That's awesome. But it is like finding that balance. It's something that will… It is a wake-up call right now. Yeah. As like, hey, you're still like halfway there in your life, whatever.

And here is what all those decisions ended up leading to. So it's like now what are you going to do with that data, which is essential for a marketer?

It's always like you have the data but you to something with it, just collecting all of it and not doing anything and I'm not making decisions. Even if they are personal or business is like then what's the point?

And that one word that you're using is just gonna help me right now transition to the next thing we're gonna talk about, and it's data. We're talking about data on your own self, your body, you body composition analysis, do your blood work, all of that stuff, how important that is to take yourself to next level.

Now when we talking data, You know, there's something that I heard a long time ago in God, we trust everybody else. You got to produce data. I don't care.

That's it. Right. So data, data data so in marketing, in digital marketing. Data is everything. And we're sitting here

with two marketing gurus, right?

And you guys have been working together on a lot of different projects when it comes to social media marketing, the different traffic that's coming online, SEO, all of that stuff.

So let's talk about data. and the importance, because a lot of people always get focused on a lotta the vanity stuff. All right, we need to get content, you know, doing this, and we gotta get featured here.

And that's great, that you need it. That's a very important part. I want the doctors that are listening to this podcast, aotta the doctor that purchase our IV kits, to understand that yes, they have to produce content.

But then there's an important point of when you're utilizing that content you have manage the data so you can scale based off of the date that So Chris, I'll let you start off because I know you're a crazy data guy.

You produce more data than what I can read. So I want you to kind of tap in for the doctors or anyone else who's listening who is trying to grow their business of why is data so important and how you and Dario work together to always produce quantifiable data to take our business to the next level.

Sure. Thank you, Sam. So it's real simple from an aerial view. If you architect it and keep it real short and simple for the CEO mind at 40,000 feet. When it comes to marketing, it used to be all marketing was hocus pocus.

We talked earlier, marketing is that thing as a business owner, you can maybe turn it off and you'll still be fine a few months into it. When you get to a level of using data that shows you the cost per lead and then you can start doing ROI calcs on it and do metrics like return on ad spend and actually bring back an ROI Calc, you then realize that if you fix the business, and get them the trust in the marketing as not being hocus pocus, but if they do the right trackable things based around, like you just said, everybody but God, right?

Everyone else needs data. I love that. And that truly is, if I'm not tracking the data, When I go into a company, just like I said to you when I first met you, what are you spending on marketing?

And then you get the answer from the CEO. And if you're a good business coach, you should get seven to 14% of their overall gross. You should want to spend on your marketing, put it back into the company.

But some companies you say that number to, even 7% of your overall growth should be put back into your marketing machine. And then they run through there in their own mind what their marketing looks like, right?

And they're like heck no, are we going to spend 7 percent of this in the marketing when I don't even know if 17 likes on a post is going into my cat, like all that social proof, there's no tracking, no data.

When you architect it and look at it, if you're trying to get the company to spend 7 to 14% of their overall gross on marketing, you better be able to build those trackable things inside the Company.

And that's really what the journey is that you've embarked on is building all those systems inside of LiquiVida that allow you to spent track able, measurable dollars.

So your marketing spends, they're all advised. You're not spending on the hot air balloon that you're sure is netting you an ROI. Every single thing you spend marketing dollars on in the LiquiVida portfolio of ad spend is tracked down to a cost per lead.

Those CEOs that get a little bit when you give them those numbers is because they don't feel confident that they have a well-oiled machine, marketing machine.

Because for me, it's like if I have well oiled marketing machines and it is producing results and I can go ahead and measure that via data, there is absolutely no cap to how much I'm going to spend into marketing.

I am going dump more money into it. Throttle up every time right that's the and that and if you can show every CEO the ROI calc, which is that what our and Dari and I we jam on these metrics all day long and we kind of say it so quickly but ROAS is a return on ad spend.

It's an actual ad metric we track inside of your machines that tells us that if you spent $10 on something, you made back 19. And if I show you that as a CEO, You'll dump more money into that every time.

So when we come into a company, we build those trackable systems that you should get to the point of spending seven to fourteen percent of your overall gross on those systems if you can't bring yourself to that when i say that and that's hurt that hurts to hear and you're like oh we're at two percent or we You know we do some pretty big brands like Kellogg's and when I survey them what their marketing spend is and you find out why they're not spending 7% yet.

It's because they are spending, well you know, we spend money on the backyard barbecue at the TV station and we put it in the newspaper. or Jimmy had a hot air balloon benefit that we put, or Sally wanted to go to the conference over in Arizona, so we went out to conference.

You do all these things as marketers that are untrackable, traditional, warm and fuzzy things. There's a lot of that, a lotta brand awareness stuff. A lot, like the softball.

I can imagine all the community things you're doing, I know, right? Which you have to, you still have do it. But Chris, one of the things that I will say is, Producing great quantifiable data is not the easiest thing, especially with all kinds of different digital platforms that you have.

And I think Dario here can attest to that. You know, it's easy to say, hey, we have to have data. We have know what our cost per lead, our conversion rates and everything else, but then you have all of these different platforms you're using.

You got the CRM, you got Facebook, and you gotta tie into the backend API. Then you've got your POS system, your EMR, Artificial Intelligence Program.

It's just like, ah, head says going crazy. Nothing's tying in. And you get a third party call center. That's calling the leads. They're producing their data.

Their data doesn't match up to ours. So and I know Dario based off of your experience and doing this for many years working with CRM systems and everything else.

It's a process so I kind of want you to talk a little bit about. the process of producing good data and some of the tools that you have to have in place and get those things structured so you do have good that that can go ahead and make a true educated decision on how you're spending your money.

Yeah, so I think that the first step here is something that I don't hear many companies asking themselves. So it's like in order to have good data, you need to first know what are you measuring and why are doing that.

Because you know, good data could be considered for some people something that is accurate. It's like a phone number, let's say. And you could have a criteria for that.

Okay, it's going to have 10 digits. it can only be numbers. That's it. I will use that as a rule. Okay, but then someone inputs a number in a form or whatever, which starts with 000-555, whatever.

It works because it's a rule. it will be accurate data or good data if we go by that filter of digits and the numbers of the digits that we have there.

But then it's like, is that valuable? Is that a number that I can actually call to offer something?

It's that platform that i can use to plug in into some other system to get something done. To get the call center to call and move the deal to some place.

It was like okay maybe that's not the case for that. So starting with the, what data am I even going to capture? How am going make sure that it's accurate?

That's like the starting point, having that picture. It could be one data point. Could be 10, who knows. You know, and then when you have that, you can start planning and saying, like, okay, in the media mix, what I want is to maybe use social media, because maybe that's when I have the phone numbers.

Or maybe what could use is the hot balloon, Because maybe, I don't know. They live around that area, And I wanna just communicate a message. And it has the number on there that you could measure.

Something, or, little things like after COVID, that one of the things that I found was like Kind of interesting. Before COVID, we already had QR codes, but they weren't like…

They weren' used. They were like at all. So you had to get to your food. Exactly. It was like super weird. And then, you know, after COVID it became like the default for a lot of things.

Right. Then people started putting those codes even in printed ads so you could get some data because yeah, a publication can tell you like, yeah we can reach 10,000. people in this area we print out this many magazines blah blah I was like okay cool I see potential there even with TV they can tell you like yeah our audience is like I don't know a million people and we have this rating and blah lies like ok but how do I measure my exposure you know it's like you're giving me an average you are not giving an actual conversion It's like, I don't know, out of that single impression, what was the benefit for my business besides being exposed to them?

So once you start connecting those tools, at least with a keyword code, maybe you'll get a million views. And you get only 10 subscriptions. But at least having those 10 will give you more context and you'll be able to see, okay, I got 10 phone numbers.

Out of those ten, five were good phone number and I call them and maybe I closed three deals or whatever. And at least that three compared to one million will give you a conversion rate and will get you ideas of maybe this is not my audience, maybe I need to increase the number of impressions, Maybe I needed to, you know, switch that the whole thing.

And that's how you start tweaking the hold. So you started by asking the why do I do this data? What's the data that I mean? How do i make sure it's accurate?

what are the rules? And then you'll start experimenting. Because there are too many tools out there. So probably you will start with the normal ones where you can see a quick benefit to some extent.

Okay. You will star with social media, maybe with search, with video, things like that. Because they are better than just old TV or radio ads and all that stuff.

Yeah. but then you start, you have to tweak it. Because if you just pick one platform, that's not gonna work. And you know what I like what you said is like, even if he got a million views and you got three people that subscribe, right, where they hit the QR code or whatever, Now you have three people that you could actually now study those three and see what kind of people are these, where we could potentially target similar people, that might have the same behavior.

That's the piece right there, Sam. And like you said, everyone has big data. First of all, what do we want to accomplish with the data? And then what is the date we're looking at?

But what you just said right here, the retargeting of looking at a small finite amount of people that have done something. So like for us, a lot of campaigns we do is video views.

Like we talked about this earlier, where if I can tell that five people sat and watched my video all the way throughout the entire video, I want to put them in another campaign to retarget them.

Well, that's called warm zero party data. When you hear the term zero, what's zero? Party data, zero. Party. Data is something that belongs to me that I should have the right to as a business owner.

It's Zero party. Well what is Zero Party? Well I don't know. As a Business owner, I paid money to do a video view objective ad, put it in front of them and now I can make a watch group of everyone that watched that video 75% of the way.

And if I can then take that watch group audience of five people and spend the money on conversions at the bottom of the funnel on just those five, instead of 100,000 or one million we reached at top of funnel, your conversions will be lower priced and you'll have more of them.

And you make a lookalike off your conversion, that's where the data gets really creepy, right? There's a handoff that Dario and I have where And every company should do this.

You may think it's NASA, but take your customer list and make a look-alike audience of it. It sounds like some pretty men in black stuff right now today, But we've been doing this as data guys for four or five years now, making lookalikes audiences of every single person that walks through your door.

So I think what Dario hinted to on the top end is, yeah, you can put it in front of a million people, but what are the conversions? Out of those million, people one of my mentors, Steve Zuckerman said it well, Yeah, okay, great.

You got 25 likes and six comments. How much money is in the cash register from the end? So, I learned that that social proof is great, awareness and likes, and comments, shares are all great But the data folks want to track conversions into the cash register.

And the date is what allows you to get those conversions cheaper. Because if I can take the top funnel of all the people that liked something, just talk a warm audience real quick.

What is a war audience? When Dario and I build a campaign together, we take all of the folks that have engaged with our Instagram, Liquid Vita Instagram in the last 365 days, and we put them in a worm audience.

That's now our warm audience. And you're going to feed them some content. We're not going feed him the same video that put him in that warm, audience that he sat and watched 75% of the way.

we're gonna feed a more progressive content, and I think that's how you truly build a good funnel. You show them something up top, get their attention, watch group, then mid-funnel, the trick to all mid funnel is, Dario, you and just went through this today, we are in mid funnel.

where we're dropping out of the cash register ready to spend on these services because we are feeling it. And if you put a camera in front of me right now while I'm feeling that drip in that chair that I just, I mean I am talking about bringing this stuff up to Rock Lidditz right in the backstage of this world because every drummer needs to sit in this chair I was just in.

But if you put a camera in front of that, that's mid-funnel. Okay, so if someone sits for a video 75% of the way, what do you show them next? You show the human going, holy wow, or doing the, as humans we copy each other.

So that the mid funnel campaign that you get the conversion with. And that what people are like, I want that. I don't want it. You get it? So Chris, with what you do on the digital side with social media and stuff, From a scale one to 10, 10 being most important, for an organization to have a digital marketing manager like someone like Dario, how

important is that for someone you?

Or how easy does that make your job to be able to produce what you need for your client like Liquid Vita? as we sit here together like with you know grasshopper and coach together if you will when it comes to content and the stuff i've been pushing you to do right and now you're going to be pushing me to sit up and eat salad so this is great but you you it's we laugh but a guy like you that has spent the money on content marketing in the systems and crm and maybe you wasted a lot of money blew a lot of money here but you learned in the next year you figured out and retooled you start to see and you know it or there wouldn't be how many cameras are in this room right now just have a moment for me you got four plus the one on your phone maybe I had time to count how much cameras in his room but I know you're a smart businessman And I know you're not really into cameras so much.

You like BMWs and watches and so forth. So the cameras that are around us, when you ask what's the most important thing in an organization, I don't care what you are selling, how private you or your clientele is, the content becomes the currency that your business starts running off of.

And when start making it, five to seven pieces of content a day, on three to five… I say three or four, I go easy, three-to-five platforms now. Like, do you even stitch, bro?

Like I've been saying that in my conferences, like, are you good at TikTok? We all can post something there because we just put it on LinkedIn and Instagram and now it's on my phone and I'm going to put over on…

That's brilliant. But do the platform and culture of that piece? It's not always just about the paid advertising. All of the doctors and in the wellness and even the front of house folks that have, we all have phones on us.

Capturing that content in real time and building an organic diet and habit, a strategic organic content approach on the frontline, you see it.

Content, Trust, and Live Marketing

So I turn it back to you not to answer a question with a questions, but when you can start to see a guy like yourself, activate and realize that content is king and queen is marketing, when you have a company that is based off of truly helping people, and it's not hocus pocus, but if I could just get a camera in front of them when they see the results, it'd be the same thing as Mercedes-Benz.

The content defuel to the machine. You can't have Ferrari with no fuel. It's gonna look pretty, its gonna sit in the parking lot, Good fuel in it, right?

Now it's gonna count. Let's get it going. And let's talk about how sensitive, and I relate you guys to Mercedes-Benz a lot, because telling the guy when he's getting ready to put Miss Johnson in the $200,000 G-Wagon that he has got to get a picture of her, or can you get quick video of a real quick, can we go live?

Imagine telling that to the kid that's going to this commission on the sale. There's no time for pictures or content. Same thing in health and wellness.

That's a very private thing. You have to have cooth. What I just witnessed, and I'm a content junkie, right, I am a producer and won't bore you with all of that.

I look at all that, how is it set up? You guys are able to get that content in a cootie way from the client while they're in your office. And I implore and encourage everybody to start thinking about it, even the chiropractors or whatever you're doing that it's always been a HIPAA type of taboo thing to have a camera in the area where you are doing it.

That's the currency that drives your marketing in your business, is watching the human react to it. Because they have suspended… I'm still having suspended disbelief right now.

Imagine, I am the marketer. I tell everybody, go buy this stuff. And I haven't even tried it yet. Now I've tried and I

want a whole another level of suspended this belief where…

I'm over earmuffs to ear muffs to all the folks buying advertising. I am over here going, listen, just take a picture of everybody that walks out of the place and put that up on a thing and there's your marketing for the day.

And that's the customer delivery program we built for Mercedes-Benz is the same thing. Just take the picture the person when they're in the S550. They're the happiest.

It's like, I don't know if you could tell, but And you know me, I get food aggressive every two hours, and I'm like a lion. I just want to get out of here.

Right now, my happiest pie. And this is such helpful information for the doctors that are listening that they're trying to grow their businesses, right?

Speaking of that, As you guys know, and I have a copy of this for all of you, guys. New book that just dropped, How to Win in Modern Wellness. It's my new book, which has a lot of the different leaders in the industry that are…

competing against Liquivita. What I've done is I built some very strong relationships in the last 10 years and gave them all chapters of my book. We're all talking about how we're winning together.

So one of the things that I'd love to do, which we will be doing, is obviously marketing the book to get it out there. People that are trying to into the health and wellness space or people that try to grow their clinics, they're gonna be able to take this book, read it, and understand how all of the leaders have done it from day one.

So I have a book for each of you. You have yours. Dario, that's yours, I'll sign it for you guys. Of course, of course. Now the trick is to get an autograph by everyone who's in there.

A lot of them are here in South Florida. But we will be at the Ivy Biz Bash. I will speaking on stage alongside with people like Kevin Harrington, original shark from Shark Tank.

Gary Brekha from 10x Health Systems will all be on stage talking, will be in the panel. So a lot of the guys that are in book will there, we'll be signing.

I have one question, is Corey Jacobs gonna be there? He will be there. So, you know, obviously Corey Jacobs, he is the last chapter of the book. He is one who basically defines what the Book is through Winnergy, which Winergy that movement is talking about all of us winning together, right?

Because there's enough meat on the bones for all us to win. Now, talking abut marketing that Book. on social media and everything else. Are you guys ready for that?

So there's a trick to this. And in the music and entertainment industry, we take books to the New York Times top seller list and the Amazon bestseller list.

There's an absolute conversion trick. I'm going to say it real quick. If you want, you can rewind it later and back it up. But when you release a book, the first 48 hours is the most important time of any book's life.

If you didn't do it in the First 48 Hours of this book that's okay. We can re-release this digitally and there's other things we could do in publishing to make it a fresh release.

But it becomes super important in first forty eight hours of releasing your book. That you sell at least five thousand copies on Amazon. So when you think of the conversion machines that we build and how much money, and we can pretty much get people to make a purchase no matter how we want to put into the ad machine.

If the goal and the objective is to sell 5,000 copies, why? Well, if I sell 5,000 copies, Bezos has this machine that looks very much like the Nielsen sound scan machine in the music industry.

And when a copy, and you remember, do you know how Amazon started? People from Australia will cheer for me right now. Yeah, books. Still in Australia.

When I tell my friends from Australia you could buy paper towels and milk on Amazon, they're dumbfounded. They're scratching their heads because they have territories.

You can't do Prime really and Amazon too well. So they are loving it, which by the way Amazon is still a very good buy for all the stock junkies out there, even as with how much it is because people haven't experienced the true value of it.

But my point is Bezos has a computer that New York Times has based there. their barometers off of and every other publishing after that and when the book sells 5 000 copies in the first 48 hours you immediately go to the amazon best sellers list when you go the Amazon bestsellers list the humans at all the other platforms go oh okay there we go there's our best seller there it is ding So the goal to anyone releasing a book in the first 48 hours, and there's ways that even though the book sits in front of us and we released it and so forth, there is ways just through conversion campaigns on the back of ads manager.

E-books too? Ebooks count. That's a unit. Absolutely, Sam. A book is a very real thing. And if you can push 5,000 in first 40 hours the robot's ears go up and then you're now on Amazon bestseller list and New York Times best seller list.

That's one little trick, and all that involves is knowing how to launch conversion campaigns on the back of Facebook, Instagram, in display, those three places.

That awesome, awesome. Good to know. And you're the same way. The value that comes out of your mouth should be better than the stuff you are selling, right?

Yeah, I agree. Awesome, so before we end here I want to ask you guys to leave the listeners and viewers with, if you have to just let them know one thing about starting the marketing journey or enhancing the market journey, what is it?

Dario, I'll have you start off with that. I will start with I think you need to train yourself first before you start going out there and putting the money and investing it.

You need spend in your own knowledge and in you own mind so you can have a better understanding. Like what is a conversion? What is an API? Do I have website that I own?

Am I going to track the conversions where? in an app is going to be listed if it's a book if its in the Amazon store you know because you are going need all those concepts and you now that's that that happened to you you had to to learn you came from a background of you Being a paramedic and all of that, it's like, why would a paramedic end it up?

Know about marketing. It's no marketing whatsoever. Systems and processes, right. But it is like if you're starting and if your a man of science, like a doctor, is, okay, I know how to cure disease and see different patterns and things like that.

So you have already some of the knowledge because numbers are numbers and they work basically in the same way anywhere in So I will start with preparation like, you know, absorb all the knowledge, get in touch with that part.

And that way you'll get a lot more out of your money because you will be speaking the same language. You'll know when you partner up with an agency, You will see eye to eye with the person and you can tell like Yeah, I don't believe what you're saying.

I read this thing about this. All marketing is hocus pocus. God help the business owners all day long, all week that have to sit through the knock on the door and the pitch from the newspaper to the TV.

It happens all the time. You need to know.

Book Launch and Final Advice

Enough to be dangerous not to actually be boots on the ground and do the work you need to know enough to Be dangerous and for you not get taken advantage of and also when you start developing your own team in-house You have to able to inspect what you expect and if you don't have that base knowledge how are you gonna do that?

How are gonna be able to be a mentor and coach people if you don't even know the basis of it? So I agree with you. That is actually, it's so important.

It's extremely, that's probably one of the most important things. You're right. They're right. What about you, Chris? What is that one thing? You can't take his though.

So even if that was number one, you can take it. I don't know where to go after that, honestly. And you know, and you're going to be like, oh, here he goes.

Here he go with the when's the last time you went live thing. But as a founder of a company, I call bullshit on any marketing you are going try to do to me.

Imagine that we do Porsche marketing as well. We do a lot of the top automotive brands. They talk about how the person buying a Porsche, you better have your marketing together before you try and sell to them because they bought everything in the sun.

The bought the house for their kids, their wife, the college is paid for. It's been through every marketing pitch under the Sun. And the only thing I believe today as a founder, as an owner, a VP, whatever you want to call a top of a company, has seen all the marketing, is behind the scenes footage of the founder and the owner.

So I'm a big fan, I am a fan of what you're doing, of one of our clients, Sammy Hagar. I tell him, when's the last time you went live? You want us to sell your tequila, we do Santo Tequila.

We market that for him. If we if we really want to sell some bottles of that go live this morning at your breakfast bar with your sleepers in your eyes That's what I want see because I believe that as a consumer the trust signals.

So my the advice would be Ten years ago. They never had a thing where I can go alive on a think I don't care what your thing is But I could go life on Instagram Facebook YouTube, whatever wherever you jam 10 years ago I couldn't, try going down to the news channel 10 year ago and saying, give me the mic and the camera, go live for me, okay?

And then make it for free. And so these tools are right here, so to every owner and founder, I encourage you to go alive, do it as many times as your own mind will let you, but just go life, what do you show?

I don't care, figure it out. But the trust signals of whatever you're show are gonna build more for your brand and get more people to convert and go into your, when I see the Winnergy stuff, and the stuff you and Corey are doing behind the scenes, I'm lit up.

I know marketing and stuff too, but that's the genuine stuff. That's brotherhood, the culture that I wanna subscribe or belong to. So when I see that, that genuine.

When you go live from the front seat of your vehicle, we talked about that time when we had that coach up, show them. Show them what I seen when on the phone with you.

Because I am getting ready to buy whatever because I trust you, And the trust signals are when we go live on Instagram, Facebook, YouTube, wherever. When I go alive, I believe that because I grew up, the dad putting his

lunch at the dinner table, nobody talked through the six o'clock news.

And when Peter Jennings came on that thing and interrupted your regular scheduled program with a live message, It was the Bible, right? And as business owners, we can all do that today, it's free.

So get on, get off, and go live. Go live, go alive. And trust me, Chris tells me that, like, he almost wants it. I'm tired of hearing it, I know, sorry.

to have you guys here, if any of our viewers and listeners want to find and learn more about you, how can they get a hold of you Chris? How can I find you?

Yeah, just type in Media Twist. Just put in media twist in the old Google. You know that it's interesting, they say 70% of memory is stored in Google, so just go there and type media.

And Dario, for you. Well firstly, Quivita.com. But if you want a personal one, it will be Gato Dario. There you go, Gatogario, yeah. Thanks for bringing, I know all your team is global.

You're a global operator fan and you're building that whole culture. So the fact that I finally get to jam face to face. Meet the guy behind the scenes.

We've been working so hard over the past couple months. This is actually the first time we're all meeting face-to-face. Yeah, this is great. Thank you.

From the bottom of my heart, everything you guys have done, Band with the Crew, Melanie, Ricardo, Jessica, Blake, everybody. Thank you guys. Awesome. Guys, pleasure.

And that's it. It's a wrap.