

What's **stopping** your marketing from working?

| Let's find what's holding you back.



Official Media Partner - Booth 232

The Face Behind the Lens



Reuben Hawkins

- Started in restoration industry in 2017
- Director of Marketing Content at Legend Brands
- Produced video content for Home Depot, Lowe's, O'Reilly & Coleman

4x revenue growth in under 3 years

10x return on ad spend

\$1M+ annual revenue through YouTube



Bioesque Video Portfolio



The Framework



Attention



Trust



Conversion

Are they finding you?

Do they believe you?

Do they take action?

Consistency

Can you keep doing it?

Working Session



Let's **fix** some marketing

Who wants to go first?

Don't fix everything.
Fix what is holding you back.
Then find the next thing.

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