

# Lance Madden

## **Social Media Advertising Business Owner**

Salem, MA 01970

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(978) 704-5900

I made my first profits on the internet when I was 9 years old, and I've been getting better at it ever since.

Nowadays, I use what I've learned over the last 15 years (and especially the last 3) to run a business that helps other local entrepreneurs and business owners get the most out of Digital Marketing.

Born in Gloucester, Massachusetts, (and even though I've lived all over the U.S., and currently reside in Salem), I am the Founder & CEO of Gloucester Mass Marketing.

Authorized to work in the US for any employer

## Work Experience

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### **Founder and CEO**

Gloucester Mass Marketing - Salem, MA

March 2017 to Present

Greetings, fellow business owner!

I am the Owner/Founder, and current CEO of Gloucester Mass Marketing, thanks for taking a minute to read!

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After spending 15 years learning how to build small online businesses, using Social Media & Organic/Paid Advertising, I realized that I could make a much bigger positive impact by offering my skillset as a service to local businesses looking to grow, and thrive in the Digital Era!

I got started in Blogging, Web Design/Development, & S.E.O. (Search Engine Optimization) back in 2008, and at the time, it was great!

A few years later, S.E.O. became a more difficult method of bringing in new business, due to Google's algorithm changes, and market saturation (don't get me wrong, it's still absolutely necessary today!).

I then moved to focusing on Google Adwords, and Organic YouTube videos, and they worked great! That is, for about 3 years.

The best thing that I took away from Google Adwords, is that Paid Traffic is king when it comes to bringing in New Customers on demand. The trick is finding the right platform to spend money, and right now Google Adwords is far too expensive of a platform to spend all of your budget.

Today, Facebook and Instagram Advertising are King, and that will continue to be the case for at least another 2-3 years, guaranteed.

Facebook Advertising, and generating a Positive ROI on Paper are my absolute bread-and-butter.

After that (4-5 years from now), there will be something else that provides the best bang-for-your-buck, and when that time comes, I can promise you that I'll have as much knowledge on the subject as anyone else in the world, as I've done with every major marketing shift in the last 10 years.

When someone hires me as a full-stack, "Digital Marketer," I am more than happy to provide SEO, Web Development, Blogging, Social Media Posting, Social Media Engagement, Brochure/Handout/Flyer/Signage Design, and everything else under the sun.

BUT, I don't recommend focusing on all of that, at least not at first. Not all of those methods will provide an immediate boost in sales, and show immediate results.

SEO takes a lot of time. Social Media Management (organically / non-paid), takes a lot of time to really grow a following.

Facebook Ads show results in the first week (sometimes even the first day).

If you take nothing else away from this resume, I hope it's this: For the next 2-3 years, if you want to "do what everyone else is doing" then hire any Social Media Person. BUT, if you want to implement a marketing strategy that is actually going to bring in new business every single month, and allow you to scale that as high as you want, then you need to be focusing 70-80%+ of your marketing efforts on Facebook and Instagram Advertising.

I promise that you'll see more results with those two methods than any other (when done properly!).

Thanks for reading this far, and below are a few results from some recent campaigns.

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#### Recent Campaigns:

- 112 Leads for a Local Lynn Salon (\$36 dollar offer), in 20 days.

> We went over her books, and her average customer spends ~\$120/month (1 visit), and remains a customer for 3-5+ years on average.

> This means that, on average, One New Recurring Customer for her, is worth \$1,440/year.

> I don't expect her to close all 112 Leads, but (with my help, of course) if she can close just 10% of those leads (very conservative number), that's 11 New Customers.

> 11 New Customers = \$1,440/year \* 11 Customers = \$15,840 New Yearly Business (in addition to the \$1,500-\$2,000 in immediate sales from the \$36 offer).

> All of this happened in 20 days.

> After 1 Year of working with me, she should be on track to bring in \$190,080 in New Yearly Business.

>> \$190,080 = \$15,840 New Business Per Month \* 12 Months

> She will also have 1,200+ New Contacts/Leads for Email/Text Message Marketing.

> If I can help her increase her closing ratio from 10% to 20%, that \$190,080 turns into almost \$400k in New Business.

- 10% Increase in Sales for Local Salem Restaurant with ONE 2-Week Campaign

- Local Salem Landscaping Client is getting Leads at \$4.98/each, closing 96% of Cold Leads within 2 weeks, and booking every closed lead for \$200-900+ (estimating a 2,270%+ 1st-Month ROI).

- Generated 41 Leads for a Local Danvers Salon. Spent \$210 on Ads, and booked \$1,100+ in Appointments (this doesn't include Lifetime Value).

- Local Peabody Dog Training Company (new client), has gotten 6 Leads within the first 36 hours of our first campaign, for just \$5.68/each. She has booked an appointment with 20% (1/5) on the first phone call (4/5 didn't pick up the first call, which is very common).

- Generated 1,700+ Leads at \$0.21-\$0.72 per lead in the first 30 days for a Local Salem E-commerce Yarn & Knitting Company (cheapest leads I've ever gotten).

Those are just a few of my recent results.

Now, I'm not sure that I can get you the same results, but I would love to learn a little bit more about your business, as well as recent goals & challenges, and see if I might be a good fit!

Looking forward to hearing from you!

Best regards,  
Lance Madden  
Founder & CEO, Gloucester Mass Marketing

Fastest Way to Reach Me: (978) 704-5900

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Risk Aversion Policy:

My standard Guarantee, is 30 New Customer Opportunities per Month, every month.

If I do not reach 30 Opportunities in any given month, the following month's fee will be waived, and the counter resets at 0.

DISCLAIMER: I have never missed the mark & I've never had to apply this guarantee! I can't help but to say that I'm a little more than proud of that.

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### **Head of Variable Data Development**

Shawmut Communications Group - Danvers, MA  
October 2015 to February 2018

Head of Variable Data Development:

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- Handle research into new Variable Data Print Technologies and their applications within Shawmut.

- Develop Automation Systems for handling the processing and final output(s) for repeat projects, from beginning-to-end.
- Meet with Prospective Clients as well as Current Clients to discuss Variable Data Print options, and possible ways to increase customer engagement within their company.
- Co-Creator of our powerful in-house database analyzing application, built primarily with JavaScript and the Node.js Framework.

#### Head Variable Data Specialist :

- Process many different formats of incoming databases (.csv, .xls., .xlsx, .dbase, .dbf, .txt, .sql, & more) for Variable Data Development.
- Develop logic for Variable Data Projects, such as scripts to control dynamic text, layers, imagery, styling, and graphics, that will be placed on the final print piece (based on information in the database).
- Create Highly Personalized Print Pieces using the Adobe Creative Suite, Adobe InDesign, and an Internationally Recognized Variable Data Management Plugin developed by Hewlett-Packard (A recent alumni appeal letter had upwards of 30+ logical conditions & 700+ possible final message combinations, delivering an extremely personal piece of mail).
- Script Development for the Handwriting.io API which allows the creation of 1-10000+ Digitally Handwritten PDFs, very quickly, using the information within a Client-Supplied Database, and a wide-array of different Handwriting Fonts.
- Front-to-End Mail Processing with BCC Mail Manager FS, including De-Duping, CASS Certification, NCOA Processing, Presorted Mailings, Batch Presorting, Commingling, SCF / NDA Drops, Bulk International Mail Processing
- Create and Impose Variable Data PDF Print Pieces for the HP Indigo 5500/7600 Digital Printers.

## Education

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### **\$15,000 + 500 Hours in Digital Advertising, Social Media Marketing, & Sales**

Digital Marketing Courses - Salem, MA  
February 2014 to June 2018

### **2 Years in Computer Science**

Wentworth Institute of Technology - Boston, MA  
June 2012 to June 2014

## Skills

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Facebook Advertising, Web Development, Marketing, Marketing Automation, Email Marketing, Digital Marketing, Social Media Marketing, Social Media Management, Text Message Marketing, Javascript, Ecommerce, SEO, Blogging, InDesign, Microsoft Office, Google Adwords

## Links

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<http://gloucestermassmarketing.com>

## Groups

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### **North Shore Business Owners**

January 2018 to Present

Founded this Local Business Owner's Group in 2018, in the hopes of providing free content and trainings to help Local Business Owners thrive using Digital Advertising.