



PEER-TO-PEER

Hey Friend,

No one loves to hear the word "recession" but here's the deal: recessions are a totally normal part of the business cycle. Your company can grow and thrive in any market.

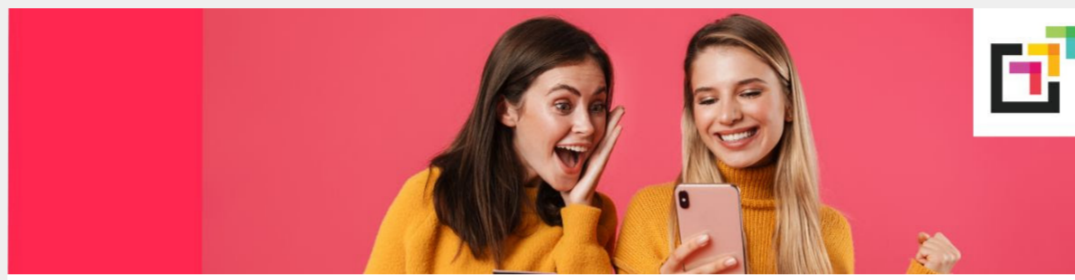
If you've got aggressive growth goals for 2023, you need to know that it's still possible to [grow your business during a recession](#) – you just have to be strategic and make data-driven decisions about your sales and marketing efforts. Then, when you get in front of your prospects, communicate your value and crush objections with an airtight [sales enablement strategy](#).

As the economy begins to feel shakier, you're probably researching performance marketing, a powerful way to ramp-up traffic to your business when business feels slow. [Check out this article](#) to make sure that you're investing in performance marketing that actually results in revenue.

The New Year should be a time of excitement, positive changes, and growth. While the economic changes on the horizon may signal a bumpier road to success this year, I have no doubt that you can hit your goals. If you want to explore these strategies in greater detail, [let's have a quick strategy discussion](#).



Ryan Mack
CEO
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Never fear, your growth guide is here! YES, even in a recession.

We learned a lot from the last major economic downturn at the onset of COVID, and we're here to share everything we know so that you can keep going, and keep GROWING, in 2023 – despite the looming recession.

Can't stop, won't stop



Marketing is just pre-sales. We're all about new revenue in 2023.

The primary goal behind our approach to performance marketing is – TO MAKE SALES. That's it.

That's performance marketing at Peer. See how it compares to the tactics out there in the wide world – click the button below to read all about it.

Performance marketing closes deals



2023 is the year of sales enablement!

Imagine what your sales numbers would look like with a 3% increase in close rates.

Or better yet – a 20% increase.

This is the sales enablement strategy that will close more deals in 2023.

Get more SQLs, close more deals

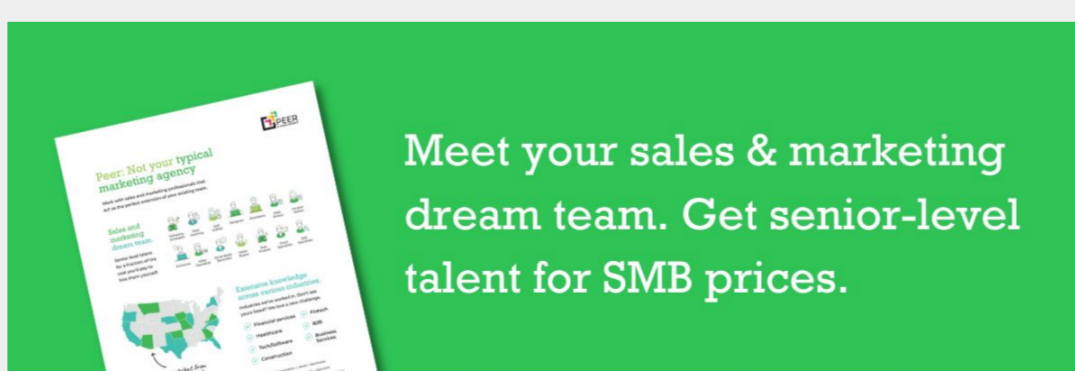


Before you go:

Here are some stats to kick off 2023:

- PPC advertising returns \$2 for every \$1 spent – resulting in a 200% ROI rate – and generates double the website visitors that SEO brings in.
- 84% of B2B marketing teams outsource content creation to other companies.
- 49% of businesses say that organic search brings them the best marketing ROI.
- It takes about half a second for visitors to form an opinion about your website, and...
- 75% of consumers say they judge a company's credibility based on its website design!
- Content marketing generates three times more leads than traditional marketing and costs 62% less than traditional marketing, making its ROI significantly higher.

TAKE THIS WITH YOU



Meet your sales & marketing dream team. Get senior-level talent for SMB prices.

Redefine what's possible.



Peer Sales Agency, LLC, Omaha, NE
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