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[VIDEO] How To Scale Your Digital Agency With >90% Profit Margins & <2.4% Churn Rate

// 15 Takeaways from my interview with Shaun Clark, CEO of @gohhighlevel //

[THREAD]

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#1 - Why HighLevel's flat monthly fee for 'unlimited clients' business model has totally disrupted traditional SaaS CRMs

#2 - Why 8 and 9 figure companies like Thryv and Podium are all in on SaaS - and why agencies are actually in a BETTER POSITION to join them

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#3 - Why Thryv has just a 2.4% churn rate with a Revenue Per Customer (RPU) of $304 and going up

#4 - How Thryv is a billion-dollar company who's main product is basically a white-label of Vcita, the online calendar tool

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#5 - How Podium's Customer Aquisition Cost (CAC) is $1,200 but Lifetime customer value (LCV) is $12,000 and going up

#6 - How agencies can charge for SaaS alongside their current services and 4x their client retention (I've experienced this personally)

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#7 - How to get results with HighLevel alone (no ads needed) in week 1 purely with 'Database Reactivations' - including my own story

#8 - Why its a dangerous myth that white-labelling is a poor man's SaaS with no real valuation or ability to exit with a significant multiple

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#9 - The #1 thing Google is betting the farm on this year that you haven't heard about YET...

#10 - Why Google My Business messaging is Google's answer to Facebook Messenger and will take over the world for local business marketing

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#11 - How one single location HVAC company in Oregon went from 15 to 350 reviews in 3 years - and 2 trucks to 13 - paying $300 per month ■just■ for HighLevel's automated review generation tool

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#12 - How the Pay Per appointment booked or showed models are transforming agency revenues and increasing client results, while also helping to sell more retainers on long-term contracts.

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#13 - How you can get your own fully-branded mobile apps so your clients don't ever need to know that your SaaS is a white-label.

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#14 - Why offering SaaS PLUS an agency service is an ideal combination of high-ticket revenue plus long-term, low-churn client retention.

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#15 - Why the SaaS '2.0' model allows you to simply sell SaaS and forget ever having to offer unsustainable performance-related or highly customized, non-scalable services ever again.

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WATCH THE FULL INTERVIEW with Shaun Clark from HighLevel on my YouTube channel at

https://t.co/uy7HIi9Bpb

...and if you want to know more about using HighLevel send me a DM and I'll show you inside my personal accounts.

Got Value?

Likes and RTs are appreciated :)

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