

# ROI Mantra and Google conduct their First Collaborative Webinar on Profit-Driven Marketing

*ROI Mantra - Think with Google - Profit Driven Marketing*

DALLAS, TEXAS, UNITED STATES, October 7, 2015 /EINPresswire.com/ -- At a time when the online marketing industry seems somewhat desperate for a progression from traditional “best practices”, ROI Mantra and Google held their first collaborative webinar focused on profit-driven marketing, for home repair and remodeling businesses, on Sep 25, 2015. Presented by Muni Bajpai, CEO and Co-Founder ROI Mantra, and Google executives Tom Hammel, Harshil Ved, the webinar provided a holistic overview of profit-driven marketing, focused on how home repair and remodeling businesses can exponentially grow their profits through a mix of tools and processes.



Though it has been a while since Google

coined the term “Profit-driven marketing”, and many companies are long deploying the tactic to supercharge their profit acquisition through Google products, especially Google AdWords – not many mainstream online marketing agencies have been able to clearly comprehend the science. The webinar was an initiative to clear the smokescreen, encapsulating useful insights for companies to supercharge their profit acquisition through Google products, especially Google AdWords.

The webinar was divided into five sections: introduction to [profit driven marketing](#), its association with data revolution, processes to drive a successful profit driven marketing campaign, a case study of a US-based home services business, and some vital steps. In addition, the webinar also explained how more calls do not necessarily mean more jobs, and more jobs do not necessarily mean more profits; while educating the participants on how to balance revenue and cost, by finding the right customer at the right cost.

Through the webinar, ROI Mantra has tried to defy the notion of classifying marketing as a cost function, and establishing as a potential investment for any organization, to fuel their business growth. Validating profit driven marketing as the magic bullet to ensure sustainable business growth, the company showcased how it increased the revenue of a home services provider from 10 million in

2013 to a whopping 48 million in 2015. The webinar explained how the phenomenal growth is not an anomaly and the success of organizations such as leave absolutely no room for doubt.

Since inception, ROI Mantra has been an avid proponent of profit driven marketing, and this collaborative webinar with Google seems to be yet another step by the organization to create awareness about this lesser embraced science of marketing. As for the participants – to say the least – they now have the secret potion that has helped establish globally acclaimed brands such as Quicken Loans and Air BnB. For those who have missed the event, they can check the recording of the webinar shared by ROI Mantra on YouTube.

#### About ROI Mantra

ROI Mantra, incorporated in 2013, provides a full spectrum of profit-driven marketing services, including search optimization, social marketing, [Pay-Per-Click advertising](#), and web development, among others. Spearheading the wagon are the company's CEO, CTO, and COO, who bring with them extensive exposure in diverse disciplines of technology and marketing. In a short span of just 2 years, ROI Mantra has carved a niche for itself with profit-driven digital marketing tactics, tailored to deliver on client objectives. To learn more, visit: [www.roimantra.com](http://www.roimantra.com).

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