

SA SOURCE APPROACH

10+ Years | Top-Rated | Award-Winning | Proven System

As
Seen
On:



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About

For over 10 years as an author, speaker, Fractional CMO & founder of The Source Approach – eCommerce Consultancy and CEO at Referazon – Amazon Influencer Marketing Software, Tanner has helped brands & retailers make eCommerce their strength quicker & easier with an award-winning, proven system called “The Source Approach”.

Tanner is a top-rated eCommerce Consultant & Amazon Consultant seen on: Forbes, Entrepreneur, The Business Journals & more.

Tanner has authored SEO For Everyone and Social Media Marketing For Everyone and regularly shares strategies on Twitter and LinkedIn.



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What's The Source Approach?

Over a decade ago, I had just started as CMO at an eCommerce and brick & mortar-focused brand and I faced a problem most businesses have.

We were working with a combination of Agencies, Freelancers, Virtual Assistants, and Internal Employees. The work quality was poor and it took too long to get results.

What's more, our CEO would regularly complain: "Why does it take so long for them to get results?", "Why aren't we selling more?", "They're highlighting the wrong benefits & features." and more.

This resulted in repeated investments in services with no or poor results.

There had to be a better way to get results quickly and avoid cookie-cutter, one size fits all approaches so we could execute the Sales & Marketing techniques needed specifically for our business.

Enter **The Source Approach** methodology.

I discovered that by using "The Source Approach" method, companies of any size could quickly and cost-effectively get scalable and sustainable results no matter who they were working with to execute on the day-to-day, Freelancers, Virtual Assistants, Agencies, or Internal Employees.



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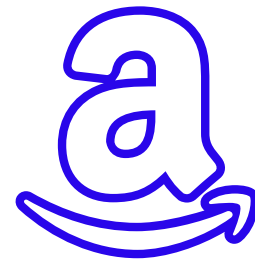


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Services



eCommerce Consulting



Amazon Consulting



Fractional CMO



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Who Should Take The Source Approach?

The Source Approach is for companies of all shapes and sizes who...

You use agencies & freelancers but it's not working. You want a proven system to get results from external or internal support.

You may be fed up with being out of the loop and not hitting your goals but you know with a proven system and leadership, you can achieve significant success with your freelancers, internals or agency.

You have junior-level associates because it is cost-effective, but you need training & leadership to get the most value.

You want results quicker & easier from your existing team by working with an experienced consultant with a proven system that will handhold and teach them how to fish to contribute value now and long term.

You'd love to hire a proven eCommerce Director but may not have the \$160,000 – \$220,000 annual salary they'd command.

You know your customer & product but eCommerce not as well. You want to work with a proven Consultant at a fraction of the investment of a full time salary to get the most out of your team, freelancers or agency.

You need a world class Chief Marketing Officer but are unable to take on their salary, so you'd like to rent one at a fraction of the cost.

You need trusted, proven marketing leadership, but you've looked at the investment it would take and can't yet. So, you want to rent one at a fraction of the investment to get maximum results from their experience.



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Trusted By Great Companies



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What Clients Say



"Our year-to-date sales have exploded by over %5,000!"

- Margo Chazen Ross - CEO
Brick Mates



"We've 5x'd our sales and profit."

- Christian Nelson - COO
Reminderband



"Completely turned around our Amazon and E-Commerce performance fast."

- Will Zelany
Frontier Therapeutics



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What You Can Expect



Save Time



Save Money



A Proven System



A Trusted Advisor



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