

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 to get results?", "Why aren't we selling more?", "They don't understand our products or customers." and more.

Our flawed philosophy was: "We have a great product at a great price, but we don't have a big team. You specialize in [PPC, SEO, Amazon, Walmart, etc.] take our product and do what you specialize in for us."

The problem? They may specialize in SEO, PPC, Amazon, Walmart, etc. but they weren't specialized in anyone's products or customers, let alone ours. They would all apply watered-down cookie-cutter best practices.

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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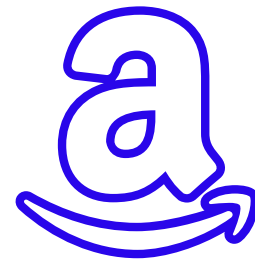


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Services



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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