



Marketing By McLENNAN Operating System™

- ONE MARKETING SYSTEM
- ONE OPERATOR
- FOURTEEN REPRESENTATIVE CLIENT ACCOUNTS

Every result presented in this portfolio was produced through the Marketing By McLENNAN Operating System™ - a documented, repeatable framework designed, executed, and continuously refined by a single operator using systems rather than additional personnel.

Representative client evidence demonstrating a documented, repeatable Marketing By McLENNAN Operating System™ for generating organic visibility.

1,800,695

ORGANIC VIEWS ACROSS 14 REPRESENTATIVE CLIENT ACCOUNTS

ONE OPERATOR • NO ADDITIONAL STAFF

One person used one operating system to create, personalize, distribute, manage, and document portfolio-level marketing performance across multiple professions.



Marketing By McLENNAN

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Digital Marketing Solutions Since 2000





Marketing By McLENNAN Operating System™

- ABOUT THE EVIDENCE
- SELECTED ACTIVE-CLIENT PORTFOLIO

PORTFOLIO PERFORMANCE CASE STUDY™ Executive summary of the Marketing By McLENNAN Operating System™

The analysis uses 14 active accounts with complete, comparable reporting through July 31, 2026.

14

REPRESENTATIVE CLIENT ACCOUNTS INCLUDED

≈27.5K INTERACTIONS • ≈ 12K LINK CLICKS • 43K+ PAGE VISITS

These examples should not be interpreted as Marketing By McLENNAN's complete current or historical client portfolio. Other clients-including accounts with significant results-were excluded because services are paused or their reporting periods were outside this analysis.



Marketing By McLENNAN **Operating System™**

- CLIENT VALUE
- RETENTION + LONGEVITY

CLIENTS STAY WHEN THE SYSTEM BECOMES PART OF THEIR MARKETING

Performance proves visibility. Retention demonstrates continuing client value and recurring business strength.

90% RANGE

REPORTED CLIENT RETENTION

LONG-TERM RELATIONSHIPS SUPPORT PREDICTABLE RECURRING REVENUE

The Marketing By McLENNAN Operating System™ is designed as an ongoing visibility program-not a one-time campaign. Consistent execution, personalized branding, and regular reporting reinforce its value month after month.



Marketing By McLENNAN **Operating System™**

- REPEATABILITY
- MULTIPLE PROFESSIONS

ONE OPERATING SYSTEM WORKS ACROSS DISTINCT CLIENT TYPES

The message changes by client; the disciplined operating process remains consistent.

5

PROFESSIONAL CATEGORIES REPRESENTED

REALTORS • MORTGAGE • HOME INSPECTION • REAL ESTATE LAW • MARKETING

The representative accounts span different professions, markets, audiences, and stages of growth. This demonstrates that results are not dependent on one client type, one market, or one content theme.



Marketing By McLENNAN **Operating System™**

- ESTABLISHED ACCOUNTS
- SUSTAINED SCALE

CONSISTENT EXECUTION CREATES COMPOUNDING ORGANIC VISIBILITY

Longer-running accounts show how disciplined visibility accumulates over hundreds of reporting days.

1,433,392

COMBINED ORGANIC VIEWS | FIVE ESTABLISHED CLIENTS

ELLEN 600,970 • SCOTT 356,232 • DEAN 276,323

Kim added 101,256 organic views and Hadi added 98,611. Together, these five accounts show meaningful sustained performance at different individual scales.



Marketing By McLENNAN **Operating System™**

- NEW ACCOUNTS
- SPEED TO VISIBILITY

THE SYSTEM BEGAN PRODUCING ORGANIC MOMENTUM WITH WEEKS

Short reporting windows demonstrate how quickly a structured program can establish visibility and audience activity.

18,197

COMBINED ORGANIC VIEWS | THREE NEW-CLIENT LAUNCHES

JORGE 7,196 • PETER 5,887 • KEVIN 5,114

Their reporting periods ranged from only 54 to 89 days, and all three launches were 100% organic. Jorge also gained 75 new followers in his first 54 days.



Marketing By McLENNAN Operating System™

- DYNAMIC QR ANALYTICS™
- DOCUMENTED DYNAMIC QR CODE SCANS
- ORGANIC VISIBILITY IS ONLY THE BEGINNING

BEYOND VISIBILITY™

How the Marketing By McLENNAN Operating System™ transforms visibility into measurable audience action.

85,874

DOCUMENTED SCANS → MEASURABLE AUDIENCE RESPONSE

ACROSS JUST 70 REPRESENTATIVE DYNAMIC QR CODES • OVER THE LAST 18 MONTHS

Operating System™ Evidence

85,874 documented scans
70 reusable dynamic QR codes
10 representative client accounts
Websites, Listings, ReviewBooks™,
CampaignHub™, e-Guides

What It Demonstrates

Measurable audience action
Repeatable operating system
Portfolio-wide implementation
One system supporting many marketing functions

STANDOUT RESULTS

• Hadi Endaz Website	14,083
• Ellen Shaw Website	10,614
• Ellen Shaw e-Card	9,929
• Ann Blasko e-Card	7,621
• CampaignHub™	4,274
• Listing Lifecycle™	3,956

VISIBILITY → ENGAGEMENT → ACTION



Marketing By McLENNAN **Operating System™**

- MARKETING BY McLENNAN OPERATING SYSTEM™
- OPERATIONAL LEVERAGE

THE SYSTEM MULTIPLIES THE CAPACITY OF ONE OWNER-OPERATOR

Documented workflows, connect strategy, content, scheduling, distribution, Calls-to-Action, and reporting.

ONE SYSTEM

PORTFOLIO-LEVEL EXECUTION WITHOUT ADDITIONAL PERSONNEL

CAMPAIGNHUB™ • VISIBILITY PLANNER™ • REVIEWBOOK™ • REPORTING

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Marketing By McLENNAN Operating System™

- CONCLUSION
- THE TRANSFERABLE BUSINESS ASSET

THE OBJECTIVE WAS NEVER TO BUILD A LARGER AGENCY

The objective was to build a better
Marketing By McLENNAN Operating System™

1 → 50 – 100

FROM ONE PROVEN OPERATOR TO A CORPORATE-SCALE USE CASE

ONE DOCUMENTED SYSTEM • READY FOR ENTERPRISE ADOPTION

When we began documenting Marketing By McLennan, our goal was to make the business easier to sell. Along the way, something changed.

Every planner, report, workflow, meeting, and documented procedure reduced uncertainty and increased transferability.

We realized we were no longer making Marketing By McLennan easier to sell.
We were making it easier to buy.

**The campaigns are evidence. The documented, transferable
Marketing By McLENNAN Operating System™ is the asset.**