

Master Your Marketing 2020

ESTABLISHING YOUR MARKETING PLAN FOR SUCCESS



Welcome to Country

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

BOOK 1 ON 1

<https://www.yourmarketingmachines.com.au/contact-us/>

EMAIL ADDRESS

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Contact Information





Why Are You Here?

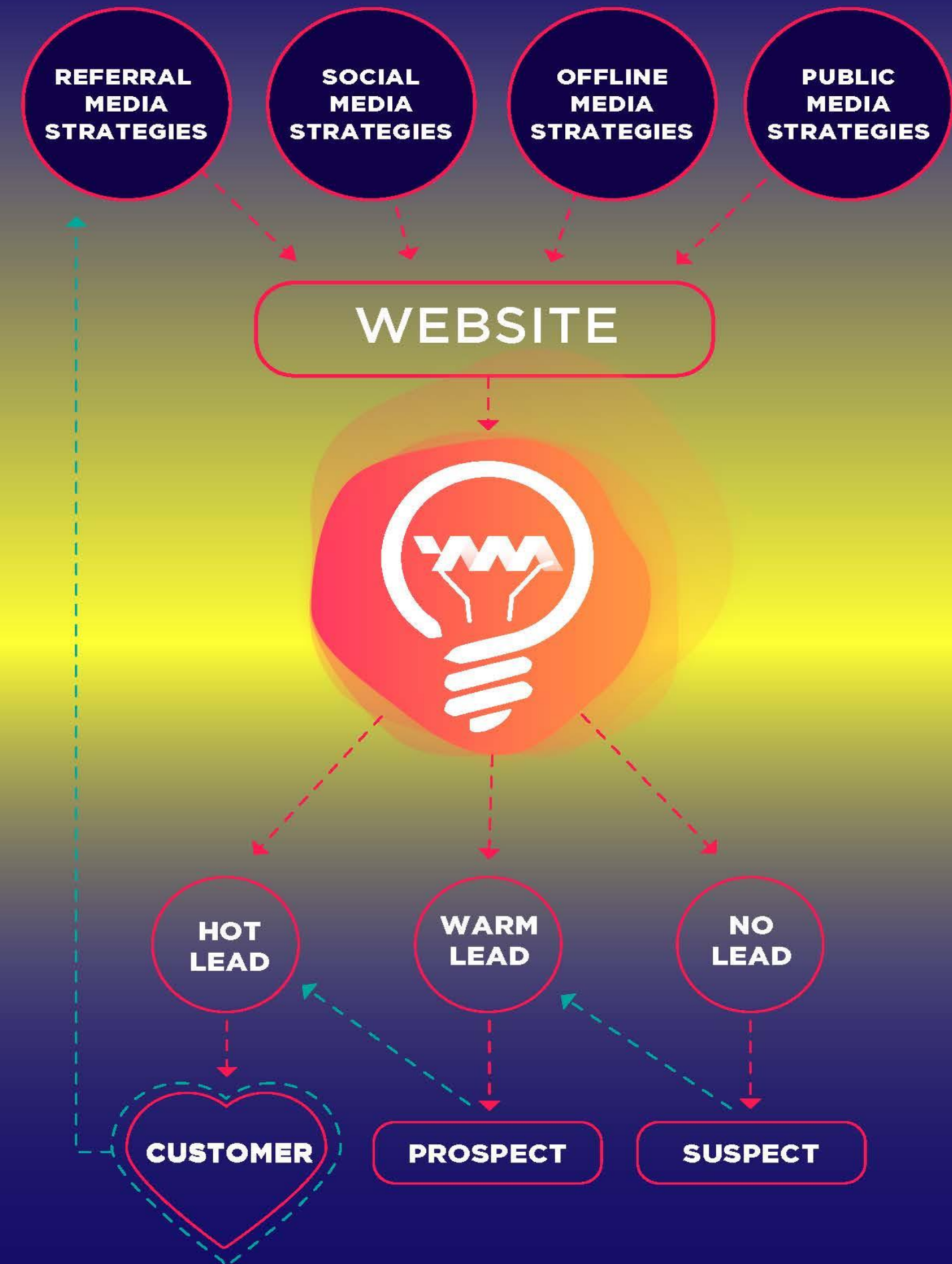
- Understand this thing called marketing
- Create a marketing plan YOU can implement
- Not be baffled by marketing BS
- Work out what is going to be right for you
- ALL of the above



THE MARKETING BLUEPRINT

Designed to support, guide and assist you in the creation of your own Marketing Game Plan.

The Marketing Blueprint gives you the confidence to identify where your NEXT step SHOULD be in your marketing and provide avenues for you to discover this



LEAD GENERATION



BUILD BRAND AWARENESS AND CAPTURE CURIOSITY



Why Lead Generation?

GENERATE INTEREST

Create curiosity in your services/products/solutions

OPEN FOR BUSINESS

We are ready to serve you now!

FIND POTENTIAL CUSTOMERS

Market Penetration strategy – competing head to head with existing competitors for their customers



SOCIAL MEDIA STRATEGIES

Use of digital platforms such as Facebook, Twitter, LinkedIn, Instagram, YouTube, Podcast



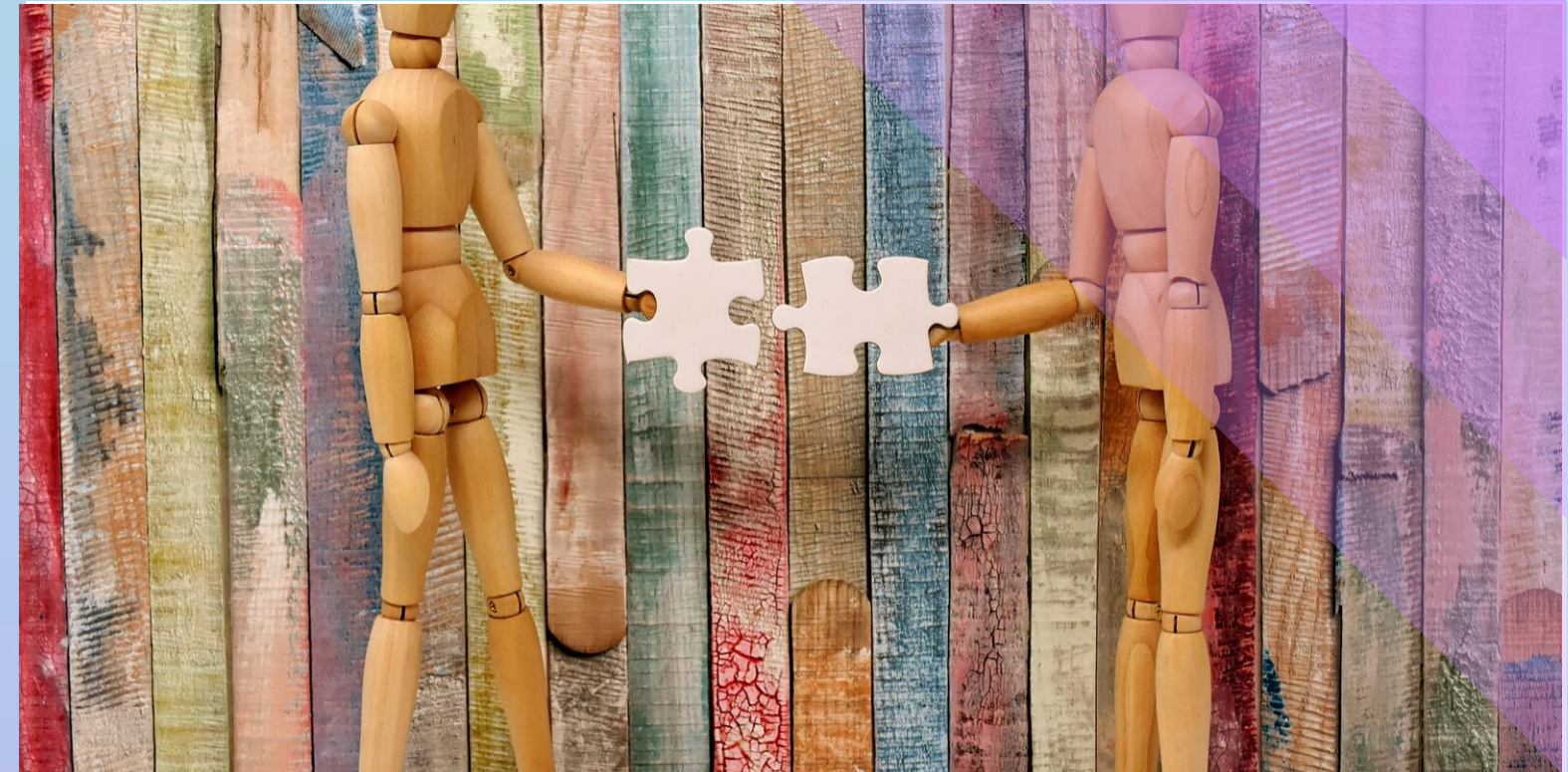
OFFLINE MEDIA STRATEGIES

Use of print material such as brochures, folders, business cards, flyers and banners



PUBLIC MEDIA STRATEGIES

Face to face opportunities such as networking events, breakfast meetings, speaking opportunities



REFERRAL MEDIA STRATEGIES

Recommendations from current customers, previous customers, strategic partners

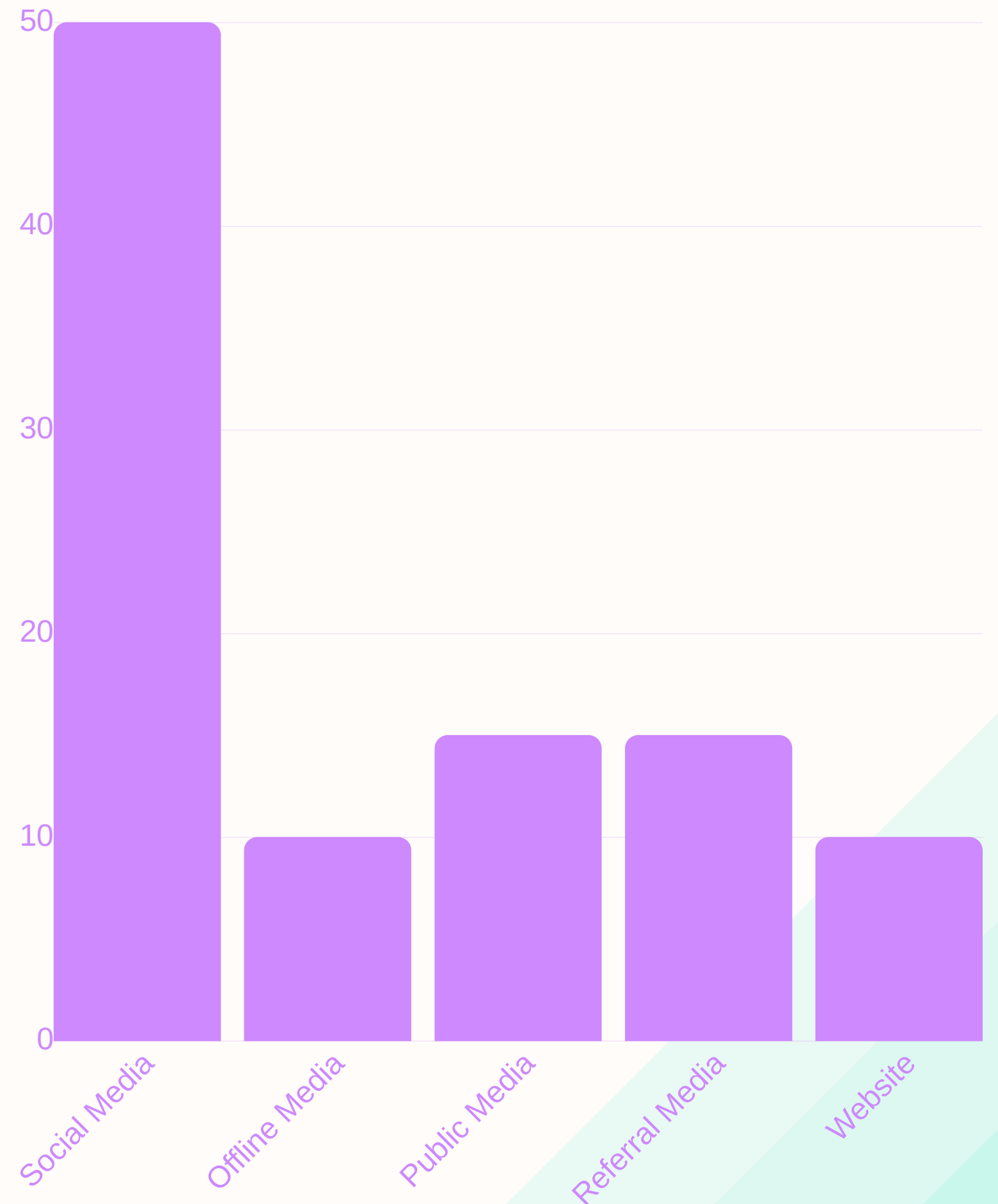
Your Website

- Online platform where people can learn about you
- Supports your credibility and reputation for quality, consistency, delivery
- Supports your referral recommendations of you
- Lead capturing opportunity

Lead Generation Strategies

OVERVIEW OF IMPLEMENTATION

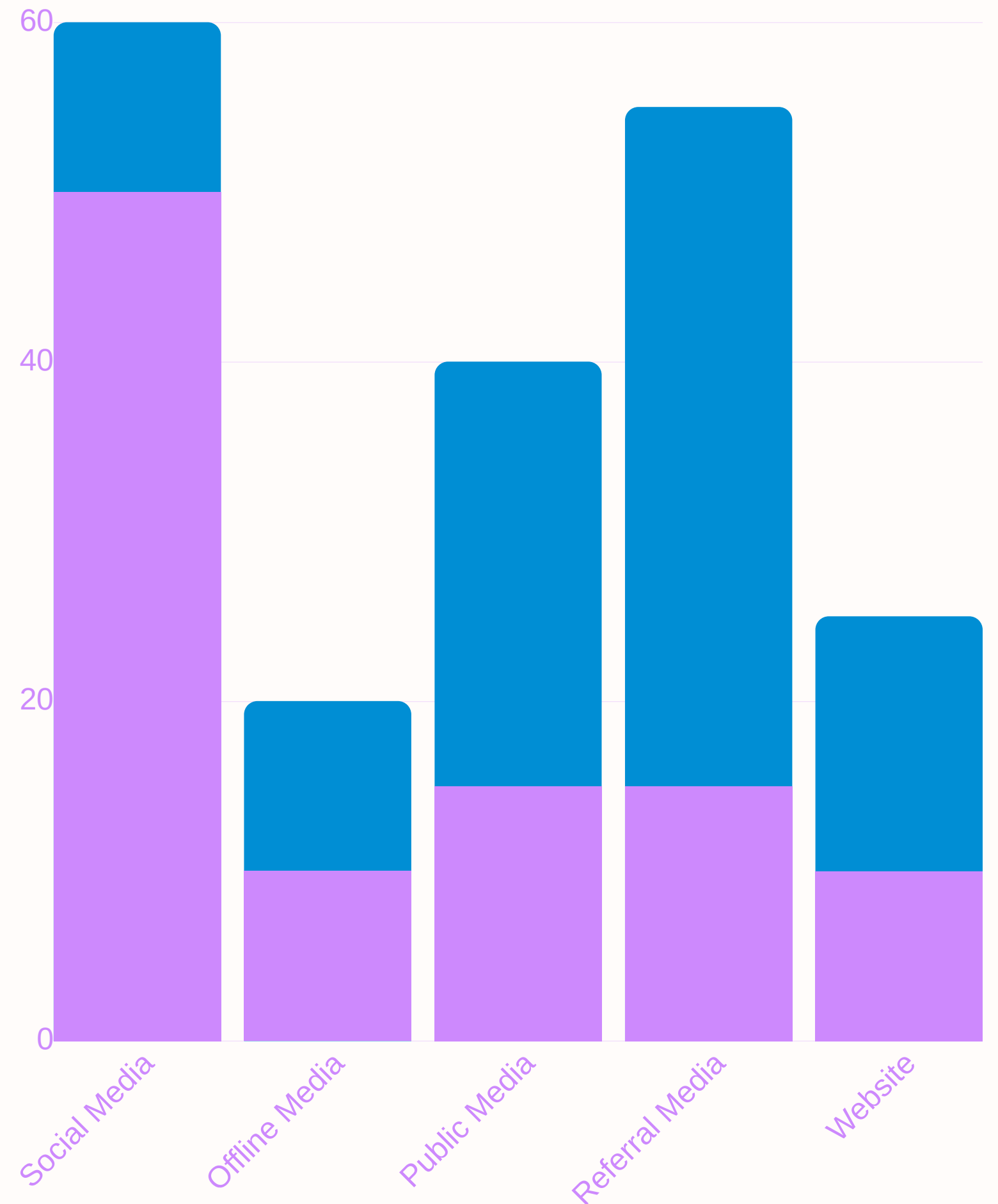
Where we invest most of our time to find potential customers



Lead Generation Strategies

RECOMMENDATION

Where we SHOULD invest most of our time to find potential customers



DISCUSSION TIME

Review Your Current Situation

- What lead generation strategies am I currently using?
- How effective are my current strategies?
- What else could I include in my plan?
- What **MUST** I change in my current plan?



NURTURE JOURNEY



STREAMLINE COMMUNICATION THROUGH THE POWER
OF TECHNOLOGY



Why Nurture Journey?

TECHNOLOGY AUTOMATION

Automated process to speak to enquiries and leads

DATA MANAGEMENT

Housing system to manage contact information from lead to customer

CONVENIENCE

Access contact data anytime, any place to communicate efficiently

IMPORTANT SOFTWARE TO HAVE...

CRM

Housing system for all data collected from contacts

EMAIL MARKETING

Ability to communicate effectively through eDM

BOOKING SYSTEM

Option for individuals to book directly to an appointment

DESIGN SUPPORT

Assist with creation of content and presentations

What is CRM & Email Marketing?



Customer Relationship Management provides a cloud based system to hold, maintain and organise your contact information



Ability to connect to other software such as website, email, chatbot



Provides an opportunity to segment and communicate to relevant groups such as prospects Newsletter leads & customers



Range in price from FREE to \$150 per month

keap



MailChimp

pipedriveTM

HubSpot

What is a Booking System



Automated appointment scheduling tool



Connects with your main calendar e.g. Microsoft or Gsuite



Invitee can book directly to your calendar



Time frame can be set to a specific time amount e.g. 15 min, 60 min



Can obtain additional information to assist

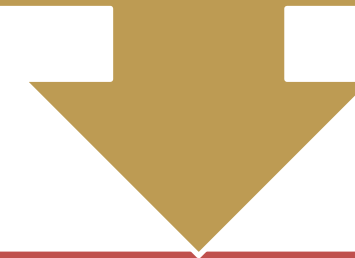


How do I make my presentations look good

Take your boring to spectacular



Great for presentations, templates, social media posts, articles and blogs



Provides variety and allows for creativity





DISCUSSION TIME

Review Your Current Situation

- What is your current process for communication?
- How effective is it for you?
- What software options could you integrate?

PROSPECT EXPERIENCE



EFFECTIVE COMMUNICATION TO ASSIST YOUR LEAD IF
THEY ARE HOT OR NOT



Only 10% of your database will be HOT for you, the remaining 90% will require time , knowledge and patience before they will decide

Cold Lead



LEVEL OF INTEREST

Fleeting interest in your product or service

RESEARCH STAGE

May be starting to research possible solutions

READY TO TALK TO YOU

Less than 20% ready to talk to you right now

Examples of Communication



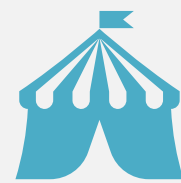
Monthly/quarterly general newsletters



Quarterly surveys and feedback forms



Quarterly/half yearly book a meeting



Invitation to a webinar or live event

Warm Lead



LEVEL OF INTEREST

High level of interest but not quite ready to fully commit

RESEARCH STAGE

Have completed research but still needing more information from you

READY TO TALK TO YOU

30 to 60% ready to buy from you

Examples of Communication



Monthly/quarterly general newsletters



365 Tip/hint or trick



Relevant lead magnets or correspondence



Quarterly surveys and feedback forms



Quarterly book a meeting



Invitation to a webinar or live event

HOT Lead



LEVEL OF INTEREST

They are committed to investing in your expertise

RESEARCH STAGE

You have answered all their questions and they trust your solution

READY TO TALK TO YOU

Ready to do business with you now!!

Examples of Communication



Monthly/quarterly general newsletters



365 Tip/hint or trick



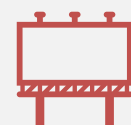
Relevant lead magnets or correspondence



Customer testimonials



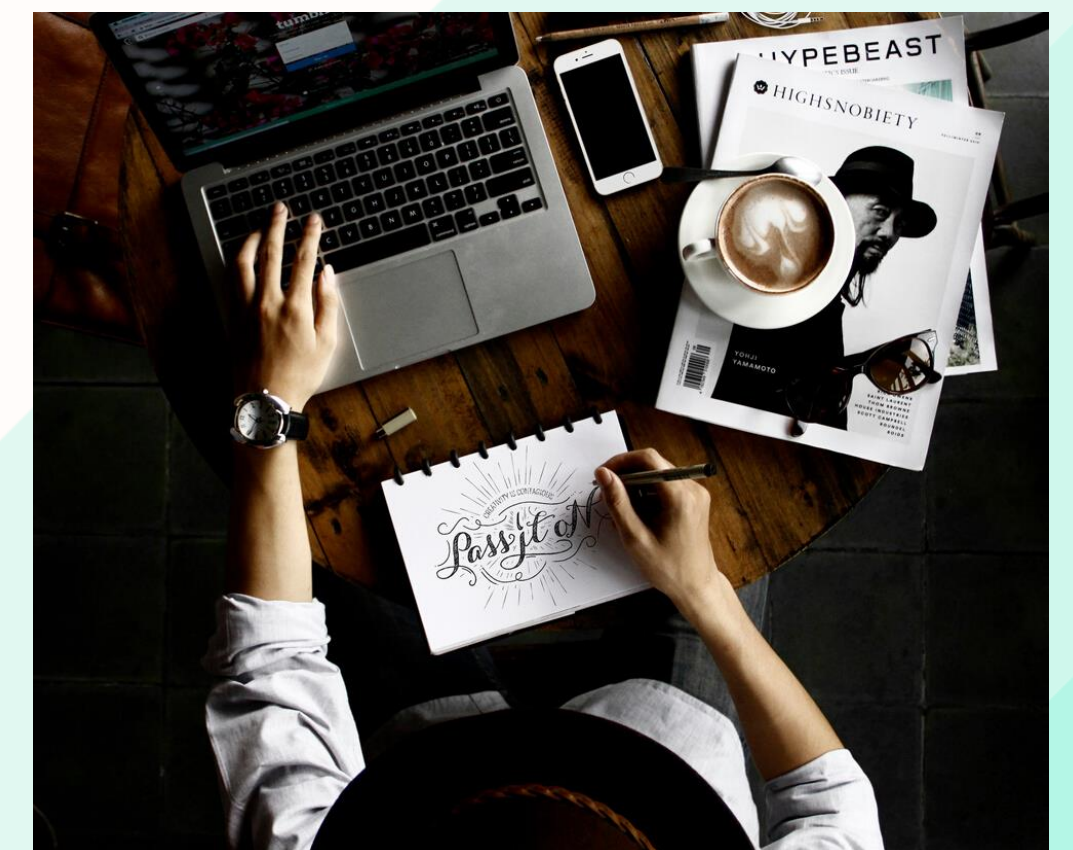
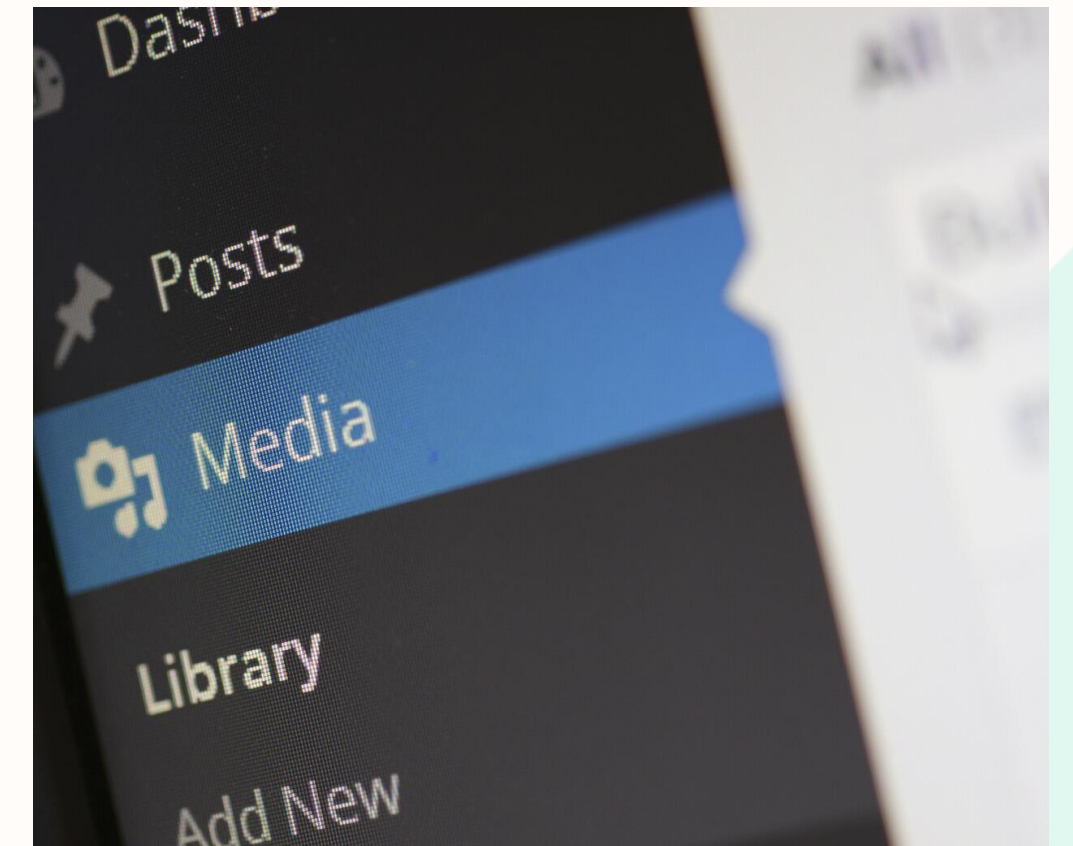
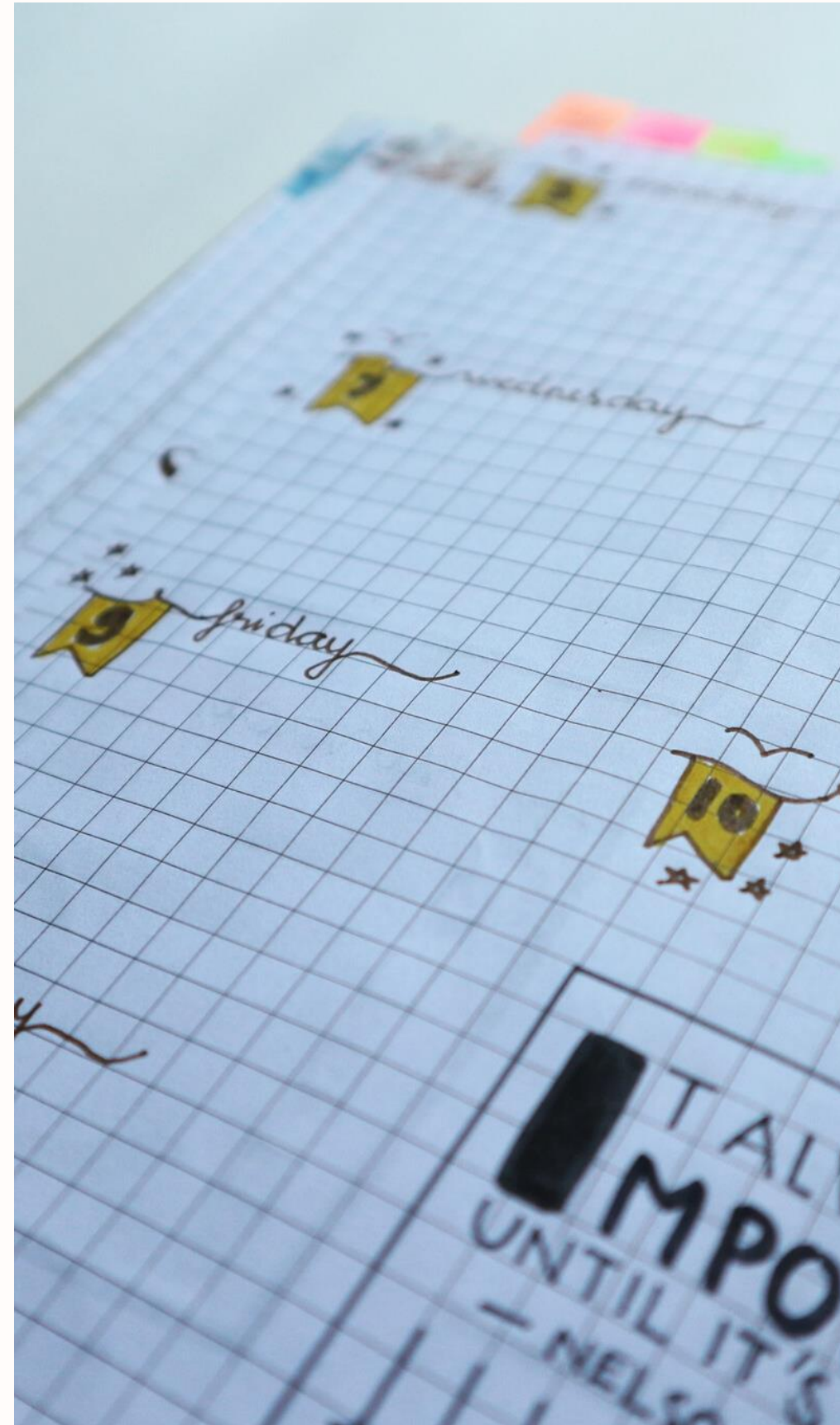
Business proposal



Demonstration or example

CONTENT SCHEDULING

Being organised and prepared with communication is the most important element of your Marketing Plan



VARY TOPICS

Its not always about the sale but what is the right solution

VARY COMMUNICATION

Use a variety of formats from surveys to blogs, newsletters

REWARD FOR ACTION

Offer rewards if leads take action and reach out to you

BE CONSISTENT

Ensure you have the same message across all platforms

HAVE A PLAN AND STRUCTURE

Map out response funnels and steps for your leads to follow

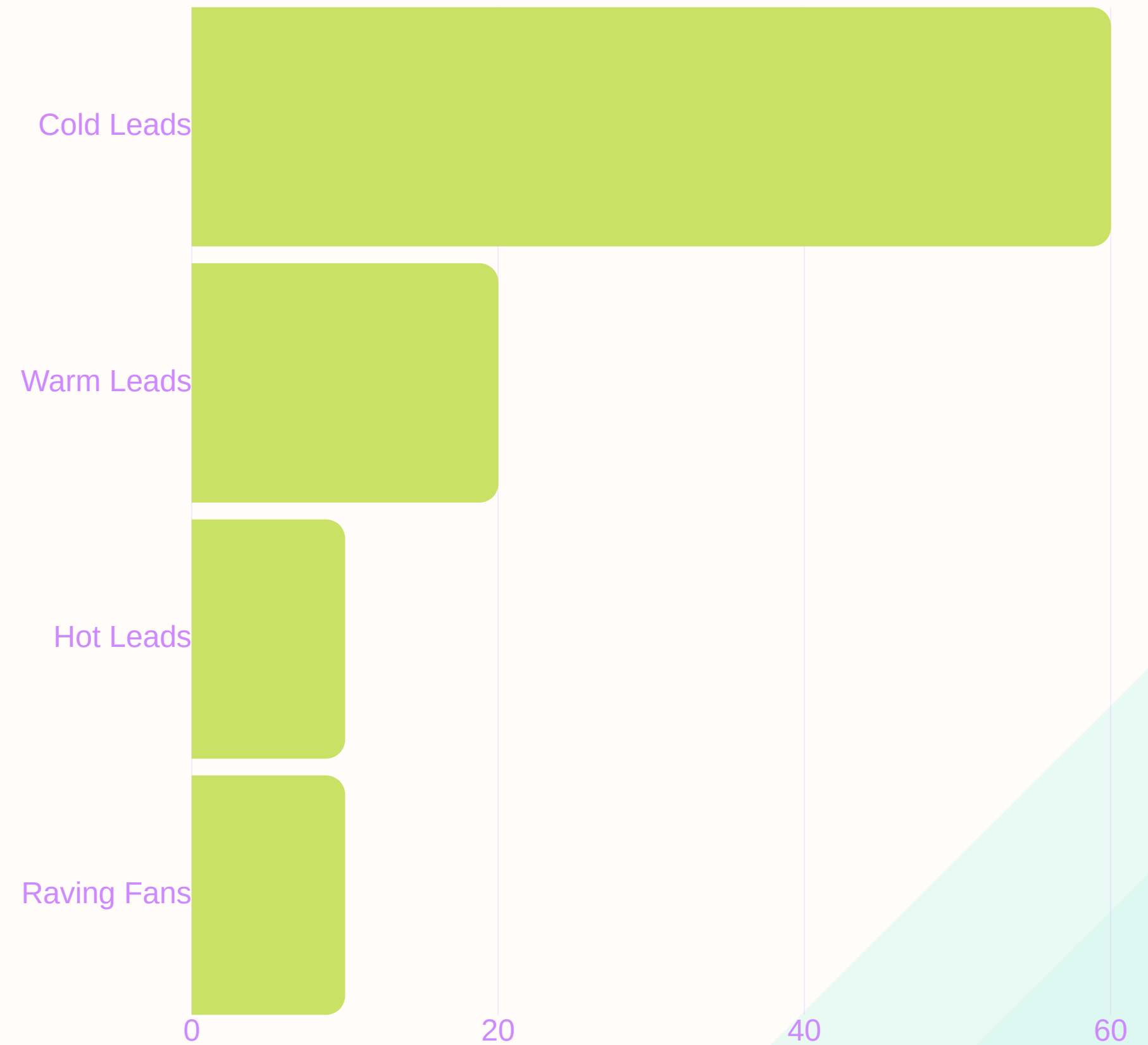
A YES IS NOT ALWAYS YES

Confirmation of the sale doesn't happened until they have paid

Database Growth

YOUR CURRENT DATABASE

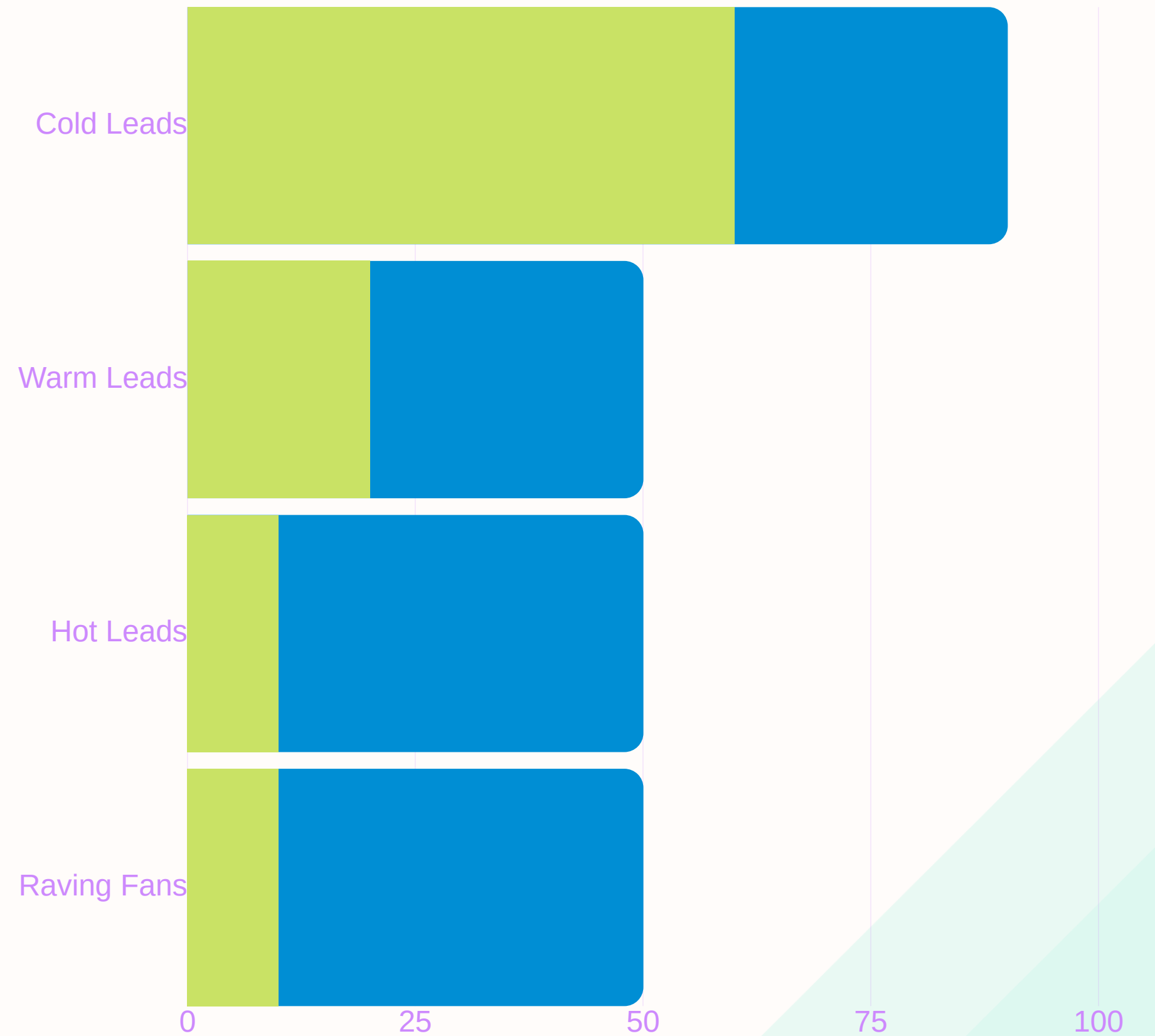
what your database situation looks like



Database Growth

YOUR FUTURE DATABASE

what your database situation looks like



DISCUSSION TIME

Review Your Current Situation

- What does your current prospect experience look like?
- What communication formats are you using?
- What could you improve on?
- What does your database management look like?



SALES CONVERSION




UNDERSTANDING HOW TO CONVERT PROSPECTS TO
CUSTOMERS AND RAVING FANS

SALES CONVERSION

The process of building relationship and trust, offer information and education, so that your prospect will have confidence in the decision they will make for the solution you provide.





Cold Lead - Suspect

CHARACTERISTICS

Doesn't respond to communication or slow to respond

MOTIVATION LEVEL

Low motivation level where they could be at step 1 of research or reached out to you in error

HOW TO COMMUNICATE

Monthly newsletter with survey or CTA
- must be consistent, if monthly, stick to monthly

Examples of Communication



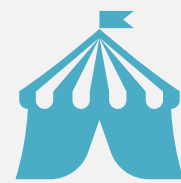
Monthly/quarterly general newsletters



Quarterly surveys and feedback forms



Quarterly/half yearly book a meeting



Invitation to a webinar or live event

STEP 1

If through website enquiry/newsletter, add to automated communication pipeline

STEP 2

Include CTA to increase engagement with you

STEP 3

Share information and knowledge – NO SALES!!!

Communication Options



Warm Lead - Prospect

CHARACTERISTICS

Actively asking for information from you or you've had a meeting

MOTIVATION LEVEL

Curiosity level is high, they have indicated they need a solution, but not sure if it will be from you

HOW TO COMMUNICATE

Maintain on newsletter, with general audience, offer a proposal and/or clearly explained email of meeting

Examples of Communication



Monthly/quarterly general newsletters



365 Tip/hint or trick



Relevant lead magnets or correspondence



Quarterly surveys and feedback forms



Quarterly book a meeting



Invitation to a webinar or live event

STEP 1

Maintain a calm and composed manner - and get all the facts right first about their problem

STEP 2

confirm what the next step or requirement is from you

STEP 3

Prepare proposal/sales presentation correspondence that aligns with their problem and your solution



Hot Lead - Customer

CHARACTERISTICS

They Want YOU!!!

MOTIVATION LEVEL

High level of motivation with a desire to work with you

HOW TO COMMUNICATE

Remove from general newsletter to customer group, personalised email responses

Examples of Communication



Monthly/quarterly general newsletters



365 Tip/hint or trick



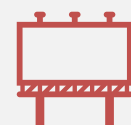
Relevant lead magnets or correspondence



Customer testimonials



Business proposal



Demonstration or example

STEP 1

Behind closed doors do your celebration dance!

STEP 2

Instigate your Customer Onboarding Process

STEP 3

Start producing YOUR Magic!!

RAVING FAN - REFERRER

- They LOVE you!
- Have absolute confidence in your ability
- Tell everyone about you
- Your Best Sales Rep!!
- Most cost-effective customer acquisition





STRATEGIC PARTNER

Service providers who target the same audience as you
There is mutual benefit for both parties and a possible referral fee



CUSTOMER REFERRALS

Raving Fans who refer their colleagues, friends, family to you
This is a one-way benefit for you with possible rewards to them

Examples of Communication



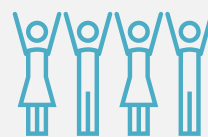
Monthly/quarterly general newsletters



365 Tip/hint or trick



Thank you note or gift



You refer prospects to them

DISCUSSION TIME

Review Your Current Situation

- What are the conversion strategies you currently have in place?
- What is the mix of your current database?
- What kind of referral strategies do you use?
- How could you reward for referrals?

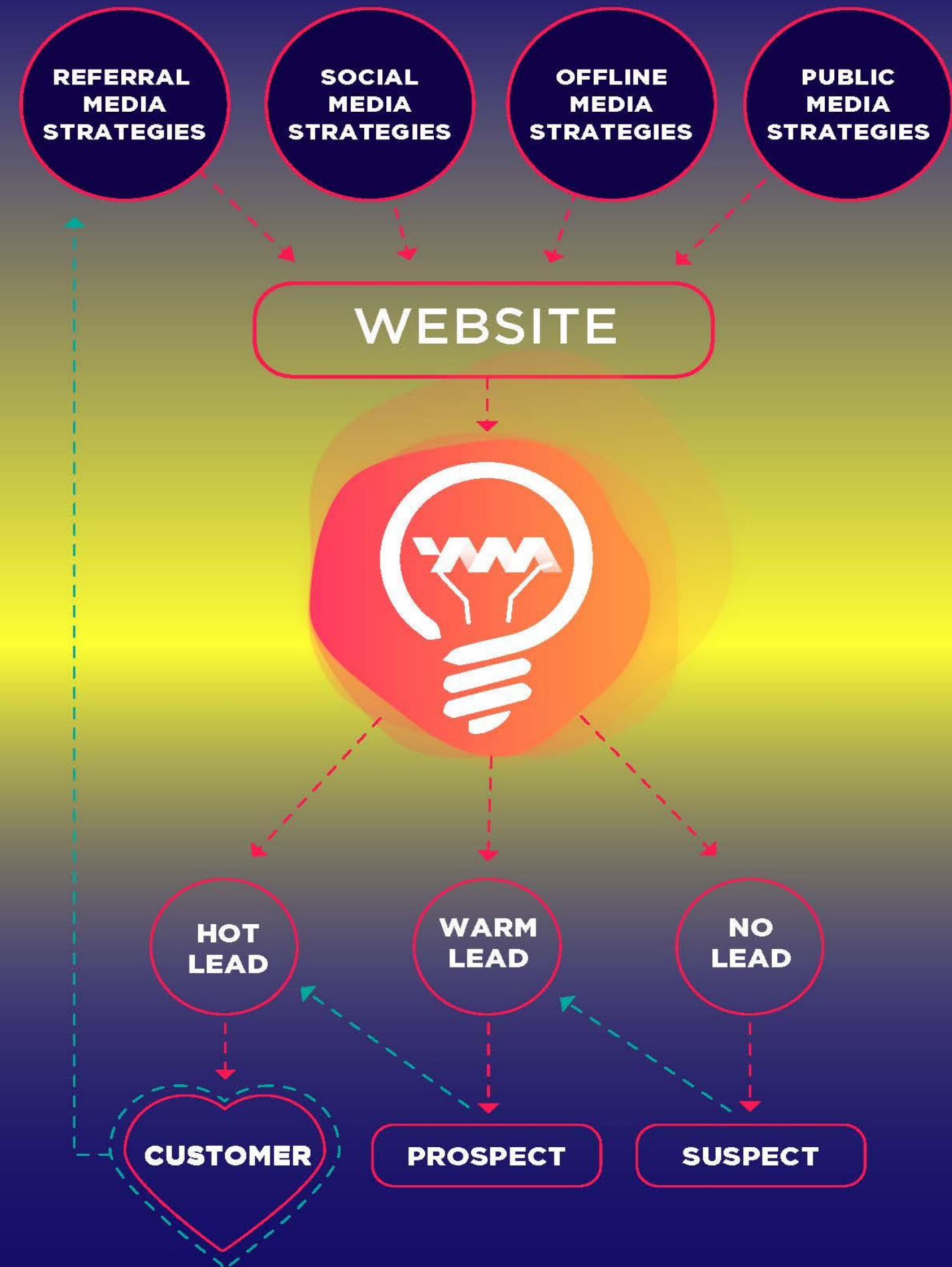


RECAP

THE MARKETING BLUEPRINT

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LEAD GENERATION

Determine what
strategies you will use

NURTURE JOURNEY

Determine the style of
message and
information you share

SOFTWARE

Determine what
software you will
implement through your
plan

PROSPECT EXPERIENCE

Establish funnels to
assist your
leads/prospects

CONTENT SCHEDULE

Plan what, when and
how for your content

SALES CONVERSION

Determine strategies to
increase conversions
and referrals

Next Steps...



WORK YOUR BLUEPRINT

Fill in the Blueprint and map your own game plan

BOOK YOUR FIRST 1-1

Gain specific advice relevant to your business success

SEEK SUPPORT

Consider being with a monthly business group for support

ATTEND WORKSHOPS

Look for additional workshops to assist you

BOOK 1 ON 1

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