

Master Your Marketing 2020

ESTABLISHING YOUR MARKETING PLAN FOR SUCCESS



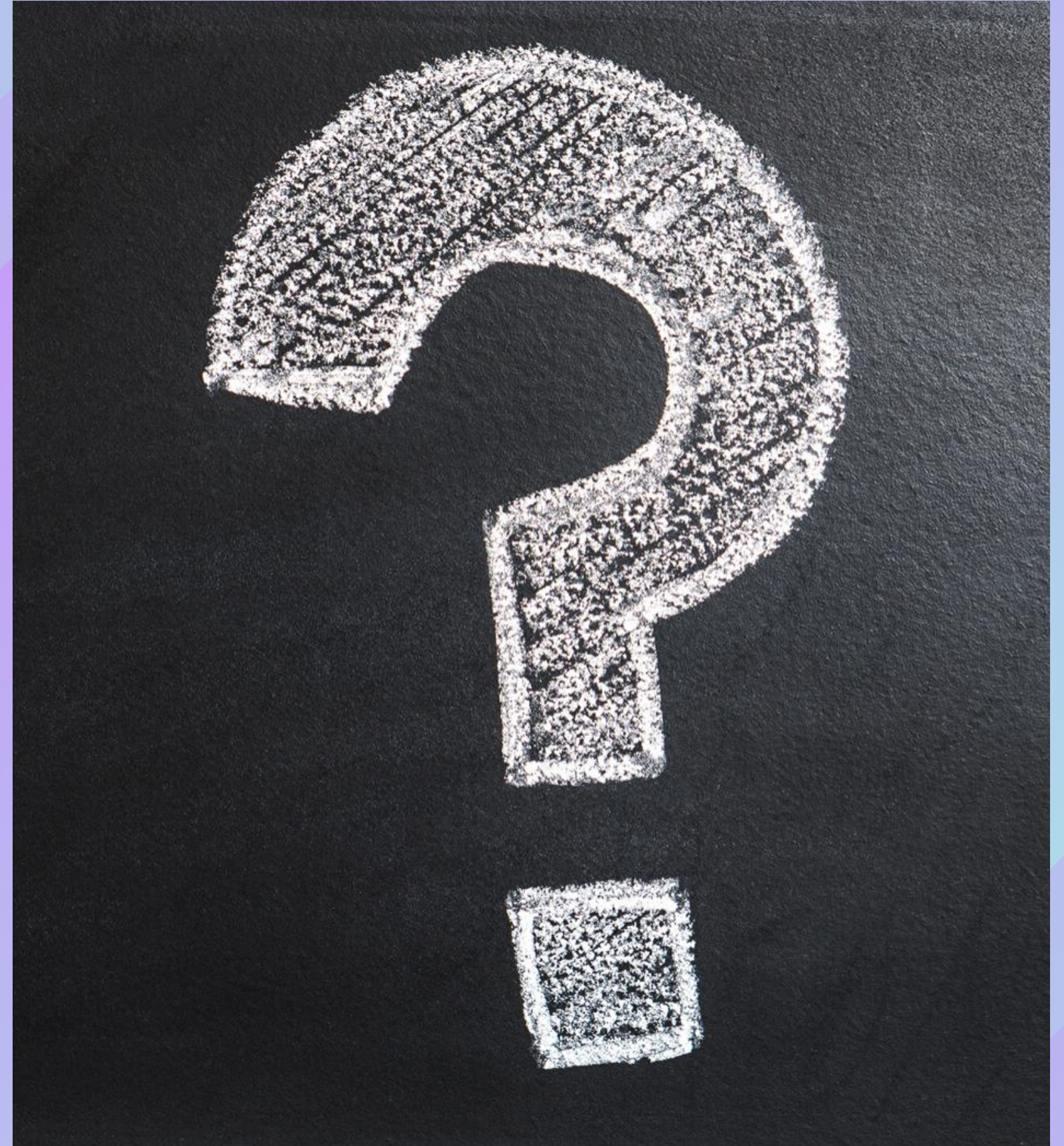
Welcome to Country

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



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



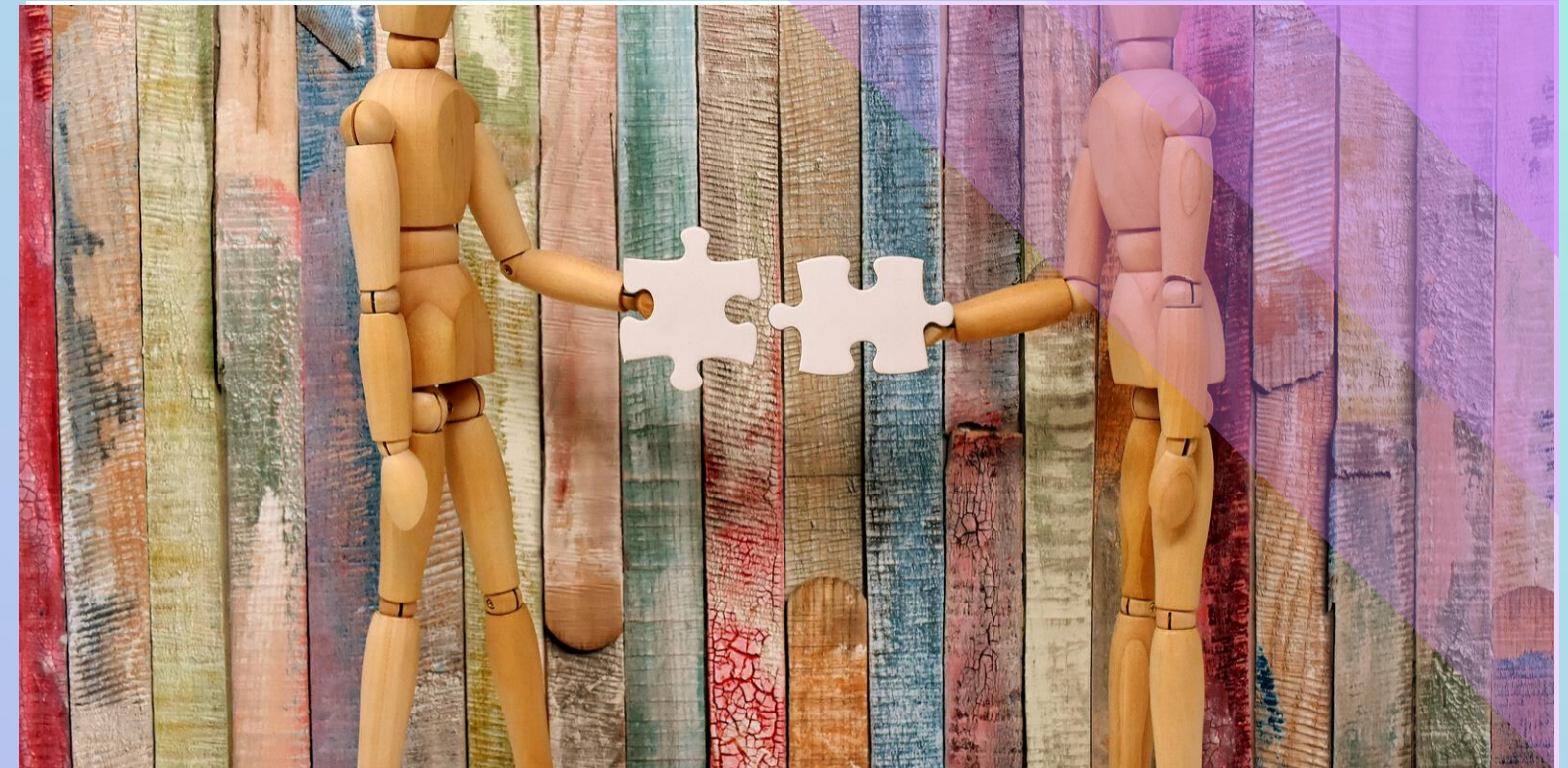
OFFLINE MEDIA STRATEGIES

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



PUBLIC MEDIA STRATEGIES

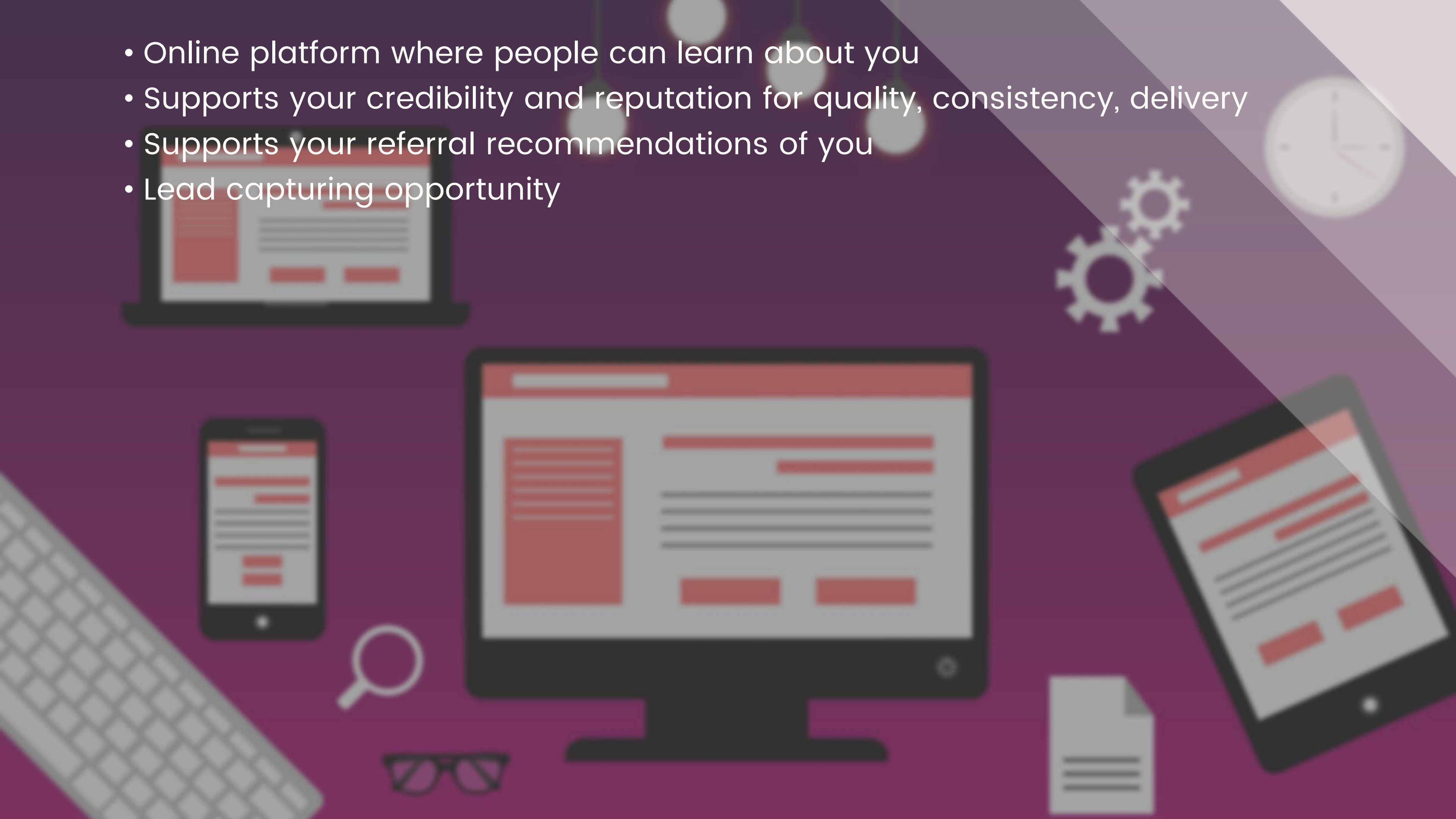
Face to face opportunities such as networking events, breakfast meetings, speaking opportunities



REFERRAL MEDIA STRATEGIES

Recommendations from current customers, previous customers, strategic partners

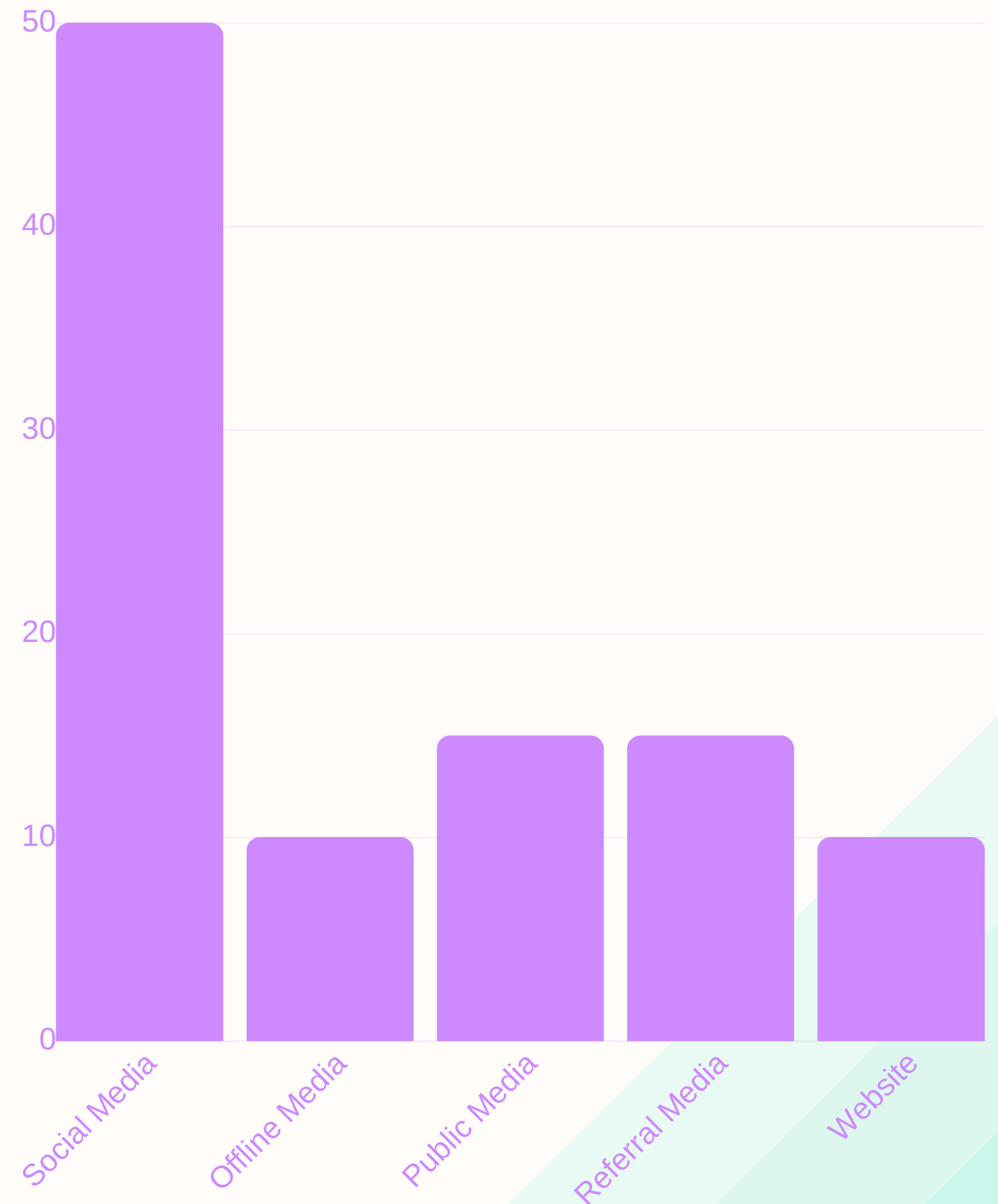
- Online platform where people can learn about you
- Supports your credibility and reputation for quality, consistency, delivery
- Supports your referral recommendations of you
- Lead capturing opportunity



Lead Generation Strategies

OVERVIEW OF IMPLEMENTATION

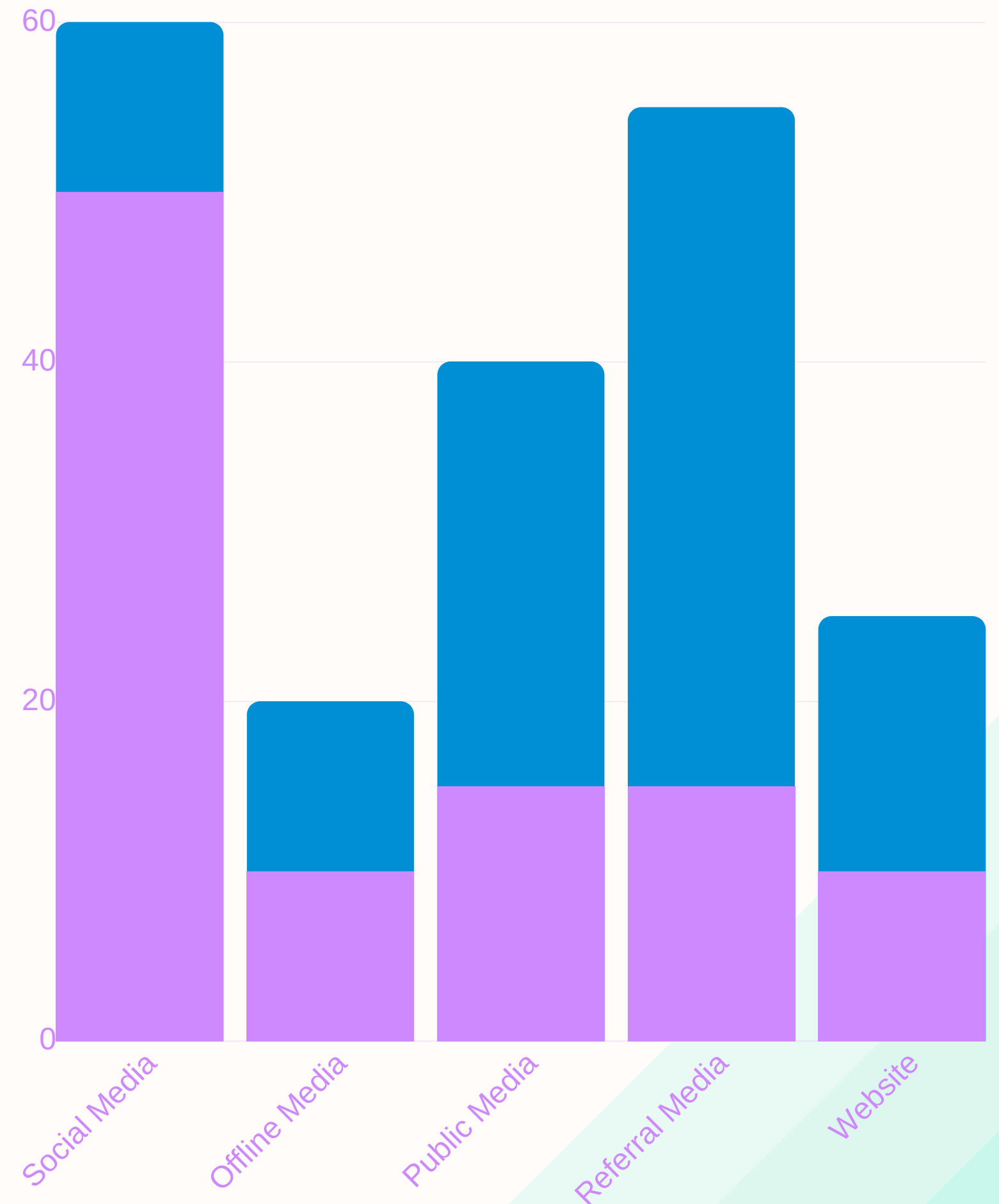
Where we invest most of our time to find potential customers



Lead Generation Strategies

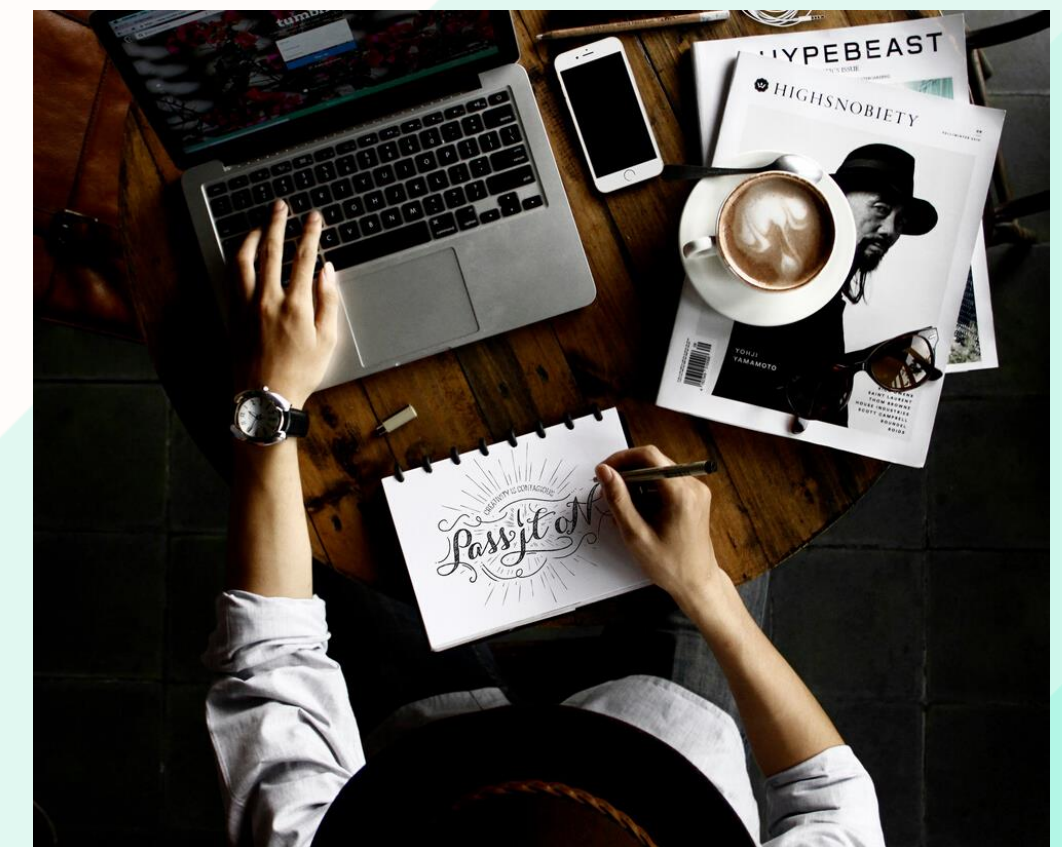
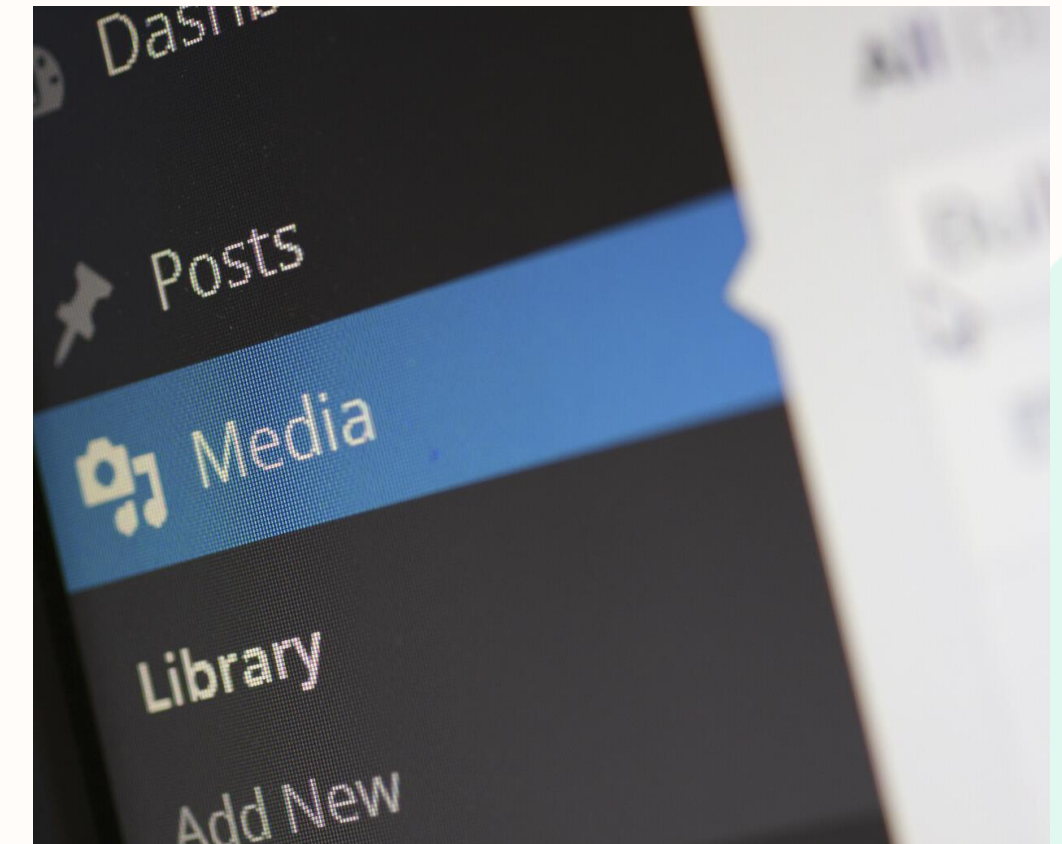
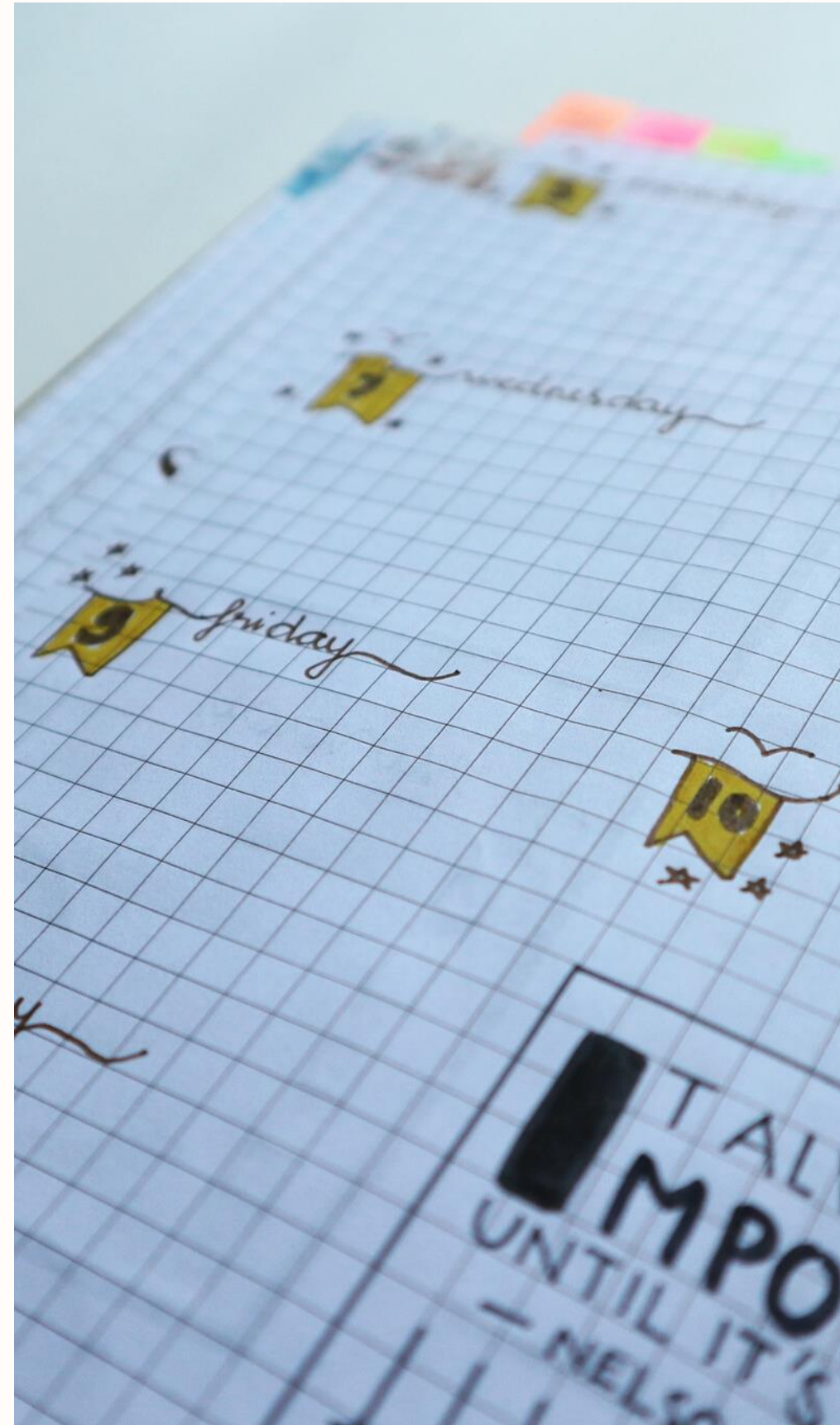
RECOMMENDATION

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



CONTENT SCHEDULING

Being organised and prepared with communication is the most important element of Lead Generation





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

The background of the slide features a blurred image of a person in a business suit. Overlaid on this image are three semi-transparent rounded squares. The first square on the left is light purple and contains a white '@' symbol. The middle square is light blue and contains a white telephone handset icon. The third square on the right is light blue and contains a white smartphone icon. The text 'EXAMPLES OF COMMUNICATION' is centered over these squares in a large, bold, black sans-serif font.

EXAMPLES OF COMMUNICATION

NEWSLETTER

This can be automated to be daily, weekly, monthly, quarterly

NICE TO MEET YOU

Post meeting email which can connect to an automated system

BOOK WITH ME

Booking link which can be embedded allowing for the person to book directly to your calendar



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



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

40 to 70% ready to buy from you



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!!

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

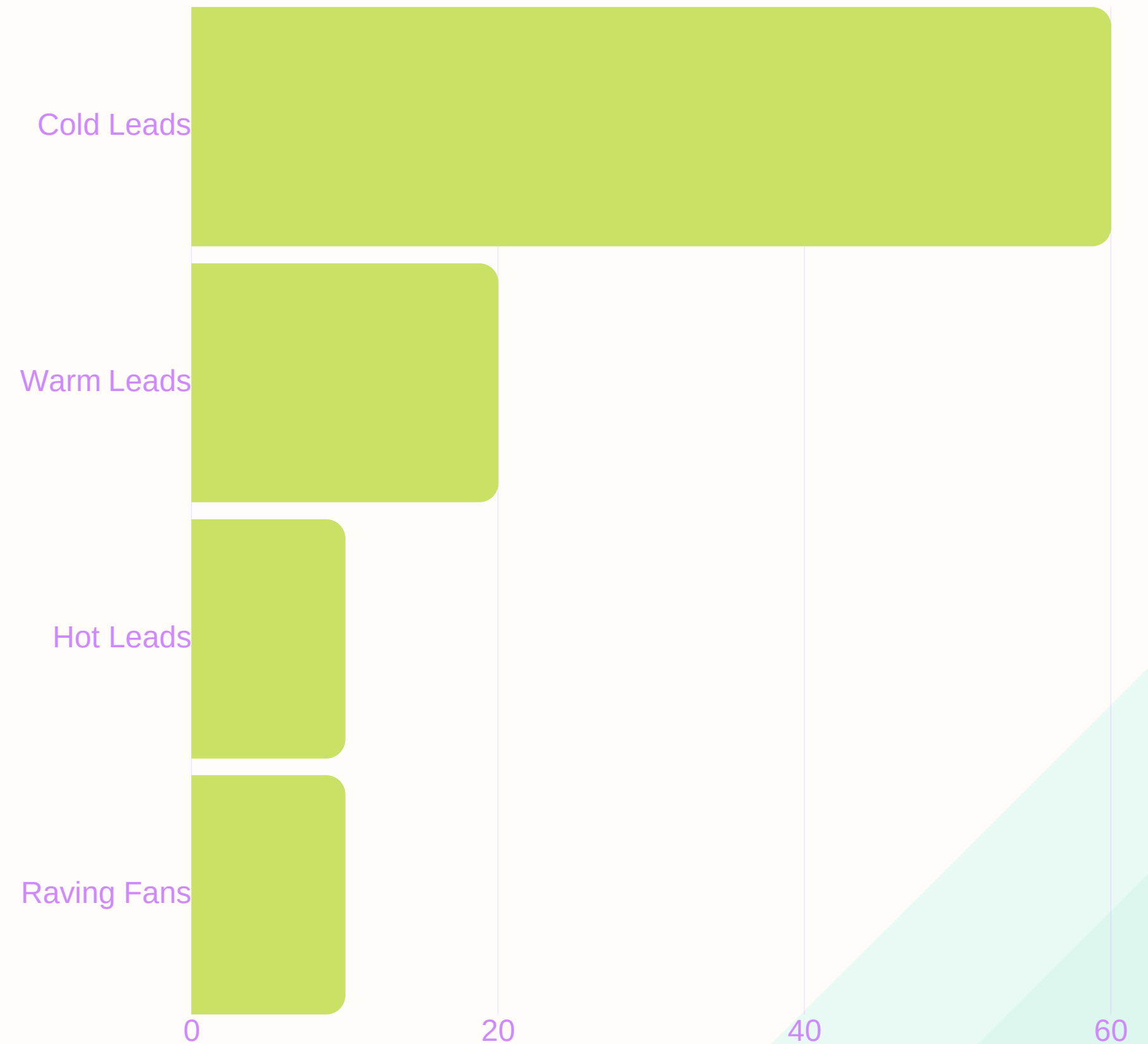
A YES IS NOT ALWAYS YES

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

Database Growth

YOUR CURRENT DATABASE

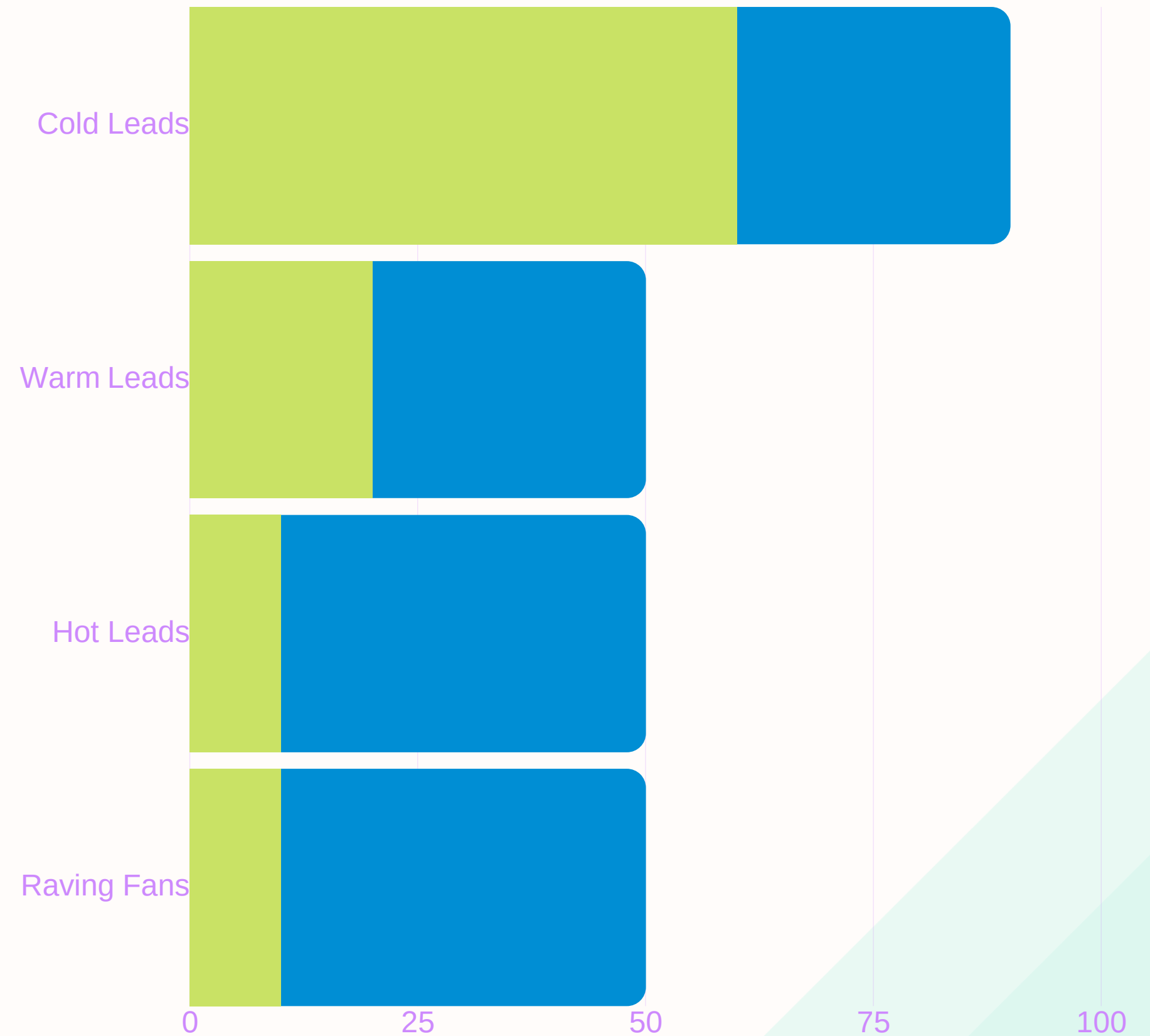
what your database situation looks like



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

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!!!



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

STEP 1

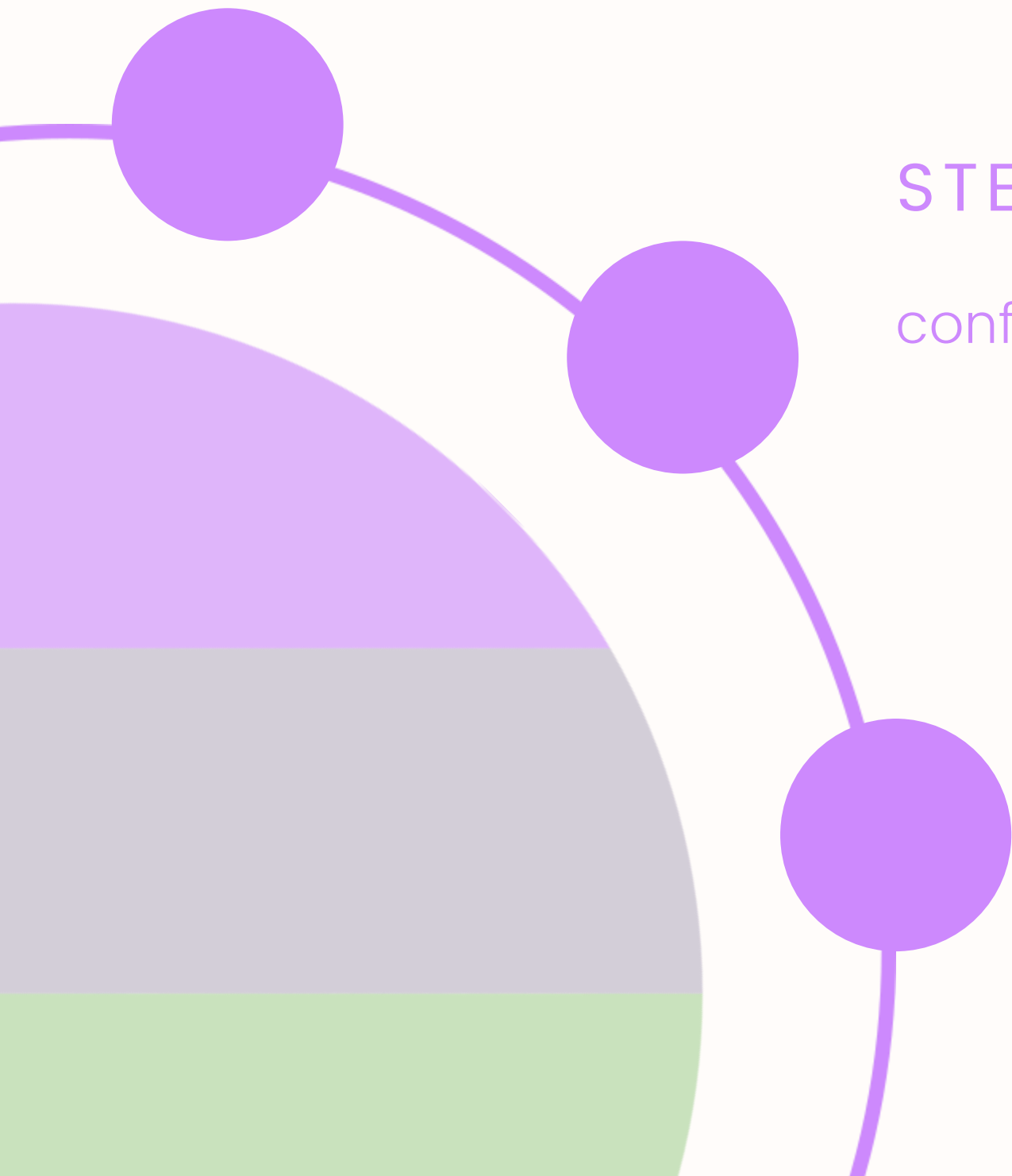
Maintain a calm and composed manner – and get all the facts right first about their problem

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

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



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

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LEAD GENERATION

Determine what
strategies you will use

COMMUNICATION

Determine the style of
message and
information you share

CONTENT SCHEDULE

Plan what, when and
how for your content

SOFTWARE

Determine what
software you will
implement through your
plan

PROSPECT EXPERIENCE

Establish funnels to
assist your
leads/prospects

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

<https://adams.businessstation.com.au/Identity/Account/Login>

EMAIL ADDRESS

andrea@yourmarketingmachines.com.au

BIZ MOJO BUSINESS GROUP

admin@yourmarketingmachines.com.au

Contact Information



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