

# THE MARKETING BLUEPRINT

MASTER IT IN 4 EASY STEPS

# 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?

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Understand this thing called marketing

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Figure out which lead generation strategies are the most effective for you

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Find better ways to communicate with your leads and contacts

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Identify the difference between a Hot Lead and a Tire Kicker

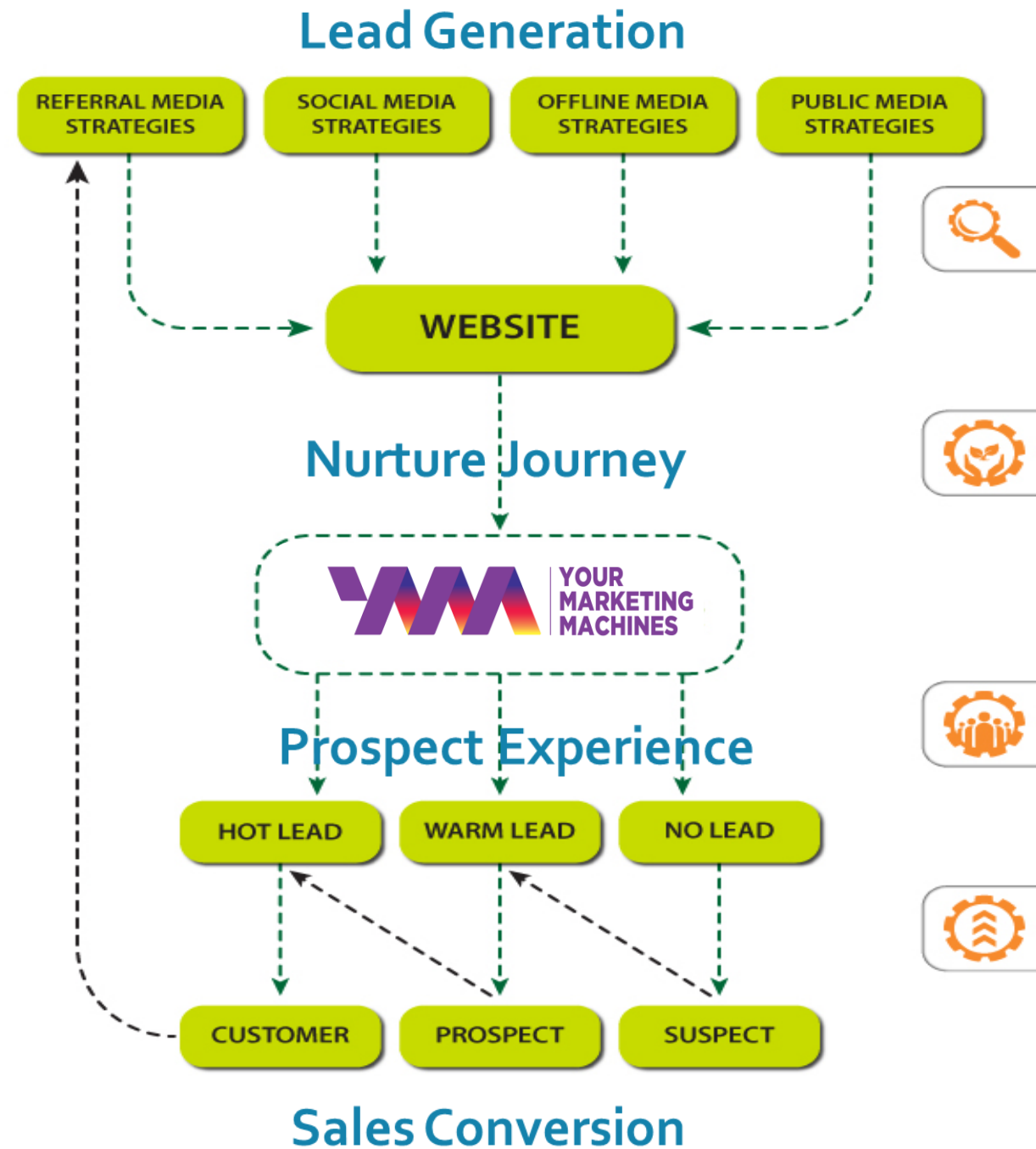
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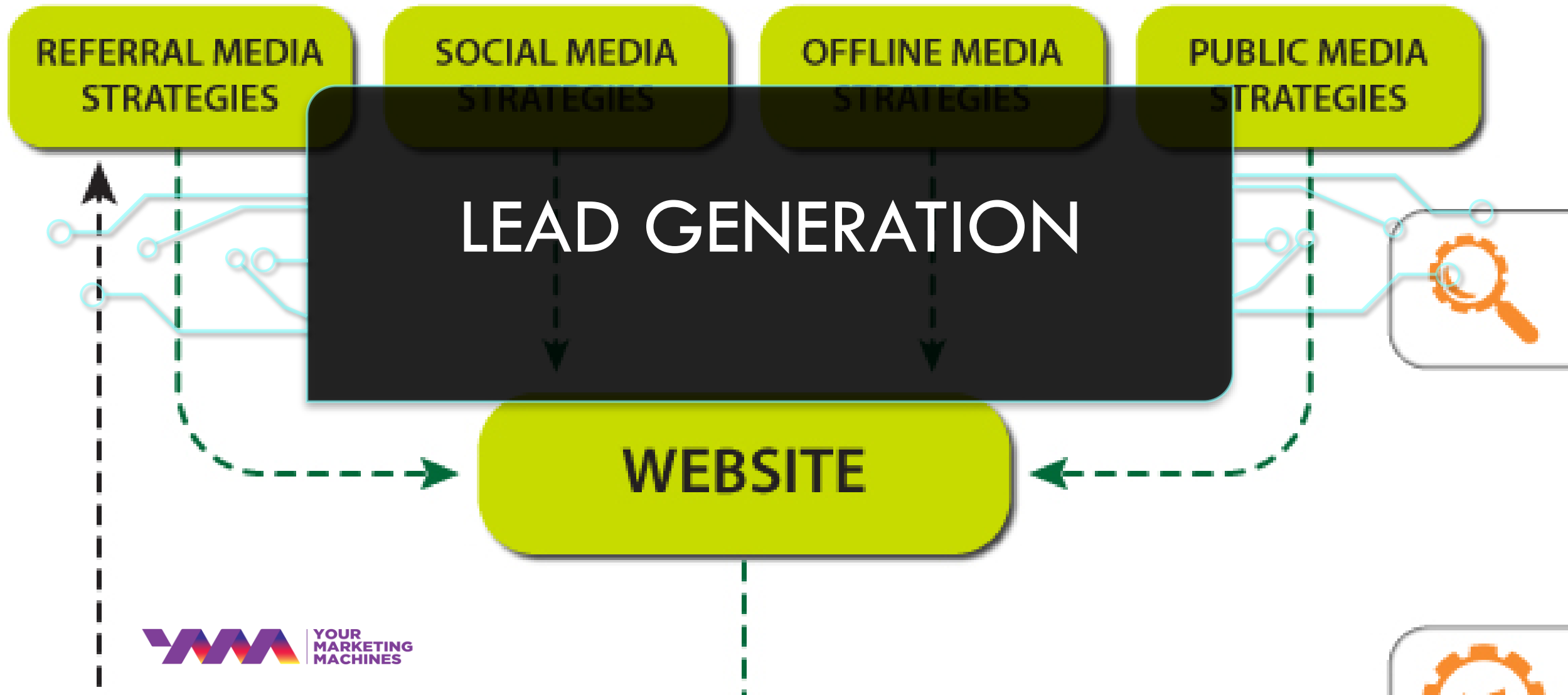
Create a group of Raving Fans for your business





# MARKETING MADE EASY... 4 SIMPLE STEPS





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Opportunity to generate interest and curiosity in your business

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Brand enhancement vs brand awareness

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Not guaranteed to become a customer

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Ranges from slight interest to genuine curiosity

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# LEAD GENERATION



# 4 MAIN TYPES OF LEAD GENERATION ...

Social Media Strategies - E.g.  
Facebook, Instagram, Twitter, Snap  
Chat, Linked In

Online Forums

New Business – create brand  
awareness

Existing Business – maintains brand  
awareness

Offline Media Strategies – E.g. Mail  
out, Brochures, Fliers, Posters

Offline Forums

New Business – introduce your business

Existing Business – maintains  
communication



# 4 MAIN TYPES OF LEAD GENERATION ...

Public Media Strategies –E.g.  
Networking, Presentations

Offline Forums

New Business – introduce your business

Existing Business – establishes  
credibility and expertise

Referral Media Strategies – E.g.  
Strategic Partnerships, Customer  
Referrals, Business Alliances

Online/Offline Forums

New Business – leverage their  
networks

Existing Business – increases reputation  
and profitability

# WEBSITE PRESENCE...

Your online store/profile – where people can learn about you

Supports your reputation & credibility


Supports your referrals recommendation of you

Can attract a wider audience than locally

Lead capturing opportunity

## DISCUSSION TIME ...

- Where do you source your current leads from?
- What do you think you could integrate?
- How can your website be better utilised?



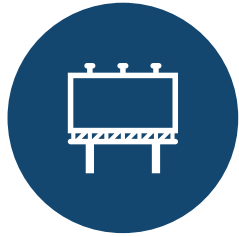
The diagram illustrates a 'Nurture Journey' process. At the top, a yellow rounded rectangle labeled 'WEBSITE' is the central focus. Above it, two green arrows point down towards the website. To the left and right of the website, dashed green arrows curve around it, suggesting a continuous loop. Below the website, a large black rounded rectangle contains the text 'NURTURE JOURNEY' in white. A dashed green arrow points from the website down to this black box. To the left and right of the black box, light blue circuit-like lines extend outwards. Below the black box, a white rounded rectangle contains the 'YOUR MARKETING MACHINES' logo. A dashed green arrow points from the black box down to this white box. At the bottom, a dashed green line with vertical drops suggests a continuation of the process. On the right side of the diagram, there are three orange icons: a gear with a plant, a gear with a leaf, and a gear with a person.

WEBSITE

NURTURE JOURNEY







MARKETING HAS  
BECOME  
VOYEURISTIC



AUTOMATED  
PROCESS TO SPEAK  
TO THE ENQUIRY



SHARE ABOUT YOUR  
BUSINESS AND FIND  
OUT ABOUT THEM



CAN COMMUNICATE  
WITHOUT BEING A  
PUSHY SALESMAN



DETERMINE THEIR  
READINESS TO  
ENGAGE

# WHAT IS NURTURE JOURNEY?

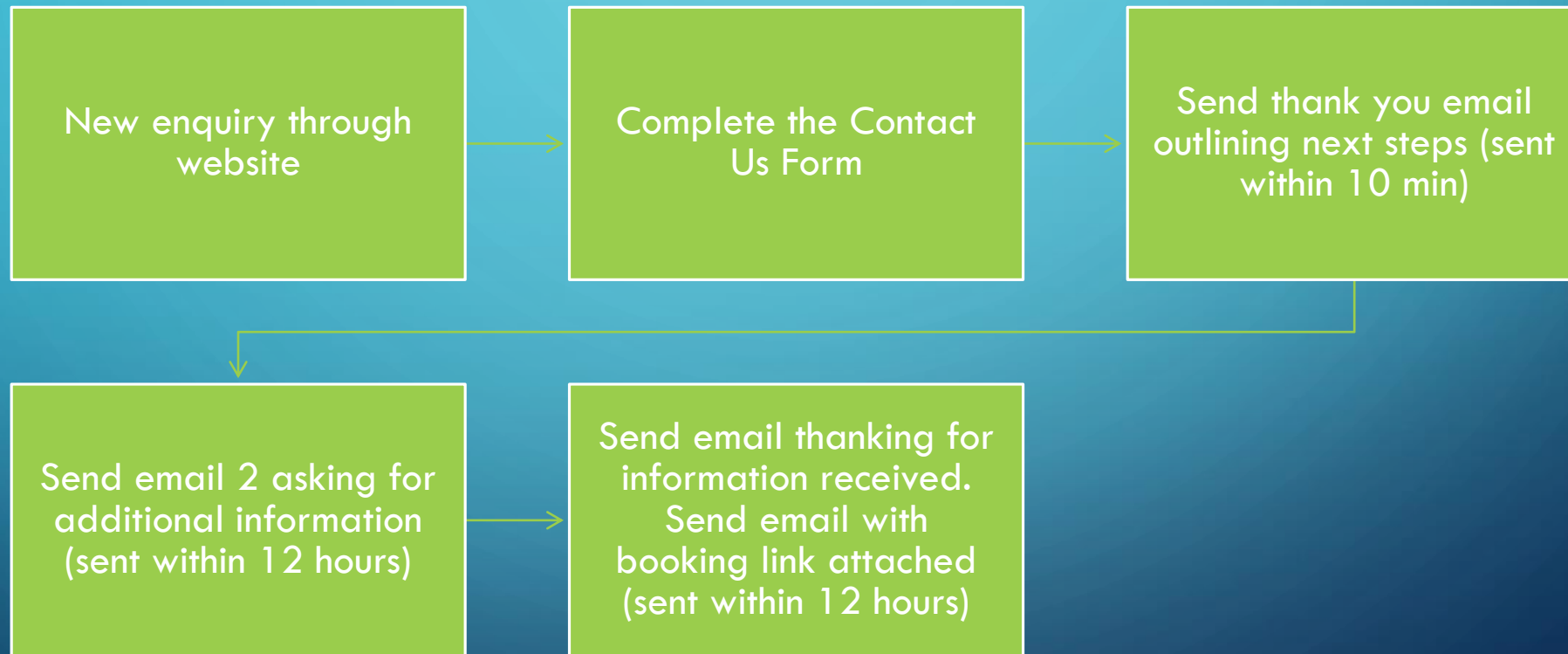
# IMPORTANT SOFTWARE TO HAVE ...

**Customer  
Relationship  
Management**

**Email  
Marketing  
Automation**

**Content  
Management  
Structure**

# EXAMPLE FOR AN AUTOMATED PROCESS FOR THE NEW ENQUIRY



## DISCUSSION TIME ...

- How do you currently communicate to your enquiries?
- What different type of groups do you have ?
- Where can you automate the nurture journey process?



# PROSPECT EXPERIENCE

HOT LEAD

WARM LEAD

NO LEAD

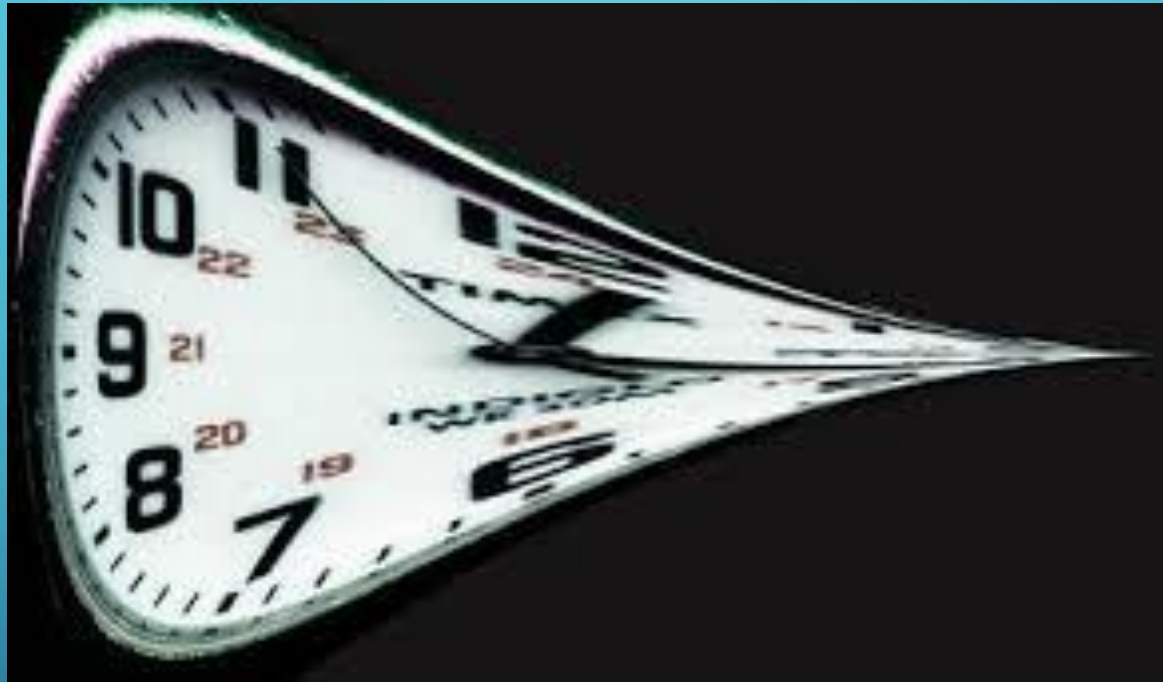
CUSTOMER

PROSPECT

SUSPECT



# WHO WANTS TO DEAL WITH TIRE KICKERS???



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

# PROSPECT EXPERIENCE ... THE CUSTOMER RELATIONSHIP MODEL

SUSPECT

Contact 1 – 50%  
of sales people  
have given up

Contact 2 – 65%  
of sales people  
have given up

Contact 3 – 79.8%  
of sales people  
have given up

Contact 4 – 89.8%  
of sales people  
have given up

Contact 9 – AT THIS  
POINT YOU HAVE A  
90% CHANCE OF  
BEING CALLED

Contact 8 – YOU ARE  
PROBABLY THE ONLY  
PERSON TO MAKE 8  
CONTACTS WITH THIS  
PROSPECT

Contact 7 – YOU  
ARE EARNING TOP  
OF MIND  
AWARENESS

Contact 6 – BEING  
CONSISTENT YOUR  
SUSPECT BECOMES  
A PROSPECT

Contact 5 – YOU  
ARE BECOMING A  
FACTOR IN THE  
SUSPECT'S MIND

Contact  
10

Contact  
11

Contact  
12

IRRESISTABLE  
RELATIONSHIP!!

## DISCUSSION TIME ...

- Discuss your prospect experience process
- How do you assist your lead to self-select?
- How do you communicate to a hot lead vs a cold lead





# TYPES OF SALES CONVERSIONS - SUSPECT



Not interested to communicate with you yet

Seeking more information

A cold lead

The first step of Engagement

Solution: Include to your database – newsletter recipient

This will be 60% of your database

# TYPES OF SALES CONVERSIONS - PROSPECT



Interested but need more information

Almost ready to communicate with you

A warm lead

Transition from NO LEAD to WARM LEAD

Solution: Include to your database – Product/Service specific

This will be 30% of your database

# TYPES OF SALES CONVERSIONS - CUSTOMER



They want you

Ready to commit now

A Hot Lead!

Transition from WARM LEAD to BUY!

Solution: Include to your database – Customer,  
Product/Service

This will be 5% of your database



# TYPES OF SALES CONVERSIONS – REFERRER



They LOVE YOU

Have absolute confidence in your ability

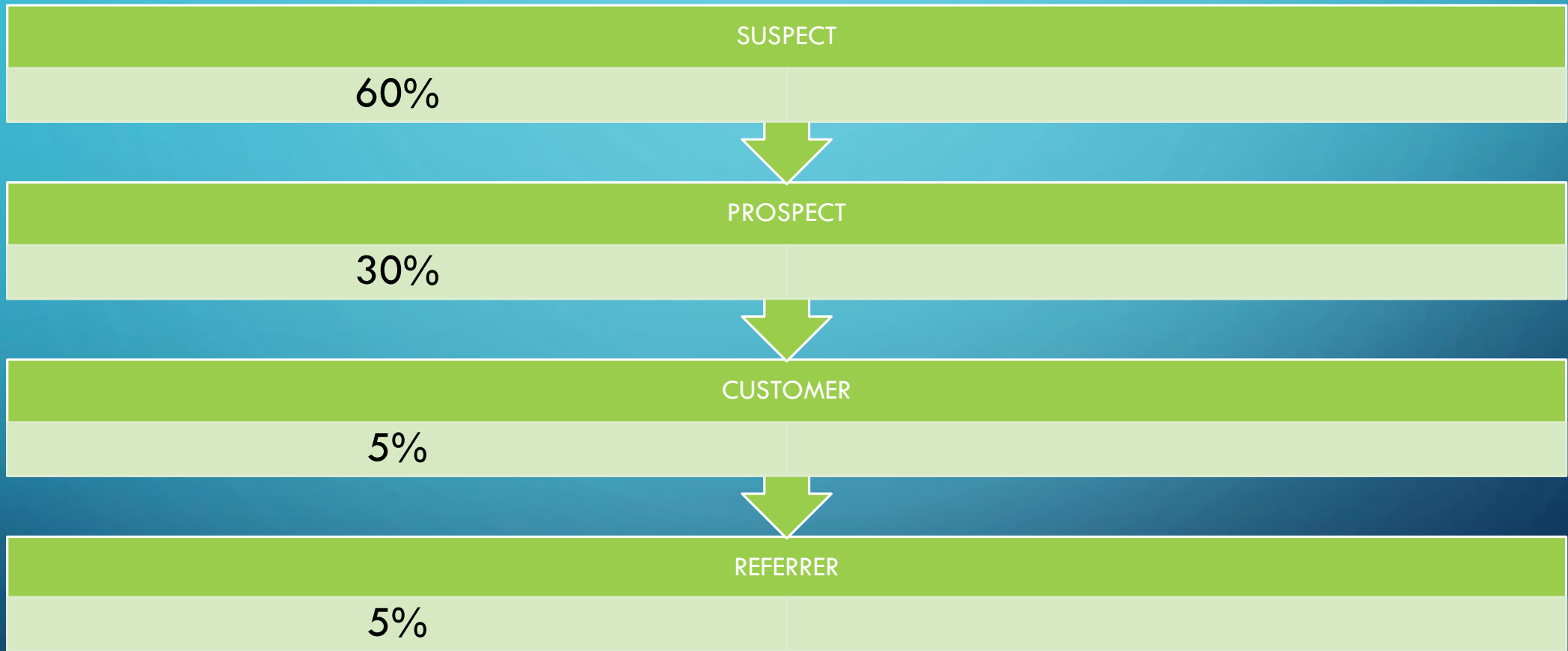
A Raving Fan!

Transition from BUYER TO REFERRER

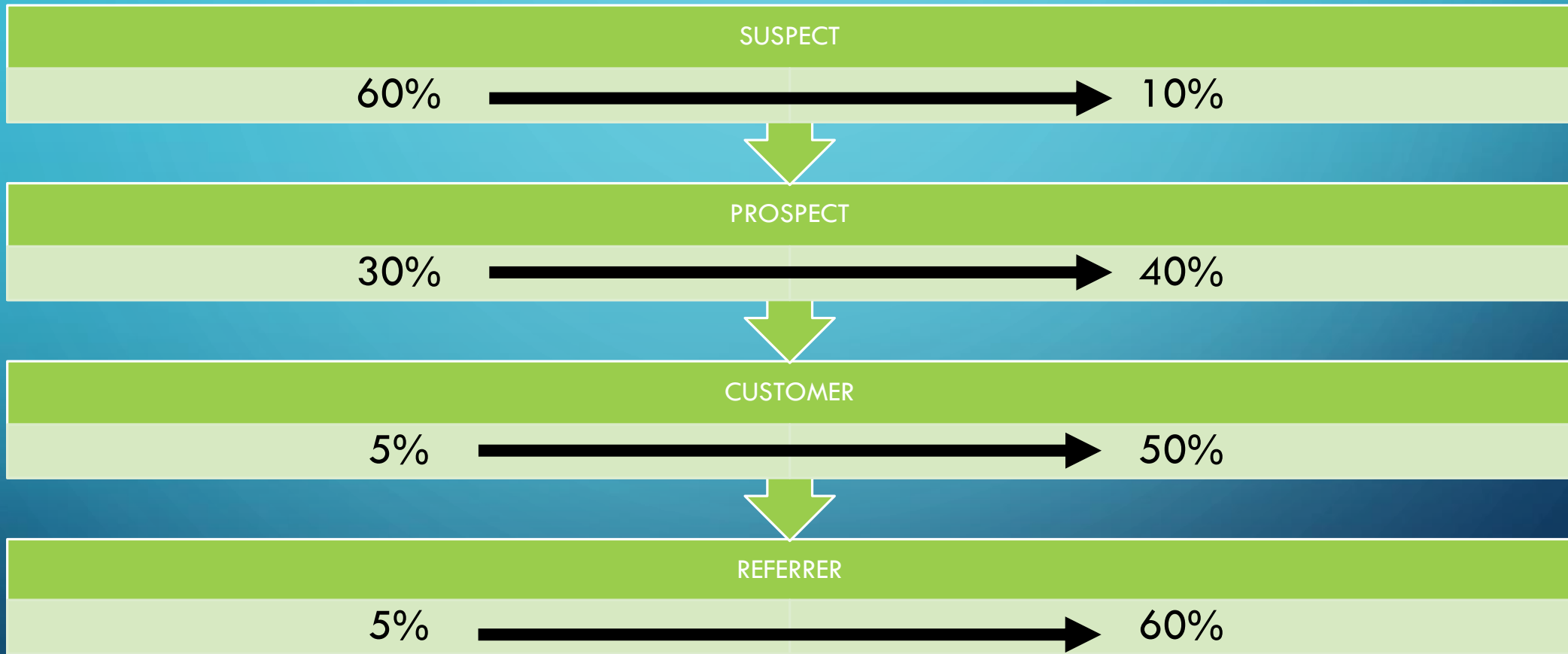
Solution: Include to your database – Referrer

This will be 5% of your database

# YOUR CONVERSION GOAL IN MARKETING



# YOUR CONVERSION GOAL IN MARKETING



Saves on  
marketing

Unpaid sales  
team

The more people  
talk about you  
the better for  
you

Third party  
recommendation  
doesn't feel like  
selling

# THE POWER OF REFERRALS

# ITS ALL ABOUT WORD OF MOUTH!

## 01

Strategic Partners - Business services which target the same audience

There is a mutual benefit for both parties

Possible referral fee

## 02

Customer Referrals - Raving Fans who refer their colleagues to you

This is a one way benefit for you

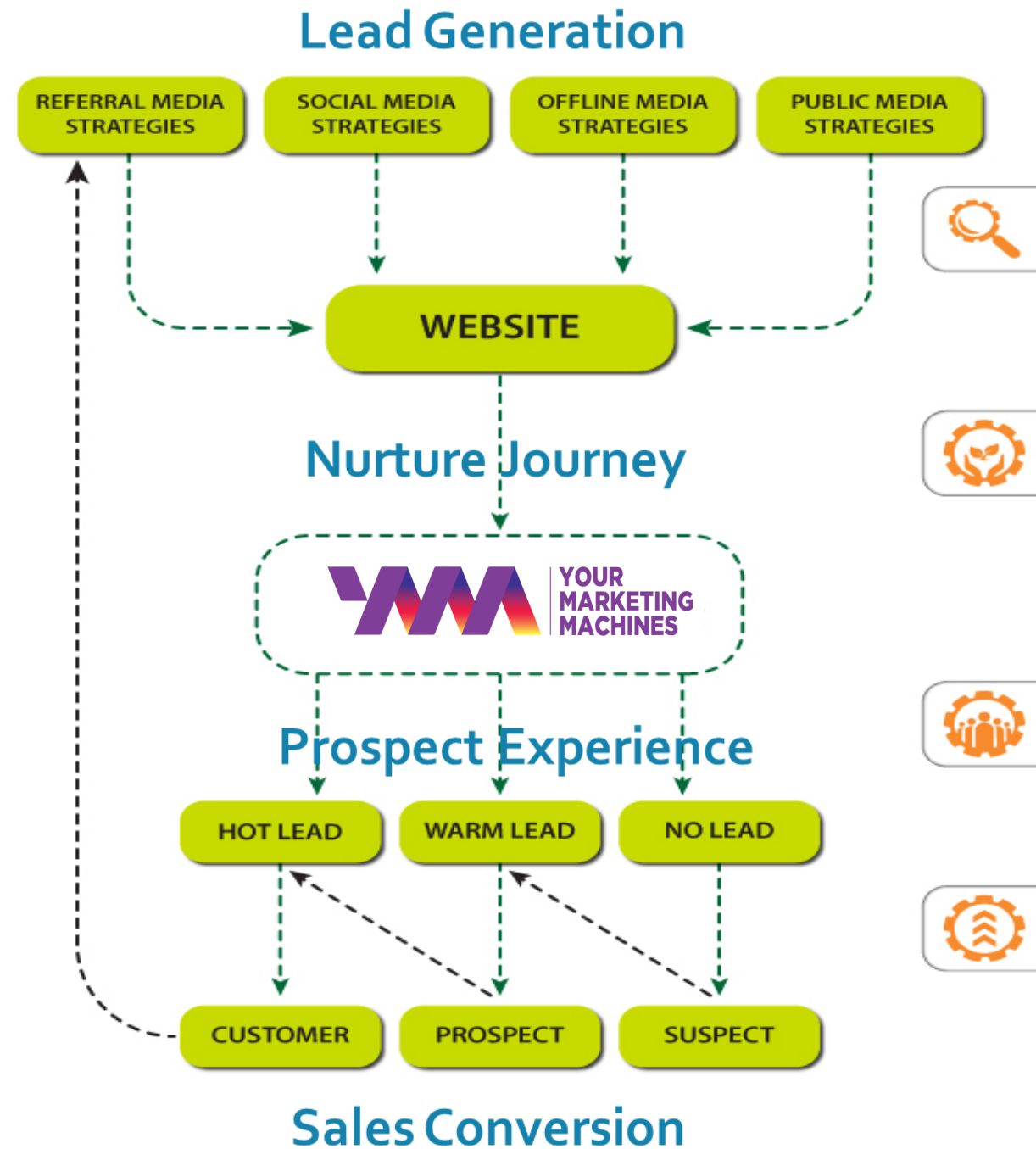
Reward for referral if converts to customer

## DISCUSSION TIME ...

- What conversion strategies are you using?
- How much of your database is customers?
- Do you have referral strategies in place?



# MARKETING MADE EASY... 4 SIMPLE STEPS



# NEXT STEPS...



1. Qld Small Business Digital Grant -  
<https://www.business.qld.gov.au/starting-business/advice-support/grants/digital-grants>
2. Zoom Meeting tonight -  
<https://zoom.us/j/153443492>
3. Book your 1 to 1 –  
<https://adams.bookafy.com/andrea-anderson>
4. Book for the next workshop –  
[www.asbas.rdabrisbane.org.au](http://www.asbas.rdabrisbane.org.au)

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