



Australian  
Small Business  
Advisory Services  
DIGITAL SOLUTIONS  
AN AUSTRALIAN GOVERNMENT SERVICE



Your  
**Marketing Machines**  
CONNECT TO YOUR COMMUNITY

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Re-Engage, Re-Purpose & Retain Your Customers  
**SAVE \$1000S IN YOUR MARKETING!**

# What is your Overarching Game Plan?

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Generate pre-qualified leads

Increase sales conversion

Create more referral partners

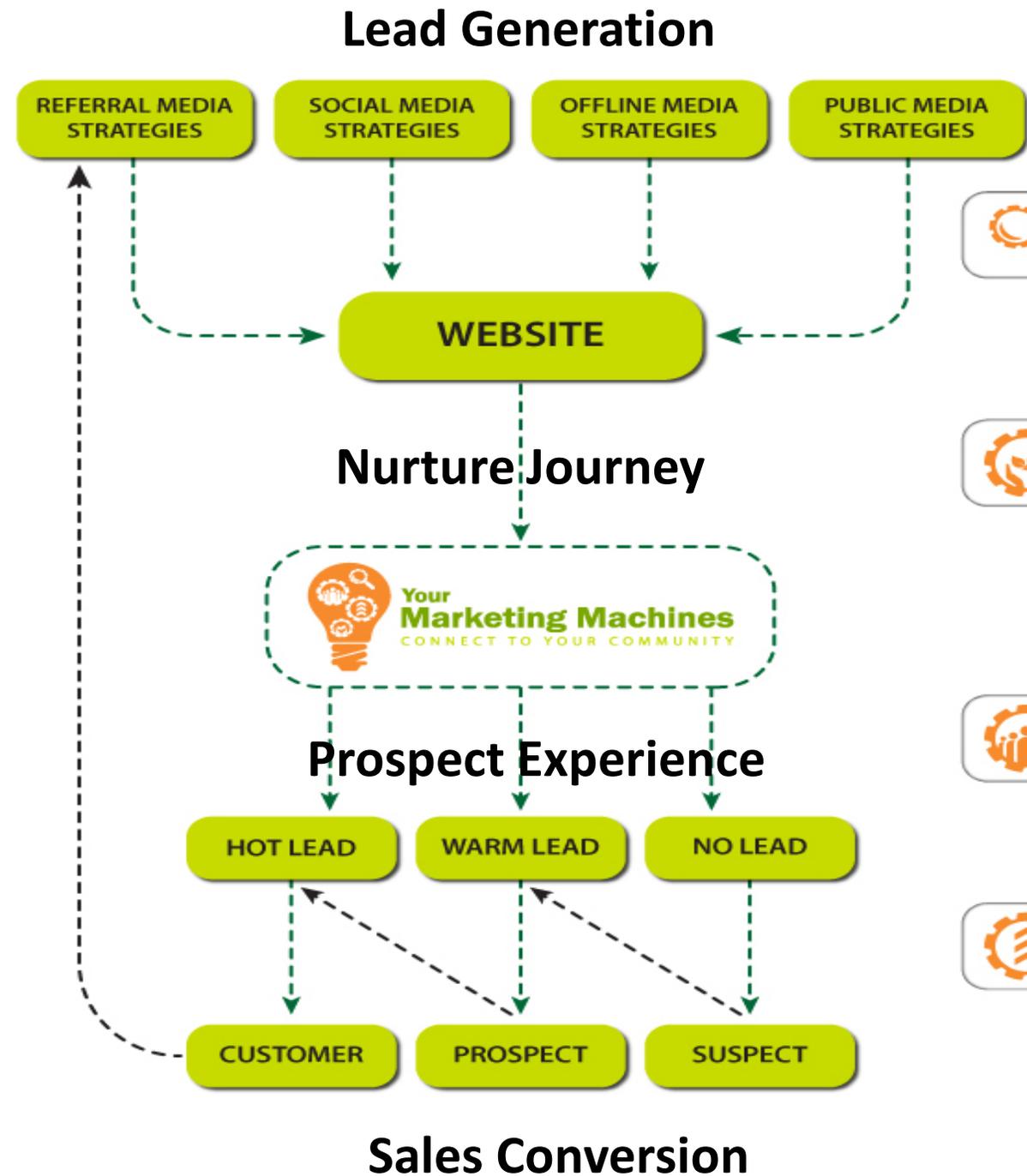
Stronger relationship with database

Seek cross-promotional opportunities



**FAIL TO PLAN – PLAN TO FAIL**

# Your Marketing Blueprint



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*This is what we are talking about today*



# Database Statistics - HubSpot

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51% of marketing influencers segment email lists and individualize email campaign messaging for personalisation tactics

Recipients are 75% more likely to click on emails from segmented campaigns than non-segmented campaigns

78% of consumers have unsubscribed from emails because a brand was sending too many emails



# Database Statistics - HubSpot

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86% of professionals prefer to use email when communicating for business purposes

Active email accounts are expected to hit 4.3 Billion by 2021

Approx 18% of your current database will be a client

Every \$92 spent on Lead Generation only \$1 invested in Conversion



Re-Engage Your Database

# Why Re-Engage Your Database?

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- Is often less expensive to target a current customer than it is to find a new one
- Reminds the customer you are still in business
- Can update on changes/improvements in your business
- Determine if contact details are correct
- Provides an opt-out for your customer
- Helps to re-purpose your database

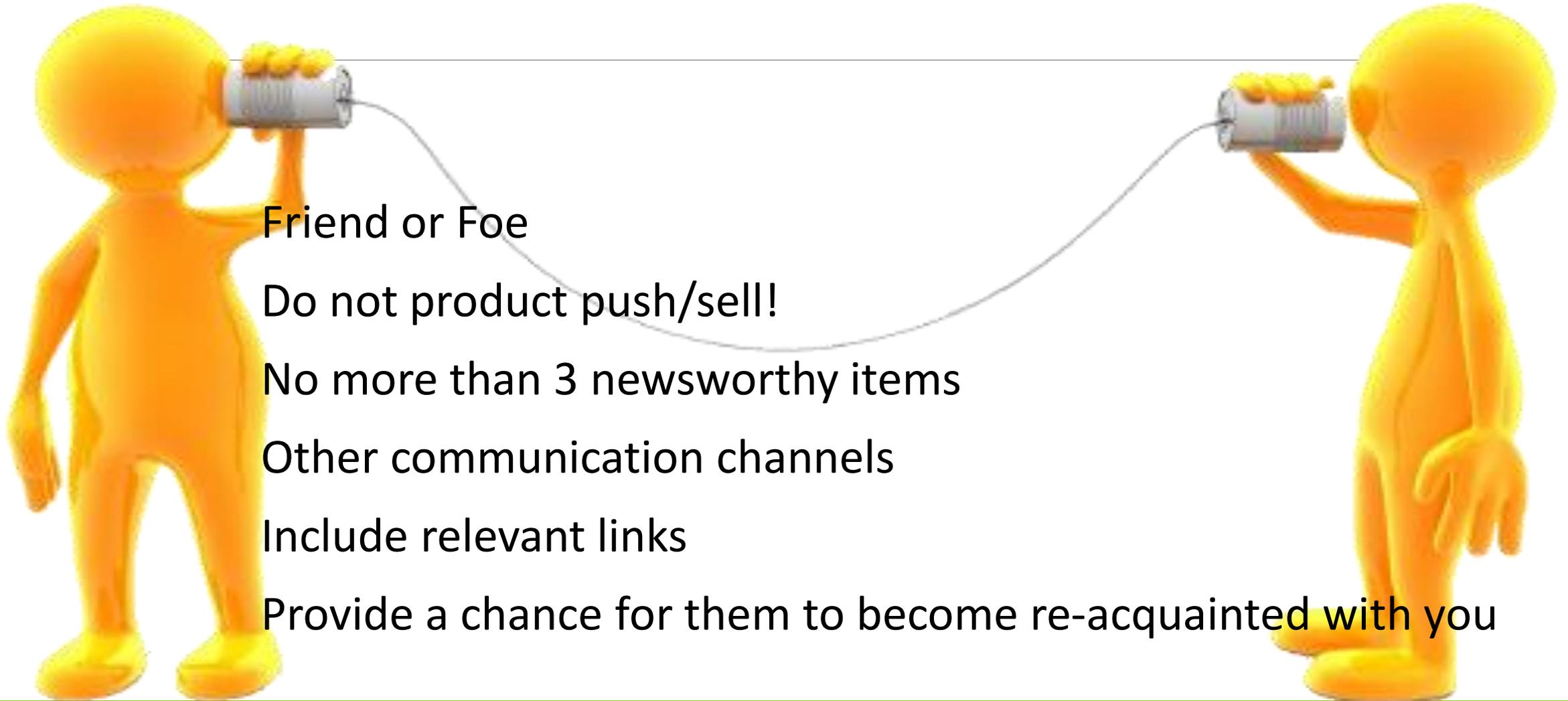
# 5 Tips to Re-Engage ...

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1. Automation - send a series of re-engagement emails to inactive customers
2. Polls and survey – ask to complete a poll or survey and send a free gift or promo code when they complete it
3. Online competition – use contests, giveaways to generate interest in your campaigns
4. Coupons or promo codes – send a special promo code or coupon, along with a message letting them know that its been a while
5. Simply ask – apologise for the long silence and provide the option for them to unsubscribe



# Re-establishing Relationship is the Key



Friend or Foe

Do not product push/sell!

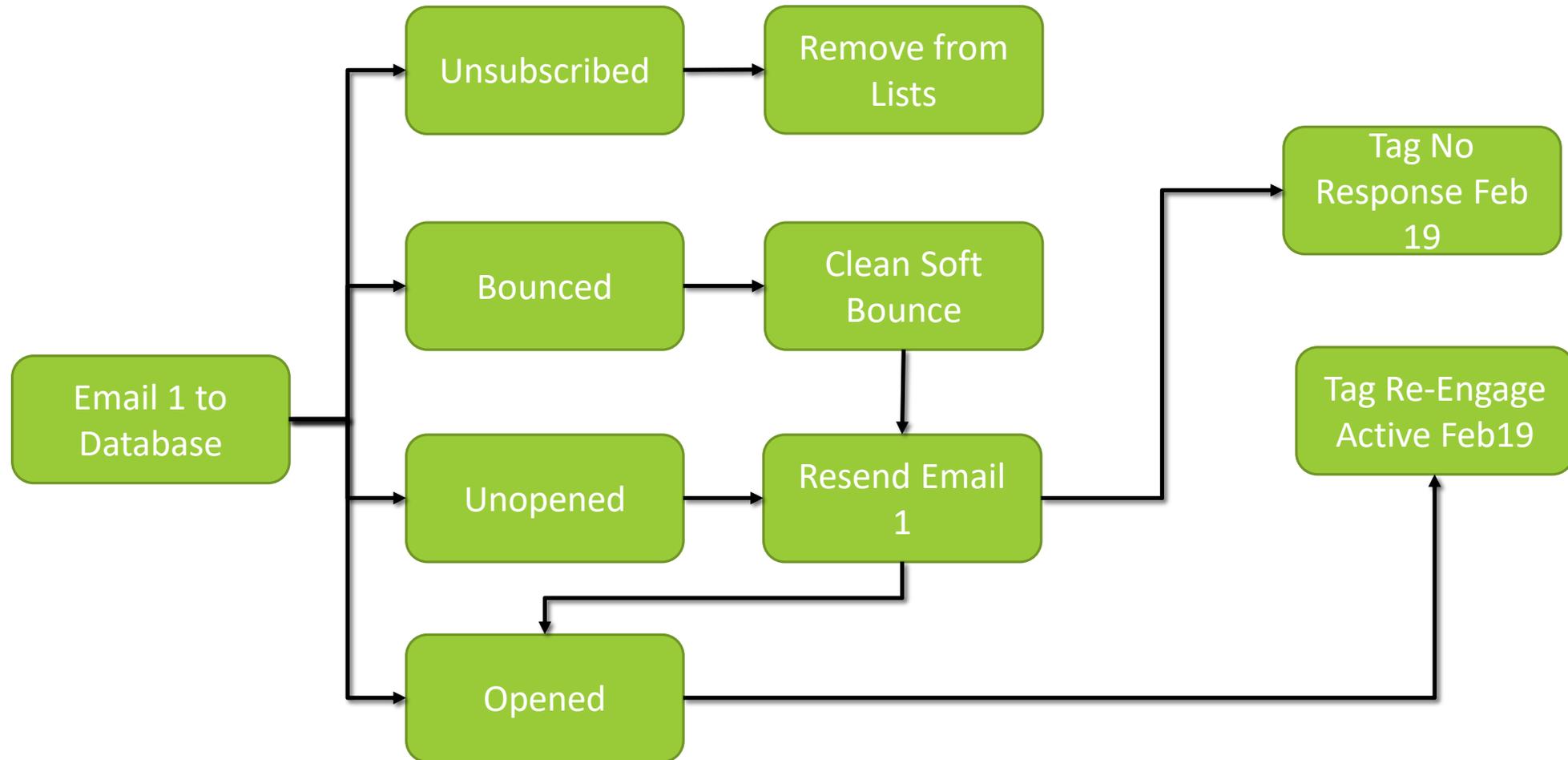
No more than 3 newsworthy items

Other communication channels

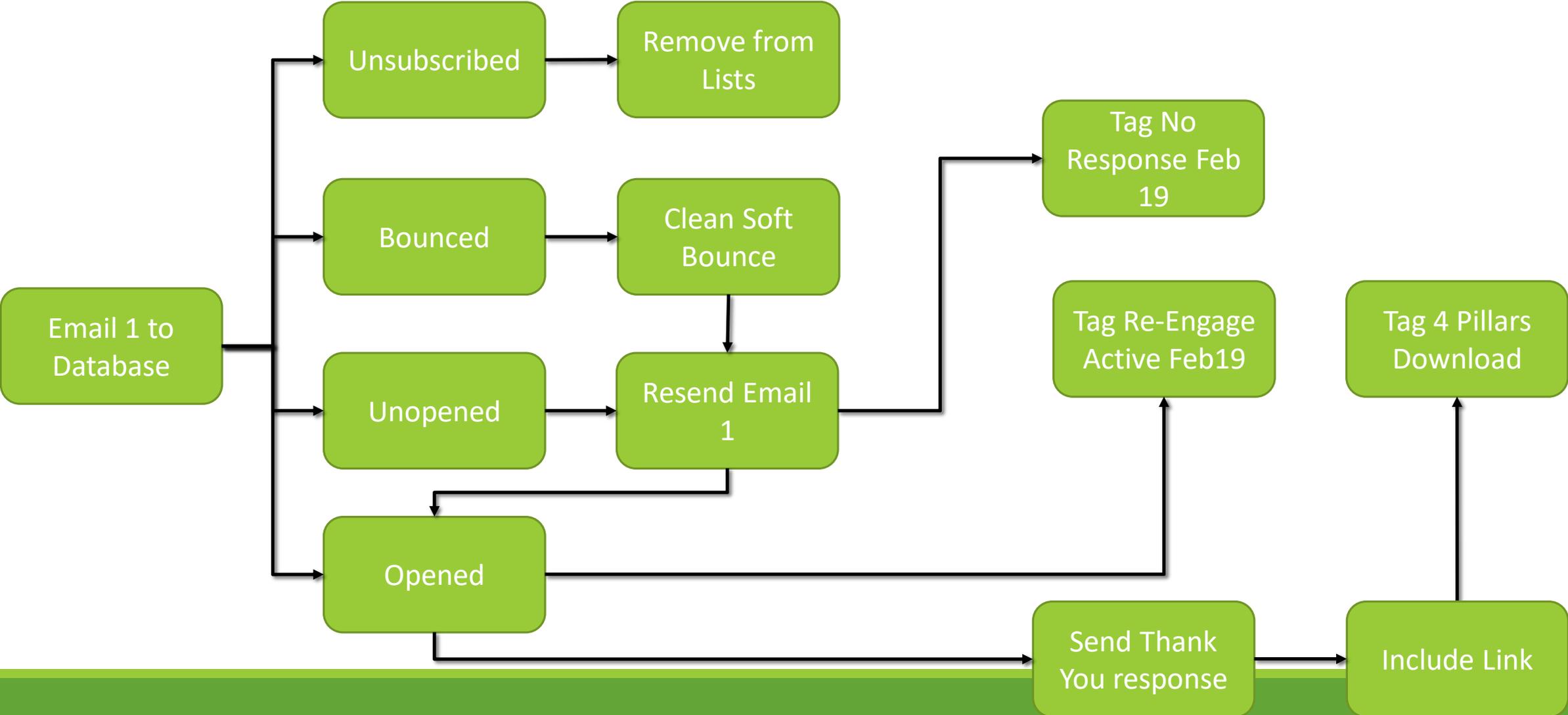
Include relevant links

Provide a chance for them to become re-acquainted with you

# The Re-Engagement Process



# The Re-Engagement Process with Marketing Gift



## What you MUST consider:



Include from the previous option (competition/promo code)



Ensure email contains Links (at least 3 – facebook, website, blog)



Write personally rather than formal



Ensure email makes sense and flows



Keep track of statistics – successful campaigns will re-engage 10%+



Review tracking options for more specific data

# Discussion Time – Your Turn

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What could you offer as a free gift

What could you use as a promotion

Establish a poll or survey

What would you say to re-engage your  
database





Re-Purpose your Database

# Why Re-purpose your Database

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Cross promotional opportunities

Upsell opportunities

Move from single to multi-buyer

Product/service development



# THE POWER OF DATABASE SEGMENTATION



Communicate Targeted messaging



Personalised approach “he is talking to me”



Identify buyer behaviour



Greater consumer insight



Increase Sales Conversion

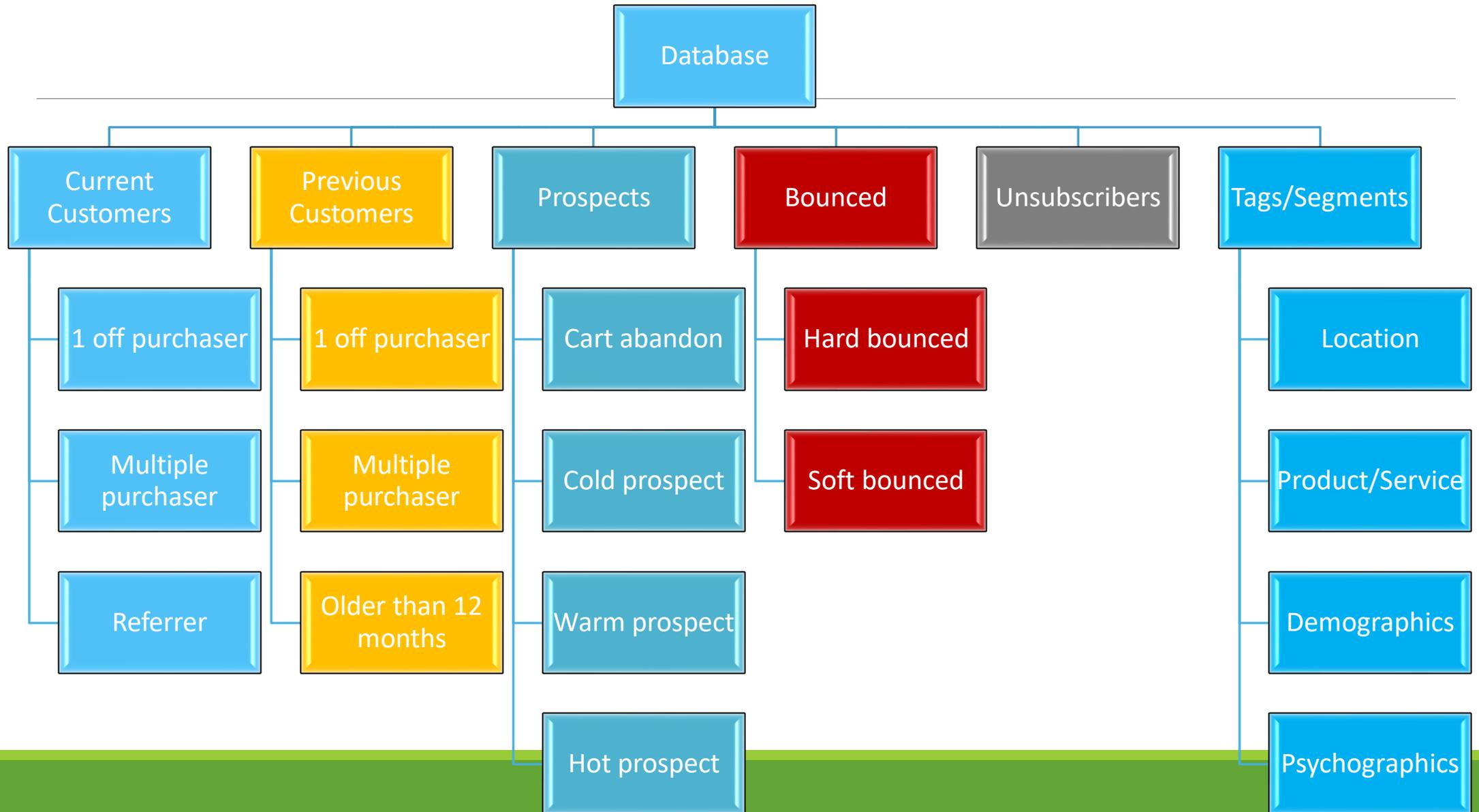
# Segmentation Strategy

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1. Outline how you want the database to be segmented – multiple buyer; 1<sup>st</sup> time buyer; location; product/service
2. Create tags to establish more specific targeting
3. Gather customer data
  - Demographic data
  - Technographic data
  - Psychographic data
  - Activity data

# Database Segments – What do you Have?



# Discussion Time – Your Turn

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List your different segments in your CRM

How are they broken down

How much more specific can you get

Where are the cross-purpose opportunities in your business





Retain Your Database

# Why Retain Your Database

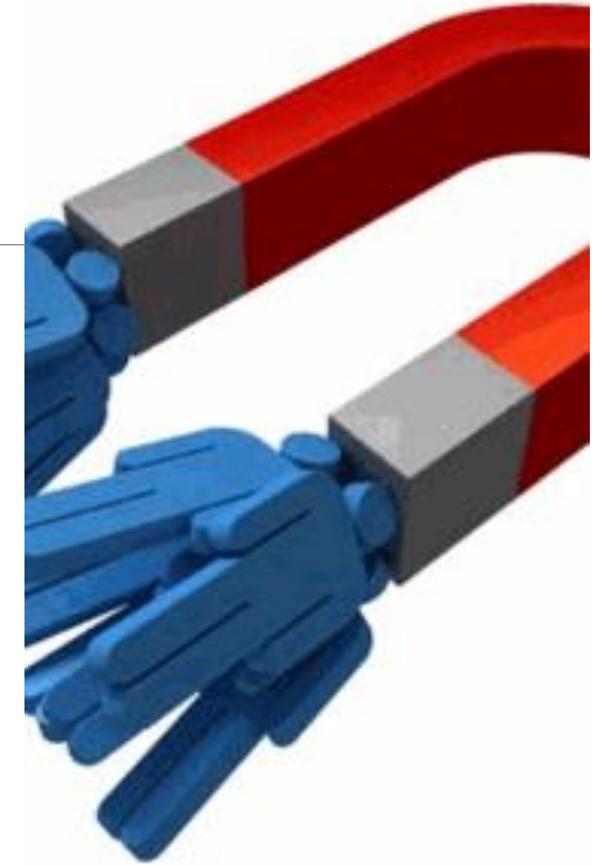
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New products/services

Multiple buyer

Recommendations &  
Testimonials

Referrals



**The lifetime value of a new referral customer is 16%  
higher than your average customer!**

# Retention Strategy – newsletter

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- Product/service offering
- Customer story – how you solved a customer issue
- Product story – how your product worked for a customer
- Topic relevant
- Ask opinion/feedback



# Discussion Time – Your Turn

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Discuss Building your Newsletter

Lets Create campaigns



# Software Integrations to Streamline Communication

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Calendar links – Calendly

CRM – HubSpot

Payment platforms –  
Stripe/Paypal

Social Media –  
Facebook/Instagram

Use Zapier

01

What is the ultimate  
desired goal –  
personal/professional

02

When do I want to  
achieve this – time  
frame

03

How do I plan to get  
there – game plan

04

What do I need to  
have – resources

What should I consider?

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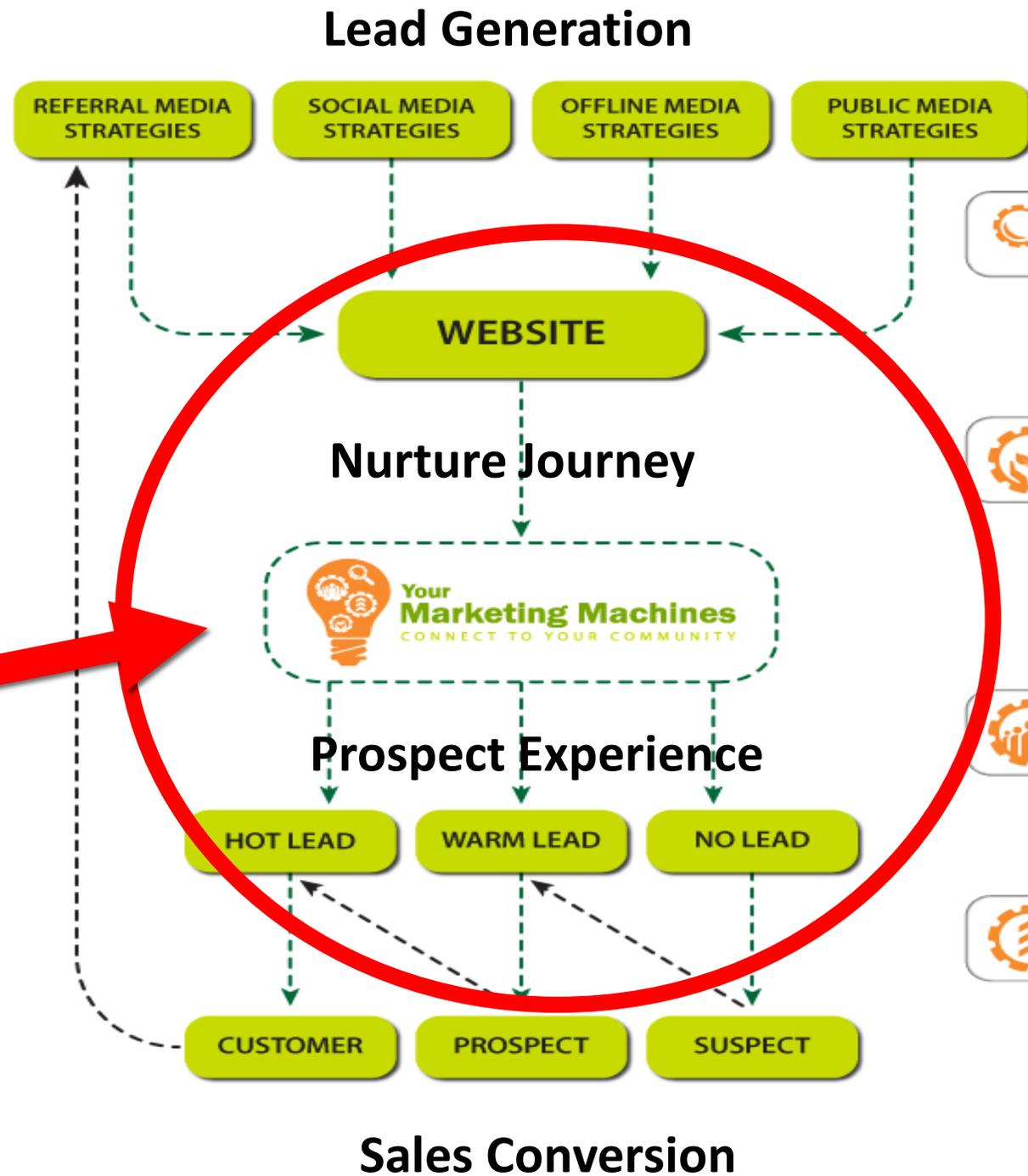
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# Your Next Steps

Complete Digital Scorecard -

<https://www.business.qld.gov.au/running-business/it/digital-scorecard>

Send your report to me –

[andrea@yourmarketingmachines.com.au](mailto:andrea@yourmarketingmachines.com.au)

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