



YOUR  
MARKETING  
MACHINES

# Re-Engage, Re-Purpose & Retain Your Customers

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SAVING \$1000S IN YOUR MARKETING!

Acknowledgement  
of 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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Increase sales conversion



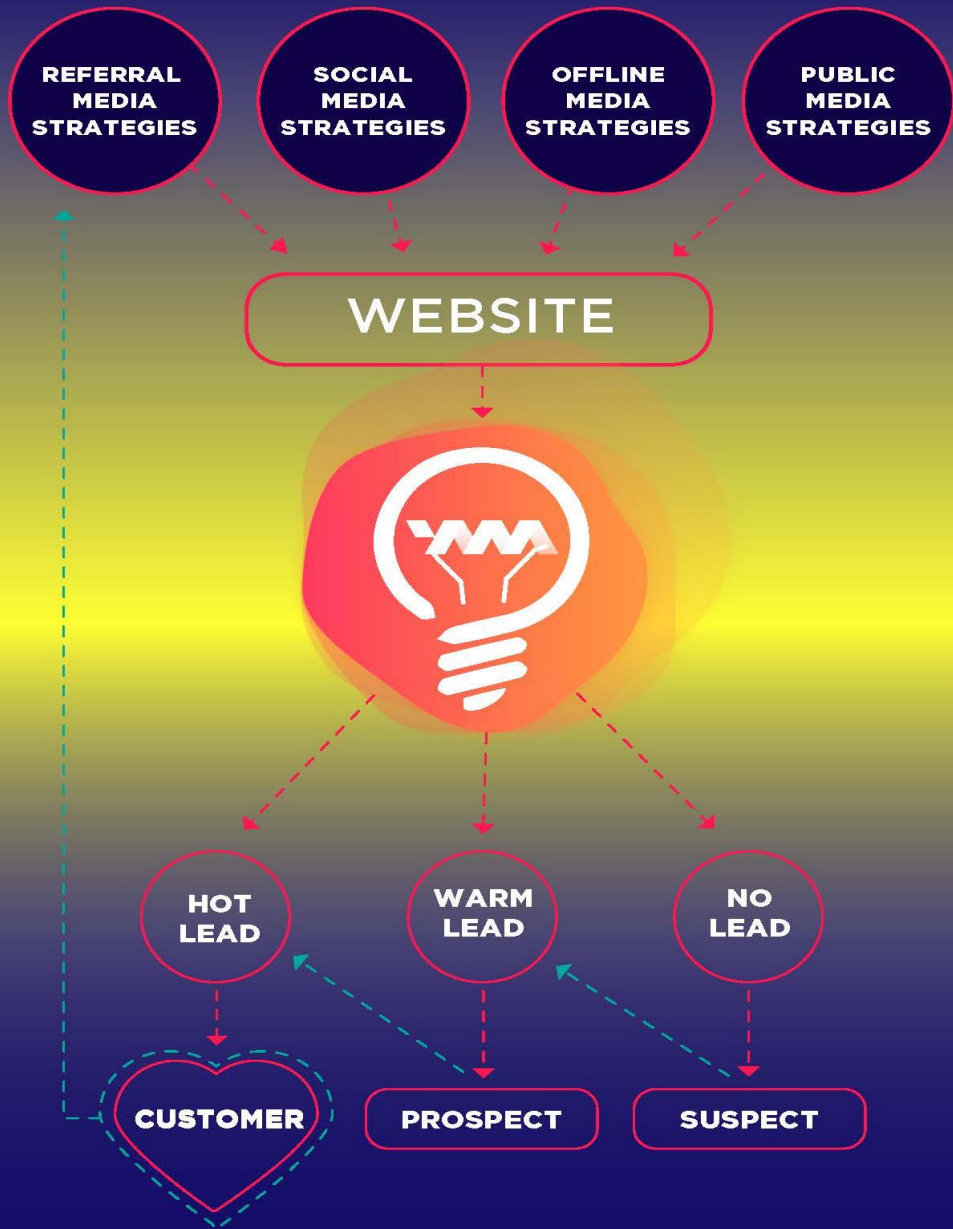
Create more referral partners



Stronger relationship with database

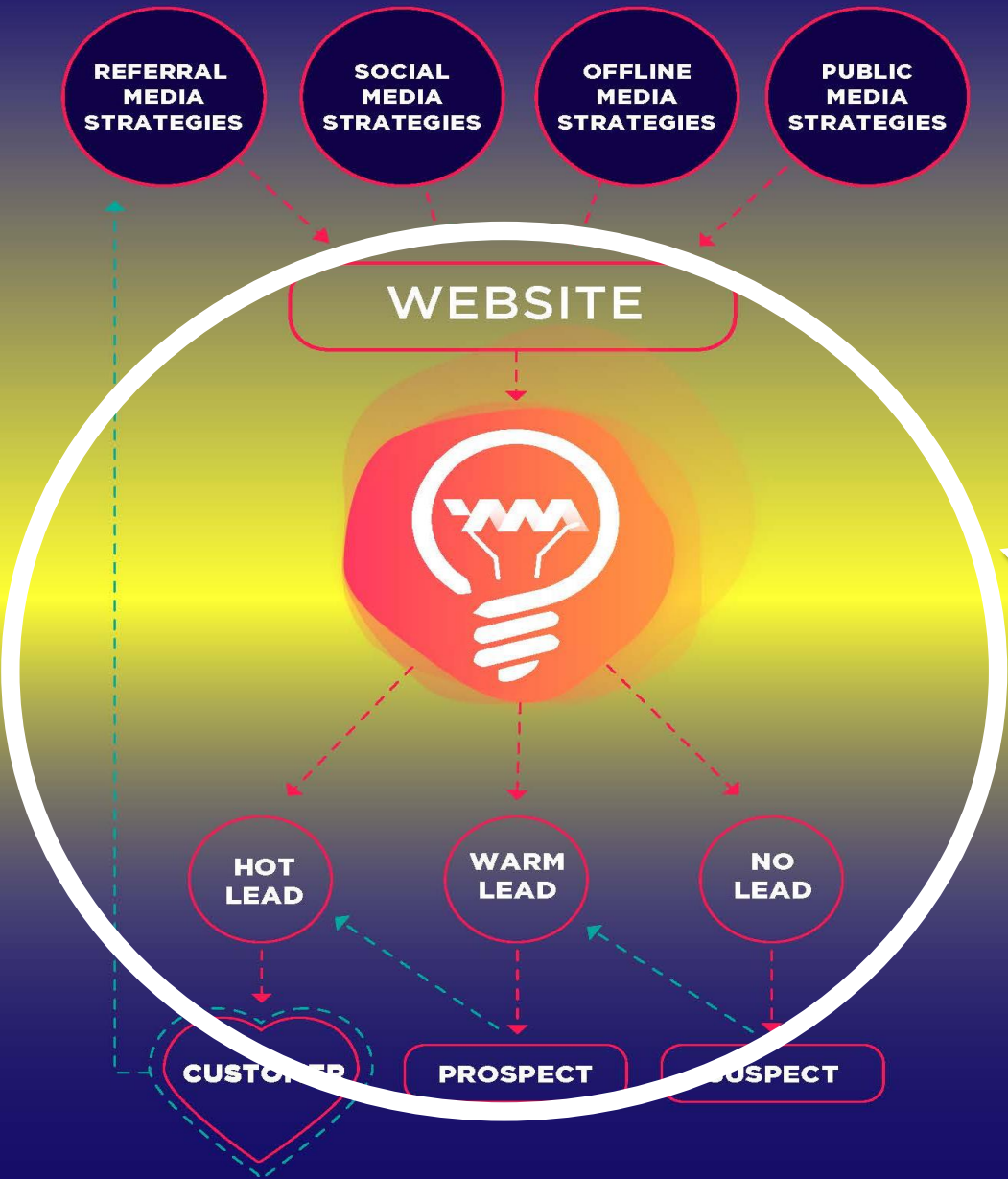


Seek cross-promotional opportunities



# Your Marketing Blueprint

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Your goal is to convert as many of your leads to customers and referrers as fast as you possibly can while maintaining credibility and reputation





# The Importance of CRM

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WHY ALL BUSINESSES NEED ONE

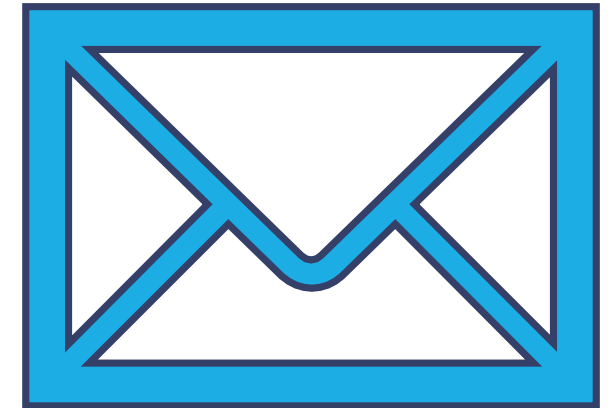


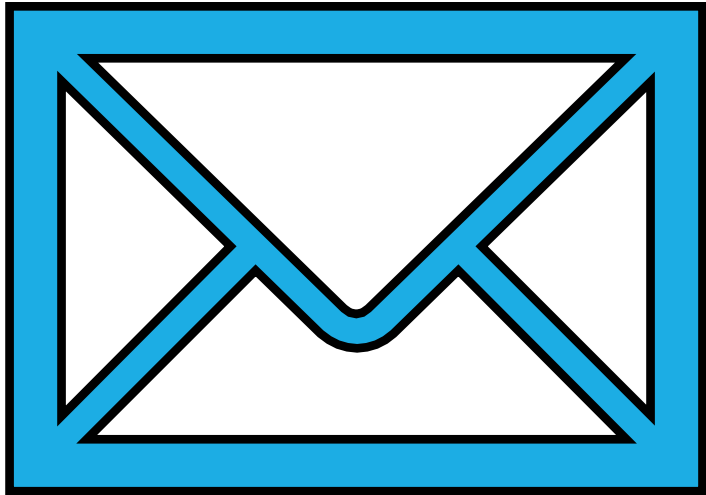
# Database Statistics...

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





## Did You Know...

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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



A woman with blonde hair tied back, wearing glasses and a white shirt, is seated at a long wooden conference table in a modern office. She is looking at a laptop that displays a video conference with several people. The room has large windows in the background, and other office chairs are visible around the table.

If you have invested in Lead Generation and have received contact information you **MUST HAVE** a CRM system

How else do you propose to communicate to **ALL** of your connections???

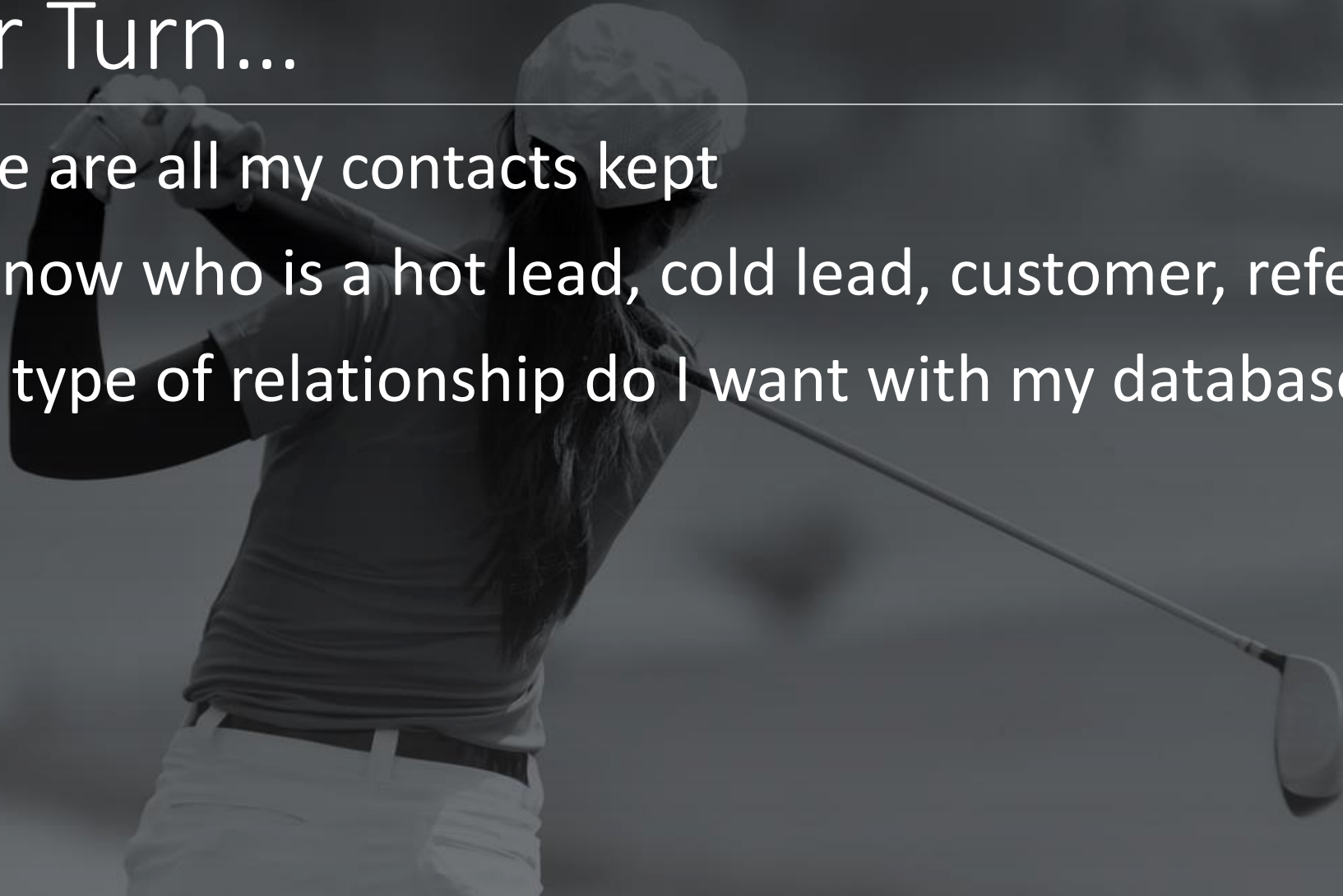
# Your Turn...

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Where are all my contacts kept

Do I know who is a hot lead, cold lead, customer, referrer

What type of relationship do I want with my database







# Re-Engagement

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RECONNECTING WITH YOUR DATABASE



It has been a long time since you communicated

See if your contacts are current

Lets your audience know you are STILL open for business

Clean your database by allowing contacts to opt out

Why Re-Engage Your Database?



# Re-establishing Relationship is the Key

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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

To self select if HOT or NOT for you

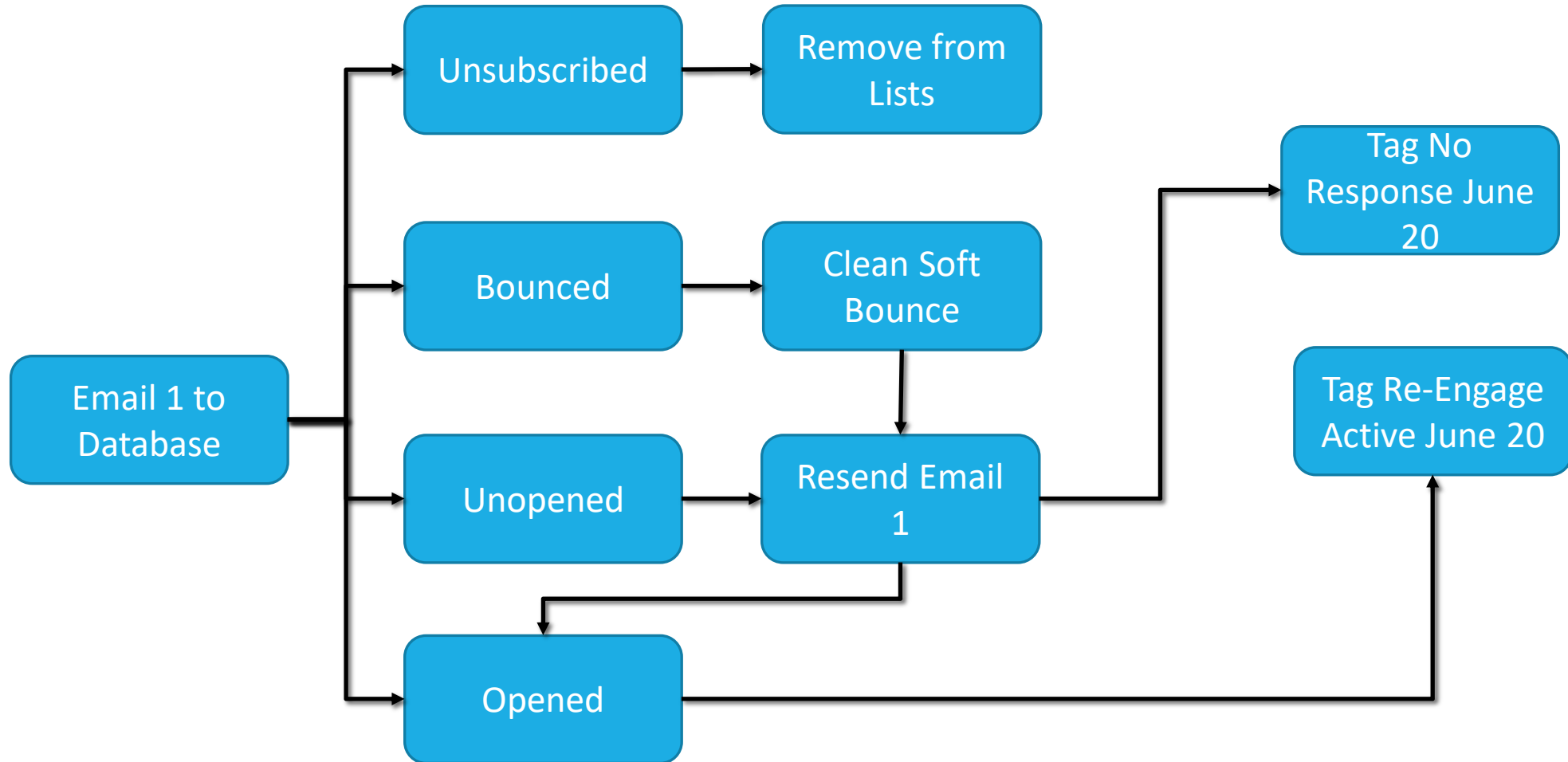
# 5 TIPS



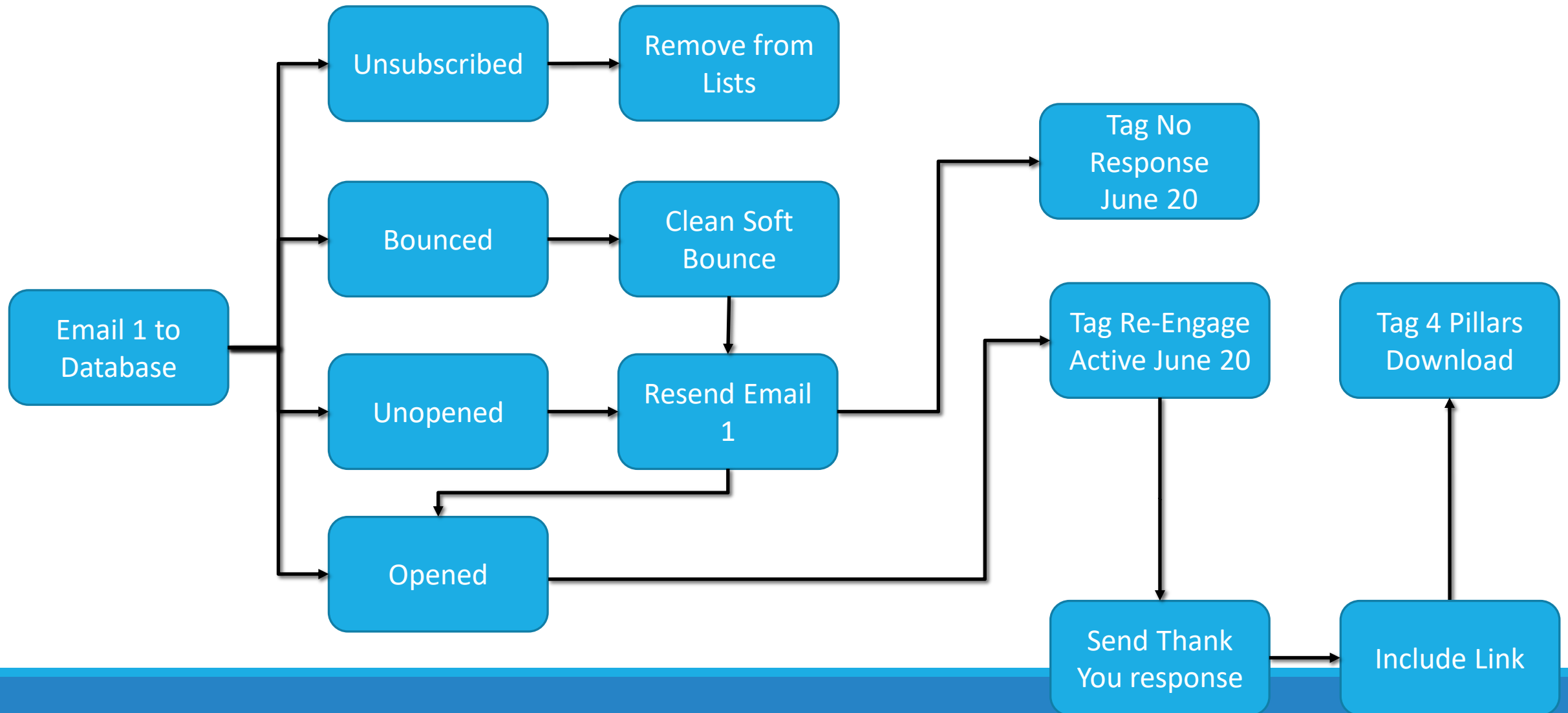
1. Polls and survey – ask to complete a poll or survey and send a free gift or promo code when they complete it
2. Online competition – use contests, giveaways to generate interest in your campaigns
3. Coupons or promo codes – send a special promo code or coupon, along with a message letting them know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



# Example of The Re-Engagement Process



# Example of The Re-Engagement Process with Marketing Gift



Include

Include from the previous option (competition/promo code)

Ensure

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

Write

Write personal rather than formal

Keep

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

Ensure

Ensure email makes sense and flows

Review

Review tracking options for more specific data

What you  
MUST  
consider:



# Your Turn...

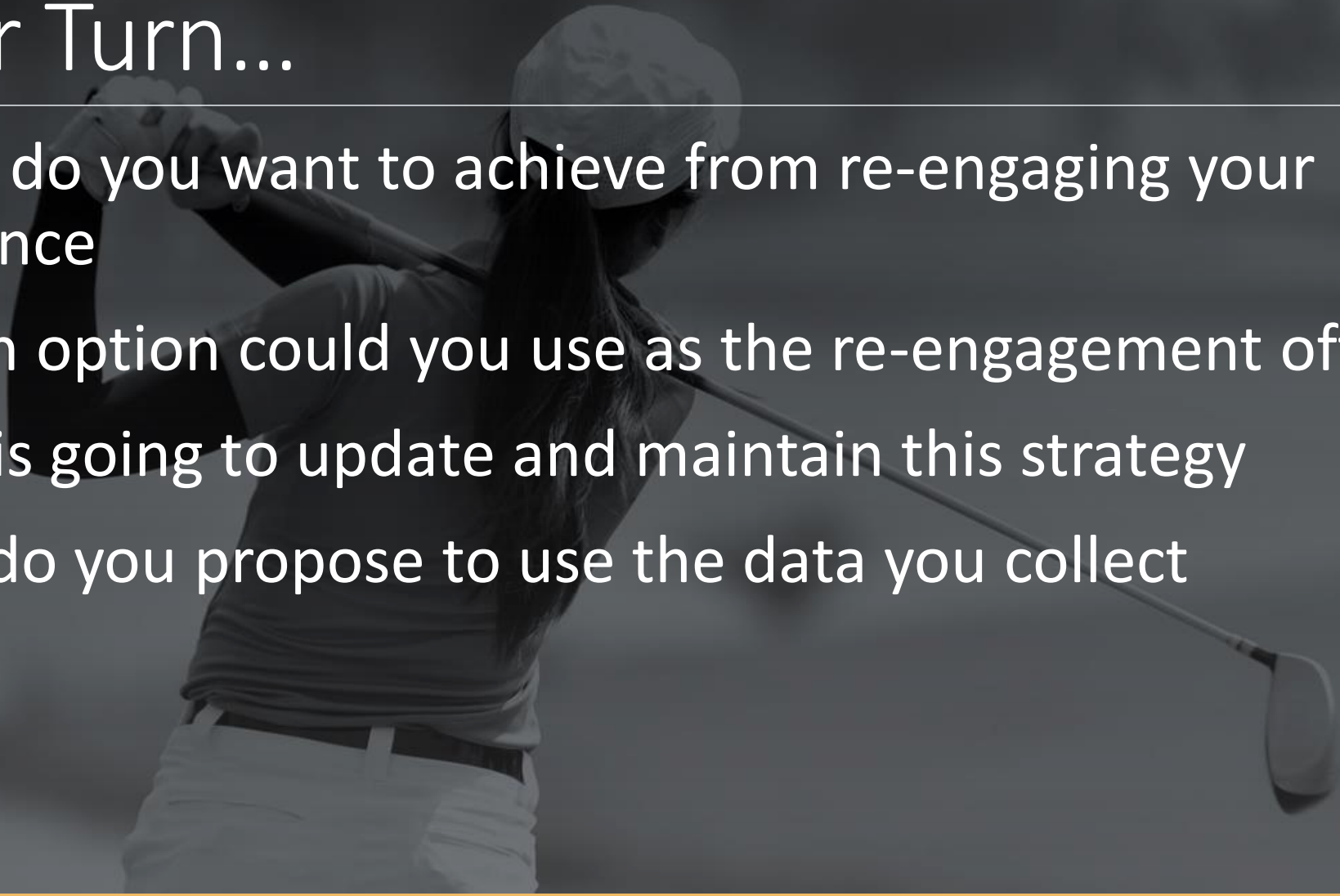
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What do you want to achieve from re-engaging your audience

Which option could you use as the re-engagement offer

Who is going to update and maintain this strategy

How do you propose to use the data you collect







# Re-Purpose

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OFFERING ADDITIONAL SOLUTIONS




# Why Re-Purpose Your Database?

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Target, specify and segment for increase profitability



Greater understanding of your contacts needs, buyer behaviour and problems



Increase average customer spend by upselling or cross-selling services or products



Cheaper to target your current contact list than to continue to lead generate

# Repurposing through Database Segmentation

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Communicate Targeted messaging



Personalised approach “he is talking to me”



Identify unique buyer behaviour based by their interests

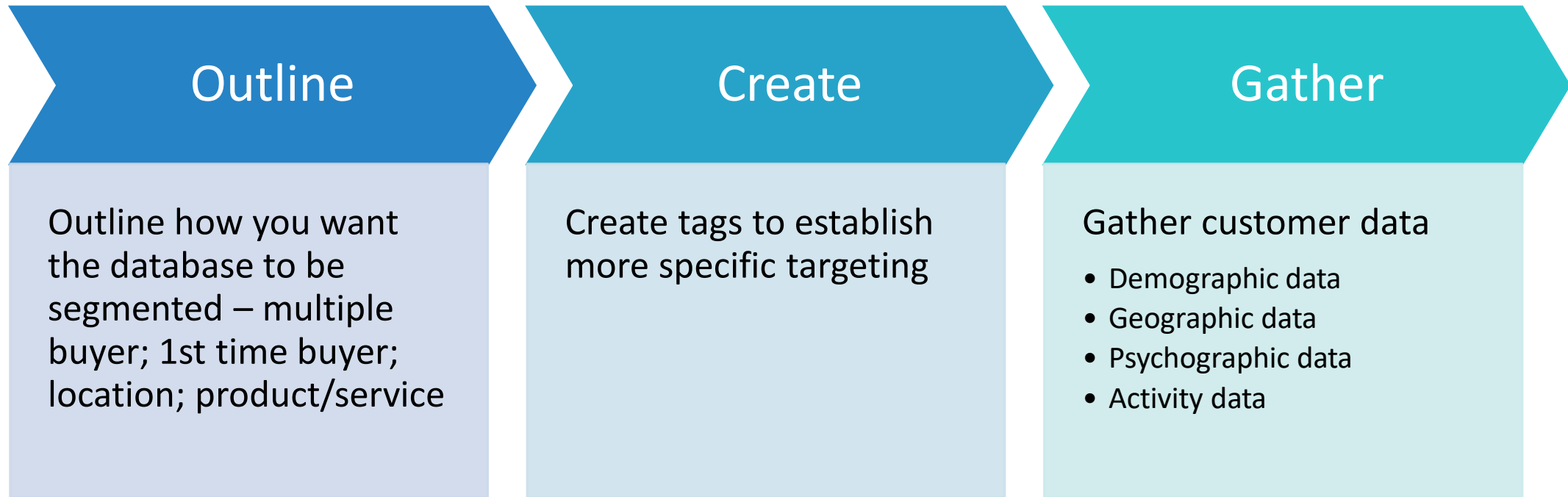


Greater consumer insight

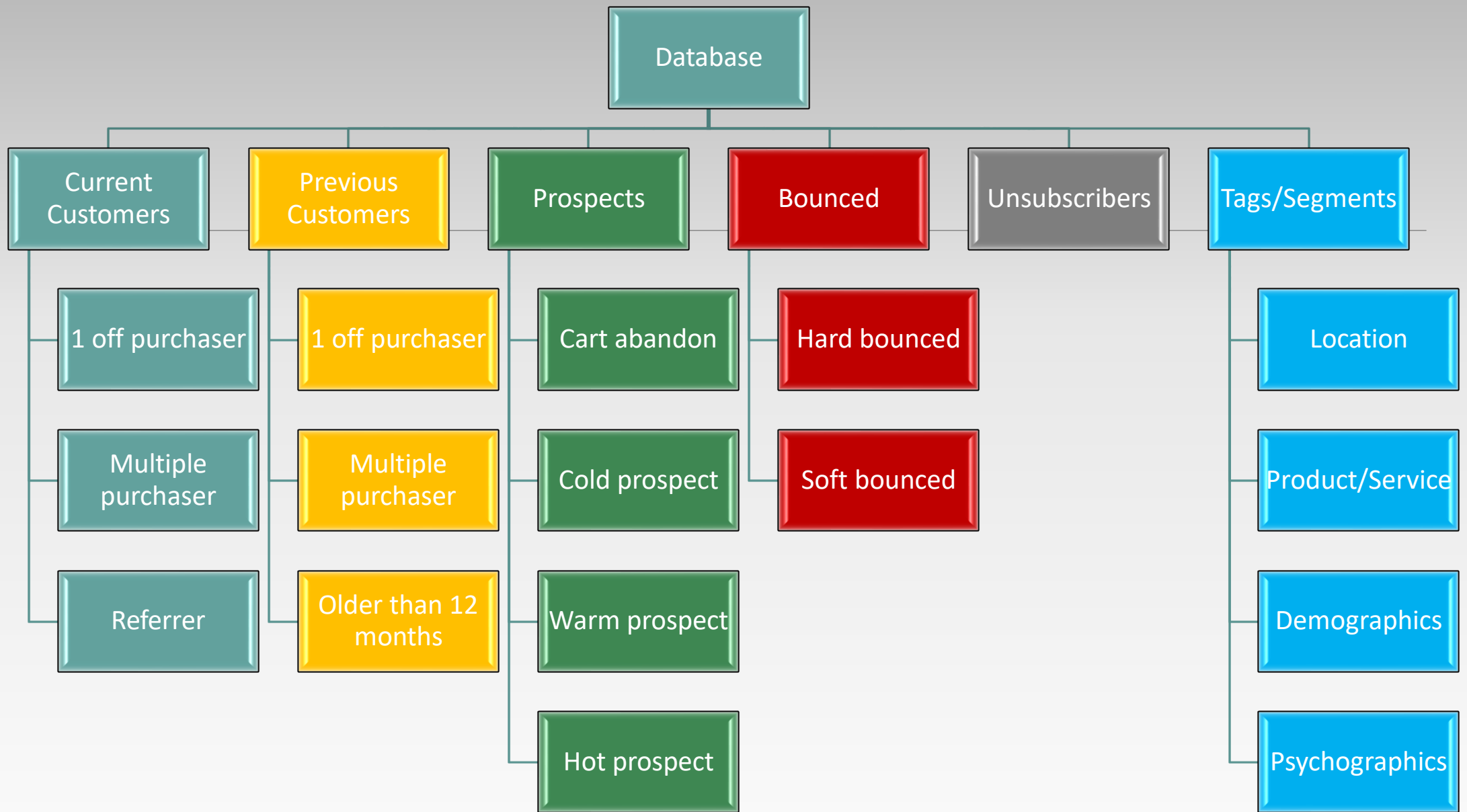


Increase Sales Conversion



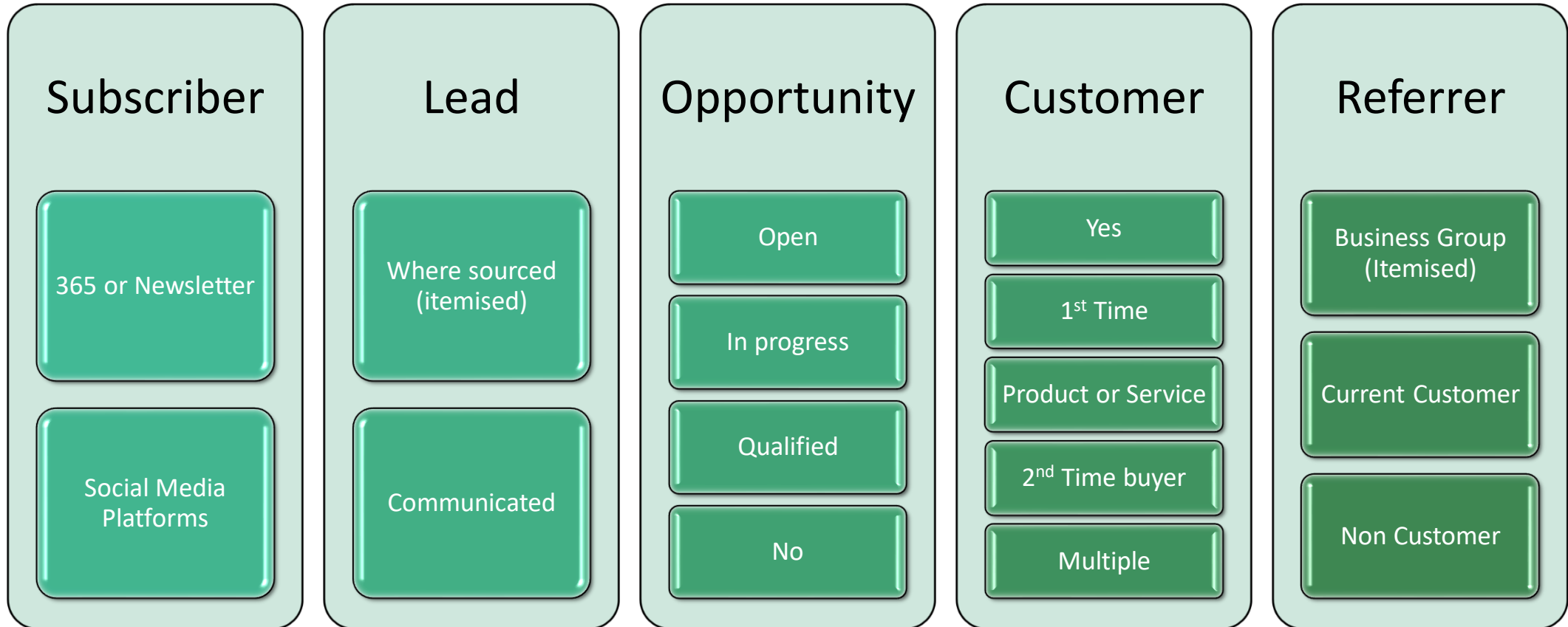


# Database Segmentation Strategy



Example of Database Segments – What do you Have?

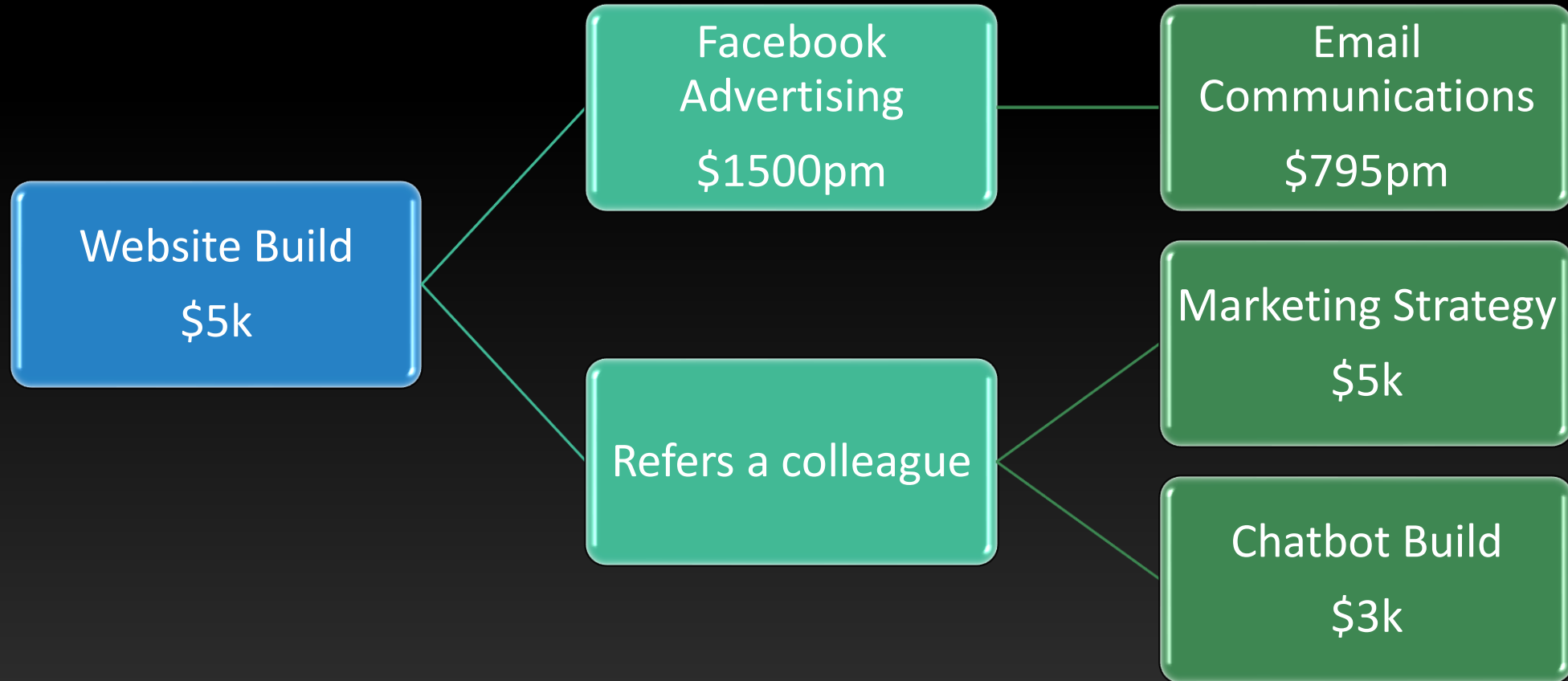
# Example of Your Marketing Machines Database





# Example of Re-Purposing for a Customer

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# Your Turn...

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Identify how you want your database to be segmented

Which contacts belong in which segment (start with customers first)

Where does my leads currently come from

What are the cross-purpose opportunities in your business



A hand is shown holding a glowing, digital tunnel. The tunnel is composed of many concentric, wavy lines of light, transitioning from blue on the outside to purple and magenta towards the center. The hand is positioned on the right side, with fingers wrapped around the tunnel. The background is dark, making the glowing lines stand out.

# Re-Tain

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STRENGTHENING YOUR COMMUNICATION



# Why Retain Your Database

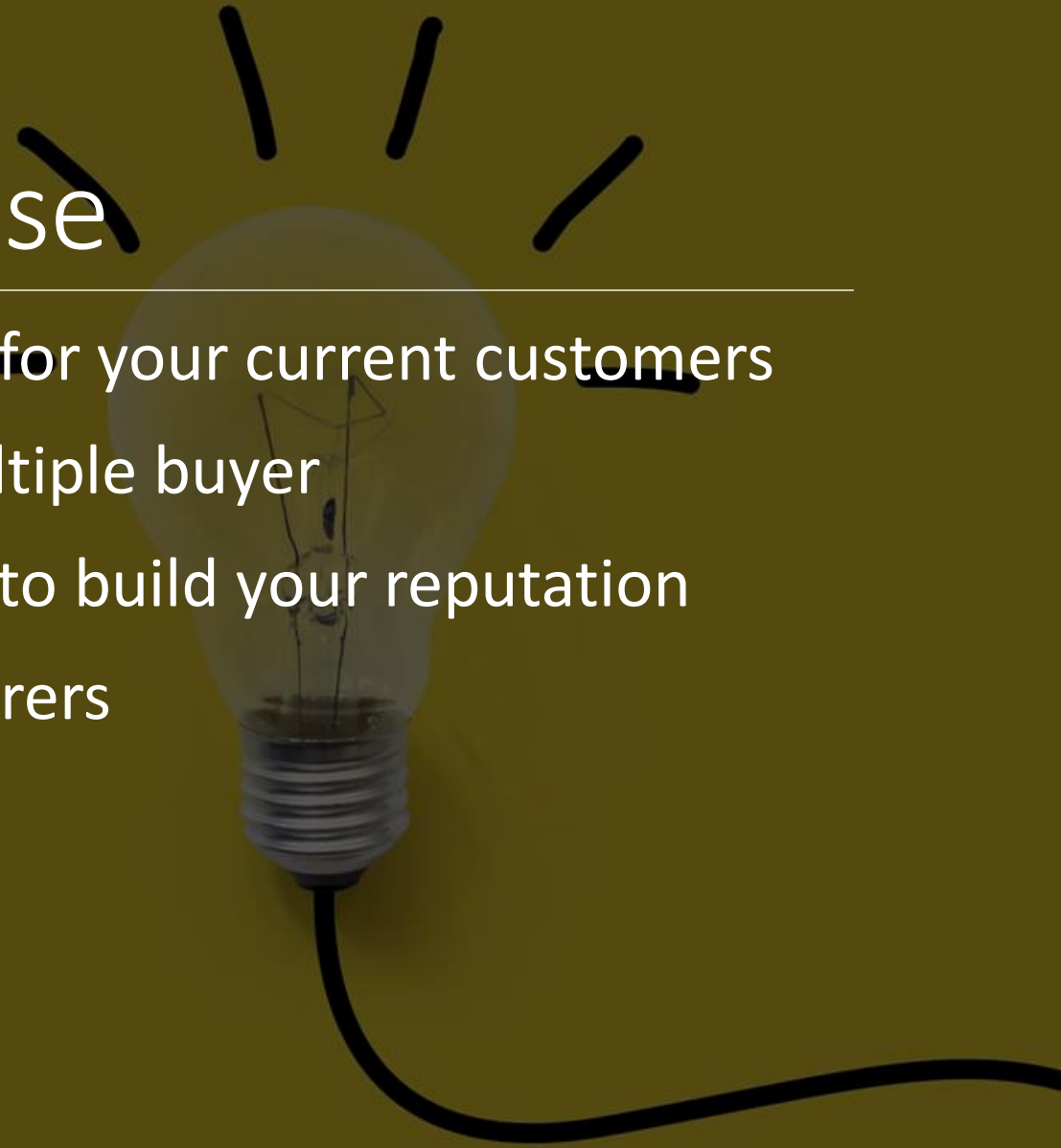
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Potential to add new products/services for your current customers

Transition 1-off buyers to become a Multiple buyer

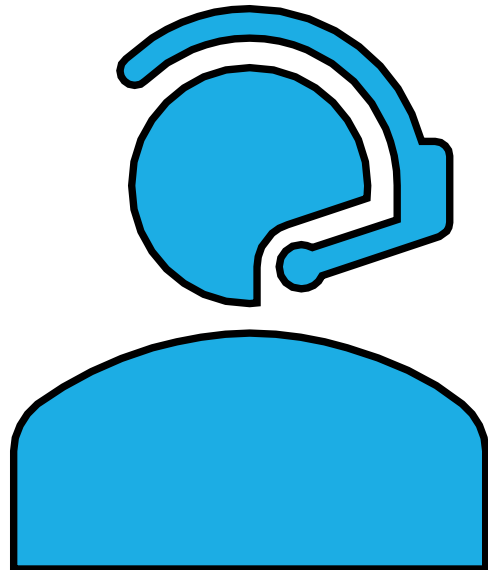
Gain Recommendations & Testimonials to build your reputation

Customers transition to becoming Referrers



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





## Examples of Retention Strategies - customers

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- Follow up post product/service delivery – how did they go?
- Promote your customer - how you solved your customer's issue
- Set up reminders to check in on a regular basis
- Start gathering additional information – hobbies, places to travel , personal interests
- Invite to special events & bring a friend

# Examples of Retention Strategies – Contacts

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- Regular communication e.g. newsletter
- Customer story – how you solved a customer issue
- Product story – how your product worked for a customer
- Surveys or opinion/feedback to have a better understanding of your contact
- Invite to special events





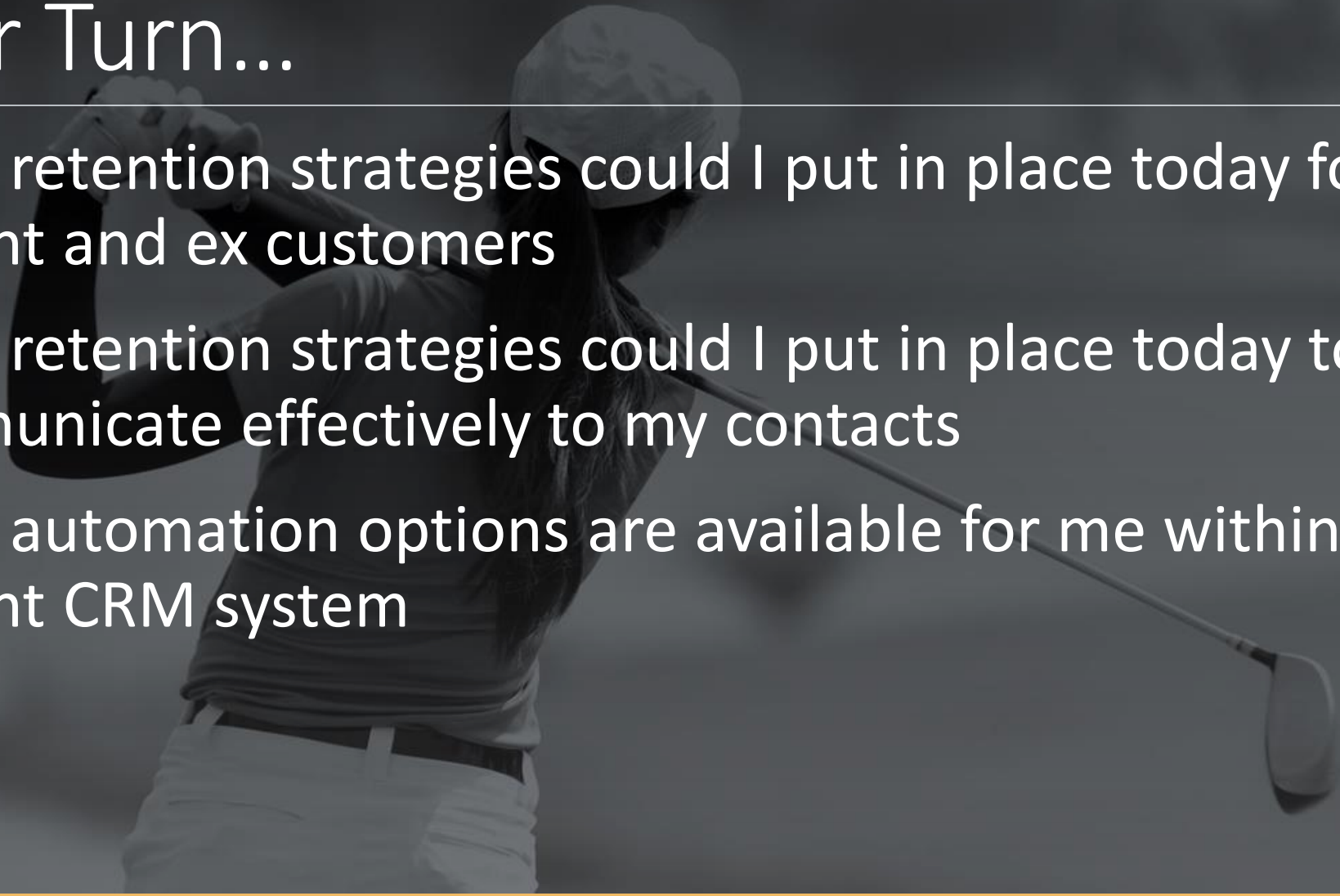
# Your Turn...

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What retention strategies could I put in place today for my current and ex customers

What retention strategies could I put in place today to communicate effectively to my contacts

What automation options are available for me within my current CRM system







# Automation Integration

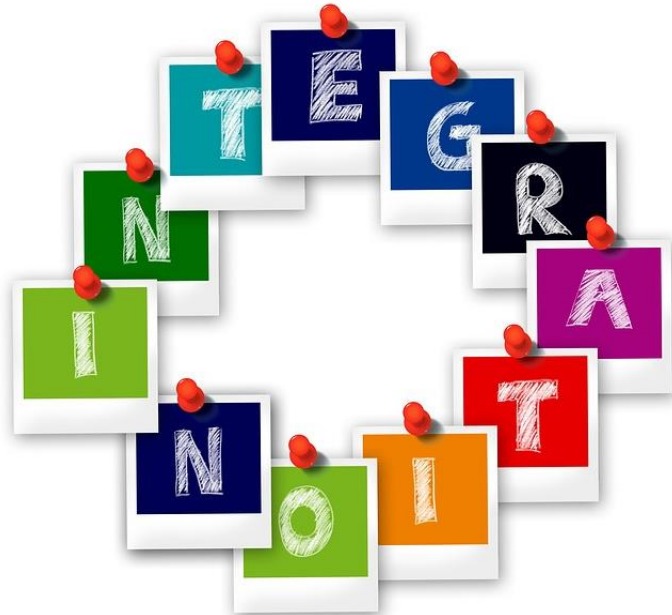
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STREAMLINE YOUR COMMUNICATION



# Software Integrations to Streamline Communication

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Calendar links – Calendly

CRM – HubSpot/Keap/Mailchimp

Payment platforms –  
Stripe/Paypal

Social Media –  
Facebook/Instagram/LinkedIn

Use Zapier



# Your Turn...

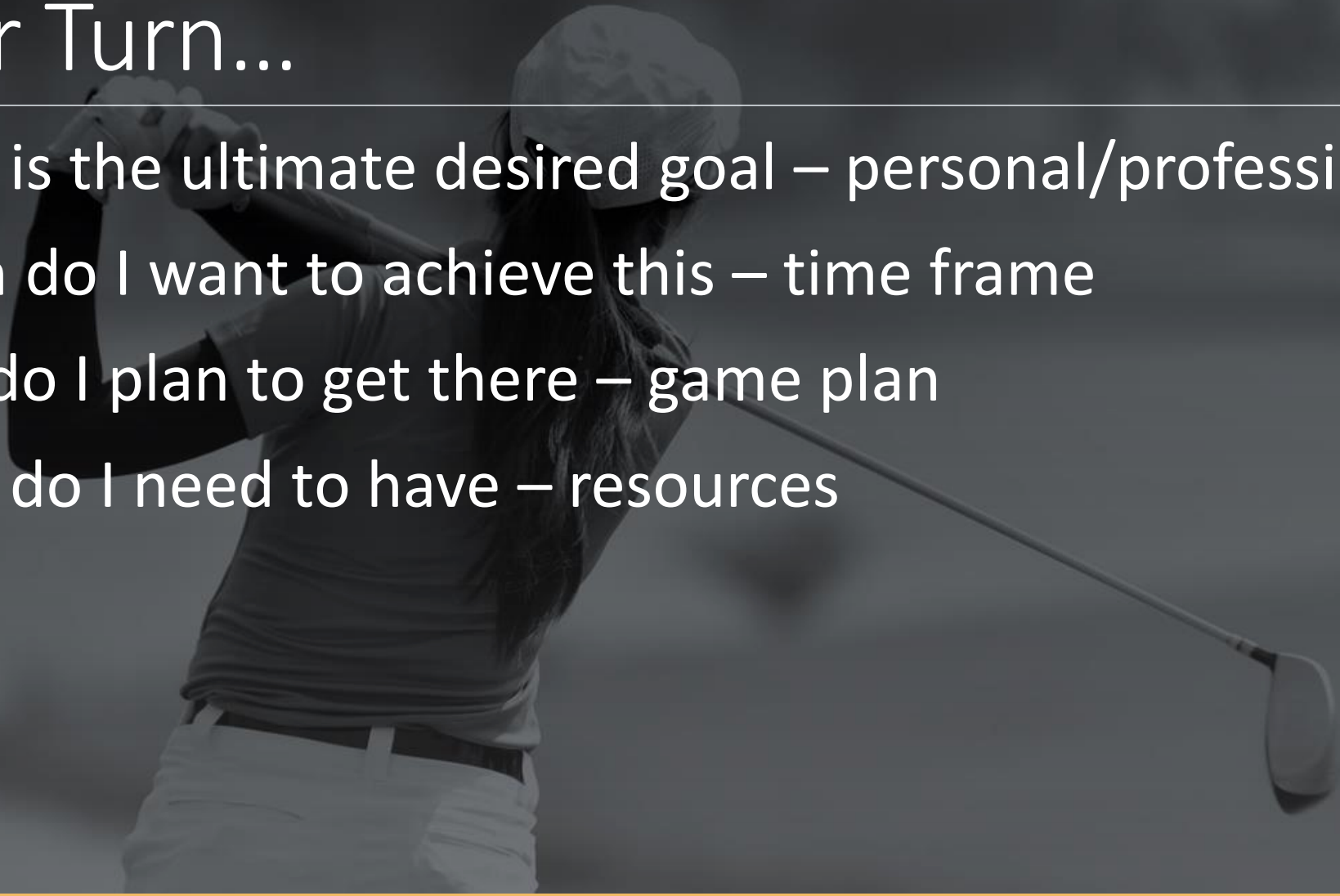
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What is the ultimate desired goal – personal/professional

When do I want to achieve this – time frame

How do I plan to get there – game plan

What do I need to have – resources



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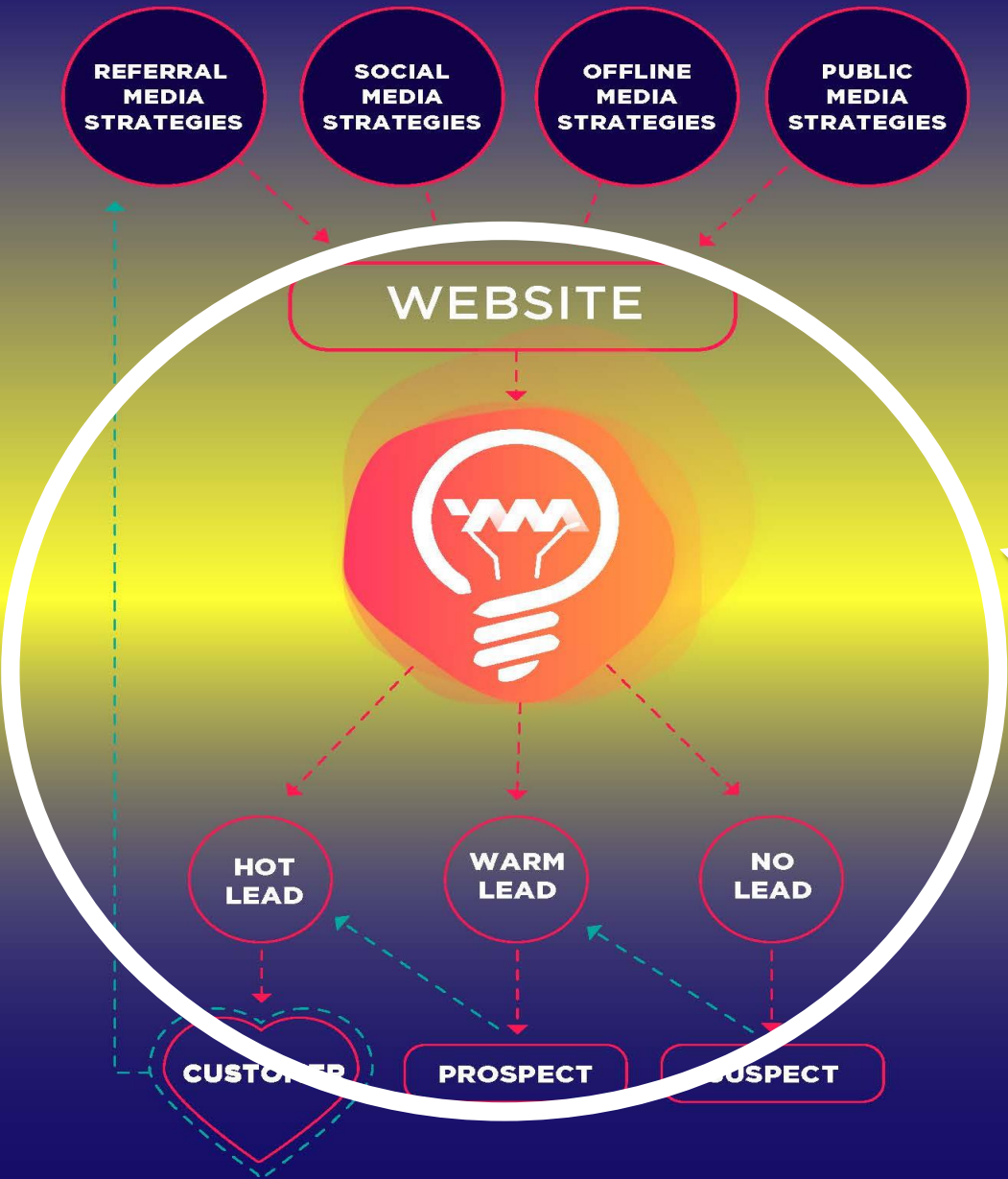


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# Your Next Steps

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Book for a complimentary 30 min conversation -  
<https://calendly.com/yourmarketingmachines/asbas-session>

Come Join Me at Biz Mojo Business Bytes -  
<https://www.eventbrite.com/e/biz-mojo-business-bytes-tickets-100453244358>

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