

Transform Your Business NOW:

Cloud Strategies *Revolution*:

6 Steps to Creating Brand Excitement & Breakthrough Results Online

**“An Intervention for Destroying Fear of Social Media & Blogging
and Developing an Action Plan for Staking Your Claim in the Web 2+ Economy.”**

Session #2:

Creating Your Unstoppable Inbound Marketing Machine

Who Is I?

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- Certified CRM Consultant, former Microsoft certs
- Founder Internet Marketing Foundation
- Technologist
- Semi frustrated author
- Photographer
- Marketing nerd
- 20 years self employed (*Did I really say that?*)



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CRM Success Plans

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What Makes Me Think I Can Help You?

- Have partnered with more than 100 small business owners to find solutions using tech & the web
- I am sharing with you what is working for our own site...
- CRMSuccessPlans.com is 1 year old, ranked 653,727 globally, 81,678 in US
- ...and learning every day!



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Rules of Engagement

- Agenda:
 - We will cover content for 45 - 55 minutes
 - Have a 15 - 20 minute networking/phone/personal break
 - Finish out the remainder with content, and discussion / Q&A
- Please feel free to participate

Rules of Engagement

- **Cell phones OFF!**

Not one of us are so important that we cannot be “offline” for an hour.

- We have all made the commitment to be here & benefit from this, so let’s honor that by staying focused. ‘nuff said

- This series of seminars is likely to be different from other programs you may have attended in the past, for the following reasons:

- There are no slide handouts today – *for a good reason which we will share later*. Use your mini-journal we gave you or something you brought. You will note that there are slide #s in the lower right corner of the content slides once we start.

Rules of Engagement

- Please be sure that you have checked in with Coll, verified that we have a personal email that will get to you – not an Info@ address and have initialed the opt-in because I will be communicating with you in between sessions. Why?
 - I will be assisting you with action items in between each session that we all will be working on.
 - Within the next 72 hours, I will be reaching out to you regarding a private forum/group where we continue the dialog among ourselves with questions, successes, tips we uncover, etc.

Rules of Engagement

- Questions:
I don't mind being interrupted, so if you have a question in the course of the content, give me a signal...
- We can introduce ourselves as we go

What is Marketing?

- Jay Conrad Levinson:
“Marketing is the precious connection between you and whoever buys what you sell.”
- “Marketing is an entire experience.”
- “Marketing is the truth made fascinating.”
- “Marketing is a process, not an event.”
- “Marketing is the art of getting people to change their minds.

What is Marketing Not

- Marketing is not show business.
- Marketing is not any one “tool”.
- Marketing is not about humor.
- Again, Mr. Levinson:
“Marketing is not complicated.
Marketing becomes complicated for
people who just cannot grasp the
simplicity of marketing.”

The Logic for Creating Your Inbound Marketing (IM) System

- 1) What is my desired outcome?
- 2) Who am I speaking to? (the “ideals”)
- 3) What is my story? (content)
- 4) What is my Unique Selling Proposition? (USP)

The Logic of Creating Your IM System

- 5) What are the marketing assets I will develop? (online and offline)
- 6) In what form(s) will I publish my story? (video, blogging, ebooks, ezine...)
- 7) How am I most comfortable publishing my story? (“channels”)
- 8) What are the calls to action I will use to move them along toward my goal?

Creating Your IM System

- Remember:
- Approach your Inbound Marketing as a system:

>>>>Each unit of a system has a specific job.

“If I do/use this, what is the 1 thing I am looking to accomplish with this action/tool?”

>>>>Always be clear on exactly why you are doing something, and then work to that end.

If you are unsure, you probably shouldn't do it.

Creating Your IM System

- **Step #1: What is my desired outcome?**

Define CLEARLY What You are to Achieve

Potential Examples:

- Educate about the benefits/results of your market (broad)
 - Educate about your products/services... (specific)
 - Capture your competitors' customers...
 - Build a growing email list...
 - Maintain “mindshare” with current customers and prospects...
 - Establish yourself as an expert...
 - Sell directly from the site...
- It likely will be more than one, however, the way you speak in each situation differs, no?

Creating Your IM System

- **#2: Who are the ideals for my goal?**
- Remember, this is not demographics – i.e. – “professional women, ages 35-45, no children...”
- Rather, what’s in your ideal’s head? What is their desire and self talk?
 - “I feel like I am losing business because our website stinks.”
 - “The owner is on my case because we’re missing our quotas and I don’t have any answers.”
 - “Business is changing, and we have to stay ahead of the curve if we are going to survive.”

Creating Your IM System

- **#2: Who are the ideals for my goal?**
- Brainstorm as many self-talk statements as you can, don't filter, just write them all down.
- Now, create a “profile” of how this ideal client / customer looks in your minds eye – see handout.
- Keep these in your IM journal for reference, pull them out and review anytime you feel hazy on who the ideals are.

Creating Your IM System

- **#3: What is the story that will appeal?**
- So, you have your outcome in mind, you know who you are speaking to and how they are talking to themselves...
- Robert Collier: “Enter the conversation that’s already in their head. Don’t try to create a new conversation.”
- **This is the golden key to inbound marketing!**

Creating Your IM System

- **Step #4: What Makes Me Unique to My Ideal? (My USP)**
- Skills, training
- Unusual niche experience
- Workspace
- Selection
- Rare/exclusive materials/products
- <..>

Creating Your IM System

- **Step #5: What are going to be my marketing assets?**
- Online:
 - Ebooks, newsletters, How To Articles, Checklists...
- Offline:
 - Product samples, free training, coupons...
- Important:

Don't be afraid to give away your "best stuff".
- That's the point. You are showing what you can do and you are giving value to your ideals.
 - This builds trust and is the start of rapport.

Creating Your IM System

- **Step #6: What Are Your “Channels”? How will I spread the word?**
- What offline methods could you use?
- Post cards
- network groups, events (wine tastings, cooking classes, how to maximize the resale value of your home...)
- Ask: Where am I most comfortable?
- Where to my ideals “hang out”?

Creating Your IM System

- **Step #6: My Channels: How will I spread the word?**
- You can have the coolest giveaways (assets) and website, but the internet is a big place, and you need to publish how cool your stuff is.
- Social Media
- Blogging
- Email
- Webinars
- Forums
- Pay-per-click
- Advertising (online and offline)
- <..>

Creating Your IM System

- **Step #7: What's Your Style? What Do You Like To Do?**
- Consistency is vital, so you need to pick stories that inspire you and “channels” that you will use.
- Some statistics show that it takes approximately 20 touches with you before someone is potentially ready to buy!
- So, now that you know who you are talking to, and the places they “hang out”, make a step-by-step “action plan” how you can realistically make 20 touches.

Creating Your IM System

- **Step #8: What's The Next Step?**
- If you have been following your “system” – you are now communicating with the right people for the right reasons with the right story, and they are happily enjoying your “assets” and benefiting from your content...
- Now what?
- You have to tell them the next step to take!
- What are going to be your calls to action?

Creating Your IM System

- **Step #8: Examples of the Next Step**

- “Come see where I create my...”
- “Come to “Walk In Wednesday” for a mini treatment.”
- “Attend this powerful webinar where you will...”
- “Call me to schedule a your complimentary strategy session.”
- ...



Intermission

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Food For Thought...

- **How do you think it will affect the way people shop and purchase what they need if...**
- **The price of a gallon of gas goes to \$8...?**
- **It makes sense to have the best website you can, start today.**

Three Things You Can Do Right Now to Improve Your Site

- **#1: Check to make sure that you do not have broken links, “Under Construction” pages, confusing navigation, typos.**
- **#2: Review your “About Us” page. *This is typically the second most visited page on a site.* Make it good. If you don’t have one, it’s time.**
- **#3: How is the quality of the photos used? Are they clear, do they look “professional”, are they cogent to the page content...**

5 Social Media Sites For Creating Your Own Syndication Network

- #1) Facebook
 - Create a “business” fan page
 - Complete the “about” section
 - Have a compelling header graphic and logo
 - Check out and join a few relevant groups
 - When you uncover something interesting and relevant, use the social media buttons on a site to share it on your page
 - After you share it to your page, you can share it in groups and on some of your friends pages

Creating Your Syndication Network

- #2) Pinterest
 - Great especially if you have a strong “visual” aspect to your products
 - Create several boards that are just stuff you personally like
 - Create another board for business links and post some of your articles along with other, relevant interesting pages
 - Follow people who are in a related/complimentary market (remember, you are looking for where your ideals hang out)

Creating Your Syndication Network

- #3) StumbleUpon
 - Create an account, select some interests
 - Install the version of the Stumble toolbar for your favored browser
 - “Like” interesting things you find
 - Stumble some of your articles / pages
 - Be sure to assign to accurate categories and add additional tags if you can

Creating Your Syndication Network

- #3) Why StumbleUpon?
 - Half-life of a link: “the point in time that a link has garnered half the engagement it will ever receive (likes, comments, re-pins/tweets/etc.)”
 - Twitter tweet half life:
 - 2.8 hours
 - Facebook shared link:
 - 3.2 hours
 - StumbleUpon shared page:
 - 400 hours
- **Stumble drives just over half of ALL social media referral traffic**

Creating Your Syndication Network

- #4) LinkedIn
 - Business focused, unlike pretty much any other social site
 - Create AND complete your personal profile
 - Create your business profile page
 - Connect with people you know
 - Post “updates” to your profile with new blog articles and other interesting things you find
 - Join some interesting groups

Creating Your Syndication Network

- #5) Twitter
 - Complete your profile
 - upload you image
 - create your “home page” image with contact info
 - Search out and follow your complimentary market type folks
 - Tweet interesting tidbits and links

Creating Your Syndication Network

- Once you have your profiles set up on these 5, it is very easy to “publish” your story
 - Publishing becomes a simple matter of selecting one or more of the sites, and clicking the social buttons on your own and other sites to share
 - Once you get up to speed, you can add other sites you like...

12 Ways to Generate Ideas for Your “Stories” (content)

- #12: Ask your customers what’s on their mind, what are they struggling with or desirous of?
- #11: Ask your significant other about what to write.
- #10: Interview someone (an expert or a customer).
- #9: Allow someone else to tell their story.
- #8: Write a review of one of your products or a product that you use in your business.

12 Ways to Generate Ideas for Your “Stories” (content)

- #7: Share a success.
- #6: Write a “How To”.
- #5: Review a favorite book that has helped you business.
- #4: Talk about industry trends.
- #3: Share about something new happening at your firm.

12 Ways to Generate Ideas for Your “Stories” (content)

- #2: Use name recognition: “What Batman can teach you about acupuncture.”
- #1: Always have your inbound marketing journal hand and track new ideas as soon as they appear.

One last little Tip...

- Google Alerts
 - Receive emails with links to sites that match your search phrase
 - CRM software keymaker program

Q & A
/
Open
Discussion

