



The A.R.T. of Relationship Marketing Turning Your Marketing into a Customer Building Machine

Expectations

- Why relationship marketing the fastest path to success
- How to identify the right type of relationships to build
- How to create a process that helps you start building relationships
- How to quickly and easily add relationship building tools to your marketing

Definition

“Relationship marketing is a **methodology** designed to foster customer loyalty, interaction and long term engagement. Its designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication.”

Why Relationship Marketing?

- Popular in direct selling industries.
- Perfect for offline and online marketing activities.
- Creates an emotional connection.
- Focuses on:
 1. Retaining customers
 2. Positioning you as a problem solver
 3. Influencing repeat purchases
 4. Fostering trust
 5. Facilitating future marketing

Relationship Marketing is an emotional connection with your prospect that enables them to determine their own decision making process to choose you.

What Inspires an Emotional Connection?

- Being relevant to your target audience
- Offering a solution that is specific to their problem

- Getting your prospects to see you care about them

What Do Your Prospects Care About?

- Feeling good
- Looking good
- Saving money
- Saving time
- Avoiding effort
- Making money
- Feeling safer

Understanding the Decision Making Process

- People make decisions emotionally
- People justify decisions with facts
- People are egocentric
- People look for value
- People think in terms of people
- You can't force people to do anything
- People love to buy
- People are naturally suspicious
- People are always looking for something
- People buy "direct" because of convenience and exclusivity
- People like to experience it before they buy it
- Most people follow the crowd

What Stops People From Buying

- No clear offer
- Not enough information to say YES
- It's unclear how you solve their problem
- No immediacy

- The right target group isn't being reached
- Never created a know, like, and trust factor

The Customer Continuum



Relationship Marketing is an A.R.T.

- ATTRACT
- RELATE
- TRUST

ATTRACT (Build Your Following)

- Determine your strategy
- Outline a plan
- Focus on visibility, credibility
- Position you as the authority
- Start moving people through their own decision making process
- Provide compelling value to get people on your radar

RELATE (Vibe Your Audience)

- Be a leader and a problem solver
- Create relatable content
- Value. Value. Value
- Learn to ask better questions
- Encourage interdependence between all parties – you, prospects, customers
- Express cooperation not competition
- Get feedback on early stages of program development, relaunches, rebranding

TRUST (Get Your Audience to YES)

- Compelling lead pages and free offers
- Convert

- Qualify
- Overcome objections
- Close

Customers - Focus: building relationships, enhancing experience, becoming their go-to person

- Innovation
- Streamline operations
- Feedback
- New products/services
- Exceed expectations

Prospects - Focus: awareness, visibility, credibility, authority

- Educate
- Solve problems
- Give amazing value
- Offer resources
- Reinforce results of working with you

Metrics are Critical to Relationship Marketing

- Repeat sales
- Customers spending habits
- Open rates for email
- Customer referrals
- Social media engagement

Relationship Marketing Offers You the Opportunity to:

- Be the first resource for all that is your product and service
- Be meaningful, personalized, and create lasting impressions
- Can be employed in any tactical activity
- 2-way communication
- Create new programs, fill holes, satisfy wish lists, identify trends, create better products

- Build tribes and give others a platform to edify you
- Systemize your business
- Enhance the value equation by offering higher satisfaction

Results of Relationship Marketing

- Goals-based
- Track, test and refine messaging and tactics
- Values-based; relationship extends beyond intrusive advertising and sales messages
- Connects people, processes, and technology to increase profitability and reduce operational costs.
- Empowerment-based. Empower colleagues, listen and respond to consumers, offer valuable products and services to create a distinct advantage

Questions Relationship Marketing Answers

- Who are my customers?
 - Why do they buy?
 - How do I need to provide for them long term?
 - Why do they return?
1. Customer Service
 2. Close to home
 3. Convenience
 4. Price
 5. Product selection

Reasons Why Relationship Marketing is so Important

- Enhances target audience segmentation
- Helps you achieve better marketing messaging
- More specific marketing positioning
- Greater customer loyalty

When is Relationship Marketing Effective?

- You are ready and willing to listen to what your customer needs and where they feel voids.

- You are ready to ask questions and listen.
- The conversation is interactive and gets stronger as the relationship becomes more intimate.
- You're making strong connections based on a mutual partnership!

Next Steps

- Brand audit
- Decide on a strategy
- Determine your customer's lifetime value
- Allocate a budget
- Create your tactical plan
- Create a feedback loop
- Review and modify plan

Abigail Tiefenthaler
Sweetspot Strategies, Inc.
954.804.9413/abigail@sweetspotstrategies.com
www.sweetspotstrategies.com
www.facebook.com/sweetspotstrategies
www.linkedin.com/in/abigailtiefenthaler