

BE MORE BUSINESS



Relationship MARKETING

WITH KIMBERLY BEER

PART TWO →

BE MORE BUSINESS

Kimberly Beer **ABOUT ME**

Entrepreneurial Wise Woman

- 30 years in the marketing industry
- automation expert
- email marketing guru
- your guide to creating a business that supports the life you want to live.

BeMoreBusiness.com | kim@bemorebusiness.com



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LIST**





WHAT IS IT? *Relationship Marketing*

A system in which you build a relationship with your consumer & customer communities based on understanding, two-way communication, and service.





TWO LEVELS *Relationship Marketing*

Consistent High Level Contact

and

Deeper Connection

**SOCIAL
MEDIA**

EMAIL

**SMS
TEXT**

**SALES
AS A SERVICE
VIBE**

**VIRTUAL
& LIVE
PROGRAMS**





EMAIL *why* MARKETING *is important*

Email is the #1 way brands communicate with consumers & customers

Email is easy and assessable to all sizes and levels of business

Email controlled by the list owner, not a third party like social media

Email has a high return on financial and time investment (low-cost, high-value)





EMAIL MARKETING *how* has evolved

then

Now

Newsletter focused.

Content quality focused.

Blanket whole-list communications.

Segmented & personalized.

Processed by a person.

Automated.

Sales focused.

Service focused.

Deliverability was a secondary concern.

Deliverability is a primary concern.



professional EMAIL MARKETING *hallmarks*

Uses information from a CRM program.

All list members are opted in.

Is segmented and personalized.

Has at least basic automations

Ties into sales & customer support systems.

Is SPAM compliant.

Has a deliverability program.

Employs a quality list building program.





CRM

- Facilitates & tracks the customer journey
- Keeps track of information for automation
- Provides tools for connection, meeting, actions, tasks, etc.
- Gives accessibility to customer history & info
- Eases follow-up

EMAIL MARKETING

Is the communication system for the CRM along with SMS text messaging.





Types of EMAIL MARKETING

- Regular Recurring Content (Newsletters)
- Customer Journey Email Nurtures
- Communication
- Account Specific
- Re-engagement





REGULAR RECURRING *Type 1*

- Serialized program
- Quality & helpful
- Keeps customers connected and engaged
- Communicates when customers are outside the nurture cycle.

Importance: **Medium** | Frequency: **Weekly/Monthly/Quarterly**





CUSTOMER NURTURE *Type 2*

Meets the customer where they are on their journey and moves them to the next steps. Delivered through automation.

Consumer -> Customer

Inquiry -> Sale

Sale -> Service

Return, Referral, Review

Importance: High | Frequency: Journey Specific

Consumer Journey

Unaware
Problem Aware
Solution Aware
Your Solution Aware
Most Aware

Customer Journey

Connection
Consideration
Conversion
Service
Loyalty





COMMUNICATIONS *Type 3*

- Announcements
- Invites
- News
- Launches

Importance: **Medium** | Frequency: **As Needed**





ACCOUNT SPECIFIC *Type 4*

- Welcome
- Product
- Timeline Emails: Anniversary | Birthday | Milestone
- Abandoned Cart, Reclaimed Sale
- Transactional
- Personal Relationship Building

Importance: **High** | Frequency: **As Needed**





RE-ENGAGEMENT *Type 5*

- Reclaim unengaged list members
- Inspire loyalty
- Encourage referrals

Importance: **Medium** | Frequency: **As Needed**



BE MORE BUSINESS



evolving your
EMAIL MARKETING™

STEP BY STEP





CHOOSE A TOOL

step 1

Does it have all the things that SPECIFICALLY save (or make) YOU time and/or money?

- administrative tasks
- sales
- service
- reporting
- integrations

Does it jive well with your team?

Does it support your niche?

Is it scalable?

Does it use ai in a way that supports you?

Does the user interface feel good?

Does it play nice with your other software?

Can you sell it with your business?

Is there an exit door?

Constant Contact or Mail Chimp | Active Campaign | Convert Kit | Go High Level
FloDesk | Keap | HubSpot | Sales Force | SmackDab





CHOOSE A TOOL *step 1*

Does it fit where you are on your business journey?

- discovery stage
- shaping stage
- establishment stage
- perfecting stage
- expansion stage
- resting stage
- destiny stage





SET IT UP: DELIVERABILITY *step 2*

- Establish your domain email.
 - Do not use generic email names like “info@” or “contact@” – use a human’s name whenever possible.
- Validate your credentials for deliverability
 - DKIM
 - SPF
 - DMARC





SET IT UP: GET COMPLIANT

step 3

- Understand what it means to Opt-in and set up your Opt-in
 - Customer has to indicate they want to be on your list.
 - You can't trick them or add people from bought lists or through searches.
 - You should have a Welcome Email that sets expectations.
- Be SPAM Compliant
 - Use a tool that offers and tracks unsubscribes
 - Every email must offer both your contact information outside email AND a click to unsubscribe.





SET IT UP: MAP IT OUT

step 4

- Map your consumer and customer journeys.
- Establish workflows for admin, sales, and service.
- Always start with established systems first.
- Do your research on how your competitors and industry are handling their processes.
- Consider your brand flare at all times.





BUILD YOUR LIST *step 5*

- Build your list EVERYWHERE and especially during the sales process.
- Capture leads from your website.
- Convert people with social media engagement.
- Create a set of USEFUL rotating Lead Magnets
-





WRITE YOUR EMAILS *step 6*

- Consider the audience
- What do they need RIGHT NOW on their customer journey?
- Keep it concise and skimmable – short sentences, bullets, short paragraphs, italics, bolds, colors used *simply* to guide the eye
- Make an intentional call-to-action (CTA) that is the NEXT BEST STEP
- Use only ONE CTA
- Keep images minimal, in context, and with relevance
- Put more time into your subject lines than any other part of the process!





AUTOMATE! *step 7*

- Anything that is repetitive AUTOMATE IT!
- Anything that is routine AUTOMATE IT!
- Stop follow-up failure with automated responders.
- Create automations where the customer self-selects their path when possible





ANALYZE *step 8*

- Too few opening? Check your from and subject line.
- Too few clicks? Rework your call to action.
- Too many unsubscribes? Focus group your content to verify relevance.
- Too many SPAM complaints? Are you following your Opt-in strategy?
- Not enough engagement? Are you emailing regularly? Segmenting?
- Low deliverability, people not getting emails? Check your DKIM, SPF, DMARC and work on your domain authority



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