

BE MORE BUSINESS



Relationship MARKETING

WITH KIMBERLY BEER

PART ONE →

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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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.





WHAT IS IT? *Relationship Marketing*

The system is supported by software and automations that allow you to create meaningful impact with minimal effort.





TWO LEVELS *Relationship Marketing*

Consistent High Level Contact

and

Deeper Connection

**SOCIAL
MEDIA**

EMAIL

**SMS
TEXT**

**SERVICE
AS A SALES
VIBE**

**VIRTUAL
& LIVE
PROGRAMS**





BENEFITS *Relationship Marketing*

**SOCIAL
PROOF**

LOYALTY

Bigger \$ Sales
Easier Selling
Happier Customers
Referrals
Return Sales
Easier Future Sales





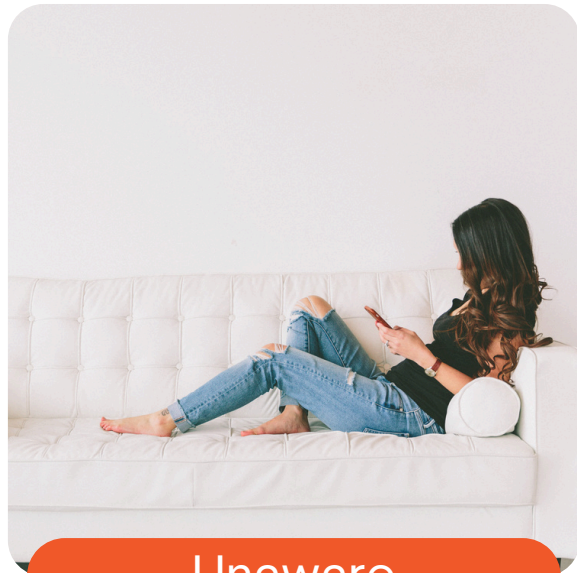
IT'S NOT *Just a Funnel*

Relationship marketing is personalized
and SERVICE (vs sales) focused.





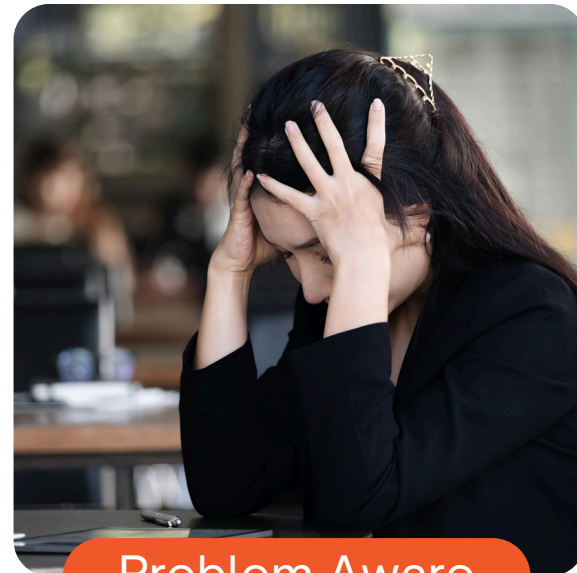
ENCOURAGES *Consumer Journey*



Unaware

Difficult to Reach

Only learns about what you offer through a secondary means.



Problem Aware

Difficult to Reach

Begins to research online, ask friends, seek to understand their problem.



Solution Aware

Inbound Marketing

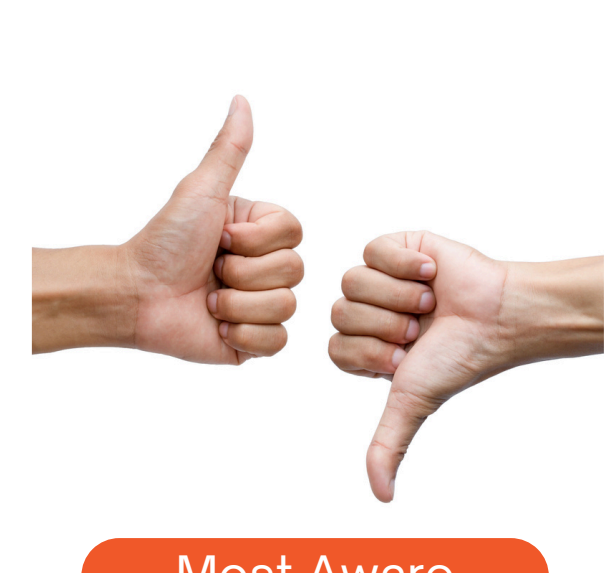
Actively seeking a solution, reading blogs, Googling, etc. Lead magnet prospects.



YOUR Solution Aware

Email Marketing & Sales

In discovery mode to determine next steps.



Most Aware

Email Marketing & Sales

Decides if your business is or is not for them.





SUPPORTS *Customer Journey*



Connection

Beginning the Process

Reaches out to you to begin the process of knowing more.



Consideration

Weighing Options

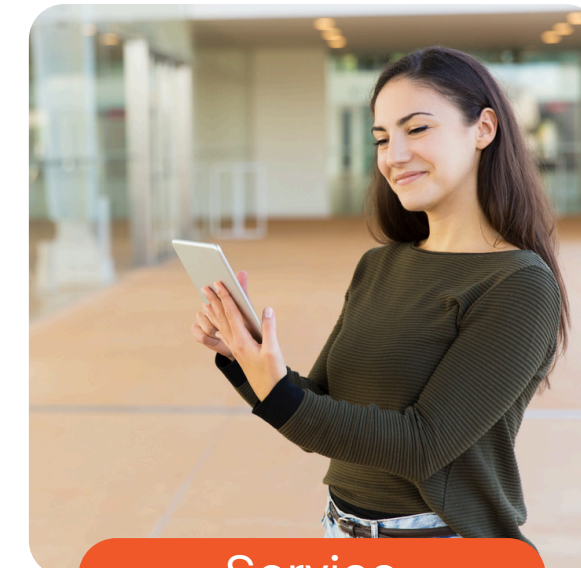
Comparing your to other options and working through their own process.



Conversion.

Decision Made

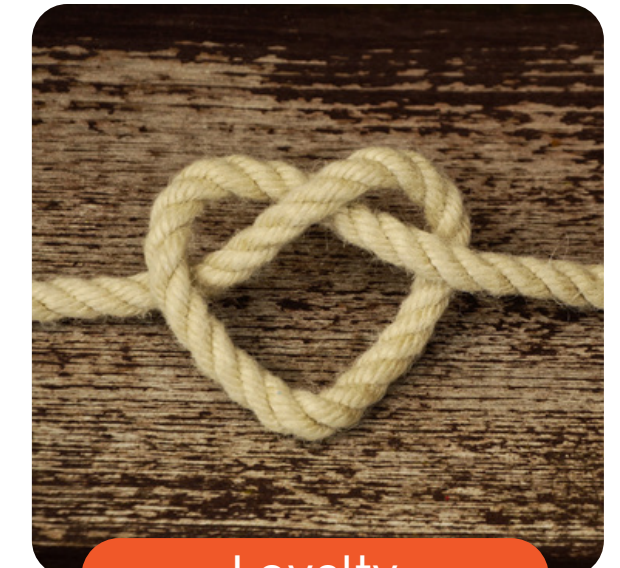
Ready for to move through the sales process.



Service

The Making of a Happy Customer!

It's time to deliver your product or service! Wow them!



Loyalty

The Real Relationship

You support them and they support your business back.





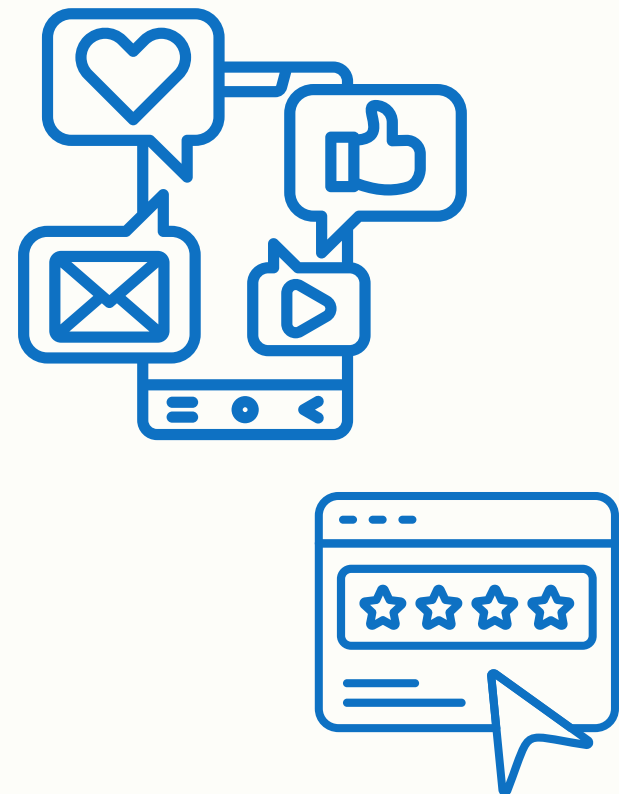
YOUR RELATIONSHIP *Ecosystem*

Your RORI is loyal returning customers, referrals, & bigger sales.



Your website, search, and AI offer a helpful invitation to join the ecosystem.

Social media & social proof encourage and deepen the relationship.



Direct communications qualify leads into prospects & prospects into customers.



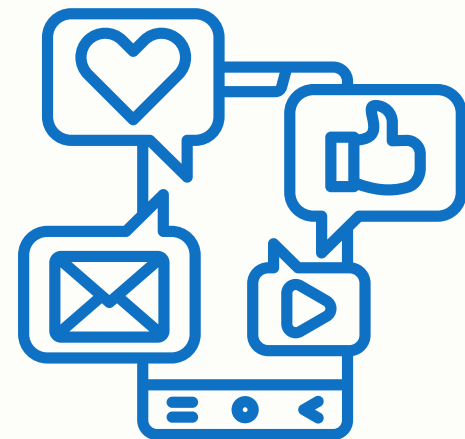


YOUR RELATIONSHIP *Strategy*



Develop helpful, useful serial content that consumers need to take the next step.

Share that content along and spread social proof.



Collect leads and then qualify them into customers.

Serve the customers, collect the money, reward & keep in contact.



REPEAT

BE MORE BUSINESS

Kimberly Beer

**THANK
YOU**

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