

BE MORE BUSINESS



*Relationship*  
**MARKETING**

EMAIL & SOCIAL MEDIA



**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.

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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**





# *International* AWARENESS

## International Rules Apply

- GDPR (Global Data Protection Regulation)
- Permission isn't optional
- You must tell people what you're doing with their info (privacy policy!)
- They must be able to unsubscribe AND remove their info
- Data security matters

## Other Considerations

- SIMPLE LANGUAGE helps translators
- Cultural context is important
- Keep track of international vs national vs local customers
- Time zones matter
- Think beyond the visit



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*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*

Constant Contact

Smackdab

Mail Chimp

Flowdesk

Active Campaign

Pipedrive

Keap

plus many others...





# 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. Map separate journeys where appropriate for international visitors.
- 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 and a specific Lead Magnet for this event





# 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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*Social Media*  
**STRATEGIES**





# STRATEGY #1: SHOW UP

- Post regularly starting NOW
- Use a formula
  - Direct Sales / CTA
  - Awareness
  - My Buster
  - Engagement
  - Objection/Obstacle
  - Social Proof
  - Insider Info
  - Educational
- Keep showing up long-term
- Make sure your info is up-to-date!





# FOUR TYPES OF SOCIAL PROOF

- Provided - given freely by the customer
- Gathered - harvested by you
- Wild - offered in the customer's social circle
- Authority - gained through exposure & pr

USE THEM ALL!





# STRATEGY #2: GET THEM TO FOLLOW

- ASK everywhere – your website, onsite, networking, biz cards, profiles – EVERYWHERE!
- Use QR Codes on merchandise, tags, cards, etc.
- Have links on your website and in your emails
- Use QR Codes or links on invoices, receipts, documentation

**EVERYWHERE!**





# STRATEGY #3: OPTIMIZE FOR AI

- Use your social media to help people understand what you do
  - Customer stories
  - Case studies
  - FAQs
  - Mini-blogs
- Link to your blog and pages on your website
- Be a good guide





# STRATEGY #4: USE THE MOMENTUM

- Capture event content for use NOW and later
  - Photos
  - Testimonials
  - Reactions
  - Interviews
- Keep up your posting and contact AFTER the visitors have departed





# STRATEGY #5: AIM FOR SHAREWORTHY

- Visual and simple works best
- Ask yourself – would you share this?
- Make it easy to share – post on your business page!





# STRATEGY #6: MAKE IT EASY

- CLAIRTY is KEY for international
- SIMPLE is best
- Repetitive is OKAY!
- Get to the point quickly





# KEEP IN MIND

**What you do now for this event  
will keep benefiting your  
business long term!**



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*Kimberly Beer*

**THANK  
YOU**

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**JOIN MY VIP  
LIST**

