

**50 of the
BEST
Marketing & Sales
IN 60 MINUTES**

1



Fine Tune Your Sales Story

REMEMBER:

PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHAT YOU DO FOR THEM. FOCUS ON WHAT YOU DO FOR THEM

**Stop telling them you are different
and start showing them**

2

CONTENT BUILDING

HOW DO YO DEVELOP YOUR STORY.

Questions to get you started:

- Why did your best customers initially come to you?
- What business problems were they facing?
- What results were they looking to achieve?
- What pains will your customers likely experience by choosing the wrong provider?



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MOMENTS OF INSPIRATION

EACH PURCHASE STARTS WITH A MOMENT OF INSPIRATION (MOI)

- The MOI sends the buyer on a journey. (leasing a new car)(gum)**
- Make sure you are visible during that MOI.**
- Hit the “More Info” button? This is your opportunity. Are you sending a generic email, or are you leaning into the experience?**
- These are Micro Moments. You only get one shot.**

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TURN YOUR PRODUCT/SERVICE INTO AN EXPERIENCE

**(Dr. Pepper Half-Time Contest) (Mercedes-Benz)(Domino's Pizza)
(Steven Jones, Tulsa Renew – Phone video)**

4.5

The screenshot displays the Domino's website interface. At the top is a navigation bar with links for HOME, MENU, COUPONS, GROUP ORDERING, TRACKER, and REWARDS. Below this is a 'REWARDS' section with the text 'NOW, EARN FREE DOMINO'S EVERY 2 ORDERS' and '1 ORDER OF \$5 OR MORE = 10 POINTS'. A 'JOIN NOW' button is present. To the right, three food items are shown with corresponding point values: 20 points for a drink and fries, 40 points for a pizza and wings, and 60 points for a pizza, wings, and a sandwich. Below the rewards section is the 'DOMINO'S TRACKER' progress bar, which is currently in the 'PREP' stage. The text indicates 'Current estimated delivery time 30 - 40 mins' and 'Alicia began preparing your order at 5:32'. At the bottom, a map shows the delivery route from the store to the customer's location, with the text 'Follow your order from the store to your door with the new and improved Domino's Tracker with GPS.'.

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SOCIAL MEDIA

- FACEBOOK**
- YOUTUBE**
- INSTAGRAM**
- TUMBIR**
- TIK TOK**
- TWITTER**
- REDDIT**
- LINKEDIN**
- SNAPCHAT**
- PINTEREST**

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FACEBOOK IS BIG, BUT CHANGING

- Algorithm changes make it difficult for marketers (websites, etc.)
- Facebook is still the largest social media platform with 3 billion monthly users.
- Reels for Facebook was introduced, with extremely high engagement rates and opportunity for growth.
- Moving away from links and towards photos. (keep links off)
- Algorithm now prefers long-form content without links.
- Use “stories” to share user created content and promotions.
- Vertical videos are in – Most watch on their phones.

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FOR B2B COMPANIES, LINKEDIN IS KING

- Dominate the digital business landscape.**
- Share articles and all relevant content.**
- Photos and videos are now top priority for the algorithm.**
- Join or start groups to share information/content.**
- Go live at events or for Q&A (must apply)**

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YOUTUBE IS GREAT FOR REVENUE AND SEO

- Largest video platform in the world.
- A legitimate revenue source.
- One of the best SEO tools on the market. (Google owns YouTube)
- Use YouTube Shorts to grow your audience.
- Focus on thumbnails and headlines.

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INSTAGRAM CAN ACCOMPLISH MORE THAN YOU THINK

- Create a visual experience for your followers – show don't tell.
- Use Reels, Images, Carousels and stories to maximize algorithm.
- Promote your website with link in your bio.

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X/Twitter is Changing...

- Elon Musks new Twitter presents some challenges for marketers.
- Twitter has moved towards a more visual experience.
- Article links are pushed down in the algorithm, making way for images/video.
- Twitter Premium allows far more features, longer tweets, longer videos (\$11.99/month)
- Success on the platform is possible, but a lot of heavy lifting.

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TIKTOK IS THE CLEAR CUT WINNER FOR YOUNGER DEMOS

- Finding a younger audience isn't easy.
- The fastest growing social media platform EVER.
- Reach a younger, highly-engaged audience.
- Use modern-day storytelling (hooks).
- Amplify your content using trends and popular audio.
- Be funny, informative or visually stimulating.
- Success will be time-consuming.
- You can sell products directly on the platform.

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PINTERST: SHOULD IT BE ON YOUR RADAR?

- Treat it as a search engine.
- A powerful search engine where your content can live indefinitely.
- Share content with graphics.
- Share information/content that doesn't have a timeline.

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NEW PLATFORM: THREADS WILL IT MAKE AN IMPACT

- Meta's new platform, competing with X/Twitter.
- Current engagement numbers are small, but will that change?

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STRATEGY BEFORE TOOLS

DESIGN THE DECK BEFORE YOU BUY THE DRILL BIT

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FOUR LEGS OF SELLING

-MARKETING

-PROSPECTING

-SELLING

**-FULFILLMENT/CUSTOMER
SERVICE**

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Don't Forget Previous and Past Customers

**(Costs 5x More To Gain New Customers)
(Turnaround Consultants)**

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2 Separate Strategies:

- (1. Existing and Past Customers)**
- (2. Prospects and New Customers)**

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SALES LETTER

-LET THEM KNOW HOW YOU'VE HELPED OTHERS JUST LIKE THEM



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P.S. LINE ON EMAILS

P.S. LINE READ MOST; ALSO, ADD NAME IN SUBJECT LINE

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RESOURCES

CANVA

- Create templates for graphics
- Creative videos/photos

UNPLASH

- Creative Photos

CAPCUT

- Phone video editor

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MORE RESOURCES

ARTGRID

-Video B-Roll

ARTIST

-Royalty free music

SOCIAL MEDIA TODAY

-Daily newsletter on the state of social media

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LEVERAGING AI

CHATGPT

-A great way to conceptualize and execute social campaigns, write copy, etc.
(FREE)

CLICKUP

-Enhances tasks, including task creation, marketing, copywriting, event planning and document editing.

PLUS AI

-Uses Google Slides platform and acts as a presentation assistant, creating usable slides.

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LEVERAGING AI

LAVENDER.AI

-All types of client-facing communications: blog posts, product details and social media posts. Integrates with WordPress and HubSpot.

PHRASEE

-Works to enhance your email marketing. Creates attention-grabbing subject lines, compelling body text and other vital components to optimize email campaigns.

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SALES: FIND THE PAIN

FIND THE PAIN; SOLVE THE PAIN; WIN THE CONTRACT

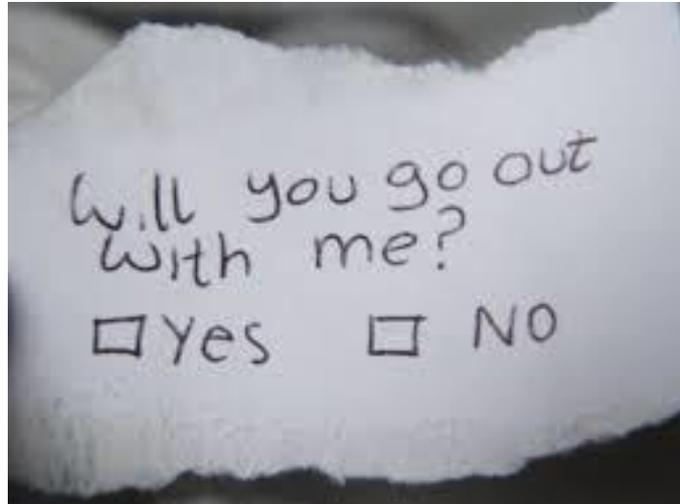
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KPI'S (Key Performance Indicators) AND SALES GOALS

NOT ABOUT YOUR NUMBER; FOCUS ON
ACTIVITIES/DRIVERS

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ANALYTICS: ARE THEY TELLING THE RIGHT STORY?

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IDENTIFY YOUR TARGET PROSPECTS?

- BEST, MOST PROFITABLE CUSTOMERS**
- Who Are They?**
- Where Are They?**
- What is Their Pain?**
- How Can You Help?**

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REVIEWS: How Do You Rank



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LOGO SOUP

Scottrade[®]



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SELF-SERVICE SALES

-80% OF POTENTIAL CUSTOMERS WANT 100% OF THEIR INFORMATION ONLINE. 86% WOULD RATHER GO TO THE DENTIST THAN SPEAK WITH A SALES PERSON

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CREATE E-NEWSLETTER, E-BOOK OR WHITE PAPER

MAKE IT HELPFUL, USEFUL AND RELEVANT. RE-
PURPOSE CONTENT!

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ASK THE EXPERT/Q&A PODCAST

-MOSBY CONSTRUCTION

-YOUTUBE/WEBSITE/PODCASTS

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3 OPTIONS

-PROVIDE THREE OPTIONS TO CUSTOMERS; NO MORE; NO LESS

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RETARGETING?

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EMAIL SUBJECT LINES THAT WORK?

1. Subject line: (Name of a mutual connection) recommended I get in touch.
2. Subject line: **I was just wondering...**
3. Subject line: May 29th?
4. Subject line: **3 reasons...**
5. Subject line: Did something happen?
6. Subject line: New idea for you.
7. Subject line: (Name of a competitor) is marketing very well? Or, just the company name of a prospects competition.
8. Subject line: 20 Minutes?
10. Subject line: I will respect your answer.

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SEO

-OPTIMIZING YOUR WEB PAGE TO HELP REACH A HIGH POSITION ON GOOGLE OR OTHER SEARCH ENGINES.

-Good Content (Expertise, Experience, Authority, Trust)

-On-Page Optimization (Keywords in headlines, subheads, text, images, external/internal links)

-InBound Links (easily linkable/sharable)

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RECOMMENDATION-BASED SELLING?

-EXAMPLE:

WORKING WITH COMPANY X, THEY'VE HAD GREAT SUCCESS WITH PRODUCT A. I THINK IT WOULD WORK JUST AS WELL FOR YOU. CAN I TELL YOU HOW IT HELPED THEM.

(DIGITAL: AMAZON....SIMILAR CLIENTS BOUGHT THIS.)

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FOMO?

-Fear of Missing Out. People Don't Want To Miss Out. They Will Buy If It Looks Like They Are Missing Out On Something.

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TYPES OF BUYERS?

- EMOTIONAL-STORIES** OF OTHERS THAT DID WELL WITH YOUR PRODUCT
- EGO** – MAKE THEM FEEL GOOD ABOUT THEMSELVES
- LOGICAL** – LOOK AT STATS/FACTS/NOT EMOTIONS

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TESTIMONIALS?



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QR CODES



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SPONSORED ADS ON SOCIAL MEDIA



5:43

facebook

Home Favorites Recent

Like Comment Share

Bad Boy Mowers
Sponsored · 🌐

What are you waiting for? Start financing the hardest working zero turn mowers in the industry.

— BAD BOY MOWERS —
0% APR *For* **60 MOS**

badboymowers.com
Get Yourself a Bad Boy [Shop now](#)
Explore the NEW 2022 Mowers

3.9K 1.1K Comments 290 Shares

Home News Groups Notifications Menu

The image shows a screenshot of a Facebook sponsored advertisement for Bad Boy Mowers. At the top, the time is 5:43 and there are icons for signal strength, Wi-Fi, and battery. The Facebook logo is in the top left, and search and notification icons are in the top right. Below the navigation bar, the ad is for "Bad Boy Mowers" and is marked as "Sponsored". The text of the ad asks, "What are you waiting for? Start financing the hardest working zero turn mowers in the industry." Below this is a photograph of a woman with long blonde hair sitting on a red and black Bad Boy mower in a grassy field. In the background, there are other mowers and mountains. At the bottom of the ad, there is a black banner with white and orange text that reads "— BAD BOY MOWERS — 0% APR For 60 MOS". Below the banner, the website "badboymowers.com" is listed, followed by the headline "Get Yourself a Bad Boy" and a "Shop now" button. Underneath, it says "Explore the NEW 2022 Mowers". At the very bottom of the screenshot, the Facebook navigation bar is visible, showing icons for Home, News (with a 5 notification), Groups, Notifications (with a 5 notification), and Menu. Engagement statistics for the ad are shown as 3.9K likes, 1.1K comments, and 290 shares.

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SALES POWER WORDS

Opportunity

Imagine

Value

Concerned

Fear

Missing Out

Simple

Unique

Turnkey

Advantage

Amazing

Avoid

A First

Fix

Free

Save

Partnership

Quality

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OWN YOUR AUDIENCE: BUILD YOUR DATABASE

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LOYALTY PROGRAMS

-HOTELS

-RENTAL CARS

-RESTAURANTS

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TEXT MESSAGING



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LinkedIn Group



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INFLUENCER MARKETING



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WEBSITE CHATBOX

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SEGMENT EMAILS



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TAILOR CONTENT TO EACH STAGE OF THE BUYER'S JOURNEY

- Awareness (eCommerce store home page)...Provide overview of your business.**
- Consideration (Product category page)...Demonstrate your industry expertise.**
- Decision (Product page)...Help user finalize their decision.**

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LEVERAGING EMPLOYEES AS THOUGHT LEADERS

Alternatively, you could always create influencers from your own employees. Often referred to as thought leadership, social selling and employee advocacy are becoming more popular with companies who want to amplify their brand message.

Going beyond simply resharing corporate posts, employee advocacy allows each one of your employees to become brand ambassadors and social sellers, sharing the content that makes the most sense for their individual industries while promoting your company.

Bonus

MARKET, MARKET, MARKET...

**YOU CAN'T BE A BEACON If YOUR
LIGHT DON'T SHINE**