

Still celebrating **8th Year Anniversary**
since 29-10-2015

117th Marketing Club

19th. Riyadh. 77th Business Club

one Page Marketing Plan

Tuesday 21-11-2023

8 PM EGY **9 PM** KSA **10PM** UAE

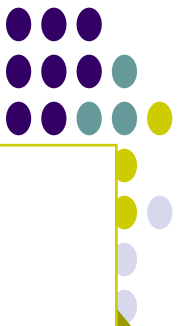
FOUNDER & HOST

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INSTRUCTOR

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The 1-Page Marketing Plan

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Marketing & Development Manager
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Speaker: Nagy Mohamed



- Marketing & Development Manager, **Ordesa**: **7 years**.
- Sales executive in **GSK**, Saudi: **10 years**.
- Medical Rep., **SIMACO**, Saudi: **3 years**.
- **Marketing Club** & Mini MBA instructor, in Egyptian Pharmacists Society since Nov. 2014 until now.
- **MBA degree**, University of **Leicester** 2015.
- B.Sc. School of **Pharmacy**.





The 1-Page Marketing Plan

- The 1-Page Marketing Plan is to be an **implementation** rather than **innovation**.
- It is **simple** and fast way for **a small firms** to create marketing and get money.” .
- If you didn't go into business to make money; It is a **hobby, not a business**.
- The marketing plan is reduced to a **single page**.



1-Page Marketing Plan



- Many business owners are **struggling** and **blaming their industry**.
- **Maximum 50%** still having business after five years.
- In fact, some **industries** are in **decline** such as **bookstores**.
- It is the time to **cut your losses** and move on.





1-Page Marketing Plan

The most common **industry complaints** are:

- It's too **competitive**.
- The **profit** is too low.
- Online **discounters** are taking customers away.
- **Advertising** no longer works.



1-Page Marketing Plan



- In **that same industry**, others are **doing well**.
- Are they doing **differently**?
- The **owners** of the business may have excellent **technical skills**, but they lack **business skills** that causes his business to fail.
- **The point of this book** is to take you from **confusion to clarity**—so you know exactly **how to succeed**.



The 80/20 Rule

The Pareto Principle



- 80% of a company's **profit** come from 20% of its **customers**
- 80% of road traffic **accidents** are caused by 20% of **drivers**
- 80% of a company's **complaints** come from 20% of its **customers**
- 80% of **wealth** is owned by 20% of **people**
- **80%** of **effects** come from **20%** of **causes**.



The 64/4 Rule

Human Behavior and Mindset



- We can **apply** the **80/20 rule** to the rule **itself**.
- **64% of effects** come from **4% of causes**.
- **Most of success** comes from the **4% of actions**.
- You can always get **more money**, but you can never get **more time**.
- **Spend time** on making the **biggest impact** and **value**.



The 1-Page Marketing Plan is **born**

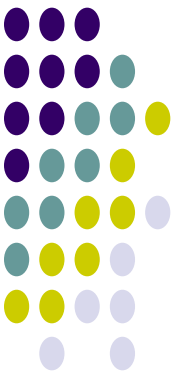


- Creating a marketing plan was a **complex** which most **small** business owners simply will not do.
- **No** one can **guarantee** your success, but having a marketing **plan** increases your probability of success.
- If you get **10% better** at marketing, this can **multiply** your profit.
- The 1-Page Marketing Plan is **born**.



4% of effort that generates **64% of the result.**





Marketing

- Marketing is the **strategy** for getting your ideal **prospect** to **know** you, **like** and **trust** you enough to become a **customer**.
- Understanding the difference between **strategy** and **tactics** is a key to marketing success.
- Imagine you have bought an empty **land** and want to build a **house**.

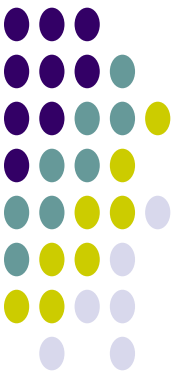




Branding

- **Marketing** is something you do to **induce** them to buy from you.
- There's a huge confusion, especially among small businesses, **what a brand** is.
- **Branding** is something you **do after customers** have bought from you,
- A **brand** is the **personality** of a business.
- Think of your **business** as a **person**.





Branding

What elements make up its **personality**?

- What's its **name**?
- What does it **wear**? (**design**)
- How does it **communicate**? (**positioning**)
- What are its core **values**? (**brand promise**)
- Who does it **associate** with? (**target market**)



Is it **well-known**? (**brand awareness**)





Branding

- This **personality** is different between businesses.
- **Toyota and BMW** both **produce cars**, but the answers to the **questions** are very different.
- Some **small** businesses look at the **advertising** campaigns of well-known brands like **Coca-Cola** and think that they also need to spend time, money and effort to build “**brand awareness**.”





Branding

- When **well-known brands** were **small**, they did **not** spend huge amounts of money on ads and **brand awareness**.
- They focused on **selling** their products.
- If **Coca-Cola didn't concentrate on sales** to begin with, they would **not exist today**.
- If a **brand** is the **personality** of a business, what is the better way to **understand** that **personality** than **buying** from you?





Brand equity

- Brand equity is the **goodwill** you build up that makes people to do business with you rather than your competitor.
- Brand equity that cause **customers** to “**cross the road**” to buy from you.
- **Brand equity** can be **visible** in the form of **customer loyalty**, repeat business or even a **price premium** you can **charge** for your product.
- **Brand equity** is also the key to **stimulate** the **recommendations** for new customers.



Customer Acquisition

Customer Retention



- Many business **owners thinking** that if their **product** is **excellent**, the market will **buy**.
- **Excellent** products are simply **not enough**.
- **Customers** do **not** find out **how good** your products are **until** they have **bought** from you.
- **Marketing** must be one of your **major activities** to have business **success**.



Customer Acquisition

Customer Retention



- **A good product** is a customer **retention** tool.
- If we give our customers a great product experience they will **buy more** from us,
- They will **recommend** other people to us and build up the brand through positive word of mouth.
- However, **before** customer **retention**, we need to think about customer **acquisition**.



The Fastest Way to Fail of Small Business



- **Imitating large**, successful **competitors** in the industry.
- **Why:**
 - 1- Large Companies Have A Different **Goals**.
 - 2- Large Companies Have large **Budget**.



Goals of Large & Small Company



The marketing goals of a **large** company:

1. Pleasing The Board Of **Directors**
2. Pleasing **Shareholders**
3. **Satisfying** Existing Clients
4. Winning Advertising **Prize**
5. Making A **Profit**

The marketing goal of a **small** business owner

1. Making A **Profit**



Huge Company Marketing



- **Huge** company marketing is sometimes **mass marketing**.
- The goal of mass marketing is to **remind** customers about your brand.
- **Mass** marketing is effective; however, it is very **expensive** and takes a lot of **time**.
- **Mass** marketing requires various types of advertising media such as **TV**, print, radio, internet on a **repeated** base and **extended time**.



Small Business Marketing



Direct response marketing

1- It's **trackable**.

you know **which ad and media** generate the **response**.

2- It's **measurable**.

You can **measure** how **effective** each ad is.

You **change ads** that are not giving you a return on investment.

3- It targets a **specific audience** or niche.

4- It requests a **response**.

It has a “**call to action**.” by a **phone** number, a **website**.



Small Business Marketing



Direct response marketing

5- **Education program** .

For getting the **prospect's details**,
valuable **education** program is offered to
solve prospect's **problem** .**Example Cow**
This offer has **limited time**.

6- **Follow-up of unconverted leads**.

People who do not respond.
They should **continue hearing** from you.



Marketing & Random Marketing



- **Few** businesses have built a marketing **structure** which gets **new leads**, follows them up, cultivates, and converts them into fan customers.
- While **most** businesses do “**random marketing**” by making **ad here** and **ad there**.
- These random marketing usually end up **costing** more than they bring in,
- Business owners of random marketing say, “**marketing doesn’t work** in my **industry**.”





The 1-Page Marketing Plan

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The Three Phases Of The Marketing Journey



- Before Phase
- During Phase
- After Phase



The Three Phases Of The Marketing Journey



Before Phase

- At the beginning of the “before” phase, prospects **don't know** you.
- You need to **send** the right **message** to the right **target**, through the right **media**.
- The **goal** of this phase, the **prospects know** who you are and indicate **some interest**.



The Three Phases Of The Marketing Journey



During Phase

- At the beginning of the “during” phase, leads have **some interest** in your offer.
- The **goal** of this phase, the **leads like** you, **trust** you **to buy** from you for **the first time**.



The Three Phases Of The Marketing Journey



After Phase

- At the beginning of the “after” phase, customers have already **bought once** from you.
- The goal of this phase, the **customers trust you more** to **buy frequently** from you and **recommend** you to new prospect.





The “Before” Phase

- Prospects **do not know** you.
- In this phase you will identify your **target**.
- Design a **message** for this target market.
- Deliver a message to them through **media**.
- The **goal** of this phase is to get your prospect to **know** you and indicate **some interest by responding** to your **message**.





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1- Selecting Your Target Market

Laser-Like Focus



- **Selecting** your target is a **vital step** in the **marketing** process.
- Your marketing **message** will be more **effective**.
- **Prospects** say, “**that is for me.**”
- **Without selection**, your **message** will become **diluted** and **weak**.
- You will be able to get a **better return** on the time, money, and energy.



1- Selecting Your Target Market

Why



- **Small** to medium sized businesses **never** have **enough money** for **mass marketing** to hit their target frequently for extended time.
- **Targeting everyone** means you are targeting **no one**.
- Getting **premium price** by offering a **solution** for prospects' **problem** which **disturbs** their **sleeping**.



1- Selecting Your Target Market

How



Identify Your Ideal Customer (PVP index)

- **P - Personal Satisfaction:**

How much do you **enjoy dealing** with this type of customer?

- **V - Value To The Marketplace:**

Are they **willing** to pay you **a lot of money** for your work?

- **P - Profitability:**

Sometimes even when you are charging high fees, it may loss making.



1- Selecting Your Target Market

How



Be **specific** about all these points.

- What is their **gender**, **age**, geography?
- Do you have a **picture** of them?
- What are they **afraid** of?
- What **trends** are occurring in their lives?
- Do they have their **own language**?
- What **magazines** do they read?
- What **websites** do they visit?



1- Selecting Your Target Market

How



- In-depth **research**, interviews and careful study of your target market.
- Getting into the **mind of your prospect**, your marketing efforts will be successful.
- This doesn't mean you can't offer a wide range of brands ,but **each category** of brands has a **separate campaign**.
- Once we **dominate** this ideal **segment**, we can go on and **add other one**.



1- Selecting Your Target Market

Benefits



- By targeting a niche, your marketing **cost** becomes **cheaper**.
- If you are taking photos for **babies**, you should advertise in “**New Mother** Magazine”.
- Your customer **acquisition cost** will **drop**, and your **conversion rate** will be much **higher**.





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2- Design Your Message

Get Prospects' Attention

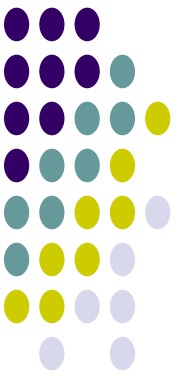


- Most marketing messages are **boring** and ineffective.
- To get **some interest** and **attention** of your target market, you need to design an **amazing message**.
- This **amazing message** induces **response** of prospects.



2- Design Your Message

The **Master Skill** of Marketing



- The Master **skill** of marketing is to design the **message** which **creates** an **attention** and **emotion** with prospect and **motivates** them to **response and buy** from you instead of competitors.



2- Design Your Message

Boring ads



The structure of most ads of small firms:

- Company **name**.
- Company **logo**.
- List of **items** offered.
- Claims of **best quality** or best price.
- **Contact** details

Purpose:

- **Branding**.
- Letting people **know** about the products.
- Making **sales**.



2- Design Your Message

Boring ads



- **Boring ads**, focus on company and **brand**.
- **99%** of **boring ads** that are just talking about **themselves** is **neglected**.
- While **Direct** Response Marketing **focuses** on the **needs**, **problems**, thoughts and **emotions** of the prospect.
- Therefore, **Direct Response Marketing** will get prospects' **interest** and **attention**.



2- Design Your Message

Focus



To design an **effective message**:

What Is The **Goal** Of Your Ad?

- By trying to **achieve many goals**, you end up achieving **none** of your objectives.
- The rule of thumb is **one ad, one goal**.
- **Advertising space** is **valuable**, while company **name** and company **logo weaken** your **message**.



2- Design Your Message

Communicate



- **Communicate** your **specific goal** to your prospects.
- **prospects** have different **preferences** to **communicate**.
- Give them different ways of communications to **response** such as **online** and **phone**.
- Consequently, they can **choose** the one they are most **comfortable** with.



2- Design Your Message

Do Not Sell



- **Do not sell directly** from your ad.
- Invite prospects to **visit** your **website** to get a **free sample or free education program.**
- This **decrease resistance** and helps you **build a marketing database**, one of the most valuable assets in your business.



2- Design Your Message

Developing A Unique Selling Proposition



- **Many small** businesses do **not have a reason** to exist. “me too” business.
- You need to first answer the question of **why they should buy** and why they should **buy from YOU rather** than competitor?
- You need to develop your unique selling **proposition** (USP) which **positions** you **differently**.



2- Design Your Message

Developing A Unique Selling Proposition



- It takes **testing** to get right **Proposition message** to right **target** market through right **media**.
- You will **never get everything perfect** the **first time**.
- You only **actually learn** by **doing**.



2- Design Your Message

Developing A Unique Selling Proposition



- **Few** products are **unique**.
- The uniqueness may be in the way it is **packaged** and **delivered**.
- You need to **position** what you do in such a way that even if your **competitor** was operating **opposite** you, customers would **cross the road** to do business with you.



2- Design Your Message

Be a problem solver

- Be a **problem solver**, for example, selling the **exact TV** as your competitor.
- Instead of price **discounting**, offering to **deliver** TV to the house, **stand** it on the wall, ensure the **picture** quality is great and make sure that it works with all other **devices**. Another example **India Cement**.
- Customers will become a fan and **recommend** others to you because you were **not** the vendor of a **commodity**.

You were a **problem solver**.



2- Design Your Message

Be a problem solver



- **People** are much more **willing** to **pay** for a **treatment** than for **prevention**.
- Targeting existing **pain “problem”** will result in much **higher conversion**, much higher customer satisfaction and lower price resistance.



2- Design Your Message

Getting Into The **Mind** Of Your Prospect



- What do they indeed want?
- They want the **result** of the brand you are selling such as **status**, luxury and exclusivity.
- Explain the product's unique **benefit** which **solve** their **problem** in a single short understandable sentence.
- You are now viewed as a **trusted advisor** that is serving their needs.



2- Design Your Message

Getting Into The **Mind** Of Your Prospect



- To find out what the **prospects want**, **asking** them by market research.
- Actual **purchasing** is done with **emotions** which **justified** with **logic**.
- You need to supplement asking with **observing**.
- Customers of **expensive cars** want **quality**, **reliability**, and **comfort** (**untrue answers**).

In **fact**, they want **status**.



2- Design Your Message

Major Motivators of Human Behavior



Major motivators of human buying behavior:

1. **Fear**
 2. Love
 3. Greed
 4. Guilt
 5. Pride
- If your message isn't pushing at least one of these **emotional hot buttons**, then it is **ineffective**.
 - **The fear of loss** is one of the most powerful emotional hot buttons you can push in your message.



2- Design Your Message

Major Motivators of Human Behavior

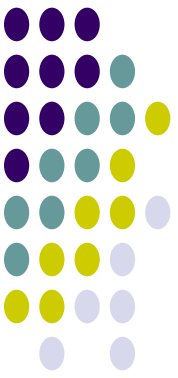


- There are some **words which trigger emotion** such as **Shark instead of fish.**
- People buy with **emotions first** and then justify with logic afterwards.
- Selling to their **logical brain** is a complete **waste of time.**
- The **headline** is basically the ad for the ad.
- **Doctors Are More Dangerous Than Guns!**



2- Design Your Message

Confusion leads to lost sales



- When you **confuse** prospects, you **lose** them.
- Five gigabytes doesn't mean a thing to most consumers.
- Genius! ad, "**1000 songs in your pocket**", the iPod.



2- Design Your Message

The **Name** of Your Brand



- if you **need to explain the name**, to me that is an automatic **failure**.
- Do not ask friends and family for their opinion on your clever new name.
- **All big brands** spend **hundreds of millions** of dollars in advertising to educate people about what they do.
- How much are you willing to spend to do the same?



2- Design Your Message

Your Offer



- The offer is one of the most important parts of your marketing campaign.
- **Take time** to design an **amazing offer**.
- Your **conversion rate will be high**.
- Offering price **discounting** or copying competitor is **boring**.
- **Amazing offer**, for example, the client can **refund** the money if he is **not satisfied** by the **result** of the brand.



2- Design Your Message

Justify Your Great Offer



- When you have a **great offer**, “We’ll double your offer,” you need to justify why you are doing this.
- People become **doubtful**.
- You are offering a great offer because **clearing old stock**, overstock, or moving your warehouse.



2- Design Your Message

Design Your Offer



Payment Plan:

- 1- People generally think of their **expenses** on a **monthly basis** and \$497 per month feels much easier than \$5,000 in one lump sum.
- 2- Encourage the people who can pay in one lump sum by receiving a “discount”.

Guarantee:

You need to make dealing with you a **risk-free transaction.**



2- Design Your Message

Upsells



- When prospects are in the **buying mood**, offer them a **complimentary** product with high margin.
- Sometime, the primary product with low margin.
- It gives the **customer added value** and gives you **more profit** per transaction.



2- Design Your Message

Scarcity



- Your offer has an element of **scarcity**.
- A reason why people need to respond **immediately**.
- People respond much more to a **fear of loss** than the expect of gain.
- However, again you need a good “reason **why**” the scarcity exists.
- You have a **limited supply**, limited time, limited resources.



2- Design Your Message

Adding **Personality** to Your Message



- You need to write your message as you were **talking** to a **single person**
- **People buy from people**, not from corporations.
- People respond to pictures and videos of other people, for example **YouTube and Facebook**.
- You can take advantage of this by adding a **video** to your **website** to deep your **connections** with customers.



2- Design Your Message

Your Product is **NOT** for

There are very good reasons:

- 1- It **filters out people** who are not part of your target market.
 - This **exclude low probability** prospects.
 - It also **reduces** the number of **refunds** and complaints.
- 2- It makes your **message** more **credible**.
- 3- The **prospects** will feel that the product is much **more tailored** to their needs.





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3 - Reaching Prospects With Advertising Media



- Advertising media is the vehicle you'll use to **reach** your target market and **communicate** your **message**.
- **Traditional media** like radio, TV , direct mail, and print.
- **Digital media** like social, search engine optimization (SEO) and email marketing.
- It is the most **expensive** component of your marketing, so it needs to be **selected** carefully **to get a good return on investment (ROI)**.



3 - Reaching Prospects with AM Track Advertising



- “Half the money I spend on advertising is **wasted**; the trouble is I **don't know** which half”

It should be a **crime** to say that **today**.

- **Technology**, quickly and cheaply **track** advertising effectiveness through toll-free numbers, website analytics and coupon codes.

What gets measured, gets managed.

- Ad management by **cutting** the losers and **keeping** the winners.



3 - Reaching Prospects with AM ROI



- **Hire experts** that specialize in whatever media you decide is right for your campaign.
- What you don't know **WILL** hurt you.
- Your goal is to figure out how to get a good **return on your media investment whether** that be **email, postal mail**, or anything else.



3 - Reaching Prospects with AM ROI



- **Response rates** will vary depending on factors such as how the **message** is **relevant** and **amazing** to the **target** market.
- Sometimes a **50% response rate** is a **disaster** and sometimes a **1%** response rate is a **success**.
- Measurement the **success** of a marketing campaign **depends** on the **profit** you made.



3 - Reaching Prospects with AM ROI



Winning campaign (positive ROI)

| | | |
|---|------------|------------|
| Direct mail campaign | 100 | Mails |
| The cost of printing and mailing the one hundred letters | 300 | USD |
| Ten people respond (10% response rate) | 10 | Person |
| Two people end up buying from you (20% Conversion rate) | 2 | Person |
| Customer acquisition cost | 150 | USD |
| Profit per Customer | 600 | USD |
| Profit for every customer acquired in this campaign | 450 | USD |



3 - Reaching Prospects with AM ROI



Losing campaign (negative ROI)

| | | |
|---|------------|------------|
| Direct mail campaign | 100 | Mails |
| The cost of printing and mailing the one hundred letters | 300 | USD |
| Ten people respond (10% response rate) | 10 | Person |
| Two people end up buying from you (20% conversion rate) | 2 | Person |
| Customer acquisition cost | 150 | USD |
| Profit per Customer | 100 | USD |
| Lost for every customer acquired in this campaign | -50 | USD |



3 - Reaching Prospects with AM ROI



- This is an example that illustrates that **profit per customer**, Customer **acquisition** cost, **response rates**, and **conversion rates** are important.
- Our primary concern is **return on investment**, which varies based on the customer acquisition cost and **profit per customer**.



3 - Reaching Prospects with AM

The lifetime value



The lifetime value of a customer

- The money we make on a campaign is known as “**the front end.**”
- The money we make on subsequent purchases is known as “**the back end.**”
- **The lifetime value** is “the front end” plus “the back end”, for example, sell printers that require refills.



3 - Reaching Prospects with AM

The lifetime value



The lifetime value of a customer

- The goal of your **front-end** offer is to create a customer and make enough profit from the first transaction to at least cover the **customer acquisition cost**.
- The **actual profit** is made on the “**back end**” through **repeat purchases** by existing customers.
- In businesses with a **high lifetime value**, it makes sense to **lose money** on **the front end** because you know you will make more on **the back end** such as **Printer**.



3 - Reaching Prospects with AM

Social Media



- Remember **people buy** from **people**.
- Engaging and **responding** to **criticism** or **admire** from your prospects builds social relationship.
- This **social relationship** makes prospects feel like they are dealing with **humans** rather than a faceless corporation.



3 - Reaching Prospects with AM

Social Media



Potential **traps** with social media:

1- it can be **a time wasting**.

2- Your social media page and profile is the **property** of the social network.

My **preference** is to build marketing assets such as **websites**, blogs, **email lists** then use social media to **drive traffic** to these **marketing assets**.



3 - Reaching Prospects with AM

Social Media



- Many businesses were hit hard when **Google** changed its **search engine algorithm**.
- These businesses put all their marketing budget and effort on **search engine optimization** and found themselves with no other source of leads.



3 - Reaching Prospects with AM Social Media



- Now, **Facebook** requires you to **pay** them each time you want to send a message to your entire audience, otherwise it only allows you to reach a small percentage.
- This is one of the reasons why preferring to have 1,000 people on **my email list** than 10,000 people who “Like” my Facebook page.



3 - Reaching Prospects with AM

Email Marketing



- Email enables you to maintain a **close relationship** with your customer base and makes it **easy to test and launch new products**.
- Over time as you build a relationship with your email subscribers, your **database** becomes **a valuable marketing asset**.



3 - Reaching Prospects with AM

Email Marketing



- **Despite** the **growth** and popularity of **social media**, your **database of email subscribers** remains one of the most important elements of your online marketing strategy.
- If you build your business on someone else's **platform** and it starts to **decline** in popularity, your marketing **asset** becomes **stuck**.



3 - Reaching Prospects with AM

Email Marketing



Email Marketing

- **Capture the email address** of website visitors and cultivate them.
- These visitors may **not be ready to buy now**, but they have some **interest** and want **more information**.
- These kinds of prospects make up most of prospects, and they are your **pipeline** of **future sales**.
- If **you didn't capture** these interested non buyers, you likely **lose them forever**.



3 - Reaching Prospects with AM

Email Marketing



Effective Email Marketing

- Never send email without **permission** of the recipients to be emailed.
- **Be human**, write as you are emailing a **single person**.
- Use a **commercial email** marketing **system** to **automate**.



3 - Reaching Prospects with AM

Email Marketing



Effective Email Marketing

- **Email regularly**
- Stay in touch with your email subscribers at **the least once monthly.**
- Otherwise, they forget you and mark you as a spammer.
- Ensure most of your emails are **not sales offer** but creates **relevant value** for your subscribers.
- A good ratio is **three value** building emails for **every offer email.**



3 - Reaching Prospects with AM

Email Marketing



Effective Email Marketing

The Email content

- Attractive **headlines**.
- Keep emails **short** by only having a **summary** in the email body.
- Readers are then invited to click on a **link** to read more on your **website** or **blog**.



3 - Reaching Prospects with AM

Postal Mail



- Email doesn't replace postal mail; it complements it.
- Postal mail is a powerful media channel.
- **Physical object** has the power to move people **emotionally**.
- Postal mail has a much longer lifespan and **people keep postal letters** from significant people for decades.



3 - Reaching Prospects with AM

Unlimited Marketing Budget



- If your **marketing** is giving you a **positive** return on investment, **do not limit it** with a budget.
- The only time to set a marketing budget is when you are in **the testing phase**.

Concern about handling the demand

- If you are receiving **more demand** than you can fill, this is an opportunity to **raise** your **prices**.
- This will **boost** your **margins** and bring you a **better quality of client**.



3 - Reaching Prospects with AM

Sources of New **Leads**.



- **Many small** businesses have **only one source** of new business.
- I advocate having at least **five** different **sources of new leads**.
- Further I recommend that most of these five sources be in **paid media**.
- The reason paid media is **dependable** and forces you to **focus** on return on investment (**ROI**).





The 1-Page Marketing Plan

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The “During” Phase



- In the “during” phase you are dealing with **leads**.
- Leads are people that **know** you and have **some interest** in your offer by **responding** to your marketing **message**.
- The goal of this phase is to get your leads to **like** you by **capturing** these interested leads in a **database system**.
- Then **cultivate** them with regular **value-building** information (**CRM**) and **convert** them into **customers** for the first time.



4 - Capturing Leads



- **Capturing leads** in a **database** system for future follow-up is critical to your marketing success.
- This is because only a very **small percentage** of interested leads may be **ready to purchase** from you **now**.
- Lead capture is all about handling **interest** and **cultivate** them with regular **value-building information**.
- This cultivation position you as an **authority and create a relationship built on trust** to get future sales **pipeline**.



4 - Capturing Leads



Not Try to Sell to Them from Your Ad

- The problem with this is you are **asking** your customer to **buy** when they have **no idea** about you.
- They do **not know** you, **do not like** you and do **not trust** you.
- It's like proposing **marriage** on a **first date**.
- You **waste** a significant amount of **time**, energy and **money** dealing with **unready leads**.



4 - Capturing Leads



Why not try to sell to them from your ad?

- **Majority** will **not be ready** to make a **purchasing** decision on the day they read your ad—even if they are **interested** in what you do.
- If you do **not** put them in a **database**, then you have **lost** them.
- They might have been ready to buy in a **month**, **six months** or a **year**.



4 - Capturing Leads

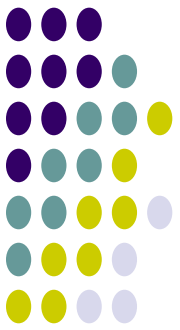


Why not try to sell to them from your ad?

- About **3%** of your target market are highly motivated and ready to **buy immediately**.
- These are the prospects most **mass** marketing hopes to convert.
- There is a further **7%** who are very **open** to talking and buying.
- **30%** who are **interested but not now**.
- The next **30%** are **not interested**.
- The last **30%** would **not** even take your product if it was **free**.

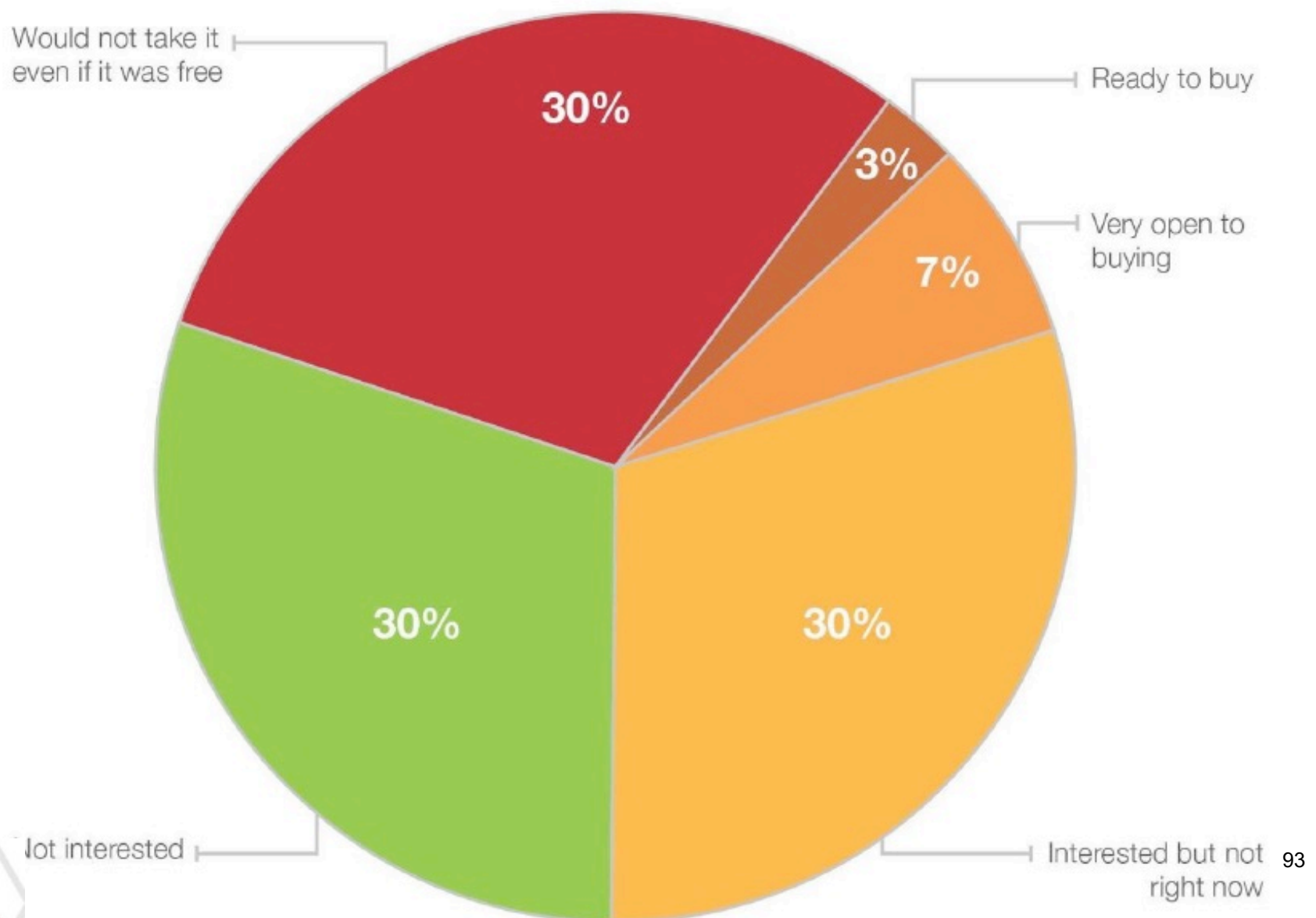


4 - Capturing Leads



Why not try to sell to them from your ad?

The Market For Your Product Or Service



4 - Capturing Leads



Why not try to sell to them from your ad?

- If you tried **selling directly** from your ad, you'd be targeting only the **3%** who are ready to buy **now**.
- By creating a **lead generating** ad, you increase your market to **40%**.
- You do this by capturing the **3%** who are **immediate buyers** and the **7%** who are **open** to talking and the **30%** who are **interested** but **not now**.



4 - Capturing Leads



Why not try to sell to them from your ad?

- You are **increasing** the **effectiveness** of your **advertising** by **1,233%**.
- Offer **free report** or video series to educate your clients about the **issues** that they need to be aware.
- Leads see that you are interested in building a **relationship**, **expert**, and have a personal interest in other people **rather** than just going for **making a sales**.





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5 - Cultivating Leads



The Secret Behind World's Greatest Salesman

- He sent leads **positive message** inside envelope to feel good.
- He did this **monthly** for many **years** until they need **a new car**.
- By the time, almost **two-thirds of his sales** were **to repeat customers**.
- Customers had to **set appointments** in advance to come in and buy from him.





5 - Cultivating Leads

The Money is in The **Follow-up**

- Marketing Like A **Farmer**
- **50%** of salespeople **give up** after **one** contact.
- **65%** give up after **two** contacts.
- **80%** give up after **three** contacts.
- Imagine that a farmer **planted seeds** and then **refused to water them** more than once or **twice**.



5 - Cultivating Leads

Marketing Like A Farmer



1. **Advertise** with the **intention** of finding **interested** people in what you **do** by **offering** a free report, video, **CD**, articles, case studies with free **information** that presents a solution to a problem.

This builds **trust** and positions you as an educator rather than a salesperson.

- 2- **Add** them to your **database**.

Stay connected, otherwise the prospect will forget you



5 - Cultivating Leads

Marketing Like A Farmer



- 3- **Continually** provide them with **valuable information**, Books, CDs and DVDs, online webinar, testimonials from past clients in video, audio or written form, a sample of your products, coupons or gift cards and sometimes **special offer**.

This makes you the logical choice when they are making a buying decision.



5 - Cultivating Leads

Building Your Marketing Infrastructure



- Most good **CRM systems** can be set up to **automatically** send an email or SMS to a client or alert a salesperson to follow up.
- The **automation** can be **triggered** based on some **actions** taken by the prospect such as **questions** and purchases.
- **Automation systems** allow you to screen prospects to control your time effectively.
- Now, you have a **database** of high probability prospects; your job is to market to them until **they buy or die.**



5 - Cultivating Leads

Marketing Like A Farmer



Example for marketing calendar

- **Daily**: Check **social** media for respond.
- **Weekly**: Write a blog **post** and **send the link** to email list subscribers.
- **Monthly**: **Mail** customers a printed postcard.
- **Quarterly**: Send customers who haven't purchased recently a **reactivation** letter.
- **Annually**: Send all customers a gift basket thanking them for their business.





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6 - Sales Conversion

Creating Trust



- Sales conversion is **creating trust** and **providing value** to motivate interested leads to become paying customers.
- **Positioning** yourself correctly will make the sales **conversion process easy** for both you and your customer.



6 - Sales Conversion

Sell Without Trust “**silent treatment**”



- Most businesses try to **sell without** creating **trust** by cold call or boring advertisement.
- You “**think**” you have an **interested** prospect who is sending you **positive signals** but has **no intention** of buying from you.
- Then a few weeks later after chasing them, you get hit with the “**silent treatment.**”
- Prospects just disappear.



6 - Sales Conversion

Old School



- The **old** school “**close**, close, close... **sell**, sell, sell” approach **doesn't work**.
- **Clients** have been **cheated** many times, and they simply do **not believe** you.
- Instead, you need to **move** to the model of... **educate**, educate, educate.
- With education, you build **trust**, position yourself as an **expert**, build **relationships**, and make the selling **process** easier for both buyer and seller.





6 - Sales Conversion

The Most Cost Effective

- You must **stop selling** and start **educating**, consulting and advising prospects about the **problem** your **products can solve**.
- You must be a creator of great **value** and advantage in the lives of your prospects.
- Solve problems of prospects with a profit.
- **Advising** is the most **cost effective** and the most **impactful** marketing **strategy** a business owner can develop.





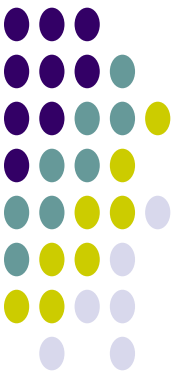
6 - Sales Conversion

Manufacturing Trust

Website:

- Your website is one of the first places prospects go to **check**.
- **Phone** numbers should be listed at the top of every page.
- Attractive **easy-to-use** website.
- Display a **business address** on your website even if you work from home, you can use virtual office services to meet with customers.





6 - Sales Conversion

Manufacturing Trust

Email Address:

- Using an **email** address with **own domain** instead of Hotmail and Gmail.

Phone Number:

- Your phone number can say a lot about you. Using **a toll-free number** can give your business an **accessible** feel.





6 - Sales Conversion

Manufacturing Trust

CRM:

- A customer relationship management **(CRM)** system will help you keep track of **customer details** and **automate follow-up**.

Ticketing System:

- Keep track of **requests**.
- **Decrease the load** on your staff to respond phone calls and emails.
- Gives the potential customer **confidence** that their **request** is **trackable**.



6 - Sales Conversion

“Remove the Risk ”



- Customers have fears. When you can **guarantee** against their **fears** in your marketing, you have an advantage over your competitors.
- Example, if you are **not** absolutely **delighted** with the service provided, we will **refund double** your money back.
- **Remove** all the **risks** so that the way to the sale is much smoother.



6 - Sales Conversion

“Remove the Risk ”



- Most people fear **paying** unexpected **charges** from **data usage**, medical costs, or consulting fees.
- If you can **remove this risk** for them, you increase the opportunity for a sale.
- An excellent **strategy** for removing this risk is to offer an “**unlimited**” use at a **fixed** price.
- For example, an IT company could offer “**unlimited**” **technical support** for a **fixed** monthly fee.



6 - Sales Conversion

“Remove the Risk ” by Installment”



- First, people often think of both their **income** and **expenses** on a **monthly** basis.
- Second, people are less attached to **future money** than present money.
- **Present** money is usually already **spent**.



6 - Sales Conversion

“Traditional Pricing Strategy”

- A common application is setting price slightly **lower** than the **market leader** in their industry.
- Another common way that price is set is to just take **cost price** and then add what feels like an acceptable **markup**.
- Both are acceptable starting points, but you are leaving huge sums of money.
- **Position** yourself as an **educator** and a trusted adviser; **price** becomes much more **flexible** “Heart Surgery”.



6 - Sales Conversion

“Positioning Strategy”



- The actual **profit** comes from your **positioning**.
- Positioning as a commodity “**me too**” and competing only on price or **discount** which is **dangerous** with small profit.
- **Position** yourself as an **educator** and a **trusted adviser**; **price** becomes much more **flexible** with **high profit**.
- “**Heart Surgery**”.



6 - Sales Conversion

“A Good Pricing Strategy”



- A good pricing strategy is offering a “**standard**” and “**premium**” price of a product.
- The “premium” is priced at 50% above the “standard” but offers more value than the “standard” price.
- This strategy works well where the **incremental cost** of the “premium” price is **low**.
- The difference between two prices ends up as pure **profit** on your bottom line.



6 - Sales Conversion

“Ultra high-ticket Pricing Strategy”



- There is a **small percentage** of the population who want to **buy “the best”**.
- The **indicator** is used by the consumers to decide “the best,” is **price**.
- They will pay 10, 20 or **100 times** the price of other similar products.
- These **ultra high-ticket** items can make up a **large percentage** of your **profit** even if you only sell a **small** number of **units**.



6 - Sales Conversion

“Ultra high-ticket Pricing Strategy”

- Ultra high-ticket will also help you **attract** a customer who shops based on **prestige** rather than price.
- **Ultra high-ticket** makes the **standard** product range look more **logically priced** by **comparison**.

A rule of thumb:

- **Ten percent** of your customer base would pay **ten times more**.
- **One percent** of your customers would pay **one hundred times more**.



6 - Sales Conversion

“Resist The Discount”



- Discount strategy needs to be used with extreme caution, because of the pressure it puts on your **profit** and more importantly your market **positioning**.
- **A better option** than discounting is to increase the value of your offering by **bundling** in bonuses, **increasing quantities** or **adding peripheral services** which will be value to your customer but **cost you little**.



6 - Sales Conversion

“Too Much Offers”



- Most businesses believe that the more choices you offer, the more sales you will make.
- Offering much choices can **prevent** sales.
- **Fear** of making a **suboptimal choice** prevents them from making any choice.
- Offer **only two or three variations** for each product (**ice cream flavors**).
- This seems medium between few options and many options (**the brain overload**).



6 - Sales Conversion

“Invite Them To Try Before They Buy”



Using this technique can boost your sales.

- First, it **breaks down** sales **resistance**.
- Second, it puts the **responsibility** on the buyer to reverse the sale.
- Lastly, **honest** customer will **buy** a good product that is meeting their **needs**.



6 - Sales Conversion

“Close Sales Prevention Department”



- Your job is to **make it easy** for customers to buy from you.
- Signs that say “**Cash Only**” or “\$10 Minimum For Credit Cards” are the sales prevention department at work.
- These may **be saving money** on **merchant fees** but are losing more in term of **lost sales, customers, and goodwill**.
- You need to **offer** your **customers** their **preferred payment** method—not yours.



6 - Sales Conversion

“Close Sales Prevention Department”



- **Main goal** in each business department is responding to sales opportunities.
- An **incentive program** for **sales** regardless of the position of the employee.
- You might even discover some **hidden sales talent**.





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ACT III - The “After” Phase

- In the this phase you are dealing with **customers** who are people that **like** you and your offer enough to have **paid** you **money at least once**.
- During this phase, **deepen** your **relationship** with customers, deliver them a world class **experience** to **trust you more**.
- The **goal** of this phase is to turn your **customers** into **fans** who **buy more** from you and **recommend** your brand for others.



7 - Delivering A World Class Experience



- To deliver this world class experience you need to **implement systems** in your business and make smart use of **technology**.
- By delivering a world class experience, you turn customers into a **fans** who **want** to buy **frequently** from you.



7 - Delivering A World Class Experience



Building Your **Fans**

- Successful organization focus on wowing and **satisfying** their fan customers.
- Your fans trust you, **recommend** your product and can not wait to do more business with you.
- **Fans amplify** the marketing **message** and take it to heights you would never be able to reach even with paid advertising.
- Fans make product **launches** easy and successful. Look at **Apple**



7 - Delivering A World Class Experience



Building Your Fans

- **Support** customers to do what they **need** to do to **achieve results** with your product.
- You have the best **vitamin** in the world, but you need to make its **taste sweet** so the kids will eat it.
- A customer who **buys** a product and does **not use it correctly** is highly to write it does **not work** and that is the last thing we want.



7 - Delivering A World Class Experience



Your customers want to be entertained

- The two **basic** functions of every business are **marketing** and **innovation** which can go beyond the actual product that is sold.
- **Innovation** can be applied to how the product is priced, packaged, **delivered**, and marketed.
- Example, specific **restaurant** offers a **pickup and drop off** service, so customers do **not** have to **worry** about **driving** after midnight.
- The customer is satisfied, and the restaurant sell more of their highest margin product—alcohol.



7 - Delivering A World Class Experience



Technology increases customer satisfaction

- The purpose of any **new technology** (as contactless **payment** technologies) in your business is to make **Interaction** with customers **smooth** and save their time and effort to increase their **satisfaction**.
- For example, a **website** can be used for selling a product or getting prospects to opt-in to a marketing **database**.
- These things are **measurable** and can have **KPI's** attached to them.



7 - Delivering A World Class Experience



Become A Voice Of Value

- Becoming a **creator of content** is hard **work** and it takes **time**, but the time invested will pay dividends.
- To become a voice of value, you need to have **valuable ideas** by **interacting** with **leaders**, mentors, coaches, and successful peers.
- **Transform** your marketing from information and **high-pressure sales** tactics to **education-based marketing** is **essential**.



7 - Delivering A World Class Experience



Tell Them Your Story

- **Customers** do **not care** about your **logo**, company name or some claims about being the leader in your industry.
- **Customers** want to know what your **product** will **do for them**, and your backstory.
- Tell your audience about all **the effort** that goes into **delivering your product**.
- **Backstory** gives them an **assurance** that there is **quality** behind your product.



7 - Delivering A World Class Experience



Systems Make You A Fortune

- If your business depends on **superstar talent who** all processes be stored in his head, then it's **difficult** to **replicate**.
- The most valuable business systems which are **replicable**.
- **Documenting** these business will be the only way to let business **run without you**.
- Business systems start with documented **procedures** (operations manual) to capture the collective **“know how”** of the business.



7 - Delivering A World Class Experience



Systems Make You A Fortune

- This **operations manual** is in the form of **checklists**, but **video** and audio training can also be an important part of it.
- **Operations manual** covers every minute from big items like **hiring** and **customer interaction** to know how to **make the product**.
- **Break down the task into small steps** (easy-to-follow).



7 - Delivering A World Class Experience



Benefits to implement **systems**

1- It builds an asset

You could **sell** your business.

2- Scalability

Systems give your business the ability to **expand** by **franchising** or licensing.

3- Consistency.

Consistency is one of the keys to **delivering** an **excellent customer experience**.

4- Lower labor costs

System improves staff efficiency and **reduces** **time and effort**.





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8 - Increasing Customer Lifetime Value



Summary

- Most businesses **leave existing** customers after the first few transactions and spend marketing energy, money and resources on **seeking new** sources of revenue.
- To **grow** your **business**, **getting new** customers which is vital, making more from **existing and past** customers.



8 - Increasing Customer Lifetime Value



Summary

- Increasing **profit** from **existing and past** customers is **easier** than getting new ones.
- A person is **21 times** more likely to buy from a business whom they have **bought** from in the past compared to one **they have never purchased** from.
- Increasing the **lifetime value** of **existing** customers is where the **actual money** is made.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

1- Raising Prices

- You will find your customers are **less price sensitive** than you imagine.
- Especially, if you have a **right positioning** and providing a **great customer experience**.
- The key to **raise** your **prices** in a way that makes it **palatable** to your clients is giving them a **reason why such as** the increased input costs.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

1- Raising Prices

- Explain to them the **benefits** they have **received** from your offering and how they will benefit from your **future innovations**.
- **Some percentage** of customers may **leave** you despite your explanation; however, they tend to be **the lowest value** customers.
- The increase in **profit** gained by **raising** your **prices** will **outweigh** any **lost sales** from price sensitive customers.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

2- Upselling

- When prospects **buy** the **main “expensive”** item first, the suggested **add-on** feel comparatively low-cost such as **suit, shirt, socks, and belts.**
- Consumer **electronics** are often sold with **thin margin** on the **main products** and most of the **profit** coming from **add on accessories** like cables, batteries and the **warranties.**



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

2- Upselling

- When the **customer** is in **the buying state** of mind, they will be much more **open** to **another offer** to buy.
- This is your **opportunity** to **bundle** in a high margin add on.
- It gives the **customer** a better **result** and increases your **customer lifetime value**.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

3- Ascension

- Ascension is the process of **moving** existing customers to **your higher priced**, and higher margin products.
- Customers consider moving up because your **existing product** is **no** longer **meeting their needs**, they look at your competitors.
- Blaming you for the poor experience they had with your product.

Ascension campaigns can **prevent** customers from **switching** to a **competitor**.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

3- Ascension

- It will give **clients** an upgrade pathway. Something to **aspire** to.
- People always **want** what they can **not have**.
- Having **ultra high-ticket** items in your products can keep their **desire** to buy **premium product** from you in a **future**.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

4- Frequency

- If you **sell something of value**, which **benefits your customers**, then you do a great service by selling frequently to them.
- For products, whose benefit **expires over** time. Examples, **pet vaccinations**.
make **automated reminders** by email.
- For product that has a **longer lifespan**, for example, **real estate**.

Stay connected and continue building and developing a relationship through **cultivating system**.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

4- Frequency

- Give them a **reason to come back.**
- Example, give consumers a **voucher** worth \$30 for every hundred dollars they spent.
- The voucher is given to consumers at the **checkout**, and it have an **expiry date.**
- More, consumers must **come back another day** to use it.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

5- Reactivation

- **Check customer database** to discover past customers who have not bought from you for a while.
- You must **filter out any bad customers** who you do not want back.
- **Contact** them and **ask why** they have not returned.



8 - Increasing Customer Lifetime Value



Ways to sell more to existing customers

5- Reactivation

- If it is something you did **wrong**, describe what **corrective action** you have taken.
- Create a **strong offer** such as **a gift card** and coupon to induce them back.
- If they **reactivate** and start buying from you again, **follow up** to make them **feel special**.



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

| | | |
|---------------------------|---------|-----------|
| Leads | 8,000 | Leads |
| Conversion Rate | 5% | |
| Total Conversion | 400 | Customers |
| Average Transaction Value | 500 | USD |
| Total Revenue | 200,000 | USD |
| Gross Margin | 50% | |
| Total Gross Profit | 100,000 | USD |
| Break Even-Point | 90,000 | USD |
| Total Net Profit | 10,000 | USD |



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

- We want to improve Leads, Conversion Rate and Average Transaction Value by just **10%**.
- So, you make your ad **message** more exciting.
- Then you have risk reversal **guarantee**.
- On checkout page you have an **upsell** offer.
- Your **margin** stays **the same** at **50%** and fixed running **expenses** remain **the same**.



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

| | | | |
|----------------------------------|----------------|----------------|------------------|
| Leads | 8,000 | 8,800 | Leads |
| Conversion Rate | 5% | 5.5% | |
| Total Conversion | 400 | 484 | Customers |
| Average Transaction Value | 500 | 550 | USD |
| Total Revenue | 200,000 | 266,200 | USD |
| Gross Margin | 50% | 50% | |
| Total Gross Profit | 100,000 | 133,100 | USD |
| Break Even-Point | 90,000 | 90,000 | USD |
| Total Net Profit | 10,000 | 43,100 | USD |



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

- improving just three key numbers by only **10%**, the result to the bottom line is an amazing **431% improvement**.
- Moreover, **optimizations** could be made by **increasing** the gross margin through **price increases** or better buying power with the wholesale **supplier**.
- Some operating **expenses** could be **cut** through better **automation** and business systems.



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

- All these numbers are typically **measured monthly**, but depending on the size of your business you could measure them weekly or daily.
- Keeping a constant watch on **your key numbers** is one the best ways of **managing** your business and making sure that things are going in the right direction.
- It **avoids** offensive **surprises** on **annual financial statements**.



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

- Commercial **software** solutions can **attract data** in time from a different sources.
- Commercial **software** makes **measuring** and managing your **key metrics** easy.
- What gets **measured** gets **managed**.
- Include on your **dashboard** number of **customer complaints**.
- Smart business **owners** also **link incentives** to hitting **key metrics**.



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

- Formal way to categorize customers is using the **Net Promoter Score (NPS)**.
- NPS has been created to measure **customer loyalty and satisfaction**.
- In NPS terminology customers are either **promoters, detractors or passives**.
- The Net Promoter Score is calculated based on responses to a **single question**, “How **likely** is it that you would **recommend** our company/product to a friend or colleague?”



8 - Increasing Customer Lifetime Value



Numbers tell us the whole story

- The score for this answer is most often based on a scale between one and ten.
- Those who respond with a score of **9 or 10** are **Promoters**.
- Those who respond with a score of **0 to 6** are **Detractors**.
- Those responding with **7 and 8** are **Passives**.
- Often the scoring is then followed with an open-ended question asking for **reason** behind **the customer's rating**.
- These reasons can then be used by **management** for **follow-up action**.



8 - Increasing Customer Lifetime Value



Fire Problem Customers

- I am here to tell you the **customer is not always right.**
- **The right customer** is always **right.**
- It is important that you do not treat all customers and profit equally.
- Don't think that all profit is good.
- **Firing problem customers** is **saving** you huge amounts of time and **money.**



8 - Increasing Customer Lifetime Value



Fire Problem Customers

- First a clarification, I am **not** talking about customers who have a **valid complaint**.
- Customers who have an actual complaint are **valuable assets**.
- They **uncover weaknesses** that was causing you to **lose business** without knowing, because other unhappy customers stopped buying without complain.



8 - Increasing Customer Lifetime Value



Fire Problem Customers

- **Fixing** legitimate **complaints** from customers can **strengthen** your **relationship** with them and makes your business stronger.
- A **customer** who sees you responding to, and **resolving their actual complaint** is likely to buy from you again and recommend you to others.
- They **feel respected** and taken seriously.



8 - Increasing Customer Lifetime Value



Fire Problem Customers

- Let's define **problem customers**. For whatever reason there's a percentage of the population who are **never happy**.
- They are always **dissatisfied**.
- You could **provide** your **product for free**, and they will find something to **complain** about.
- I suggest you **fire** them as **quickly** as possible.



8 - Increasing Customer Lifetime Value



Benefits of Firing Problem Customers:

- Firing problem customers **fre**es up valuable **time** and resources which can be used for focusing on and building value with **existing** customers and **acquiring** new ones.
- It sends a message that you only have a **limited supply** and that you are very **selective** about who you will work with.
- **Maintain fun** in your business by firing customers who cause pain in your business.





The 1-Page Marketing Plan

| | | | |
|-------------------|---|--|---|
| Before (Prospect) | <div> 1. My Target Market</div> <div></div> | <div> 2. My Message To My Target Market</div> <div></div> | <div> 3. The Media I Will Use To Reach My Target Market</div> <div></div> |
| | <div> 4. My Lead Capture System</div> <div></div> | <div> 5. My Lead Nurturing System</div> <div></div> | <div> 6. My Sales Conversion Strategy</div> <div></div> |
| | <div> 7. How I Deliver A World Class Experience</div> <div></div> | <div> 8. How I Increase Customer Lifetime Value</div> <div></div> | <div> 9. How I Orchestrate And Stimulate Referrals</div> <div></div> |



9 - Stimulating Recommendations



- **Word-of-mouth** marketing is great.
- However, it's **slow** way of building a business.
- It can take **many years**, even decades, to build a successful business on the back of word of mouth alone.
- **A single source** of new business is **dangerous**.



9 - Stimulating Recommendations



Ask

- The best strategies for getting what you want in business and indeed in life—just **ask**.
- Most people have about **250 people** in their lives who are important enough to be invited to a **wedding**.
- One of the best ways to get **recommendations** is **asking** customers who **delivered a good value**.



9 - Stimulating Recommendations



Example for asking

- Dear Customer **name**, it is our **pleasure** to work with you.
- If you are **satisfied**, you can **provide** your **chosen** friend this **gift card** with \$100 off for **first** consultation with us.
- One of the **reasons** we can keep **the cost** of our product **reasonable**, because we **get** a lot of business through **recommendations** from customers like you.”



9 - Stimulating Recommendations



win-win Situation

Example for win-win Situation

Vet provides his **clients** a **coupon** with \$50 free for **specific pet food**.

- It's a win-win for every party involved.
- The **vet** creates **goodwill** with the customer because providing them \$50 free.
- The **customer** takes an **unexpected discount**.
- **Pet food** acquire a **new customer** whose lifetime value is potentially huge.

Pet food also get transferred the goodwill the customer already has with their vet.





Thank You

Still celebrating **8th Year Anniversary**
since 29-10-2015

117th Marketing Club

19th. Riyadh. 77th Business Club

one Page Marketing Plan

Tuesday 21-11-2023

8 PM EGY **9 PM** KSA **10PM** UAE

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