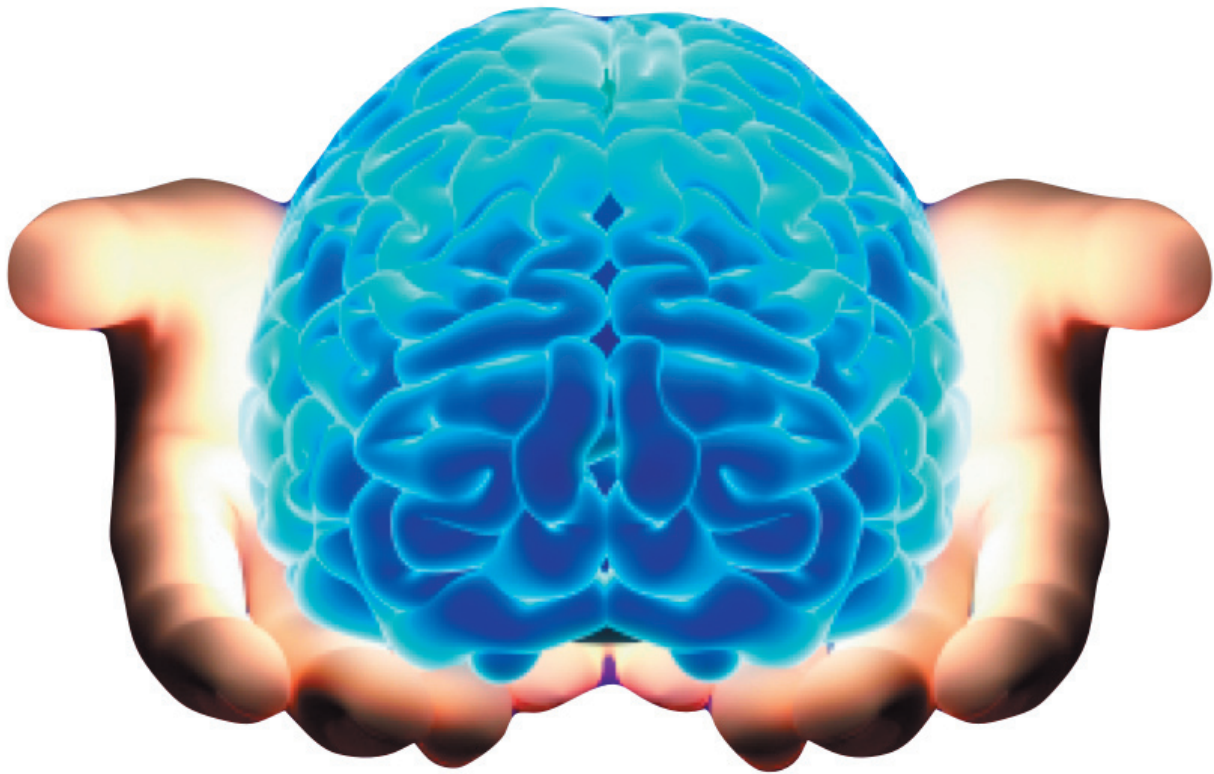


Stay In Touch

Stay In Mind



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The Problem:

Marketing To Proven vs. UN-Proven Prospects

In a world where every marketing dollar is precious, your marketing must “Make you money!”

Marketing to active customers is far less risky and more likely to be productive than marketing your products and services to people who are not doing business with you.

Staying in touch . . . with people who are likely to do business with you . . . is a smart idea.

No Insight

The problem is . . . many businesses do not stay-in-touch with their past / better customers.

Why?

Some businesses just don't know who their customers are.

Some, it seems, don't even to care to know.

Some don't seem to appreciate the efficiency of marketing to people who have 'proven' that they understand, value and are willing to pay good money to enjoy the products and services being offered.

No System

Still others do understand and appreciate that marketing to their current customers is a good idea.

But they lack a simple, easy and effective way to do it.

The Price They Pay

Regardless of the reason, many companies do marketing that is directed to 'anyone and everyone' who *might* buy — rather than focusing on the 'select few' who are *likely* to do so . . . again.

As a result, they end up working harder than they need, for less than they like and longer than they want. You don't want to (knowingly) be one of them. This Special Report shows you how not to be!

The Solution

Stay-In-Touch and Stay-In-Mind = “Go To The Bank”

In order to enjoy marketing that is highly effective at getting prospects to respond and highly efficient at making sure every dollar spent on marketing offers you the best ROI possible, you want to be marketing to your 'proven' prospects for future revenues.

These are the people who have bought from you in the past and, unless you do something horrific to damage your relationship, are likely to buy from your company again (and, again!) in the future . . . as long as you just **Stay-In-Touch!**

The Case for Staying In Touch

You stay-in-touch with your customers *AFTER* they buy because . . . it makes sense -- *dollars and cents!*

There are three (3) fundamental reasons WHY you want stay-in-touch with key people for your business.

Reason #1: **Lifetime Value: Ideal Customers**

I bet you're in a business where the people who've bought what you offer in the past are likely to develop needs your products and services can address repeatedly in the future.

Over the course of their useful buying lifetime, your ideal customer *will* be buying the kind of products and services you offer . . . a number of times . . . in the future.

Add up all those purchases your customer has made in the past, is making now, and will make, in the future, and you can easily see what a significant financial asset you have in a customer.

In CT and NY there is a grocery store named "Stew Leonard's". It's legendary. Stew and his family have created what is irrefutably the most profitable green grocery store in the industry. He's been written up by business authors like Tom Peters and many others.

Stew Leonard's recognizes the concept of lifetime value. Here's why I know this.

In a nearby town, a new Stew Leonard's store opened up. Stew's son had a group of local business owners over to 'get acquainted' with the new store and staff (they're really good at PR, too!). During the meeting, there was a lesson given about 'lifetime value'.

It seems one day a woman didn't like waiting in line to check-out and left the store. She also left her cart full of groceries behind, as well.

At the daily staff meetings, this 'incident' was brought up. A newer staff member asked, "What's the big deal? There couldn't have been more than \$200 of groceries in her cart. So why get so upset about it?"

That was all Stew Leonard, Jr. needed. He proceeded to tell the young staffer that it wasn't "just \$200" this customer left behind. It was more like \$57,000! The clerk asked how that could be. He replied, "We know the average customer shops with us for 5 - 6 years. If this lady spends \$200 / week . . . do the math ($\$200 \times 52 \text{ weeks} \times 5.5 \text{ years} = \$57,200!$)

When you consider what *your* 'average' customer will spend on the kinds of products and services you offer . . . can you afford not to appreciate -- and respond to -- the opportunity represented by the Lifetime Value of *each* customer and all the purchases that suggests?

I don't think so! . . . Do you?

Reason #2: **Brand Preference / Competitive Position**

Good News and Bad News

First, the “Good News” . . . your customers do offer you a lifetime value representing all their future purchases for *the kind* of products and services you offer.

Now, the “Bad News” . . . all those purchases aren’t likely to be made with your company.

That’s a fact. Hard. Cold. Call it whatever you like. It’s still true.

Think of your own ‘lifetime value’ for buying a “home” or “car”. Did you buy more than one? Did you *always* buy from the *same* person? The *same* company? See. I rest my case!

Why is this so?

One factor might be **ignorance**.

If you can’t recall the person or the company where you did business in the past, what are the odds you’ll seek them out the next time a need develops? And even if you do, what is the real likelihood that you’ll be able to find them?

Another factor is **convenience**.

Even if you recall the company you bought from in the past, if there’s no loyalty to your ‘previous’ provider, you’ll probably go with whatever firm is most convenient. Right?

It’s not that you *wouldn’t* use your previous firm . . . but since they’re ‘no better’ than another, you’ll go with the firm that’s most convenient to use. *That’s why we say “Always be marketing!”*

In the end, you want to be a business that is . . .

- in touch . . . with prospects . . . more frequently than your competitors
- in mind . . . whenever a need develops, so you are thought of first and favorably, and
- in control . . . of the loyalty to your brand relative to the brands of your competitors

These are all good reasons . . . to stay in touch with your customers after they buy. And here’s one more . . .

Reason #3: **Raving Fans and Relentless Referrals**

I’m sure your business has some ‘raving fans’ (sorry, your parents and spouse don’t count!). Some call these people *advocates*. They are. For you. For your business. For your brand.

And even though they may *NOT* need the benefits or ever buy the products and services you offer, they’re in an excellent position to influence people who do!

Unfortunately, their potential to become walking / talking advocates for your business and allow you to leverage their goodwill into meaningful and measurable word-of-mouth promotion (i.e. referrals) is not likely to be realized . . . consistently and conscientiously.

Unless . . . you maintain a *position of preference* with these 'fans' as a business that is truly a *preferred provider* of the products, services and benefits you offer your customers.

How?

Again, by staying-in-touch with your fans as *frequently* and as *favorably* as possible.

Oh yes. One last thing. Being *regular* and *relevant* is very important, too!

Let's recap what we've learned so far . . .

1. Companies, generally speaking, do a less-than-ideal job of staying-in-touch with customers.
2. Customers, generally speaking, develop needs for the *kind* of products and services that a company offers repeatedly and predictably over time.
3. Customers who do not think of or feel loyalty to use a company they've bought from in the past are 'revenue opportunities' waiting to happen . . . for the competition.
4. Customers are revenue opportunities for the competition because their 'old' company is ineffective at re-minding them that:
 - a) their 'old' company still exists,
 - b) it can still address the customers' needs and desires, and
 - c) it really values their relationship and wants to do business . . . again
5. As a result, the lifetime value of a customer is often lost to other firms -- i.e. competitors
6. Every company has 'fans' who are advocates of the company and brand to their contacts.
7. If a fan is not re-remembered about the company they love, they may not advocate it to other people as often or as strongly as they could.
8. Advocates who don't promote extensively are costing a company referrals *and* revenues.

Part 2: How To Cultivate Customers . . . (and, Bug Your Competition!)

So far we've seen that customers are not known for being loyal to a company or likely to return to one they've done business with in the past, UNLESS . . . their 'old' company is actively staying-in-touch with them over time in a manner that is relevant, done repeatedly and done regularly.

Now, let's take a closer look at why most companies -- maybe even yours -- are not doing the kind of job at staying-in-touch with their customers as they might like.

The main challenges I see in companies I'm talking with are:

- 1) No Money
- 2) No System
- 3) No One (to do the work)

"No Money"

If you honestly believe that "No Money" is THE reason why you aren't staying-in-touch with your customers as you'd like, then you have more troubles than we can address in this report.

We all know you have to spend money to make money. Investing in your marketing is no exception.

So unless you're really, really in tough shape financially, this shouldn't be an issue for you.

"No System"

This is very common. It also explains why most companies are not staying-in-touch with customers after they buy and why they're (unknowingly!) creating revenue opportunities for their competitors.

It's easy to understand why. I specialize in working with small to mid-sized firms. When I do a workshop, I ask the owners to complete this statement: **"We'd be doing a better job of marketing our company, products and services if only we were better at . . . (finish the sentence)"**

The #1 most frequently cited answer is (yep, you guessed it!) **"Following Up . . . after the sale"**.

When I then ask the owners for an explanation why this is so, they typically say something like, **"We don't have a system for doing that"**. Can you relate?

When you think about it, a 'system' is just, ". . . a way to ensure that the right *things* happen at the right *times* with the right *people* . . . for a desired *result* to be more likely to happen than not".

A system for 'staying-in-touch' ensures that 1) your company is going to come to mind whenever a customer has a need you can address and 2) you'll be seen as a preferred provider of the products and services your company offers relative to any competitor your customer might choose instead of you.

QUESTION:

"What might you need to make a stay-in-touch system work . . . for your business?"

Depending on what options you may prefer to use, you'll probably use the following elements:

- **Stay-In-Touch software** -- e.g. ACT!, Goldmine, Infusionsoft, Solve360™, etc.
This kind of software makes it truly 'brainless and painless' for you to do
 - what you plan to do,
 - with whom, and
 - when you want to do it

- **Stay-In-Touch Schedule or Calendar**
This helps you stay-in-touch by design, not accident – consistently and conscientiously.

- **Stay-In-Touch Methods**
This refers to the myriad options you have for 'staying in touch' with your customers.
 - face-to-face opportunities
 - "I just stopped by and thought I'd say, "Hi! How are you doing?"
 - telephone
 - email
 - referrals . . . if it's appropriate and possible to refer people to your customers
 - US Mail
 - letters
 - handwritten notes
 - article reprints
 - etc.
 - special events
 - meet 'n greet luncheons
 - webinars
 - telecalls
 - etc.

- **Stay-In-Touch Content**
This includes all the specific material you'll use to stay in touch with your customers. Typically, this will be most relevant if you use regular mail or email to stay-in-touch.
 - copywriting talent
 - graphic design talent
 - research time and talent
 - production time and talent
 - fulfillment mechanism (e.g. snail mail or email are most often used for this)

As you can see, there are many things to consider in building your own stay-in-touch system.

Now, if you design it well (and, I'm sure you can!) you still have one more challenge to deal with . . .

WHO . . . is going to do all this . . . for you?

THAT . . . is your 3rd challenge . . . having "no one" to do it for you.

“No One”

I’ve saved this ‘challenge’ for last.

The reason? Because even though you may have the financial resources to stay-in-touch *and* you’ve put together a system and plan to do so . . . you may not have the time, talent or staff to carry it out.

Remember when we asked business owners why they weren’t staying-in-touch with past customers?

Often they explained that, while they knew the WHAT -- they’d like to stay-in-touch with their active customers, they often didn’t have the WHO -- the people or staff -- they needed to get it all done.

The lack of *people* meant these companies really lacked the *talent* and *time* their plans required.

What to do? In a word, “**Outsource!**”

Becoming a lean company comes with an increasing sense of inter-dependence on other firms that offer your company the time you may not have and the talents you need to implement a stay-in-touch marketing program for your company . . . with your current (and, ideal?) customers.

There are two basic options available to you:

Hire . . . The Talent and Find The Time You Need

Yes, you could hire someone to help you devise and implement a stay-in-touch program.

But this is an expensive way to go — unless you use the person to do other things in your company.

Besides, if those other things were important, you’d have hired someone to do them already. Fair? So you’re back to an *exclusive* hire and a rather *expensive* solution if you go this route. That leaves . . .

Borrow . . . The Talent and Find The Time You Need

I know. You’re thinking, “What’s the difference?”

Borrowing talent only as you need it is imminently less expensive than hiring a full-time employee. Sure, you’re still ‘hiring’ talent. But why pay someone a *full-time* salary for a *part-time* position?

There’s a simple way to do this.

We call it The **Client Machine**®.

It makes staying-in-touch with your customers

- √ simple,
- √ effective
- √ affordable
- √ ‘brainless *and* painless’

The Client Machine® -- How It Works

It's a simple way to stay-in-touch with your customers -- using 100% permission-based emails.

Your customers are invited, by you, to receive an email, personally branded for you, every 2 weeks.

Each email is based on a topical theme that *your customers* choose when they sign up for them:

- Home and Family
- Health and Wellness
- Sales and Marketing
- Fun 'N Funky

Here's what one looks like:

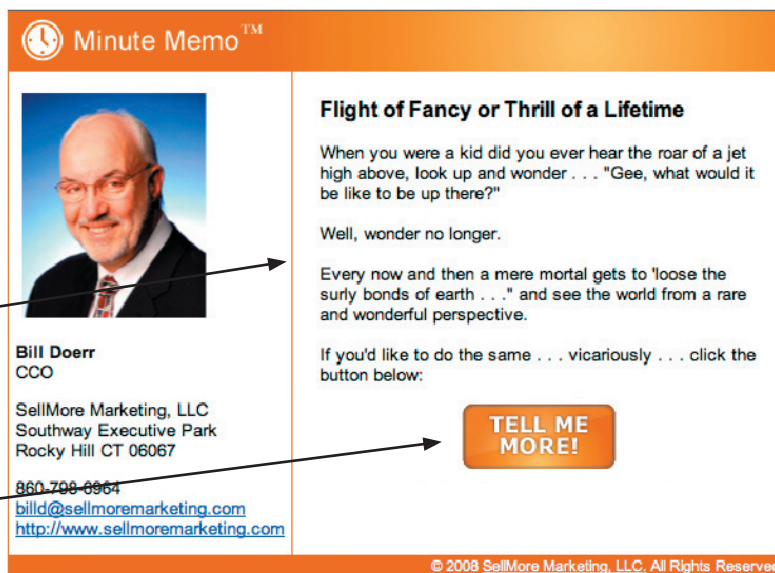
Note:

Your photo

Copy you can read
in 15 seconds or less!

Your contact info

A link to addn'l info
(a video, article, etc.)



Here's the best part . . . *YOU* don't research the topics, write the copy, create the emails or send them!

WE do it all for you! Automatically. Every two weeks. Regularly. Repeatedly. Like clockwork!

All you do is invite your customers to have you stay-in-touch with them and use these emails — known as “Minute Memos” — to do it. Simple. Easy. ‘Brainless *and* Painless’.

BONUS OPTION

One option you may like is the ability to easily include a brief *message* and *link* to a unique landing page with a special *offer* for selected people, in your recipient database, whom you want to get a ‘targeted message’ to . . . and, a response from in return. For example:

Let's say you're a “Veterinarian”. You might like to add a brief message that only *Dog owners* receive. You could add a link to a ‘landing page’ where a ‘dog owner’ could do anything you like -- e.g. register for an obedience training class, download a coupon for Hill's Science Diet Dog Food, download information on “How to Keep Your Dog's Teeth Clean and Healthy”, etc. Basically, whatever *you* like!

And, if you don't have the *time* or *skills* to create a special landing page for every value offer you may make, not a problem! We . . . can do that for you, too. Truly, we make staying-in-touch SIMPLE!!!

Here's an example of what this option looks like:



Brief Message line
(like Twitter™)

Link to a webpage
with your special offer!

Key Point: Staying-In-Touch with Your Customers is . . . Important and Profitable

We started out by looking at the importance of Staying-In-Touch with your past customers. Why? They're an *above average* source of *future revenues*. They're a *proven* source of revenues.

But here's the problem, if you aren't staying-in-touch with your customers . . . they can quickly and easily become 'revenue opportunities' for your competitors! Not good.

Key Point: Staying-In-Touch with Your Customers is . . . Done Best By Design, Not Accident

Why do so many businesses fail to stay-in-touch with their customers? Couple of reasons . . .

1. they lack the **awareness** that there's a problem . . . 'Ignorance is bliss" (but costly, too!)
2. they lack the **financial resources** to do it . . . (bigger problems are likely if this is the case!)
2. they lack a **system** for staying-in-touch with customers . . . THE most common 'challenge'
4. they lack the **time, talent** and '**deep pockets**' of financial resources to stay-in-touch

While there are many things that your business can do to stay-in-touch with your customers and cultivate the relationships that generate future revenues, one basic element of stay-in-touch marketing is the use of permission-based, personalized emails that are relevant to your customer, sent regularly and repeatedly. Add a timely offer of helpful information that is targeted to the very kind of customer who will most appreciate -- and respond -- to it and you have 'Winner'!

Key Point: Staying-In-Touch with Your Customers is . . . Easier Than You Think!

The Client Machine® is an affordable service that allows your business to automatically:

- build and maintain awareness of your company with your customers
- position your company as a brand of preference . . . relative to your competitors
- generate response to offers from your business that are timely, relevant and profitable

Want to learn how we can help you do all this for you and your business?



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