

# How to Get Customers



# On Demand



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Mindwhirl Small Businesses Marketing Series

# How to Get Customers On Demand

If you are looking for more sales, more often -- there are quick, easy solutions that can even out the slow times and explode profits in peak times. Of them, the best option is email marketing.

You can affordably rent world-class technology that makes it quick and easy to create and send emails. And these tools even give you the ability to automate advanced campaigns.

With email marketing, you can gain control and influence when customers come in, or call. You can optimize the week to week cash flow of your business and even out your sales patterns. You can drive special promotions. And when combined with other tactics, You can generate leads and do much, much more.



## What Email Marketing Can Do for You

Email marketing can become a major source of sales in your business. Email marketing is an owned media channel that is simple, fast, and inexpensive to use. You can send email to targeted or general lists to promote offers to prospects. These offers can focus on generating leads and new business, or you can promote to existing customers. There's so much you can do!

Here are just some of the marketing ideas possible using email marketing:

- A monthly newsletter with stories, articles, pearls of wisdom, recipes, fun/humorous photos
- Prospecting emails to use while cold calling
- A sequence of 3 or more prospecting emails with a strong offer
- Market special offers to those who you submitted a proposal to but never won the business
- Inform existing customers of new products and special offers
- Use as content in a lead funnel
- Use as content in a sales funnel
- Send new customer welcome messages and onboarding sequences
- Recapture past customers with targeted offers

Email marketing should be one of the core marketing tactics you regularly use to drive business - new or repeat. Here's why:

## **It's the least expensive marketing tactic**

The cost of email marketing software is extremely affordable for every business. It doesn't cost a lot of money to start building a list. In fact it's almost free. If you want a list now, it will cost you, but you can mix several different legal methods to build your list and then stay in front of them on a regular basis.

## **You can track it**

Since email marketing is an Internet marketing tactic, everything can be tracked and measured. You can track opens and clicks and know who it was who performed those actions. You can use that information to send a different 2nd email to people who didn't open the email, those who opened it but didn't click a link, and those who opened and clicked. Then, you can add analytics and tracking codes to your website that track the incoming visitor (who clicked the link in your email) as they look at the offer, make a purchase, and move through your site.

## **It doesn't take a lot of time to produce an email**

I say that tongue in cheek, but if you know what you want to say, you can use the email building tools that come with the email marketing services to build an email pretty fast. Even if it takes 8 hours, compared to all the other marketing options available, it's a bargain! What makes it a bargain is it's return on investment. Essentially, it's a high ROI returner consistently across the board regardless of industry. This is especially true when your list size exceeds 1,500. Less than that it's more hit and miss.

## **You can use it in ways you can't use other marketing media**

With a click you can send a reader to a landing page, to a website, to a blog post, or to a video. You can send an email to arrive at a specific time regardless of time-zone. It's easy to personalize an email so it uses their name and sounds more friendly. It's easy to share. Did I mention you can track it? Yes? Well, not only can you track it, compared to other marketing tactics, it's simple to track.

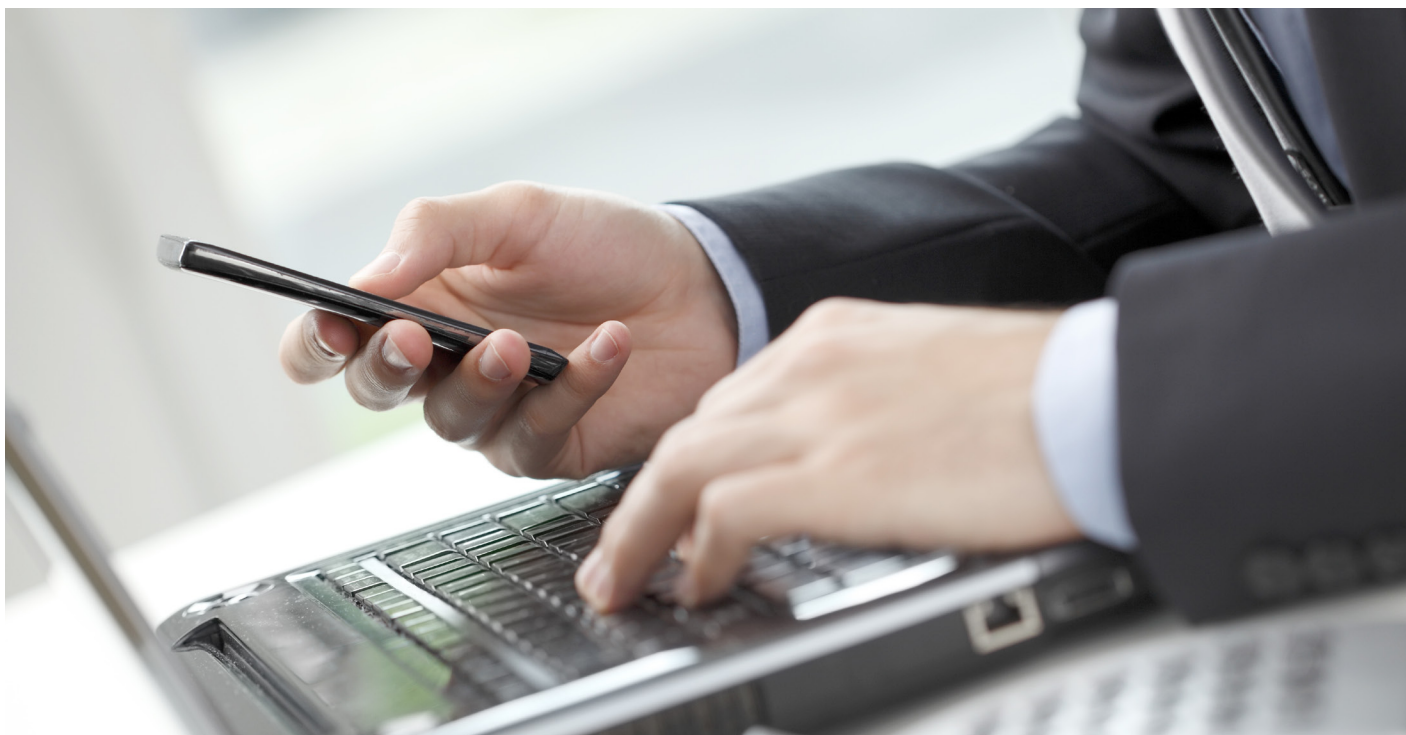
## **You can segment easily**

One of the secrets of marketing is segmenting. For example, a toy store may send out promotions to their list of existing customers when they get new toys in. With email marketing, you can narrow the list down to those who want to know about new toys, but

you can narrow it even more if you track information on the children in the families who are your customers. You could send new toy offers for boys age 9 - 13 specifically to boys age 9 - 13 and their parents. For Girls, you could have different offers, and you could have 4 or 5 age ranges for boys and girls. Sure, it takes longer, but it's how the pros do it.

## Increase Marketing Frequency

Marketing requires money - even email marketing. But email marketing is so affordable, every company is able to deliver a bare minimum new marketing message/offer to their existing customers twice a month. It should be much more, with many more categories of targets, but anyone can do it twice a month. When you compare that level of activity to what most businesses are doing, it's a significant increase in marketing frequency.



## Building Your Email List

There are many ways to use email marketing. Obviously you want to use it to notify customers of a sale or promotion that's coming soon. But you can also use it to offer valuable, helpful information and advice to your customers. When you use it as a medium to connect with your customer, you develop trust, relationship, appreciation, authority/expertise, and reciprocity. You build mindshare and become top of mind to your customers.

You may be wondering where to start, and how it all works. Simply, you need two things:

1) an email service provider like mailchimp.com or aweber.com, or an email automation tool like activecampaign.com, or infusionsoft.com; and

2) an email list of current customers, and optionally past customers, people you've presented to, and a purchased or rented list of suspects.

Just remember there are rules to using email addresses that you must follow. It's laid out in the CAN-SPAM Act, but essentially:

You can send unsolicited email to businesses if your emails are compliant with the CAN-SPAM Act and have your name, address and contact information visible, and a way to unsubscribe from the mailings.

There are ways to send unsolicited emails to consumers, but in order to comply with the law, they are advanced.

If you can get people to personally opt-in to your list, that's the best way. Then you can send them emails without much concern.

Whether you are just starting out, or want to add to your list, here are several ways to do it:

## **Give away good information**

Write a short guide that helps your ideal customer understand something, learn how to do something, or solve a problem. This is called a lead magnet. Offer the lead magnet on your website in exchange for the targets name and email address. Then, promote your website to drive traffic to it and promote the lead magnet offer.

## **Give a speech**

Speak to local groups and offer the presentation slides as an incentive to trade their name and email address.

## **Create a contest and promote it with social media and PPC**

Purchase a giveaway (like an iPad) and promote it on social media like facebook, linkedin, and twitter, and Pay-per-Click advertising. In order to enter the contest, they need to submit their name and email address. This is a general list building tactic, but if you limit it to PPC on Facebook you can build targeted lists of prospects.

## Send to A Friend

Encourage readers to forward the email to a friend with the hopes the information is good enough to cause the friend to subscribe to your emails. A good reason to have good content.

## Facebook

You can promote an offer on Facebook, like a discount, or a coupon that is remarkable enough to encourage a viewer to trade their name and email for. Use tabs, and calls to action to highlight the offer.

## Purchase a list

You can legally send emails to 3rd party lists who have opted in to receive emails from advertisers. These lists can be easily purchased through [melissadata.com](http://melissadata.com), [exactdata.com](http://exactdata.com), [infousa.com](http://infousa.com), or [dandb.com](http://dandb.com) (look for Hoovers).

## The Building Blocks of Campaigns

If you include every channel and offer option, there are thousands of ways to build an email list. What you really need to pay attention to are the building blocks of campaigns: Market, Media, and Message. You need an avatar - an image of your ideal customer (Market); a channel, like Facebook, to advertise on (Media); and an offer (Message). Using a combination of these, you can brainstorm, create, and promote an offer that will build your email list.





## How to Use Email Marketing

We already went over some really good ideas for using email marketing and I hope your mind is “whirling” with ideas on how you can use email marketing to grow your business.

If you use it well, you can bring in customers and sales on demand. That will let you boost sales in the slow times and grow your sales throughout the year.

Just to make sure I’m being clear, let me give you a couple more examples on how to use it in the real world.

### Retail Clothing Boutique

Your new clothes are due to arrive in 3 weeks. You can create a special promotion - a fashionista special - that slashes prices by 40% on the old inventory you need to move. Send five to ten emails over the next 2 weeks to your existing customers and drive them in. Require they show you the email to get the discount.

**Bonus tip:** you can send monthly, even weekly emails that highlight new fashions, and a monthly newsletter.



## Garage Door Company

In slow times, send a 3 email promotion to your existing customers for either door service/maintenance, or garage door openers with the latest bells and whistles. Send the door service maintenance offer to middle class neighborhoods, and send the opener offer to affluent communities. Make the offer time sensitive.

**Bonus tip:** send regular annual maintenance emails on the anniversary of their last service.

## Restaurant

If lunch is slow for you, send out an email that offers a different bonus item or discount for each day of the week. Send it twice a week announcing Munchie Monday, Taco Tuesday, Hamburger Wednesday, More Taco Thursday, and Fish Friday - give 50% off on all these daily dishes. It will bring people in and keep them coming back.

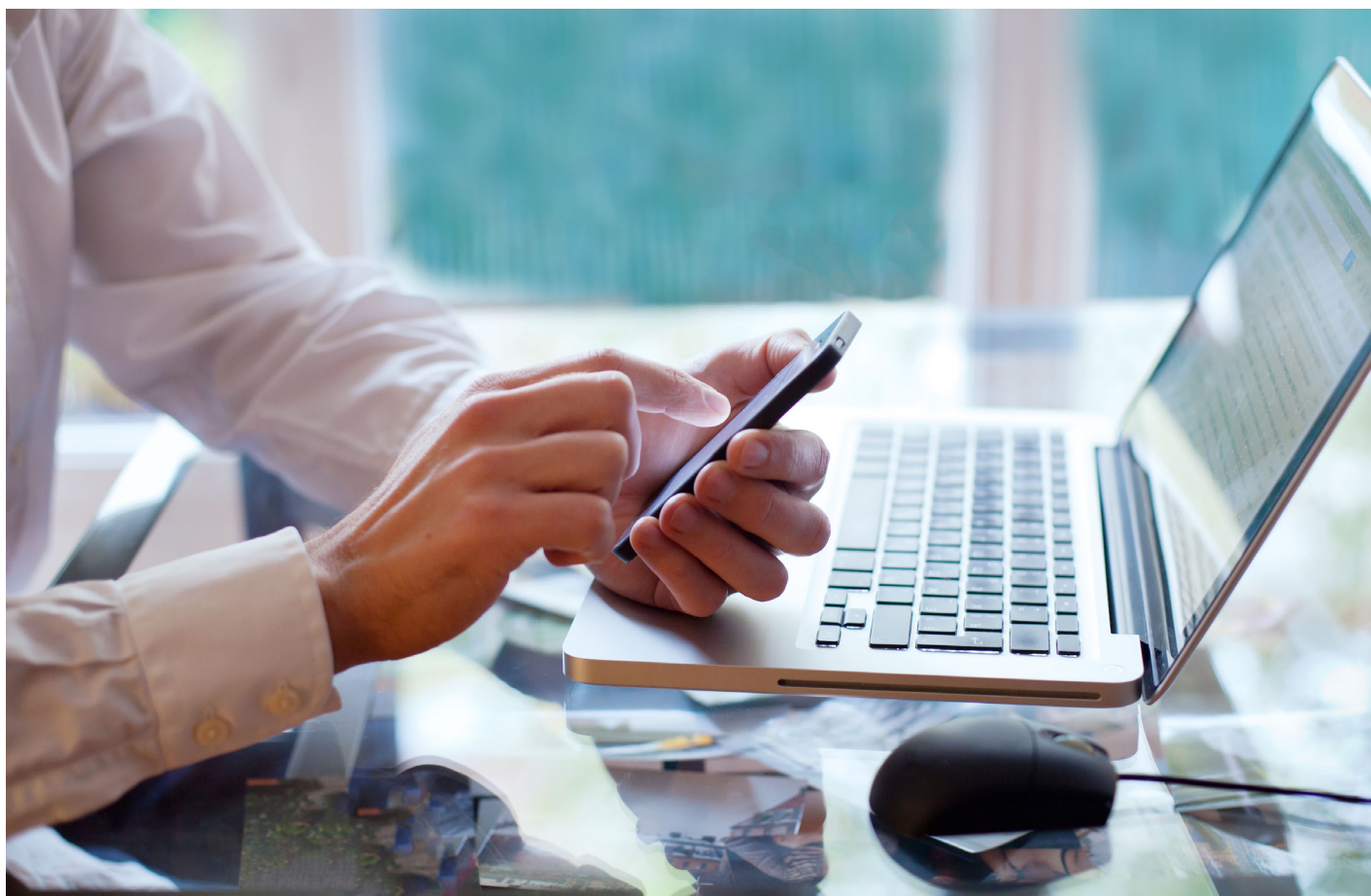
**Bonus tip:** you can also send half price appetizer coupons to stimulate weekday dinner service, and Saturday lunches.

## IT Managed Services

You are a young-ish company with a stable client base but you want to grow. Purchase a list of email addresses and send the targets a segmented series of offers through a 3rd party list approved email service provider. Follow-up with postcards and calls.

**Bonus tip:** you can also send offers to your customers and tell them about the new viruses and potential threats you are protecting them from. You can ask for referrals. You can offer complementary services. You can send a monthly newsletter.





## Getting Started Is Easy

You can get good results from basic email marketing campaigns, or broadcasts. As you get more advanced and move into email campaigns and sequences and then into dynamic sequences of emails, your results can double, triple, and more. The highest return on investment and rate of sales occur with automated email messages sent when certain conditions are true. These messages are tracked and the next email they receive can change dynamically as they interact with them. This is also known as marketing automation.

Like all things, there is an advanced side of email marketing. Typically, most business owners can handle the basic email marketing campaigns without too much difficulty. But as the email marketing list grows and you start to see results, you will want to increase your marketing opportunities with email marketing.

That often proves to be too difficult for most business owners to tackle without a team of people who know what they are doing. As businesses take the step up to the next, intermediate and advanced levels, email marketing can get quite advanced. For those who take email marketing seriously and maximize each interaction with clients and leads, it is definitely well worth the effort.

## Need Help?

If you are excited about increasing your sales, following up, and nurturing your prospects using email marketing, but you don't have the time to learn how to use the tools to develop emails, write emails, craft offers, develop strategies for sequences of emails, set up tracking, or watch the traffic and make adjustments as you go using split testing...

Then we should talk.

We can show you a wide variety of options, including predefined campaigns, proven to work, that we've already created and can customize to your business using our offer/message creation process.

We can set up a system of marketing sequences that you can simply send anytime you want to increase sales and drive traffic on demand. We can show you how to stay in front of prospects, lost opportunities, existing clients and past clients and increase your sales.

We can show you how to make email marketing the easiest, most profitable marketing channel you will ever use.

## Ready to talk?

Call us now at (303) 817-2398, or email [mmiller@mindwhirl.com](mailto:mmiller@mindwhirl.com).



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