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**Marketing Success**  
MASTERMIND

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**Marketing Success**  
MASTERMIND  
**Q&A Session**  
24 July 2019

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**Suzi Dafnis**  
CEO, HerBusiness





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**Michelle Falzon**  
We Are Content



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**What's Coming Up**

- "What I feel like saying"
- Your questions
- What's Next and 30-day Project Focus



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**"What I feel like saying..."**



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# Your Questions



## Your Question - Amy



**Amy Geach** Looking for ideas to make the customer journey for our hand therapy clients even better..... do you have any ideas that would help us stand out as a practice. We are looking to design a welcome pack to give to clients, but want to also keep it cost effective. In the past they have really only received a confirmation email. I was thinking of link to a landing page with video of me talking about why we started the practice etc. Any other touch point ideas that you think would be good I'd love to hear about. We have collected lots of emails but have not done anything about using them yet.... I am not sure how to 'engage' people when they come for an injury and then they are done.... I can't seem to think of what else they would be interested in knowing on email if we were to market to them ongoing with an email list.... I think it would involve huge segmentation (ie lady with arthritis very different to footy player who is very different from child breaking arm in playground etc). Worth doing email marketing or just focus on other ways to add value etc for current clients and rely on work of mouth - hope that makes sense!!



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## Great question ;-)



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## 6 Ways to Engage

1. In Person
2. Email - Your nurture sequence and regular communication
3. Mail - Thank you card of voucher/postcard
4. Phone - e.g. personalised text message or a call
5. Video - as personalised as possible e.g. Bonjoro or specifically about an issue they understand/have
6. Gift - something unexpected



## New Client Nurture

- Elements of a successful nurture campaign
  - Reassure
  - Orientate
  - Switch On
  - Connect
  - Move Forward



### Your Question - Amy



Any Gmach Question 2 I have (no worries if does not fit in tomorrow or others have questions posted later today) is around my marketing for the Healthy Practice Retreat that I need to start doing ASAP!! Last year we filled 11 spots using the long email signature I sent (I sent it out 10 times) and I got 11 emails. Questions around using SPARTA ongoing are: 1. Is it ok to use the same content as last time or should it be different each year? 2. If I am adding in testimonials as well from last year, where should they go - in the middle, at the end...? 3. I am sending it out 10 times, should I send the subsequent emails look like - do assume they read the first SPARTA email and therefore do a shortened version, OR assume they haven't and repeat the same content? 4. Do I then put the SPARTA signature at the end of the email or should I put the retreat as well or make this a shortened version because the email CTA takes them to the landing page anyway??? (thinking of someone who might not get the SPARTA email and come to the website via FB for example, versus someone who has come to landing page via FB and then get the email and then have to be faced with it again on the landing page????) Thank you!



## SPARTA

### Question 1

Is it ok to use the same content as last time or should it be different each year?

- Same as last year is fine
- People forget
- Repetition OK
- Can "spruce it up" with new images, a different subject line (split test against last year), perhaps a few copy tweaks or customer story references updated



## SPARTA

### Question 2

If I am adding in testimonials as well from last year, where abouts should they go - in the middle, at the end....?

- Can you build it into the story? eg "like Julie Smith who attended last year..."
- Web page (REACH web page began as the SPARTA email copy)
- Use the P.S.



## SPARTA

### Question 3

If I am sending it out more than once, what should the subsequent emails look like - do I assume they read the first SPARTA email and therefore do a shortened version, OR assume they haven't and repeat the same content?

- Re-send to unopens (with a different subject line)
- "Fwd" the email with a short note at the top to all non-applicants/non clickers "Just making sure you saw this note"
- Add the full copy to a web page with application (or incorporate into video script) and then send teaser emails



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## SPARTA

- Try different copy approaches eg
  - FAQ
  - Short Curiosity
  - Pain Island
  - Pleasure Island
  - Case Study
  - Urgency / Scarcity
  - Bonus focused
  - 4 Buyer Types (Spontaneous / Methodical / Humanistic / Competitive)
- Try a webinar / LIVE Cast / Other medium



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## SPARTA

**Question 4**

Do I then put the SPARTA email content on my website landing page for the retreat as well or make this a shortened version because the email CTA takes them to the landing page anyway?? (thinking of someone who might not get the SPARTA email and come to the website via FB for example, versus someone who has come to landing page from email and has just read all that content only to be faced with it again on the landing page????)

- Add the full copy to a web page with application (or incorporate into video script)
- Have CTA above the fold



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## SPARTA

- Use design to break it up / have multiple CTAs throughout / use images and subheadings and section breaks
- Add FAQs
- Consistency with the FB ads
- OK to repeat on the landing page



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## Your Question - Karen



**Karen Parish** Sorry for the lateness of the hour! I have 2 questions about Petite.

1. We have sold two sites so far and have extended the deadline to 31 July. Also, the lovely Amy sent the offer out to her members and list today as well which is so kind.

Once we have finished our promotion inside HerBusiness community, we want to market Petite more widely.



We will run a small Facebook advertising campaign soon which will enable us to test and develop ideas. However, I am keen to pursue strategic alliances as an earned strategy. My hosting provider is already referring me on a regular basis.

My question is:  
What are your ideas on businesses/groups that I could provide some value to (e.g. training, education, advice) in exchange for being referred to their group?

2. I have had feedback that the price is too low at \$990. Once we are out of the current promotion period I want to set the fixed price at \$1490.

My question is: What do you think about that price point? Should I just do it and see how it is received?

Thanks so much!

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## Petite Offer

**Question**

**What are your ideas on businesses/groups that I could provide some value to (e.g. training, education, advice) in exchange for being referred to their group?**

- Approach
  - Free Training
  - Seminar / Guest Speaker
  - Guest contributor / blogger
  - Contra to group / list owner
  - Strategic Alliance - Coupon Code

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## Petite Offer

- Ideas
  - Tap further into HerBusiness - Ask for Referrals, Offer to do a Masterclass, Write a Blog Post, Roundtables/ RoundUps etc.
  - Review your EXISTING contacts and clients
  - Verticals eg Lawyers / Life Coaches / Therapists
    - Search for LinkedIn / FB Groups
    - Join
    - Add value
    - Post as your business
    - Check group terms re sharing

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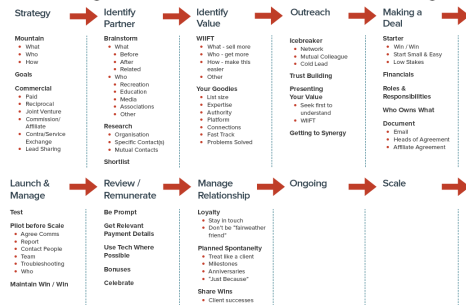
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## Petite Offer

- Ideas
  - Your local Chamber of Commerce (and adjacent)
  - What are people doing before and after they need your service? eg Getting a logo done / Doing a business course / Doing a life coach certification / employing a Facebook expert
- Go back to your Strategic Alliance Training



### Strategic Alliance Success Framework - Summary



## Your Question - Tracey



**Tracey Bode** My question is about my new website which has been about 1 year in the making. Being a client in a process that has felt very unclear has been an interesting experience. Finally I have a staging link but on the proviso that it's not yet ready for feedback! My question is about the process and what pointers I should be aware and questions to ask. I can see some layout issues but I would like to know what the next stages are and timelines (the chief coder has had a personal tragedy and is off for 2weeks). I pressed for a meeting and staging link to see where things are up to. The guys I am working with are lovely but not big on framework. I am also concerned that there will be a point where they are hand over to me and I will need to give feedback. So this is where I'd like to appear knowledgeable and get the best value from ALL the funds paid. 😊😊





## The Messy Part of the Process



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## Giving Feedback

- Is it designed to your brief?
- Have they missed anything that was in the brief?
- What is working GREAT about it?
- What is NOT working about it?
- Do the changes you want to make need to be 'negotiated' or are they in the agreement?
- When does the job get called 'done'?



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## Your Question - Peta



**Peta Gillian** I have a question around website. Is it essential to have a blog and podcast page separate? If the blog post is about the podcast episode, could they be combined?



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## Blog / Podcast Combined

- You sure can
- One "content stream"
- With different types of "posts" - blog / podcast
- Consistency across types of posts eg image, text, title
- You can delineate between formats with icons or text
- Make sure you do show notes for your podcast eps



## Examples

- <https://www.marieforleo.com/blog/>
- <https://neilpatel.com/blog/>
- Or you can keep them separate eg
- <https://herbusiness.com/>
- <https://problogger.com/>
- Depends on strategy



## What's Next?

- **Mastermind LiveCast** - Thursday, 25 July
- **Weekly Checkin** - Friday at 10.00am AEST
- **2-Day Workshop** - 22-23 August - New Intake will join you at the next 2-Day Workshop





“What I feel like saying...”



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Thank You



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