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Q&A Session
23 October 2019

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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


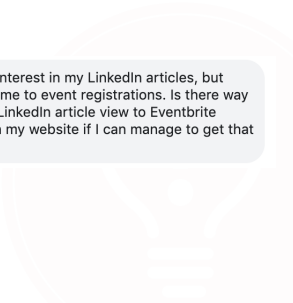
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Question - Frieda



Frieda Maher I'm getting interest in my LinkedIn articles, but they did not convert last time to event registrations. Is there way of driving a funnel from a LinkedIn article view to Eventbrite (better via a sales page on my website if I can manage to get that set up this time...)




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Question - Frieda

- Direct Message Connections
- Call to Action in Articles
- Updates direct to EventBrite
 - Information based
 - Photos from last event
 - Social proof from last event
 - Snippets from last event
- LinkedIn Ads
- Retargeting Website Visitors on LinkedIn
- Add value in LinkedIn Groups
- LinkedIn Events Feature
- Lead Magnet / Step 2




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Question - Frieda

- How many articles?
- How relevant to the event?
- Problem / Solution Dance?
- How much focus on the event in the article?
- Remember LinkedIn Jail
 - Minimise external links - add to first comment (you can also then put THAT link in the post)
 - Mix of promotional and value add content



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Question - Tracey



Tracey Bode

#question I'd like to have my team creating some short product videos for Facebook while I am away for 2 weeks. The aim will be to promote sales. Is there a framework or script structure I can give them from our resources? Thank you!




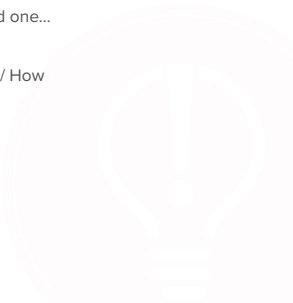
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Question - Tracey

- Alexi's framework a good one...
 - Step #1 - Story
 - Step #2 - Explain Why / How
 - Step #3 - Tips!


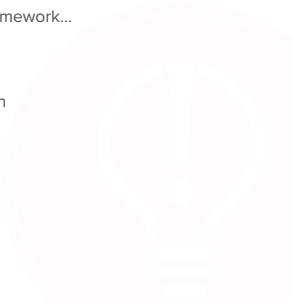


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Question - Tracey

- Another simple video framework...
 - Step #1 - Story
 - Step #2 - Lesson
 - Step #3 - Call To Action


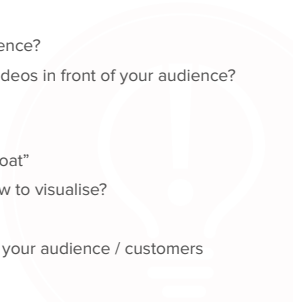


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Question - Tracey

- Product Videos
 - Who is the target audience?
 - How will you get the videos in front of your audience?
 - Cost / Return
 - Re-purposing
 - It's not all about "the boat"
 - Existing visuals? Or how to visualise?
- Batching
- Sourcing content from your audience / customers

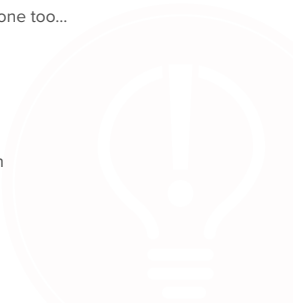



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Question - Tracey

- Stu's framework a good one too...
- Step #1 - Hook
- Step #2 - Story
- Step #3 - Three tips
- Step #4 - Summary
- Step #5 - Call to Action







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Check out Rushfaster on YouTube






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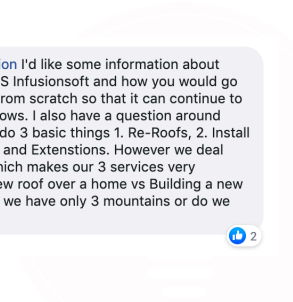
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Question - Joanna



Joanna Anderson #question I'd like some information about CRMs in particular Zoho VS Infusionsoft and how you would go about setting up a CRM from scratch so that it can continue to be functional as the list grows. I also have a question around Marketing Mountains. We do 3 basic things 1. Re-Roofs, 2. Install New Roofs 3. Renovations and Extensions. However we deal with both B2B and B2C which makes our 3 services very different. (Eg Building a new roof over a home vs Building a new roof over a School). So do we have only 3 mountains or do we have 6 mountains?

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Question - Joanna

- CRM
 - If you haven't done this before you may want to get a consultant to set you up
 - Infusionsoft - Mandy Brasser, Streamline for Success
 - Infusionsoft - Gregory Jenkins, MonkeyPod Marketing




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Question - Joanna

- CRM
 - Zoho - asking the group for any recommendations / Zoho Marketplace
- BIG PICTURE
 - Zoho has less automated marketing functionality than Infusionsoft / Keap
 - Zoho allows document storage and good for pure CRM focus (less about marketing automation)




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Question - Joanna

- Marketing Mountains
 - 1. Re-Roofs
 - 2. Install New Roofs
 - 3. Renovations & Extensions
- B2B and B2C
- Do we have 3 mountains or 6?





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Question - Joanna

- Is the WHAT different for B2B vs B2C?
 - ie different pricing, different deliverable?
- If YES - 6 mountains
- If NO - "it depends" :-)



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Question - Tracey



Tracey Bode [#question](#) Following post today - what is a quick start strategy for Instagram please?

 3

[Like](#) · [Reply](#) · 8h


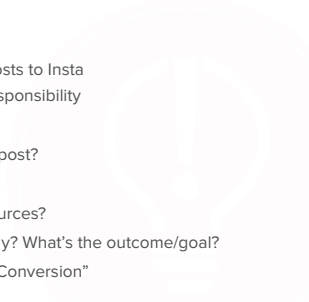


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Question - Tracey

- Instagram Quick Start
 - Create account :-)
 - Post existing social posts to Insta
 - Make it someone's responsibility
 - Create a content plan
 - How often will you post?
 - What will you post?
 - Existing visual resources?
- Who is this for and why? What's the outcome/goal?
- "No Content Without Conversion"




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What's Next?

- **Weekly Checkin** - Friday at 10.00am AEDT
- **Planning Day and 2-Day Workshop** - 27, 28 & 29 November
- **Member Meetup** - Sydney on 27 November at Swissotel (6pm - 8pm after PJ's Planning Day)


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Thank You


Suzi Dafnis
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Michelle Falzon
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