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Marketing Success
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Q&A Session
21 October 2020

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What's Coming Up

- "What I feel like saying"
- Questions
- What's Next
- "What I feel like saying"




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“What I feel like saying...”




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Your Questions






Question - Peta Green




Peta Gillian
I have posted a series of questions in regards to best practices for the priority waitlist. And thought this might be best served here. If not, please disregard this.

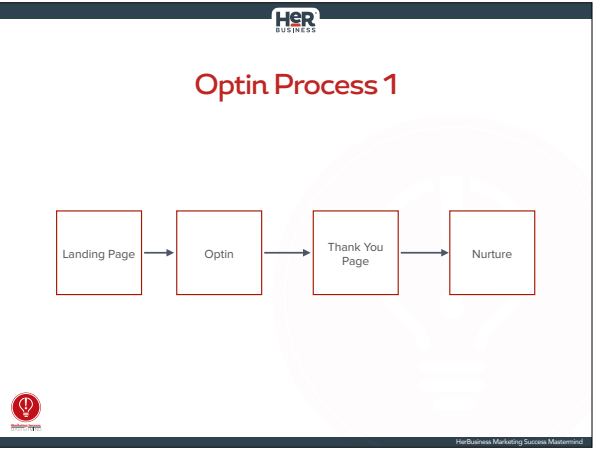
Is there a best practice or template to follow from setting up the landing page, thank you you page, step 2, through to the email nurture sequence.

Like · Reply · Message · 20h

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HER BUSINESS

Landing Page

HER BUSINESS NETWORK

Helping women finally create a **profitable business** that gives them the **impact income** and **results** that they want.



There has never been a better time to be connected with like-minded women, great ideas, and business support. Join the most comprehensive and supportive network for women entrepreneurs who are ready to grow with their business.

Simple, easy-to-follow steps to help you get started.

Start Today - 100% Satisfaction

REQUEST YOUR INVITATION TO JOIN

HER BUSINESS

Tip: Update page with date when you have it.

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Optin

50% Complete

Enter your name and email address to confirm your Invitation Request.

First Name

Email

SEND ME AN INVITATION TO JOIN THE NETWORK

Privacy Policy. We hate SPAM and promise to keep your email address safe

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There has never been a better time to be connected with like-minded women, great ideas, and business support. Join the most comprehensive and supportive network for women entrepreneurs who are ready to grow with their business.

Start Today - 100% Satisfaction

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Optin Thank You Page

**BUSINESS
NETWORK**

THANK YOU!


We've Got Your Invitation Request!




We're excited that you're interested in joining us here at the HerBusiness Network. We'll send you an invitation to join HerBusiness real time we open the doors.

In the meantime...

[JOIN OUR FREE FACEBOOK COMMUNITY](#)


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HerBusiness Marketing Success Motivation



Scroll down to Optin


GET ON THE WAITLIST

and we'll send you a sample lesson so you can see what's waiting for you!

Are you an e-commerce merchant?

☒ Yes ☐ No

SEND MY LESSON!



POWER TO THE PEOPLE

Webinars, Modules, E-books, Masterclasses

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Optin Thank You Page

S

THE SOCIAL
SALES GIRLS

Success! You're on the waitlist.
Here's what happens next...

1. Check your inbox for your confirmation and your **BONUS**.

2. Add us to your contacts.

2. Get Messenger updates.

An email with your confirmation & bonus should be in your inbox shortly. Don't see it? Check your junk.

Add info@thesocialsalesgirls.com to make sure your invitation doesn't end up in your junk.

Love Facebook? Get Facebook Messenger updates when the inner circle opens up!

Send to Messenger

Get Alerts (300,000)

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Optin Process 2

Email

Click Link in Email

Thank You Page

Nurture

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Email to Thank You Page

Autoregistration

P.S. All through November we are focused on Planning with our HerBusiness Network members. We'll be using our HerBusiness Success Plan training to help women design their business so that there is a good balance between busy work and vision work, and also to map out their marketing and promotions activities for 2021.

➔

Want to join us? [Click here to request your invitation to join the HerBusiness Network.](#)

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Email to Thank You Page

Autoregistration

Until next week!

Talk soon,

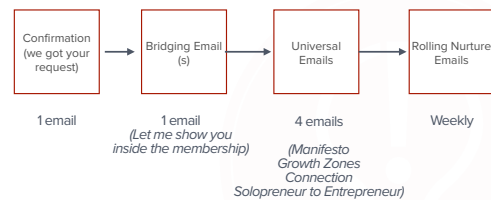
SUSAN



• P.S. Not in the Inner Circle? Get on the list to be the first to know when we open the doors again! [Click here.](#)



Email Nurture Sequence



CTA is to join the Facebook Group



Question - Chantel Gilbert



Chantel Gilbert

I would love to talk about a "official" referral system for solar. I want to do \$100 or \$50 off your next solar service. I don't know how to implement it into a baked in not bolted on approach. I would also like a way to have solar clients refer ppl to the real secret event, without hounding them every month when there's an event. While I'm at it I may as well make a complete referral "process/package" and have options for ppl referring electrical and solar work too. I have also recent put a staff referral process in place for when staff refer clients I think this is a great leverage point and I would like to focus on it next. Additional context/ opportunity is that we are going to make a service book to log the solar services.


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Referrals

People are 4 times more likely to buy
when referred by a friend!



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Referral Program Guidelines

- It's like any other conversion
- With the ADDED difficulty that people are putting their reputation on the line to refer you
- All the conversion rules and marketing strategies apply
- Ideal point for referrals - the THANK YOU moment
 - Hand over the keys (builder)
 - Taking delivery of the device
 - Turning on solar for the first time
- Make it EASY - automated, trackable, clickable, shareable
- Reward...



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Referral Program Rewards

- In my experience the most successful referral rewards are:
 - CASH
 - T-Shirts (more for smaller actions like completing course modules)
 - Extra access (eg Dropbox giving you more storage space for referrals, Suzi giving mentoring session for referrals)
- Discounts can work if people are likely to make repeat purchases (less so if a less frequent purchase)
- What do your customers care most about?
- What is something only YOU can offer? (eg "money can't buy")
- For solar I think CASH (not discount) will be more motivating


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- My Details

First Name *

Last Name *

Company *

Phone *

Email *

Website *

Address *

State *
-Select-

Postcode *

I would like to refer the following person

Company / Organisation

First Name *

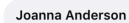
Last Name *

Phone Number *

Email



- [kashzhang.com - solar power-referral.com](#) -
- **★ Solar Customer Referral Program - Keen 2B Green**
 5 Earn Rewards for you and your Friends | Earn 2B Green-solar-customer-referral-program
 Earn \$100 the Solar Power!
- [solarpowercentral.com - solar-services-referrals.com](#)
- **★ Solar Referral Program | Earn \$100 Cash | Go Solar with ...**
 The best friends, neighbors, and family should be selling solar energy with SOLARMAST! As
 thank you for spreading the solar word, we'll give you \$100 cash ...
- [solarpowercentral.com - referral-program](#)
- **★ Solar Referral Program | Solar Power Direct**
 Solar Power Direct's program has been set up to reward people who refer a successful
 installation (this can be a commercial or residential system).
- [zenenergy.com - referral](#)
- **★ ZEN Energy solar referral program | ZEN Energy**
 \$100 ZEN Energy solar referral program! Encourage your friends and family to solar. Help them
 to make sustainable and both receive \$100.
- [insider.com.au - referral-a-friend](#)
- **★ Refer A Friend | Arise Solar**
 Get up to \$150* for every referral - how does that work? - Arise Solar's Solar System
 Commercial Solar System | Residential Solar System | Solar Panel Installation
 4.9/5 Rating 4.4 - 610 reviews



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Quiz to Lead Magnet

Quiz


→

Lead Magnet
(Expenses
Spreadsheet)

VS

Expenses
Spreadsheet
Lead Magnet

The quiz is a lead magnet. Offer the spreadsheet.




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Question - Joanna Neale

- Quiz IS your Lead Magnet
- Typically go from Quiz to PAID conversion
- Expenses spreadsheet sounds very valuable
- Doesn't need a Quiz
- Problem / Solution Dance - what is it?
 - What's the problem the spreadsheet solves?
 - What's the NEW problem it opens?
 - What's the Step 2?



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Quiz to Lead Magnet

FREE QUIZ:
What's Your
Networking
Personality?

START THE QUIZ

→

Nurture Sequence

Step 2 is Waitlist



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Question - Karen Parish



Karen Parish

Apologies for the lateness of the question. Looking forward to catching up tomorrow. My question is: I am considering building up a presence on Instagram for Red&Crew as I feel it is a good opportunity to provide small pieces of advice while building the brand.

However, I would like some advice on the types of posts and stories you think would be beneficial. PS, I have done nothing so far. 😞 Thanks!

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Question - Karen Parish

- What is the end game?
- Resources?



Types of Instagram Content

- Instagram Posts (stills or video)
- Instagram Stories (short clips + stickers/music etc. = Good for tips)
- IGTV (for longer content)
- Reels (for showing transformations)



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Types of Posts

- Testimonials/Quotes
- Client website images
- Show Your Work (Behind the Scenes)
- Handy Tips
- Stories
 - Polls
 - Questions
 - Video
 - Stickers





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Tracy's tips

- Tracy Harris (Mums with Hustle) — watch the replay
- Hashtag Strategy
- DMs
- Influencers
- What to do in your Stories
 - Show your work



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Announcements


- Friday Checkins
- Planning Day - Wednesday, 25 November
- 2-Day Workshop - 26-27 November




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Interlogix

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