



The Guerrilla Review

7 Secrets To A Successful Marketing Campaign

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The Power of Follow Up Marketing: Doubling and Tripling Your Sales In Your Business, Online or Off-Line



I realize that none of the business building blocks really work unless you believe in one key principle: the power of follow-up marketing. If you don't use follow-up marketing in your business, you will never be able to see the drastic improvement in your sales and revenue that so many small business owners have seen.

I'm going to share with you another follow-up sequence: This sequence is the 7 Secrets to Effective Follow-up.

Have you ever heard anyone say that the BIG money is NOT in selling products or services... it's in learning how to MARKET your products or services like a pro? Well, it's true! And if you're going to explode your profits in your industry—especially if you face price competition, market contraction, rising costs, or other challenges--you've got to learn to become a master marketer.

SECRET #1: THE REAL DEFINITION OF "SUCCESSFUL MARKETING."

There are three factors that influence the profitability of any marketing effort. The smartest marketing minds on the planet have sifted these factors down to this simple, but powerful formula:

- The Right Message
- To The Right Market
- At The Right Time!

Most businesses miss one, two or all three of these factors, and end up with very ineffective marketing and advertising results. Also, most businesses compound these problems by spending a bunch of money on image advertising, with no direct response offers at all. This could cost companies millions in missed sales every year.

To make the most of your marketing dollars:

1. Never waste money on image advertising, or at least keep it to a minimum.
2. Test simple, inexpensive direct response marketing methods. Offer FREE reports, samples, coupons, or other response devices filled with emotionally compelling copy to find the messages that match the interests of YOUR target markets!
3. Concentrate on your most successful direct response offers, and... Use Multi-Step Direct Mail/Phone/Fax/Email/Voice Broadcasting Follow-Up To Maximize Sales!

It is CRITICAL that you follow up with your leads repeatedly, incorporating a variety of media such as videos, mail, phone, fax, e-mail messages, and voice broadcasting. If you don't have a computerized system in place to methodically, repetitively and consistently follow up with your leads, you're either wasting a lot of leads or you're wasting a lot of man hours doing tedious, manual follow up.

Two ways to automate your business is by using the [Instant Sales System](#) for your web based marketing efforts and [TeleCenter Real Estate Pro](#) for your real estate business. And if you're not in the real estate business, or you're in a "brick and mortar" business, you can use the same systems!

Give me a call or send me an [email](#) and I'll tell you how you can automate this all-important aspect of successful marketing. Or you can download some handy reports and presentations that I've put together online at:

http://questartelecommunications.tripod.com/presentations/2010_brokeragent_news.pdf

http://questartelecommunications.tripod.com/presentations/trep_presentation.pdf

SECRET #2 IS: "CHERRY PICKING" AND THE THREE TYPES OF LEADS.

Every time you run a marketing campaign, the leads you get can be divided into three categories:

- Leads that are ready NOW (Hot),
- Leads that aren't ready now but will be ready soon (Warm—these leads are critical to your success), and
- Leads that may never be ready (Cold or Bad Leads).

The problem is, when you first receive these leads, you don't know which is which!

So, you or your staff call every lead once or twice and then you spend the time with the leads that look like they're going to close. Every smart sales person who works on commissions does this—they always go for the low hanging fruit!

That's right. They basically cherry pick! Cherry picking is the natural result here because:

1. Sales reps are paid high commissions for a sale,
2. You can't tell the difference between warm leads and bad leads until you reach them,
3. If you DO reach the lead and the timing isn't right, you don't have the time or patience to constantly follow up.

There's nothing wrong with spending your time with hot leads. The problem of cherry picking comes when you neglect all those warm leads!

Instead of doing the tedious follow-up grunt work, sales reps usually wait for a new batch of leads to come in. In the meantime, the warm leads from the last batch get cold and you forget about them. Simply put, they slip through the cracks.

So, what do you do?

You know you need a system to follow up with these “warm” leads. You need something or someone to do your follow-up like clockwork, whether you're on the phone, in a meeting, on vacation at the beach, or on the golf course.

Over the years, you've probably tried a number of different schemes to follow up or "re-market" to your leads. And if you're "successful," chances are you're finding an occasional needle in the haystack.

But... you know you can do better than that!

Your follow up doesn't have to be “hit and miss.” There's a new way to manage this whole process for you. And you can be sure that it will help you get more out of your leads than you're getting right now. Wouldn't it be nice to get a couple more closed deals (or more!) from your leads each month?

Two ways to automate your business is by using the [Instant Sales System](#) for your web based marketing efforts and [TeleCenter Real Estate Pro](#) for your real estate business.

Give me a call or send me an [email](#) and I'll tell you how you can automate this all-important aspect of successful marketing. Or you can download these two handy reports in PDF format and learn how to automate your marketing campaigns.

These reports are:

The [2010 Broker Agent Newsletter](#) and [Implementing Unified Communications in Your Business](#).

SECRET #3: TIMING IS EVERYTHING!

You'll notice that Secret #3 is closely associated with Secret #1 (the right message to the right market at the right time).

Most people tinker around with their message and their market and end eventually end up with something that works pretty well. But they forget how important TIMING is in the whole mix.

They forget this one simple truth:

"People will buy when THEY ARE ready to buy... not when you're ready to make a sale."

If that statement is true (and it is), then by definition... you have to be in front of folks when they're ready to buy. In other words, you have to follow-up with them constantly, because you never know when they're "ready."

But, if you have an automated system in place to keep your name in front of them on a regular basis, when they **become** ready, you will be the first one they think about. If you don't, someone else will snatch them out of your hand and land their business.

Now, that happens anyway, sometimes, and there's nothing you can do about it. But you can close that gap by implementing a regular follow up system of web based and telephone based marketing. Once you "capture" that lead into your system, you must do more than "own" that lead: you must "nurture" that lead like you were planting seeds in a garden. You have to "fertilize" them, "till" the soil, "pull the weeds" and "water" them on a regular basis, or they will never develop into customer.

If you don't, then your competitor will not only capture them, or take them away from you, but they will also nurture them and follow up on them. If you consider

yourself lucky enough to have just captured that prospect into your lead system, don't get too comfortable: your competitor is like the crows in the garden—just waiting for the sprouts to form so they can swoop down and eat what you just planted!

You don't want to leave **ANY** new business to chance. The one thing you control in this situation—staying in front of the prospect—is probably the single greatest challenge in your business. You have to stay on top of your business just like you do in a garden.

The fact is, "follow-up" is a gut-wrenching, time-consuming, tedious and labor-intensive task that is almost impossible for the human mind to keep straight. So, businesses everywhere have concocted half-baked schemes, spreadsheets, "tickler files," software programs, and who knows what else to help them with this all-important function of their business.

I have all sorts of "reminder" programs that pop up as I have scheduled them, and they remind me of my "to do" items for the day. But they will never replace my automated systems and autoresponders. They will never replace my telephone and web based lead generation systems.

For most businesses, most of these "reminder" schemes are nothing more than that: schemes. They're time consuming, disappointing, and dramatically unsuccessful. As a result, businesses everywhere leave HUGE amounts of money laying on the table every month. They waste money on buying leads when they don't need to buy them, then they let the majority of them go to waste because the "timing" wasn't right for those folks.

According to one industry publication, over 99% of small businesses do not consistently follow up with their prospects and customers.

The good news is that you can easily tackle this challenge... and when you do, you'll see a BIG jump in your profits.

If the time is right for you to get a lead generation and follow-up system in place, I can tell you where to start... for less than the cost of an employee. As a matter of fact, it's cheaper than that latte and muffin you buy at the gourmet coffee shoppe each morning.

Send me an [email](#) or give me a call at **806-297-3267** and I'll tell you how to make this powerful secret work for YOUR business.

SECRET #4 IS: TRANSFORM YOUR SALES WORK FROM OUTBOUND "HUNTING" TO INBOUND "HARVESTING"

Secret #4 is critical to your success because it puts you in a position to land customers quickly. It shortens the sales cycle, increases your capacity to handle more deals/sales and improves your closing ratio because you spend more time talking to highly qualified prospects, and less time to unqualified prospects. Utilizing TREP can virtually eliminate the need to even talk to the “cold” prospects so that they don't eat up your productive time with the “hot” and “warm” prospects who come into your system.

Would you like to come into the office and pluck ripe fruit off the tree? Or, would you rather spend your time hitting the phones hard, chasing leads and talking to lukewarm prospects?

The answer is pretty obvious.

When you're in "hunting" mode, you're dialing for dollars; you feel resistance at every turn; rejection is common; you get "shopped" against competitors; and you waste tons of time working with leads who simply aren't ready.

Personally, I think “cold calling” blows, but there are still some people who think it works. Well, if you're one of them, and you find out later that automating your lead generation system works better than buying them, I won't tell you “I told you so.” Okay?

On the other hand, when you're in harvesting mode, you're working smart and scooping up sales left and right. You can spend your time at closings, on the phone with hot leads or out on the golf course because you know your prospects will call YOU when they're ready to move forward.

So, how can you actually make the shift from hunting mode to harvesting mode?

In most companies, the marketing department's job is to get the leads and pass them on to the sales department. Then the sales department's job is to call on the leads and close the sale. If you're running a small business or a small real estate brokerage, you can't afford separate marketing and sales departments. Many times, they are "one and the same" because it is you, or someone you have appointed in your company, to do that task.

Somewhere in between "getting the lead" and "closing the sale" there's a huge gap. If you close the gap, you'll make the shift from hunting mode to harvesting mode... and your profits will skyrocket.

But to make the shift, you need to recognize that: someone (either Marketing or Sales) has to be in charge of "warming the leads" that aren't hot right now but will be hot down the road.

So, now that you understand the task at hand, let me give you five tips on how you can make the transition:

1. Send reluctant ("warm") prospects relevant, valuable information on a regularly scheduled, recurring basis.
2. Communicate to prospects efficiently, aside from the normal, time-consuming, one-on-one methods. Use follow up emails from an autoresponder, video "postcards" from YOU, holiday and anniversary messages and reminders, and newsletters. If you don't have a set of newsletters in a template form, you can get them included in a monthly account with [Instant Sales System](#).
3. Keep track of all communications between your office and the prospect in an organized fashion. (That's also included in the [Instant Sales System](#) and [TeleCenter Real Estate Pro](#).)
4. Arm yourself and your sales reps with an arsenal of specific information that can be sent to prospects upon request. (With the [TeleCenter Real Estate Pro](#) system and the [Instant Sales System](#) your prospects

can get that information sent to them automatically "on demand.")

5. Track the progress of each lead through the sales pipeline, so you always know where every lead stands. *(This function is also included in the back office of each of the two previously mentioned systems.)*

When you make this shift, you'll be absolutely AMAZED at the results. You'll enjoy your work more, you won't dread pounding the phones, and you'll have more freedom... all because your prospects will call YOU when they're ready. The bottom line is that you'll close more deals, make more money, and do it all in less time... and ditch the grunt work.

AND... it can all be done through an automated system. Sound good? Give me a call or send me an email and I'll tell you how you can put a system in place that will convert you from a hunter to a harvester—all for less than three dollars a day.

SECRET #5 IS: YOU MUST HAVE A LIVING, BREATHING CUSTOMER DATABASE

If you're like most small business owners and real estate brokerages, you want to maximize referrals and repeat business so that you don't "spinning your wheels" chasing down leads and convincing folks that they should do business with you. Building your business takes **constant contact** with your customers.

As the months go by, your past customers just aren't thinking about you anymore. The cold, hard truth is this: they've already forgotten about you. And no matter how great your service or product was, your customers are busy living their lives and they won't even remember your name and what you did for them. And they definitely won't mention your name at the next family reunion when your brother-in-law starts talking about the pains your product or service fixes.

Am I saying that good customer service won't help you get a referral here and there? Of course not!

What I am saying is that if you want a strong customer base that is the backbone of your business, you must actively, systematically and methodically BUILD YOUR CUSTOMER BASE.

This is where Secret #5 comes in: You Must Have A Living, Breathing Customer Database.

So, what do I mean when I say you need a "living, breathing customer database?"

Well, you need to actively build your customer database--- every day, every week, every month! All of your contact, prospect and customer data, order & billing info... EVERYTHING needs to be entered and stored in the database. You need these people organized into meaningful groups. And you need the flexibility to sort

through the database so that on a moment's notice you can pull up prospects or customers that might bring you more business. (*This is another function that the [TeleCenter Real Estate Pro](#) system and the [Instant Sales System](#) will do for you.*)

When you combine a solid customer database with the power of sequential follow-up campaigns (as noted in previous sections), you have the ability to land lots of new business in a very short period of time.

You can effortlessly run a customer loyalty campaign that keeps your name in front of customers... and keeps repeat business and referrals coming your way.

If you'd like to learn more about how you can easily begin to build a customer database for your business, give me a call at **806-297-3267** or send me an [email](#). I'll tell you about the options out there and explain the pros and cons of each.

SECRET #6 IS: EDUCATION, REPETITION AND VARIETY

Most small businesses market their products and services like this:

Step 1: Buy a bunch of worthless leads or generate leads with an expensive mailer or other costly campaign

Step 2: Distribute leads to sales reps

Step 3: Reps call on the leads to find the "hot" ones who are ready now

Step 4: Reps work with hot leads to close a quick deal

Step 5: Throw away, postpone or neglect the leads that aren't "hot"

Step 6: Repeat the same expensive process

Just about every business on the planet does this. It's expensive and you end up leaving a lot of money laying on the table because you don't follow up on the "warm" leads and convert them into "hot" prospects—and, eventually—clients. The fact is, for every deal you close using this common process, there's another 2 - 3 deals (or more!) you COULD be closing.

If you've been doing your marketing like this, let me ask you a question Dr. Phil would ask you: *"How's that been workin' for ya?"*

So, what do you do now? Well, that's what Secret #6 is all about—How to properly follow up using EDUCATION, REPETITION AND VARIETY.

Over 99% of small businesses—AND--real estate brokerages don't follow up properly. Why?

Because:

1. They don't have a system,
2. they don't have time,
3. they don't know how valuable it is, and the truth is,
4. they don't know how to follow up!

But... a few simple secrets on the following page could make you the "follow-up expert."

Effective follow-up must take a combined approach that incorporates these three elements:

1. **EDUCATION**. Your follow-up messages must educate your prospects. Your prospects are looking for information: they're NOT looking to be SOLD. You need to provide valuable information that they are looking for. You need to communicate to your prospect that you are on ***their side*** and deserve to be trusted. You'll accomplish this if you provide them with accurate, insightful information. The sales process is confusing and intimidating for your customers. They WANT to trust you. Give them the information they need and you'll earn their trust and confidence.
2. **REPETITION**. It's a proven fact that human beings have to see and hear the same thing over and over before it sinks in. Some experts say that your prospect must see and hear your message at least 5 to 12 times before it "sticks" in their minds. Marketing and Sales is no different. YOU know your products and services like the back of your hand, but your customers don't "get it" the first time they hear the message. Don't make the mistake of thinking that if a prospect heard the pitch once, they understood it. Chances are, they didn't. You have to tell them again, and again and again.

3. **VARIETY.** This doesn't mean you vary your message! You need to consistently tell your prospect the same message, but your follow-up DELIVERY needs variety. To maximize your sales, you must use multi-step follow-up sequences that incorporate direct mail, phone, email, fax, audio/video broadcasts, and other media! There is serious power that comes when you contact your prospects using multiple methods.

However, I can't tell you how many times I've heard the argument that this kind of follow up is tedious, it's time-consuming, it's overkill, it's belittling to the customer, it's... whatever.

Guess what? It might be all of those things. But it works. Period. When you begin to properly follow up with your leads and customers using Education, Repetition and Variety, your numbers will absolutely shoot through the roof. You will be completely amazed!

And if your prospect "opts out" of your automated system, that's just one more "warm" lead that wasn't really warm after all.

So, you might be saying that this is just too much work for any human being. You know what? I agree with you 100%! I can't imagine trying to do all of this manually. That's why you need an automated system like [Instant Sales System](#) and [TeleCenter Real Estate Pro](#) to handle all of this for you.

Send me an email or give me a call and I'll tell you how you can put an automated system in place that will do all of this and more for you. Once you get that system in place, you can then sit back, catch your breath, and get your life back. Your capacity to handle more deals will increase, your customer acquisition costs will go down and you will get the freedom you've always wanted your business to provide you.

SECRET #7 IS: PERSONALITY, GENUINENESS AND ENTERTAINMENT

Your prospects and customers need information. They need repetition, They need education. They need variety and frequency.

That's what they need. And if you provide it, you'll see great improvement in your business. But... if you want phenomenal results, you also need to give them what they want. And, what they want is YOU!

They want your personality. They want you to be the “Real Deal” with them. They want you to be “straight up,” helpful, honest and sincere. They don't want corporate drivel. They want YOU, your knowledge, expertise and experience!

When you give them what you want and combine it with what they need, you've got something spectacular, even entertaining.

You have your prospects' and customers' permission to converse freely with them when they “opt in” to your lead capture/generation system. Your prospects and customers want you to help them with the things they need, to offer them the products and services you provide that make their life easier, better, more successful.

I can't tell you how to be you, how to be real. Only you can determine that. But I can tell you how to inject personality into your follow-ups. Here are a handful of suggestions:

- Use conversational language, not corporate speak. “Corporate Speak” is for technical papers, not prospect and customers.
- Talk about what you like, what interests you, what annoys you. Ask them what they like, what interests them, and what annoys them. Then ask them to give you some feed-back.

- View your prospects and customers as friends; not as prospects and customers.
- Use analogies that you find interesting: chances are, they will find them interesting, too.
- Read, learn and study... and then share your discoveries with your prospects and customers.

You can do this! Keep practicing. Remember: While you're learning how to do secret #7, the other six secrets will fall into place for you.

SUMMARY OF THE 7 SECRETS TO A SUCCESSFUL MARKETING CAMPAIGN

You have finished the "7 Secrets To A Successful Marketing Campaign." By way of review, the 7 Secrets are as follows:

- Send The Right Message... To The Right Market... At The Right Time
- Overcome The Cherry Picking Problem And The Three Types Of Leads
- Know This—That Timing Is Everything
- Transform Your Sales From Outbound Hunting To Inbound Harvesting
- Maintain A Living, Breathing Customer Database
- Use Education, Repetition And Variety In Your Follow-Ups
- Include Personality, Genuineness and Entertainment in Your Marketing

When you apply these secrets to your marketing, you'll see an increase of 200% to 400% increase in the number of deals from a batch of leads. That's an outrageous claim, I know. But let me be even more outrageous...

Not only will you get many more closed deals from your leads, but you'll do it in less time, your fees will be higher and your job satisfaction will be greater than ever—because you'll be selling your product or service from a position of respected authority.

Wouldn't you rather be viewed as a welcomed guest instead of an unwanted pest? Well, if you'll tackle these secrets, you can do that. You'll literally transform your sales and marketing and you'll get the benefits I mentioned above.

So, where do you start?

The developers at [Instant Sales System](#) and [TeleCenter Real Estate Pro](#) designed complete systems for small businesses and real estate professionals who want all of these benefits but don't have the time or energy to do it all themselves. These systems were designed BY small to medium businesses and real estate brokers/agents FOR small to medium businesses and real estate brokers/agents. Why? Because they know and understand the challenges you face every day.

The two systems are called the [Instant Sales System](#) and [TeleCenter Real Estate Pro](#) . They are the ULTIMATE solutions for real estate professionals and small businesses that want to literally put their sales & marketing on autopilot—and OVERDRIVE!

The two systems combined are the solution for small businesses and real estate pros that want to work smarter, because they know that AUTOMATION is the key. They are both designed to tackle the problems and master the concepts that I addressed throughout this chapter.

Take action today! Whether you use the [Instant Sales System](#) or [TeleCenter Real Estate Pro](#) —do yourself a favor and GET A SYSTEM IN PLACE. Life is smoother, easier and much more rewarding when you have a system that automatically manages all of your sales and marketing for you.

Best of luck to you and I hope to hear from you soon.

Ernest O'Dell is the President and CEO of [Questar TeleCommunications](#) and [Guerrilla Internet Marketing](#). His company, founded in 1982, is a leading provider in research and implementaion of [Unified Communications](#) and Messaging for the real estate and [insurance](#) industries. Many of his web sites and blogs continue to get millions of visitors each month.

To read some of Mr. O'Dell's other presentations and white papers, visit the links below:

[2010 - Broker Agent News For Real Estate Professionals](#)

[Implementation of Unified Communications In Your Real Estate Agency](#)

[Implementation of Unified Communications In Your Business](#)
[Unified Communications – A Technical White Paper](#)

Get the “edge” on your competition by integrating
Unified Communications into your business.

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