Build a sustainable strategy for selling with email marketing

5-Day Free Challenge

BUZZ FIXER

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Day 1 - Foundation

- What is it that I call "sustainable strategy"
- What are the elements involved
- Writing your product's VP - Value Proposition

The Challenge

- Set the basics for a strategy you can repeat
- Make it easier for you to plan your content
- Know where you're leading people
- No lead left behind

Sustainable strategy

- One you can replicate for all new products and services you introduce in your business.
- One that is easy to manage and follows a clear structure.
- A strategy that grows with your business and is flexible
- Adding one extra element doesn't break the system - it improves it

Standard strategy map

Blog content -> Lead Magnet -> Nurture -> Sell -> Follow up

Something is missing?
What happens when someone doesn't take the next step? Do we ignore them or do we send them to another step?

How do we move them from a blog reader to a customer?

Sustainable strategy

Content creation revolves around your core product and the issues it's solving for your customers.

We start with that product in mind and identify the previous steps on the map to make sure we're leading the prospect to the right decision.

The Value Proposition

Write the value proposition for your product/service:

My **product** helps **customers** do this thing _____1_____ by solving the issues of _____2_____ resulting in _____3_____.

Where 1 is your product offering, 2 are the issues you're solving, and 3 is the transformation they'll achieve when using the product.

Example of the value proposition

The **Marketing Automation Advisor package** helps **small business owners and solopreneurs** build a **sustainable sales strategy with marketing automation** by **helping them choose the right tools, identify the right strategy, keep track of their steps and teach them how to do this over again,** resulting in **piece of mind, full understanding of their marketing automation plan and systems and confidence to do it on their own**.

Why start here?

Issues and transformation is what we'll build your email strategy around.

1. You will show the prospects they have the same issues in the Nurture series.
2. You will make them dream of the transformations during the Sales sequence.
3. The value proposition keeps you focused on the main theme and helps you attract the right people.

Task 1: Example

Product: Marketing Automation Advisor

1. Saves people time when choosing the right tool

2. Helps people identify the right strategy

3. Gives specific action points and monthly tasks to follow

4. Accountability and guidance while implementing the monthly tasks

Task 1: Main issues you're solving

Identify 3 to 5 main issues that your product is solving.

1.

2.

3.

4.

Task 2: Example

Transformations for customers who work with me on the Marketing Automation Advisor offer are:

1. Peace of mind when making the initial decisions.

2. Understand how your systems and strategy work together.

3. Feel confident to make decisions and grow with email marketing strategy

4. A partner to rely on and keep track of your work until you're ready to DIY

Task 2: Transformation

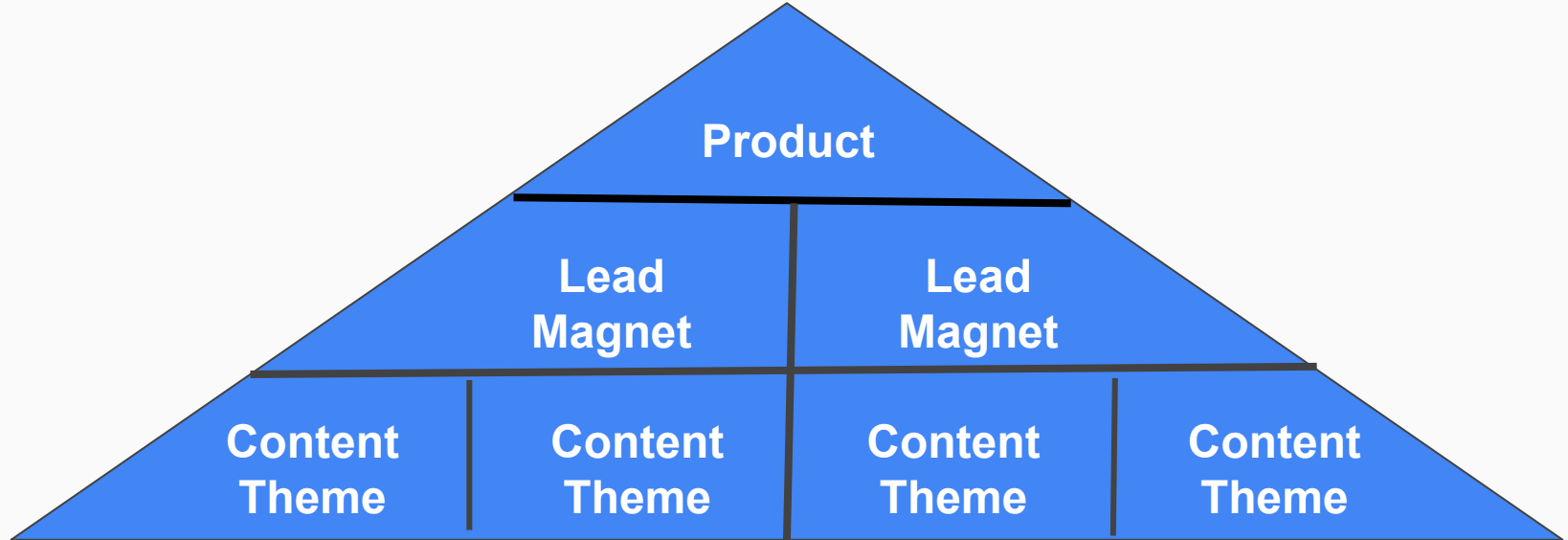Identify 3 to 5 transformations for your customer after using the product.

1.

2.

3.

4.

Day 2 - The Content Pyramid

- How to identify the right content to create that attracts customers for your offer.
- Ways to structure your content so it's always leading to an offer.
- Where to start and how to expand on it.

The Content Pyramid

Identifying Lead Magnets

How most people do it - *"I know about this and I think it can be valuable, let's create it"*

How you should do it - ***"My product solves issues XXX and YYY. I can create a simple and easy to consume lead magnet on these topics"***

Lead Magnet Rules

- WHAT, not HOW - show them what they need to do, not how to do all of it.
- Fast to consume - checklist, worksheet, cheat sheet, swipe file, list of ideas to solve a problem, etc.
- Easy to create - rule of thumb is to invest not more than 3 hours for creating content. Design is secondary.
- Aligned with your product - your perfect customer is usually experiencing that issue so they'll be attracted to such a freebie.
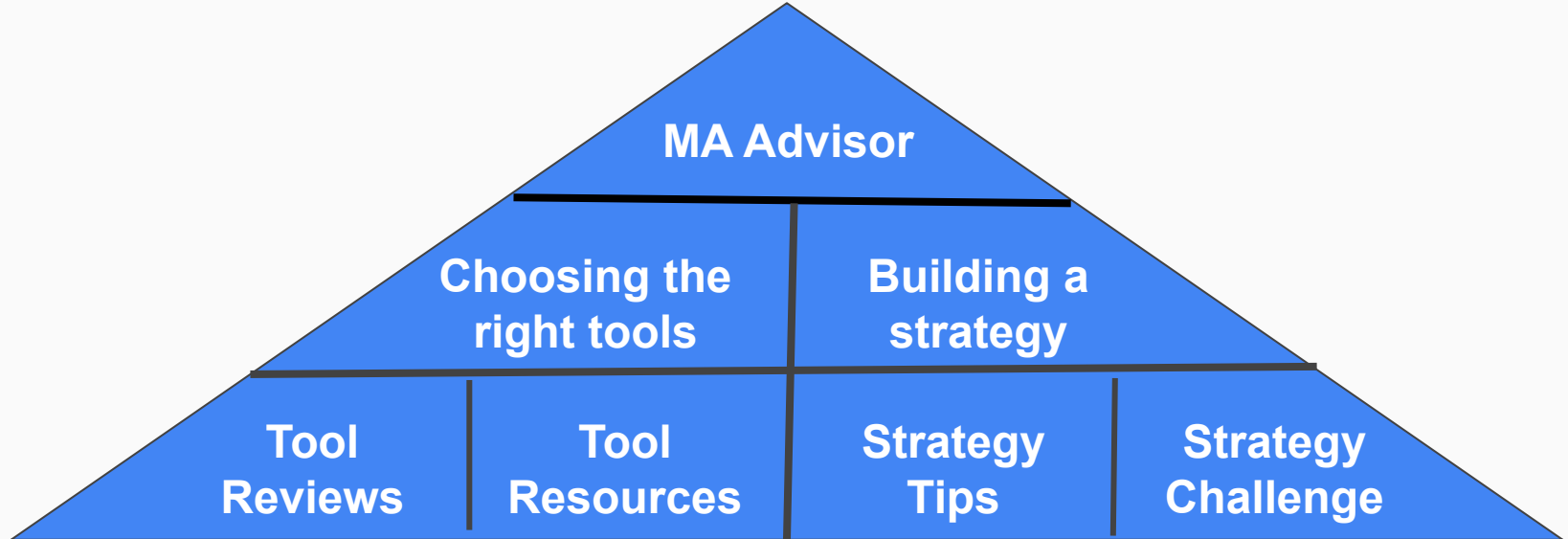
Identifying Content Themes

- For each issue/lead magnet idea you should be able to come up with at least two content themes.
- A content theme is not just blog posts, but social media content you use to attract the audience.
- A theme would seamlessly go from the post to the lead magnet - making it logical for the reader to grab the freebie.
- A lead magnet can be related to more than 1 content theme.
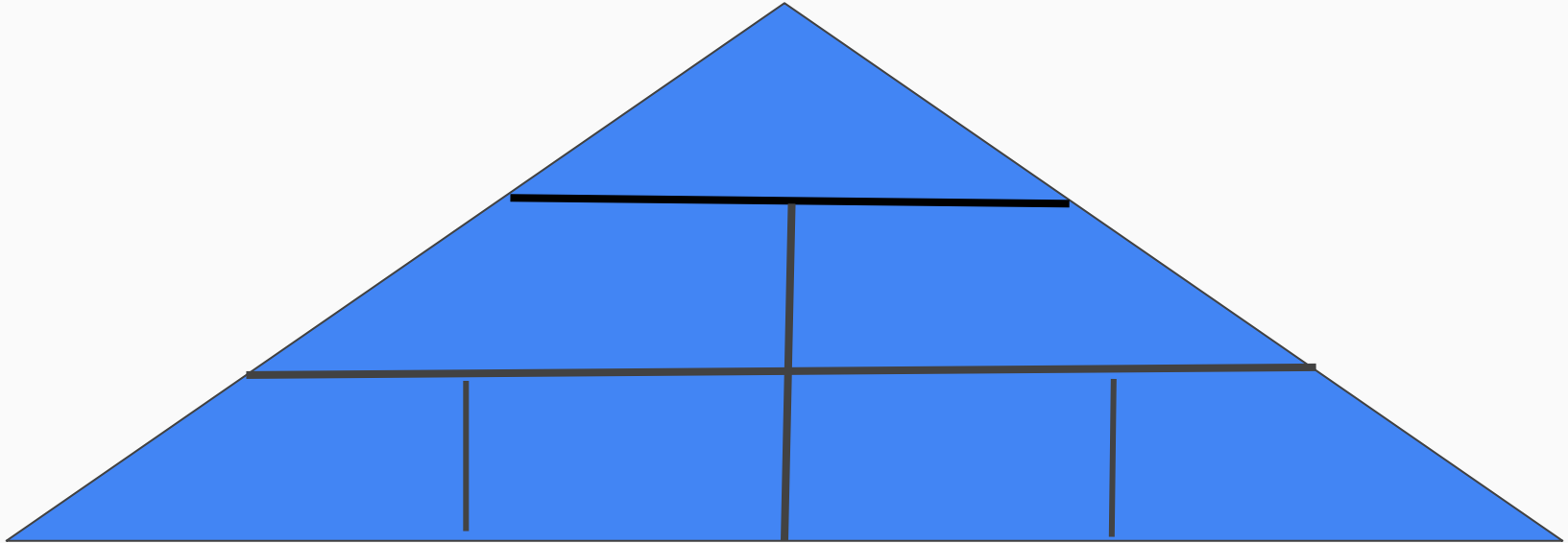- A blog theme would have at least 6-8 blog post ideas.

Task: Create your content pyramid

1. Main Product
2. Convert Issues to Lead Magnet Ideas
3. Identify at least 2 Blog Themes for the Lead Magnets

The Content Pyramid

Your Content Pyramid

Day 3: Lead Magnet and Nurture series

- No lead left behind
- Welcome email and it's importance
- How to expand on the issue and lead to the sales sequence
- Loop tactics

Welcome email

Every single lead that enters the database:

- More about you
- What to expect
- Ask for reply
- Loop

Nurture series

Every lead magnet has it's own series:

- Expand on the issues
- Identify the other issues from your list in Day 1
- Loop
- Makes them say "YES! I have those issues! I want to solve them"

Task: Plan your Nurture series

1. Write a whole story: This is me, this is your freebie, let me tell you what else you need and the other issues I can help you with
2. Find relevant free content on your website/sm that you can lead them to - we want to see who clicks and who takes action.
3. One action per email - one link to click, one thing to do.
4. Loop to keep their interest.

Example - User Interaction Map

1. Welcome email - Delivers free guide + about me + what to expect + loop (this is not finished, tomorrow you'll learn how to XXX)
2. Nurture #1 - Talks about the right way to plan your strategy and where to start. Loop - that's not enough.
3. Nurture #2 - Next step in building a strategy. Loop - let's make it all work together tomorrow.
4. Nurture #3 - Finish up with the whole concept. Loop - it might seem complicated, but maybe I have something else to help you.

Day 4: The Sales Sequence

- How to move on to the sales
- What to talk about
- How often to email
- Do you just rely on emails?
- How about follow up?

Transformation Promises

Using the product transformations we identified in Day 1, plan your content around it.

People buy based on emotion, not logic. Logic stops them if the price is too high for them!

People want to be sold a transformation, not 7 weekly module.

They care about actual results, not about the step-by-step instructions.

Sales content to prepare

1. Intro to the offer
2. Reminder + testimonials
3. Answering objections - price, time, investment, what ifs, etc.
4. Special bonus for limited time
5. Demo
6. Urgency + scarcity - bonus is about to expire. Grab it now!
7. Last time I'm reminding you of this (soft cart closing)
8. Cart abandonment

Day 5: No Lead Left Behind!

- What happens if they don't take action?
- Re-engage, retarget, reactivate.
- Plan for each drop off point so you can transition people to the next funnel.
- Follow up

Retargeting

Use remarketing pixels with Google and Facebook to:

1. Promote the leadgen to people who didn't download it but visited associated blog content.
2. Promote the leadgen to people that visited the optin page but not the Thank you page

Use the same strategy for people going through the sales sequence that didn't purchase yet. Stop once they are finished with the sequence.

Follow up for non-buyers

Keep delivering content - not just the newsletter.

3-4 email sequence over the next month to bring in more value.

Take them to another sales sequence - same or different product.

Ask them what they're most interested in or struggling with in relation to your offers.

Follow up with buyers

Main Goal: Make sure they are using the product/service

- Give them tips and inspiration stories to get them going
- Track if they are using the product
- Send them bonus content
- Ask for testimonials
- Offer another product

Transition to another funnel

If you have more than one product/service in your business, plan how you can move people from one to the next.

What makes logical sense - upsells and downsells.

Special offers based on their interests and struggles they shared.