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## If you're not using these three marketing tools, you're losing 51% of your leads

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Your brand is your brainchild. Your heart and soul. You're the founder or marketer...or both. Your goal is to increase customer loyalty...and have them bring their friends.

The thing is your audience doesn't care so much about your shiny widget...probably thousands like it (in their mind).

They care about how your product or service makes them better in the world. That they're making a wise decision for the money they wake up early mornings to earn for their families, their future, and their fun.

Your *authentic* story? They pay it no never-mind unless they see themselves in it winning.

How do you convert your audience to loyal customers?

A successfully scaling business uses content to grab and engage its audience, and positions them right smack in the middle of the story.

**When your readers see what's in it for them, you'll convert them to customers.**

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Do *these 3 THINGS* and watch your community grow...

- 1) **Clickable website:** a website that compels your audience to keep reading with ease, intrigue, and clarity.

*"I crowdsource products and ideas from my audience...When we launch a new eye color, we hold a contest to name the shade -- and the winner receives a gift from the product line. This really drives the sense of community, and also validates ideas before we produce them.*

*I see how other cosmetics brands try and fail to connect with customers. No one wants to buy from corporations any more. They want to buy from personalities." – Marlena Stell, CEO of Makeup, Geek Forbes.com, 2015*

An engaging website has...

- Home page and about page painting a brief but clear picture of what you do, who you do it for, and how your audience benefits
- A consistent message that speaks to your audience's problem, makes heart connections, and positions your brand as *the* solution
- Simple copy – short sentences, simple language, white space, and easy-to-scan paragraphs
- Call-To-Action that works – give clear, clickable instructions. Stands out (in a good way) and placed strategically. Give your audience multiple opportunities to opt in, get valuable information, or buy from you
- Relevant, attractive, high quality graphics



*“Without good copywriters, you don't have a business”*  
- Julia Guth, The Oxford Club

- 2) **Email nurturing sequence** delivers helpful, valuable content compelling your audience to take action.

Sending an **email nurturing sequence** to a well-segmented audience will endear your customers/clients. Make evangelists and they'll bring new customers to your business.

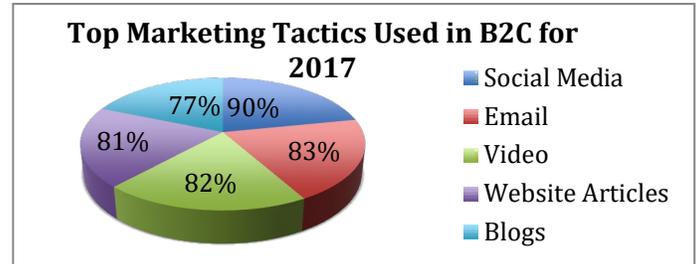


Emails should identify a problem, lead to the solution, and result in a life-changing experience.

An email series gives you a chance to redirect your audience to your website, blog, or landing page. A great email series delivers...

A lead generation –

- tutorials
- problem-solving articles and guides
- free samples for a new or popular product
- contests

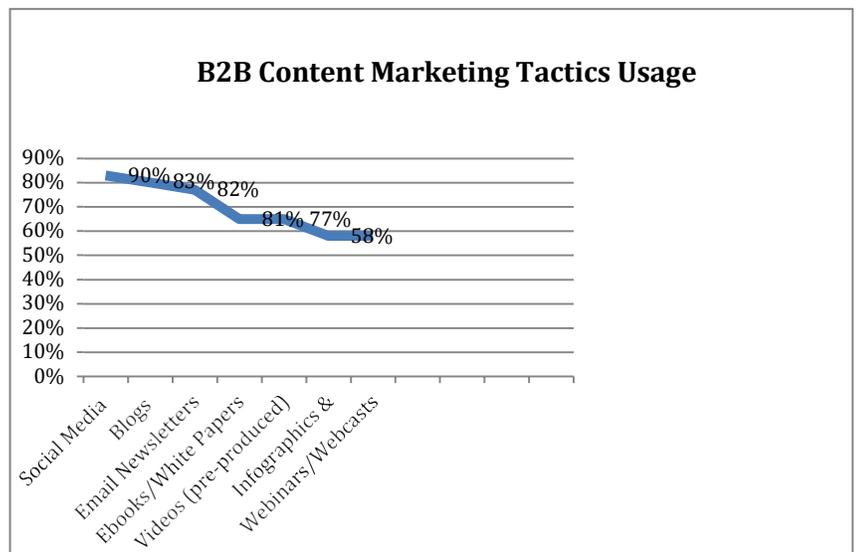


Source: datamentors.com

Emails should offer *value*. Give your audience a chance to take action – click to receive *the value*.

Call your audience to ACTION. You have something wonderful to offer...so offer it.

Use an **email nurturing sequence** and you'll get new people looking at your brand. Increase your customer base and increase your profits.



Source: NeilPatel.com

3) **Consistently connect** with your community.

After you get the sale, keep your customers swooning...so they'll open their wallets again and again.

Give your community an opportunity to participate and help build your brand's reputation. From holiday themed content - to a cause you're passionate about. Get your customers involved.

Other popular content:

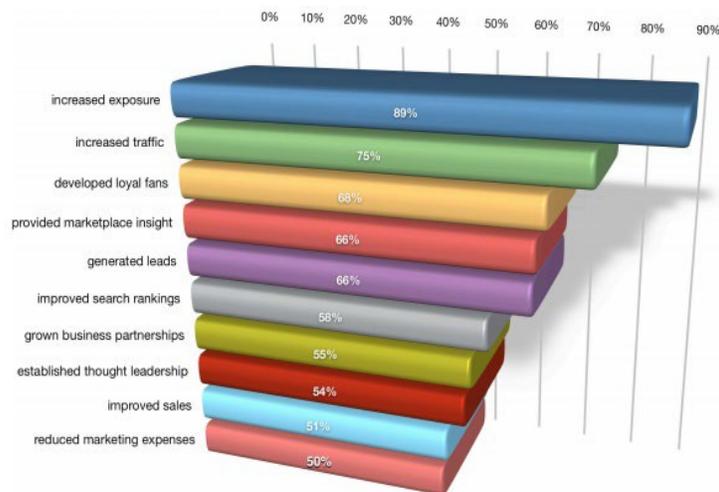
- testimonials (purposeful ones)
- memes
- contests
- inspiration
- product of the week/month (with discount offer)
- surveys



**\*Discounts and free stuff is always popular!**

*“Original winning copy goes straight to the bottom line” - Paul Elliott, The Motley Fool*

### Benefits of social media marketing



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