


MAKE YOUR MARKETING MEMORABLE

**HOW TO INCORPORATE THE POWER OF
RELATIONSHIP MARKETING INTO YOUR BUSINESS TO
CREATE CONNECTION AND INCREASE SALES!**



For businesses that want happy and loyal customers who buy more and tell others about them using the best currency available ---- RELATIONSHIPS.

WHAT BROUGHT ME HERE TODAY



- Marketing Director for local family owned business
- Vice President Flagstaff Chamber of Commerce
- Community Development Manager for large corporation





**FROM A MARKETING AND
PUBLIC RELATIONS
PERSPECTIVE.....**

**What's the ONE thing that has
contributed most to my success?**

RELATIONSHIP MARKETING


Putting people first and business second with value on every interaction I had with those around me.



THEN I WAS ASKED.....
WILL YOU SHARE WHAT YOU'VE
LEARNED?

AND THAT'S WHAT BRINGS ME HERE
TODAY.





**I'VE LEARNED HOW TO BUILD
AND MAINTAIN LONG LASTING
BUSINESS RELATIONSHIPS THAT
DELIVER TIME AND TIME AGAIN**

**It combines what I value (relationships) with what I think
businesses need (a way to authentically connect with their
customers and clients)**

.....I can't wait share it with you!

“THIS IS FOR YOU IF.....

- Life is so busy you have a hard time dedicating time to your business marketing plan let alone adding something new
- Time is limited and it's more hassle than help to change things up in your marketing outreach
- You feel like things are changing so fast and you're not sure what to do next to market your business
- You have a hard time keeping up and staying connected to your customers and clients



WHAT'S POSSIBLE WITH RELATIONSHIP MARKETING?

- Gain Confidence and Certainty in Your Marketing System and Create Long Lasting Customer Connections
- Respect and Appreciation from your Customers who become Raving Fans!
- Time Leverage - Working more Efficiently using more Creative, Innovative and Cost-Effective Strategies to Retain and Build Loyalty with Your Customers
- You Speak their Language and They Respond with their Wallets!
- Standing Out From the Crowd and They'll Gladly Reward You By Telling Others About You.
- Level Playing Field with the Opportunity to Grow Your Business EXPOTENTIALLY!



OUR TIME TOGETHER TODAY



- **What** relationship marketing is all about
- How you can **easily incorporate** relationship marketing into your business
- How your business would **benefit** from relationship marketing
- How to get **started** using relationship marketing today





BUILD YOUR BUSINESS BRIDGE
FROM AWARENESS TO ACTION

BRIDGE SYSTEM



Build the Foundation

Ready Yourself

Initiate

Deliver

Give

Engage

TODAY WE'RE GOING TO COVER.....

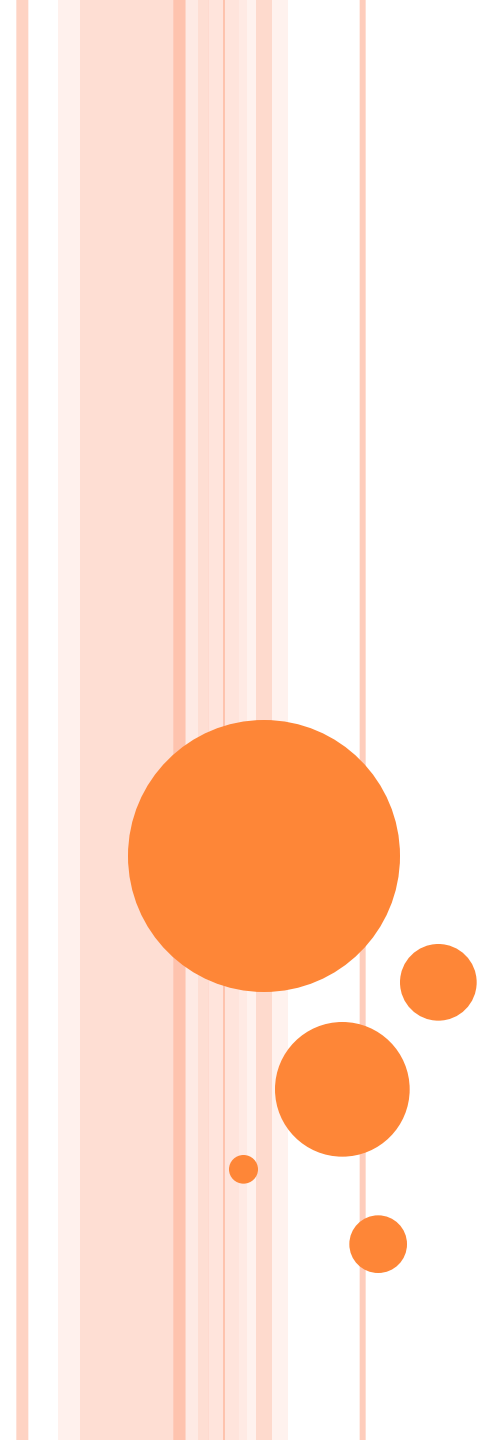
Most Important Practices of the First 3 Steps

#1. **B**uild the Foundation

#2. **R**eady Yourself

#3. **I**nitiate



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**I WILL SHARE WITH YOU AS MUCH AS
I CAN IN THE LIMITED TIME THAT WE
HAVE TOGETHER AND THEN PROMISE
TO SHOW YOU HOW YOU CAN TAKE IT
FURTHER**

BUILD THE FOUNDATION

- What's YOUR Message?
Make it Clear



WHAT'S YOUR MESSAGE?

- It's NOT your 30 second elevator pitch
 - It's NOT a snappy tag line
 - It's what people are really buying from you:
your expertise, the service, the atmosphere, the
refund policy, the overall experience.
- AND Most Importantly**
- It's the transformation or outcome clients receive
as a result of engaging your service.



DEFINE YOUR MESSAGE EXERCISE

Imagine your best, most satisfied client / customer

- What EXACT results did they get from working with you?
- What transformation or outcomes happened after working / purchasing from you?

What are their words?

- How did they describe the service or satisfaction they had after working / purchasing from you?



RESULTS

- Own your space
- Serve more clients in less time
- Recognized Professional
- Clear and understood
- Speak their language
- Connect with your clients
- Where relationship marketing starts



READY YOURSELF

- Define WHO you WANT to reach
- Make the shift from “**push-pull**” marketing to “**learning-giving**” marketing.



DEFINE WHO YOU “WANT” TO REACH

Target Market (Descriptive)

- Average Age
 - Annual Income
 - Profession
 - Ethnicity
 - Disposable Income
 - Resides
 - Reads / Travels
- ...not specific enough

Ideal Client (Behavioral)

- Positive / Motivated
- Wants help with...
- Ready to invest in
- Inspired by..
- Frustrated with...





**DISORDER TO BE AWARE OF
“MCPD” very dangerous!**



MULTIPLE CLIENT PERSONALITY DISORDER

**“If you market to everybody, you market to
no one!”**

THE POINT IS...YOU HAVE A CHOICE

- Connect the dots from your message - that which is truly reflective of who you are, what your business stands for and how you aim to serve
- To your ideal client – what motivates them, what they are in need of and how you can help them rather than the traditional demographic approach.
- You are on the path to “Memorable Marketing” making an impression, connecting with your clients and customers on a much deeper level and ensuring you stay top of mind.



I NITIATE

- Begin Strategic Outreach
- Right Time
- Right Place
- Right Reason



WHAT THE WORLD OF MARKETING LOOKS LIKE TODAY

A Puzzle of Marketing Channels that You Are Constantly Trying to Piece Together Together

Let's name a few.....



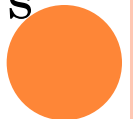
THE GAME CHANGER



THE INTERNET

Everything moves faster
and farther – Everything is
Interconnected

- Companies with customers
- Customers with Media
- Media with Companies
- Customers With Customers



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GOOD NEWS!
IT'S A LEVEL PLAYING FIELD

RELATIONSHIP MARKETING + TECHNOLOGY = SUPER STAR SUCCESS!

Technology

- **Email Marketing**
- Social Media
- E-newsletters
- **Video Marketing**
- Pay per Click
- SEO
- Websites / Blogs

Relationship Marketing

- Provide Value
- Inform and Educate
- GIVE
- Stay in Touch
- Tell your story
- Be authentic
- Recognize & Reward



HOW YOU CAN DEVELOP YOUR OWN RELATIONSHIP MARKETING CAMPAIGN TODAY!



E-MAIL

- Most Familiar, Efficient, Dependable Communication Tool
- Used by virtually everyone with an Internet Connection



EMAIL RELATIONSHIP MARKETING

How To Get Started

- Collect email addresses from customers
- Purchase an email marketing program (iContact / Constant Contact)
- Send regular emails (campaign)

What To Say

- Thank you for your business
- Happy Birthday
- Customer Appreciation Discount
- Information on a product or service they would be interested in



VIDEO MARKETING

- Fastest Growing Marketing Segment to date
- You Tube is the Second Largest Search Engine
- Adds to the optimization of your blog or website



VIDEO RELATIONSHIP MARKETING

How To Get Started

- Record brief business videos (flip)
- Post on website / blog
- Add to your social media sites (Facebook / Twitter / YouTube)
- Send video emails

What To Say

- We appreciate your business
- Thank you for the referral
- Information we thought might be helpful for you
- Special Event Coming Up



VIDEO EMAIL MARKETING

- Appeal of Video with the Simplicity and Reach of Email.....
- Creates a Uniquely Viable Marketing Opportunity



VIDEO EMAIL MARKETING

WHY

- Personal Touch
- Brand Awareness
- Visibility / Recognition
- Leverage Your Time
- Working Smarter not Harder
- Use the effective and efficient tools of today and not be left behind

HOW

- Talk Fusion
- Record Videos Anywhere
- Send through Email
- Track results



LOCAL BUSINESSES USING VIDEO EMAIL





ALAN CHAN – BABBITT FORD

“Helps me connect further with my customers and let them know how much I really care.”

DAN HUNT – FAIRFIELD INN

“A new and exciting way to communicate with our customers and stand out from the crowd.”

HOW YOU COULD USE VIDEO EMAIL MARKETING AND STRENGTHEN YOUR BUSINESS

USE

- Thank you videos
- Welcome videos
- Special Promotion
- Informational videos
- Happy Birthday
- Events
- Referrals
- Surveys
- Appointment Reminders

BENEFITS

- Visibility
- Lasting Impression
- Connectivity
- Credibility
- Brand Awareness
- Enhanced Customer Experience
- Engagement
- Accessibility



NOW YOU KNOW THE MOST IMPORTANT MARKETING STRATEGY THAT....



Will help you Strengthen
Your Relationships With
Your Clients and
Customers So That
YouCan ---

- Increase your visibility...on their terms and in their words
- Engage and promote trusted action
- Inspire them to come back, tell others and spend more

RELATIONSHIP MARKETING!



RELATIONSHIP MARKETING



- It's how you can **Increase Your Wealth** and your success without being pushy
- It's how you **Create Connection** so that people understand and embrace what you have to offer
- It's the process (the BRIGDE) that takes people from **AWARENESS to ACTION** and allows you to feel really good about how they got there





THANK YOU FOR ATTENDING SPECIAL GIFT!

- 50 Ways to Grow Your Email List
- 5-Part Relationship Marketing E-Course
- One Complimentary 90 minute Strategy Session
Drawing



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THANK YOU!

Wishing you Relationship Marketing Success!