

DRIP MARKETING

**A Powerful New Marketing Strategy
That Gets Prospects To Buy From You**



Glenn Fallavollita

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For more information about the author's books, drip marketing training or the purchase of author's DRIP Marketing System, visit www.DripMarketing.com.

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Glenn Fallavollita
September 15, 2010

P.S. Sam and Matt, always remember this: You have it within you to make your dreams a reality. Love you to the moon and back.

How To Maximize This Book

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- **Introduction Word Count:** 761
 - **Approximate Time To Read:** 3.0 minutes based on reading 250 words per minute
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This book was written to help anyone who is responsible for the sales and/or marketing of their business, as it touches on scores of areas in both disciplines. More importantly, you will find a number of suggestions, tips and shortcuts on ways to maximize this book's potential—or should I say *your* potential.

- **Read The Glossary Of Terms:** Before you begin reading this book, take three minutes to read, highlight and understand the terms that are used throughout the book.
- **Remember The 80/20 Rule:** The 80/20 Rule states 80% of the output comes from 20% of the input. So keep this rule in mind when you are:
 - ✓ Doing your marketing research.
 - ✓ Consolidating your marketing research.
 - ✓ Marketing your business to clients, past clients, prospects, referral sources, dealers, distributors and others.
- **Budget The DRIP Marketing System's Process Accordingly:** Take the best ideas, suggestions and processes in this book and use them. Don't try to do everything outlined in this book in one week.
- **Limit Your Internal Research Meetings:** Most business owners, marketing professionals and salespeople have a limited amount of *patience* and *time* when working within a defined process. So

limit your internal meetings to 90 to 120 minutes and don't extend your drip marketing research process beyond 30 days.

- **Trust The Process Outlined In This Book:** Our company has spent more than 20,000 hours implementing, testing and refining our DRIP Marketing System at hundreds of businesses from around the country. As you go through the steps outlined in this book, you will be tempted to take some shortcuts. Don't. Yes, there are a few to take, but it will not be in your interest to skip any of the DRIP Marketing System's core areas.
- **Master The Basics In This Book:** If you take the time to master the basics outlined in this book, you will be well on your way to becoming a marketing powerhouse—and a dominant force in your industry.
- **Design, Write And Send A Marketing Campaign Out Within 7 Days:** After reading this book, send a marketing campaign to at least 100 contacts within 7 days. To accelerate your conceptualizing, designing and copywriting process, go to DripMarketing.com and buy our DRIP Marketing System as it contains scores of formats, designs and copy to jump-start and compress your design and copywriting process.
- **Stay Committed To Marketing Your Business:** Even as technology has made it easier and less expensive for businesses to stay in contact with their target audience, most businesses do not devote the time needed to develop a consistent marketing strategy. We have seen too many businesses do marketing on an intermittent basis, costing them hundreds of thousands of dollars in lost sales opportunities.
- **Highlight The Key Areas Of This Book:** This book is designed to be a condensed version of our DRIP Marketing System. When reading this book, make sure you have a highlighter, pencil and a pad of small sticky notes in hand to take notes and highlight key areas. If you borrowed this book from someone you know, buy

your own copy by visiting DripMarketing.com. For about \$30, you can have your own personal copy.

- **Buy As Many Copies Of This Book You Can Afford:** This book not only makes a wonderful gift for your employees, but also for your clients, prospects, referral sources, dealers, distributors, franchise owners, association members and so on. Helping people become more successful will be in YOUR best interest as history has proved this to be true. We offer a *generous* discount on 12 or more books.
- **After Reading This Book, Make These Processes, Concepts And Ideas Your Own:** Take ownership of the system outlined in this book and then make it your own. Continue to ask yourself this question: Is there anything else we can do to motivate a prospective buyer to take the next step in the buying process?
- **Remember That Drip Marketing Will *Complement* Your Sales Efforts, Not Replace Them:** Keep in mind that people buy from people and companies they like and trust; therefore, work on ways to reduce the risk when buying from you and/or your company.
- **Magic Will Start To Happen When You Do This:** If you know your industry, your competition and make enough “*Oh By The Way*” calls to a list of prospective buyers after a marketing event, you will quickly see a flurry of sales activity.

Additionally, you will learn two things from reading this book. First, you will learn how to build your own drip marketing system for your business by following a defined process. Second, you will learn what NOT to do when dripping on your target audience so that your marketing does not feel like sheer water torture.

To your continued drip marketing success,

Glenn Fallavollita

CHAPTER 1:

At Any Given Moment

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 - **Approximate Time To Read:** 3.6 minutes based on reading 250 words per minute
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At any given moment, 9% to 18% of your target audience (prospects clients, past clients, dealers, distributors, end-users, referral sources, etc.) *is thinking* about buying what you sell or *considering recommending* a business like yours to someone they know.

Although most people in sales do a good job at following up with their list of *Immediate Buyers* (a group representing *only* 1% to 3% of their entire database), they do a *poor job*, statistically speaking, of staying in touch with their database of prospects who are casually considering buying what they sell. By the way, these are the same prospects that represent their future sales.

The Reality Of Sales And Marketing Is This...

If you or your business is not there at that divine moment in time when a prospective buyer is **ACTIVELY** seeking a solution, any and all future sales will go to a competitor and **NOT** you or your business. This is why drip marketing is such an effective strategy for a business to engage.

Our Research Revealed Eight Interesting Statistics.

Drip Marketing, Inc. has invested 8 years and in excess of \$235,000 researching the sales, marketing and buying processes of 1,000+ salespeople, businesses and decision makers respectively in more than 50 industries.

1. *50% of all salespeople stopped calling or sending information*, for at least 9 to 12 months or altogether, to a prospective buyer or referral source after their **FIRST** unsuccessful attempt at getting the sales process started or moved forward. An *attempt* is defined as trying to get an appointment, getting a response back from an initial voicemail or e-mail on his or her initial call or being told, “*No, we are not interested.*”
2. *99% of all salespeople stopped calling or sending information*, for at least 12 months or altogether, to a prospective buyer or referral source after their **THIRD** unsuccessful attempt at getting the sales process started or moved forward.
3. 95% of all salespeople were *unable to predict the actual close date* of sale with any type of accuracy (when given a 4-week window).
4. 75% of all first time appointments or events with a prospective buyer or referral source happen after a salesperson’s *fourth telephone call, e-mail or face-to-face contact*.
5. In a medium- to high-value business-to-business sale, it takes *15 to 30 conventional drips* (telephone conversations, face-to-face meetings, voice-mail messages, personal e-mails, letters and so on) before a cold prospect or referral source is *closed* by a salesperson.
6. 100% of the business owners and sales leaders surveyed felt a salesperson *lost 15% to 50% of their sales opportunities* by not being part of an integrated sales and marketing system.
7. 95% of all business owners, sales leaders and salespeople, did a *below average job* (in face-to-face sales calls and on the phone) at educating prospective buyers on the elements that made their business unique and different.
8. 80% of all businesses did not conduct any type of consistent sales training (more than once in an eighteen-month period) for their sales staff.

The survey results come from:

- One-on-one meetings and group discussions with business owners, marketing professionals and salespeople.
- Mystery shopping businesses via online buying services such as Buyerzone.com and Vendorseek.com.
- Our own internal shopping for products and services.
- Mystery shopping our clients' competitors.

The following industries were part of our research study:

- Alarm Companies
- Attorneys
- Auto Body Shops
- Banks/Credit Unions
- Benefit Administrators
- Business Newspapers
- Cellular Phone Distributors
- Chambers of Commerce
- Commercial Insurance Companies
- Computer Repair
- Conference Centers
- Contractors
- CPAs
- Credit Unions
- CRM Consulting Companies
- Custom Paving Companies
- Edible Fruit/Cookie Franchises
- E-mail Hosting Services
- Event Planning Companies
- Fire Equipment Manufacturers
- Fitness Studios
- Floor Distributors
- Furniture Stores (Office and Consumer)
- Granite Installers
- Hotels
- Kitchen Installers
- Manufacturing Companies
- Mortgage Brokers
- Motorcycle Dealerships
- Multi-Level Marketing Companies
- Office Phone Installers
- Paint Manufactures and Distributors
- Payroll Service Bureaus
- Plant Nurseries
- Printer Repair
- Printers
- Professional Planning Companies
- Professional Training Companies

- Promotional Product Companies
- Realtors
- Restaurants
- Retirement Planning Companies
- Roofing & Siding Distributors
- Sales Training Companies
- Software Companies
- Specialty Chemical Manufactures
- Staffing Companies
- Taxi Cab Insurance Companies
- Time Management Consultants
- Title Companies
- Window Distributors

The Business Or Salesperson That Doesn't Stay In Touch Will Be Quickly Forgotten.

Our extensive research has proven that anyone who tells a salesperson they are not interested, does not call a salesperson back, agree to meet with a salesperson or take the next step in the buying process by their first three telephone calls will be written off as someone who is NOT interested in buying what they are selling. In reality, these same salespeople are just setting themselves up to miss a future sales opportunity.

The e-mail below, which we received during our research process, proves the point of a salesperson not staying in touch with a prospect. As you can read, the salesperson made it clear this would be her last attempt at contacting us (it was only her second attempt at reaching out to us). By the way, we never heard from the salesperson or her company again.

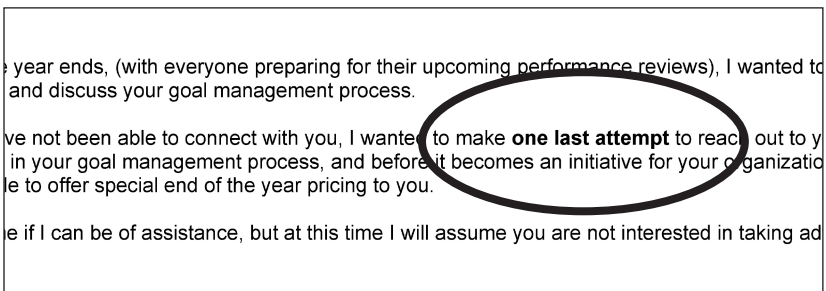


Figure 1-1: An e-mail from a salesperson who quit too early in the sales process.

CHAPTER 2:

Drip Marketing Defined

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- **Chapter Word Count:** 1,063
 - **Approximate Time To Read:** 4.3 minutes based on reading 250 words per minute
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I first started using the phrase *drip marketing* in 2002 while describing a particular marketing process to a colleague. When he asked me what the word *drip* meant, I told him it was an acronym:

- D = Disciplined
- R = Repeatable
- I = Interrelated
- P = Process

Yes, drip marketing is a disciplined, repeatable and an interrelated process for any business, salesperson or entrepreneur to engage. To put it simply, drip marketing is strategy—a strategy comprised of sending a continuous series of well-articulated marketing campaigns, supported by an array of evidence-based sales tools, to a defined target audience; however, it goes a lot further and deeper.

The purpose of developing a drip marketing system at your business is to not only help you and your salespeople close more hot prospects, A.K.A. the *Immediate Buyers*, but also to help your business *automatically* stay in touch with its largest percentage of future buyers—the people who are most often ignored or written off by someone in sales. They are the ones who are:

1. Passively interested in what you are selling.
2. Not interested in what you are selling.

The Success Of Your Drip Marketing Efforts Will Hinge On Six Very Specific Elements:

1. **Content:** You need to provide *relevant content* to your target audience or they will not welcome your drip marketing messages.
2. **Frequency:** *Too many drips* or *too few drips* play a role in the success of your drip marketing efforts.
3. **Recency:** Recency refers to the *time span* between each drip. Too short of a period between drips will cause your target audience to opt-out of your e-mail marketing campaigns or throw your direct mail campaign into the trash. Too long of a period between drips will result in people forgetting about you and your business.
4. **The Blending of Tactical Marketing Campaigns:** The best-in-class drip marketing strategies use a *combination* of e-mail campaigns, direct mail campaigns, blogs, social media, face-to-face meetings and other marketing strategies to stay in continuous contact with its target audience.
5. **The Use of Evidence-Based Tools In A Selling Situation:** Prospects want to make the best decision possible when buying what you are selling; therefore, education-based tools can oftentimes augment the decision-making process faster than a salesperson because psychologically, people believe what is in print form. How many times have you heard someone say: “*I read this on the Internet and it said...*”
6. **Proactive Follow-up Calls:** A marketing campaign’s results will increase ten-fold if a salesperson picks up the telephone and starts calling their list of prospective buyers who received the campaign information—also known as making an *Oh By The Way Call*. Should a salesperson consistently make these types of calls, they will start to see sales magic happen.

It Is Time For You To Think About Your Business' Sales And Marketing Processes.

To help you start thinking about your sales and marketing processes, here are a few questions for you to consider:

1. After the initial contact (phone, e-mail or face-to-face meeting) with a prospective buyer or referral source, how do your salespeople or your business stay in touch with them?
2. What type of marketing collateral (sales evidence) do your salespeople (or you) use on an initial sales call to reduce the issue of price being an objection or a focal point for a prospective buyer?
3. How do your salespeople (or you) help a prospective buyer or referral source make the best possible buying decision on buying what you sell or recommending you/your business to someone they know, respectively?
4. How often do you drip on your active or past client base to:
 - Cross-sell them other products or services?
 - Ask them to refer you or your business to someone they know?
 - Survey them to quantify how well they perceive your company?
 - Survey them to determine if they would like more information on other products or services?
5. How do you go about generating leads for your business (this is where a prospective buyer proactively reaches out to you)?

As you ask yourself these questions, you will no doubt be awakened by the shortcomings of your sales and marketing efforts, especially after reading our research on how salespeople place a subjective date on when they should follow-up with a prospective buyer.

The Benefits From Drip Marketing Are Amazing.

Our DRIP Marketing System has been a welcome tool for building our clients' businesses. Many have told us they have not only seen an increase in sales of 15% to 22% or more in less than 60 days of its implementation (for more success stories, read our *Client Testimonial* section), but also have seen their sales and marketing staff becoming actively involved with the business.

10 Reasons Why YOU Need To Implement A Drip Marketing System At Your Business:

1. People will not buy from you or recommend you to someone they know the first time you talk with them.
2. 97% of the people you are marketing or selling to are not ready to buy what you sell today or for that matter tomorrow.
3. Memory tests have proven people will forget 80% of what you tell them within 48 hours.
4. People in sales schedule a subjective follow-up date to call back a prospective buyer, a date that oftentimes results in a missed sale or referral opportunity.
5. You will never hear someone telling his or her boss, "*I just bought from the worst _____ (put your industry category here) I could find.*"
6. In a medium- to high-value business-to-business sales situation, it takes 15 to 30 conventional drips (meetings, calls, proposals, e-mails, etc.) to convert a cold prospect to a paying client.
7. The majority of salespeople dislike calling cold prospects.
8. 99% of all salespeople stop calling a prospective buyer after their third unsuccessful attempt at getting a prospective buyer to take the next step in the buying process.

9. 50% of people who stopped buying from a business, stopped because they were either:
 - Ignored by the company.
 - Did not know this business could solve other related problems.
 - Did not know this business offered any additional products or services.

10. Your entire database of clients, past clients, past clients, prospects, referral sources, dealers and distributors are your competitor's prospects too.

CHAPTER 3:

Invest The Time To Do It Right

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Developing a drip marketing system for your business is a front-end loaded process—a process few people know how to do or will take the time to do.

A word of advice: Take the time to go through the steps outlined throughout the book. If you do, the dividends will be enormous.

To Build A Best-In-Class DRIP Marketing System You Need To:

1. Create an Up-To-Date Database of Clients, Past Clients, Prospects, Referral Sources, Dealers, Distributors, and others
2. Research the Needs of Your Target Audience
3. Create a Defined Marketing Strategy
4. Develop a Marketing Budget and Calendar of Events
5. Create a Formal Sales Follow-Up Plan

Additionally, this book will outline for you the *not-so-magical steps* of reaching your sales and marketing goals—steps formulated and applied at my business for years.

The Foundation Of Our DRIP Marketing System Is Based On Three Guiding Disciplines:

- **Discipline #1: Follow a Tested System**—Having a tested and refined framework to follow is the fastest way to generate results.

In order to increase your sales and marketing success, you need to study the framework and then apply the parts that work for you and your business.

- **Discipline #2: Get Trained on Our System**—You need to train everyone who is involved with the development of your DRIP Marketing System—including yourself. You also need to come to the realization that most people need continuous training to reinforce what you want them to learn.
- **Discipline #3: Find a Coach or Mentor to Keep You Focused**—Businesspeople, no matter what title they hold, need guidance from someone they respect. They also need to be held accountable for their actions in getting things done. A coach or mentor will not only point you in the right direction, but also keep you on course to meet your objective. Most people who use a coach or mentor have a love-hate relationship with them. The key is finding one you respect.

This book is about getting you plugged into a marketing system that will generate sales revenue a lot faster and easier than if you were to do it your own. Please be patient while you read this book and highlight the areas you feel would work for you and your business. Should you like the process outlined in this book, go to DripMarketing.com and buy our DRIP Marketing System as it is filled with many tips, ideas, suggestions and self-study workbooks.

CHAPTER 4:

Drip Marketing And Dating

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Not long ago, I spoke with Matt, the owner of a business that hired my company to handle his e-mail marketing campaigns. During one of my many conversations with Matt, I mentioned how the sales process was identical to the dating process, as a salesperson needs to go through a number of *courting* steps before a prospect becomes *engaged* in what a salesperson is selling.

To help Matt relate to the story, I asked him to think about the first time he met with his wife, Kathy. I said, “*Matt, did you ask Kathy to marry you on your very first conversation?*”

After a hearty laugh, Matt answered, “*Of course not. She would have thought I was crazy.*” He then said, “*But you know, Glenn, you are right; the sales process is like dating.*”

Think about the first time you met that significant someone in your life. Did you ask this person to marry you? No, you went through a number of steps to get them comfortable with who you were as a person.

Drip marketing is all about the courtship process that needs to be done before, during and after a sale takes place—something salespeople don't do very well for a number of reasons. First, they were never trained on it. Second, they are constantly hunting for the *Immediate Buyers* in their database because many business owners and sales leaders require their salespeople to be laser-focused on hitting their sales numbers. Third, being rejected is mentally and emotionally draining.

Matt Was DRIPPED On 189 Times BEFORE He Hired Us.

Let me give you some history on Matt. To begin with, Matt had been in my prospect database for two years before he made the decision to hire my company. During that time, Matt received approximately 189 drips that ranged from:

- 20+ personal phone conversations and voicemail messages.
- 120 e-mail mass marketing campaigns, e.g., e-tips and special offers directly related to his business and industry.
- 12+ postcard campaigns.
- 35 e-mails (Matt likes corvettes, so I sent him numerous articles about them).
- 2 drip marketing proposals.

In addition, Matt saw me speak at an industry-specific conference.

As you can see, Matt was exposed to many planned marketing messages from my company as well as a number of personal phone calls from me. During this time, Matt bought from my competition, did not return some of my telephone calls and gave me a number of reasons why he was *not* ready to hire my company to handle his marketing. More important, Matt did not buy when I thought he was going to buy. Did I give up? Obviously not. Why? Because I knew he would hire us when he was ready. Knowing how the sales process worked, we kept *courting* him with relevant e-tips and bi-monthly postcard campaigns—a process that built trust, credibility and brand recognition in his mind's eye.

To give you an idea of the financial benefit to gaining his business, which we greatly appreciate, this client represents a lifetime-value of \$7,500 in gross revenue to my company. Our two-year out-of-pocket cost to drip on Matt was \$20. As you can see, there was a huge ROI associated with our drip marketing efforts.

It Is Time For YOU To Start “*Dating*” Your Target Audience.

Our DRIP Marketing System is one of the best business tools you can implement at your business; however, it HAS to be done correctly or you will alienate your entire database of future prospective buyers.

The Benefits Of Drip Marketing

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- **Chapter Word Count:** 436
 - **Approximate Time To Read:** 1.7 minutes based on reading 250 words per minute
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As you develop a drip marketing strategy for your business, you will find a number of key benefits—benefits that have a tangible ROI for any business owner, marketing professional or salesperson. Specifically:

1. **New Revenue Will Always Find You:** By staying in contact with your targeted databases on a consistent basis, you will notice people start to reach out to you when they need something you sell.
2. **You Will Quickly Become the Go-To Person in Your Industry:** Over time, you will find that drip marketing positions you and your business as the industry expert. Once this happens, people will not only turn to you when they need solutions to their problems but also refer you to someone they know.
3. **Drip Marketing Builds Mind-Share:** With drip marketing, you will stay in touch with your targeted databases on a regular basis, so your marketing messages will serve as a constant reminder of what you sell.
4. **Drip Marketing Helps Your Sales Follow-up Process:** If you set up a formal drip marketing system at your business, you will also want to systematize your sales follow-up process. Third-party e-mail marketing

tools provide you powerful marketing data on who, when and how often someone has opened a particular mass e-mail campaign.

5. **A Prospective Buyer Will NOT Forget You or Your Business—Even if You Forget to Call Them:** It is virtually impossible for one person to consistently follow-up a database of 500, 750 or even 1,000+ prospects. By engaging a drip marketing system at your business, you will quickly find that prospective buyers reach out to you.

10 Ways Our DRIP Marketing System Will Make YOU And YOUR Business Money:

1. Shows prospective buyers you have a sustained interest in them...even if a salesperson isn't consistently following up with them.
2. Helps pre-sell what you are selling.
3. Helps build trust, credibility and brand recognition in you and your business.
4. Establishes you or your business as the resident expert in the industry—a.k.a., a trusted advisor.
5. Creates a reason for a salesperson to make an *Oh By The Way Call* to a prospective buyer.
6. Helps build a relationship with your target audience.
7. Compresses the sales cycle for your sales team.
8. Helps cross-sell other services to your existing client bases (it costs 6 to 10 times as much money to acquire a new customer than it does to maintain one).
9. Helps increase the retention rate with your existing client base.
10. Helps create a stream of referrals from your database of clients and referral sources.

CHAPTER 6:

What Is Marketing

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- **Chapter Word Count:** 753
 - **Approximate Time To Read:** 3.0 minutes based on reading 250 words per minute
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Surprisingly, very few people know the real purpose of marketing or for that matter the type of ROI it can generate. If you asked 100 business owners, salespeople and marketing professionals the purpose of marketing their business, you would get a wide range of answers, such as:

1. Marketing's purpose is to get your name out in the marketplace.
2. Marketing's purpose is to position your company in a certain way.
3. Marketing's purpose is to build a brand.
4. Marketing's purpose is to generate leads for salespeople.
5. Marketing's purpose is to maintain brand awareness.
6. Marketing's purpose is to make money.
7. Marketing's purpose is to increase sales.
8. Marketing's purpose is to help with client retention.
9. Marketing's purpose is to improve the image of a company.
10. Marketing's purpose is to educate people on the things you have to offer.
11. Your Answer: _____.

You know something, all of these answers are partially right; however, marketing has *four primary purposes*:

- **Purpose #1:** Break through the everyday marketing clutter so your target audience sees and hears your marketing messages.

- **Purpose #2:** Provide prospective buyers with relevant information that educates them on your Unique Selling Proposition (USP)—information that reduces the risk in buying what you sell.
- **Purpose #3:** Provide a path for prospective buyers to learn more about the value you or your business can bring to their organization.
- **Purpose #4:** Stay in continuous contact with all types of prospective buyers via cost-effective marketing campaigns.

Most People Are Not Experts At Buying What You Sell.

As you go through the process of developing a customized DRIP Marketing System for your business, you need to keep two things in mind: First, people typically are not experts at what you are selling unless they buy what you sell on a regular basis. Second, people want to make the best buying decision possible. Remember, you will never hear someone telling his or her boss, “*I just bought from the worst _____ (put your industry category here) I could find.*”

When Marketing Your Business, Your Job Is To Do These Three Things:

1. Determine what is important to your target audience (needs, wants and desires).
2. Innovate your business by exceeding not only what prospective buyers want, but also what is typically done in your industry.
3. Market your business continuously with messages that break through the marketing noise in a cost-effective manner.

It is simple to do, yet few companies choose to go through the process of understanding their target audience’s needs. They just go with their gut feelings or they take the path of least resistance to get things done. Conversely, if you are one of the few people in your industry who will go through the process outlined in this book, you will be well on your way to dominating your market.

A List Of Businesses That Have Developed Innovative Marketing Strategies:

- Southwest: Passengers' bags fly free.
- Hyundai: They offer an Assurance Guarantee: If a person finances or leases any new Hyundai and lose their income, Hyundai will let them return it.
- General Motors: 60-Day Buy Back Guarantee.
- Ram Trucks: The Ram 60-Day Handshake (Guarantee).
- Domino's Pizza: 100% Satisfaction Guarantee or Your Money Back.

OK, so you read the list above and now you are saying, "*These companies are national consumer companies and I sell B2B.*" You know something, BIG DEAL. We prove to our clients all the time that it is easy to innovate their business. All you have to do is understand two things:

1. What prospective buyers want, need and/or what frustrates them when buying from your industry.
2. What your competition is not delivering to these same prospective buyers.

To see what other companies have done, go to Google right now and search for companies that offer some type of guarantee or performance-related innovations. Hint: Run a search for **fork lift guarantee**, **keyboard product guarantee** or **office furniture guarantee** and you will see firsthand innovative techniques businesses have used.

The key to innovating your business is to understand the needs of your target audience versus what YOU think they want and/or need.

After determining what your target audience wants and what your competition is *not* providing, you need to innovate your business to meet those needs. Once done, you then need to tell your target audience about it consistently and properly.

Additionally, your salespeople need training on how to properly position these innovations so it becomes instantly obvious to a prospective buyer that your business is the market leader. We will show you how to do this throughout the book.

Write down three innovative ideas you could implement at your business below:

1. _____
2. _____
3. _____

Drip Marketing Will Make You Money

-
- **Chapter Word Count:** 1,506
 - **Approximate Time To Read:** 6.0 minutes based on reading 250 words per minute
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The easiest and fastest way to increase your sales is to integrate your sales team in your marketing processes. The two key ingredients to making this happen are:

1. Training your salespeople on how a prospective buyer goes about buying what you sell.
2. Developing a formal sales follow-up strategy.

An Integrated DRIP Marketing System Will Make You Money.

We have been helping our clients drive in new revenue opportunities through the implementation of our DRIP Marketing System; however, our most *successful* clients are the ones who motivate their salespeople to be part of the drip marketing process.

Before you dive into the details of engineering a drip marketing system for your business, I want to share with you one of many client success stories.

One Of Our Clients Made \$89,755 In 8 Weeks By Mailing ONLY Two Letters.

The Client and Background: A Philadelphia-based service business knew the revenue possibility of selling its base of 1,000+ clients additional services.

What This Client Did BEFORE Our Involvement: Prior to our help, this service business created and mailed a standard one-page letter to their targeted client base outlining a specific service they wanted to promote. The hard cost they incurred was approximately \$1,300 (printing, letterhead, #10 envelopes and postage). This did not include the 3 to 4 hours it took to create, write, edit and coordinate the mailing of the letter.

Their Initial Results: After mailing the letter to their targeted database, they waited for the phone to ring. Guess what, it didn't. The end result was this: The letter generated ZERO DOLLARS in sales and cost this business \$1,300 (plus the soft costs to coordinate the letter's production).

The Client Then Asked for Our Help: After hiring us to help with their marketing messaging, one of the managers walked up to me and asked if I could help him improve this particular letter's performance. As he handed me the letter, I immediately noticed it was formatted the way we were all taught in school: "*Dear Mr. Smith,*" an introductory paragraph, two paragraphs about the message and then a closing sentence that reads, "*Please contact us for further information on how we can help you.*" After my review, I saw numerous ways to improve its copy, format and risk-free invitational offer.

What Happened Next: After reading the original letter, I repositioned the letter's copy based on a motivator that would augment the buying process. It also included a highly visible risk-free invitational offer (a concept that has been around for 60 years) to outline a call to action.

After 6+ major changes to the original letter, my client sent it to their client database 6 ½ weeks after their initial letter mailed. The cost was still \$1,300 for printing and postage.

What Happened Next: Within the first 3 to 4 weeks of the letter being mailed, it generated approximately \$60,000 in new revenue for my client. The sales were so overwhelming, my client and I agreed a second letter to the non-buyers would be appropriate. I then reworked my initial letter to give it a new look but kept the

core message the same. After this two-touch direct-mail campaign AND a proactive telephone follow-up approach, our client received about \$90,000 in NEW revenue—\$90,000 in revenue that would repeat itself for at least 5 years or about \$450,000.

Take A Look At What Happened:

- Our client's target audience took notice of the marketing message by the copy, headlines and formatting used.
- We positioned a risk-free invitational offer in the letter that outlined a call to action—a call to action that motivated someone to take the next step in the buying process.
- We gave an *Oh By The Way Call* script to each person responsible for making a follow-up call.
- The client proactively followed up the mailing.

This Client Saw A 3,362% Return.

That's right, a 3,362% return based on \$90,000 in sales and \$2,600 in hard costs. When you look at the lifetime-value of each new sale, this two-touch campaign has the potential to generate \$450,000 (90% profit margin) in revenue within a five-year period. By the way, this would be equivalent to a 17,208% ROI.

Three Things That Will Make You Money When Marketing Your Business:

After reviewing the performance of 1,000+ marketing campaigns, we have determined the highest ROI was the result of these three elements:

1. The marketing message (copy and format) used.
2. Packaging (based on the target group): lumpy mail, postcard, mass e-mail, etc.
3. The ability to follow-up on a specific campaign with an *Oh By The Way Call*.

Whether this letter generated \$90,000 or \$0 in sales, it did not change its production costs.