LifecycleMarketingPlanner.com

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InfusionSoft CERTIFIED PARTNER

ATTRACT

SELL

WOW

BUSINESS KAMASUTRA
FROM PERSUASION TO PLEASURE
The Art of Data and Business Relations
PARTHIV SHAH

Business Kamasutra
Benchmark Campaign
elaunchers

Segmentation	Approach	Consent	Trust	Foreplay		Mate	Relationship Transformation	
Target	**Attract Interest**	**Collect Leads**	**Educate**	**Offer**	**Close**	**Deliver & Wow**	**Offer More**	**Get Referrals**

Target
- Create an ideal customer profile and develop a positioning statement.
- Use demographic information such as age, annual income and educational at - tainment. Use psycho - graphic information such as behaviors, hobbies and values.

Attract Interest
- Attract interest through great content, word of mouth and social media.
- Other methods to attract interest: SEO, content, ads, PPC, PR direct mail.
- Utilize lead magnets (coupons, contests, free trials etc.)

Collect Leads
- Encourage leads to sign up to receive your content.
- Lead capture methods (webforms, contact forms, demo etc.)
- Organize prospect and customer in - formation (data- base, CRM etc.)

Educate
- Create an experience that connects to buy - ers and guides them toward solutions.
- Answer the questions that customers have before purchasing.
- Address their con - cerns where they are. (blog, email, social, etc.)

Offer
- Develop a sales process that aligns with your prospects' buying process.
- Provide solutions to customer pain points.
- Use lead scoring, offers, deadlines, calls-to-action, etc.)

Close
- Implement tactics that align with your sales cycle to close the sale.
- Make it easy to buy from you (proce - dures, documents, payments, etc.)

Deliver & Wow
- Develop a great cus - tomer service expe - rience and provide added value that delights customers
- Use customer surveys such as NPS scoring to improve customer experience.
- Wow in the first 30 days (personal thank you notes, emails, etc.)

Offer More
- Develop a strategy to help generate additional sales and recurring revenue over time.
- Cross Sell: Create the perfect product or service pairings.
- Upsell: Special treat - ment, warranties or monthly programs.
- New products: New items that will en - hance their lives.

Get Referrals
- Generate referrals by creating incentives for customers who refer you.
- Ask for referrals (sur - veys, cards, etc.)
- Reward customers who refer (discounts, gifts, coupons, etc.)