



CLASS 02

Sending the Right Message with Lifecycle Marketing

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Email Certification

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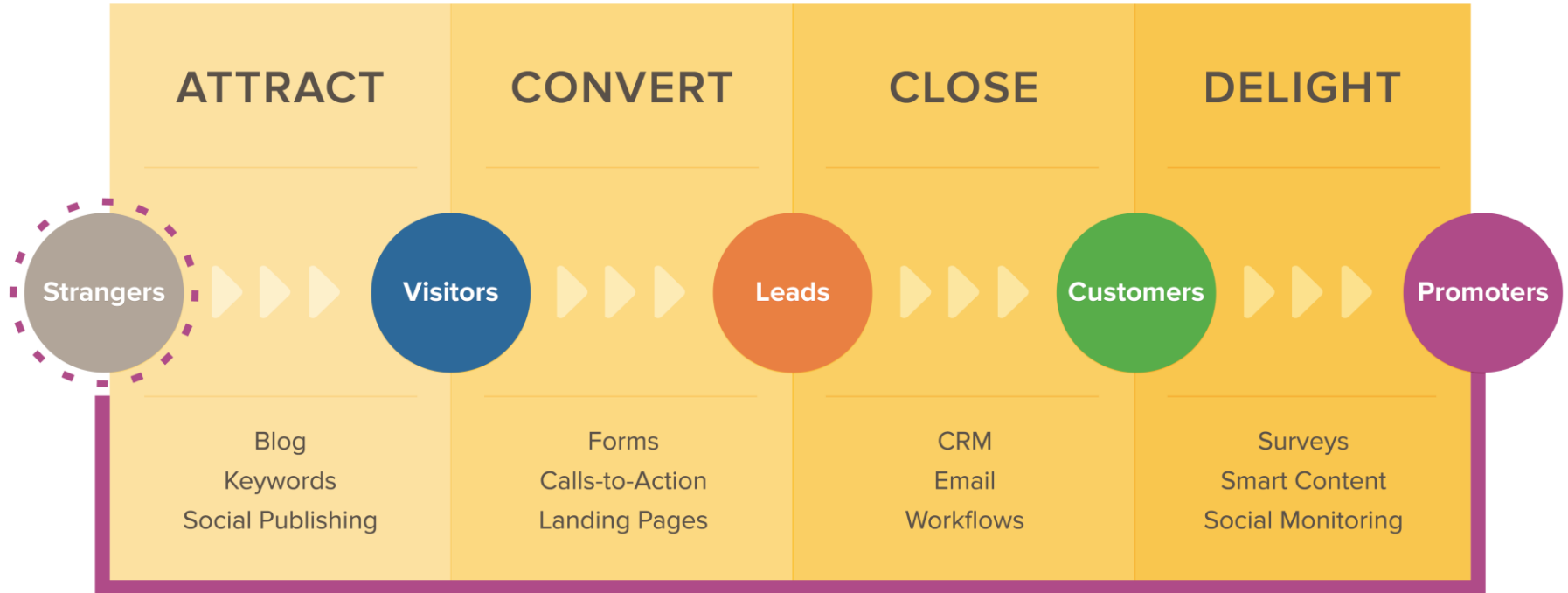
1

WHY LIFECYCLE MARKETING IS IMPORTANT

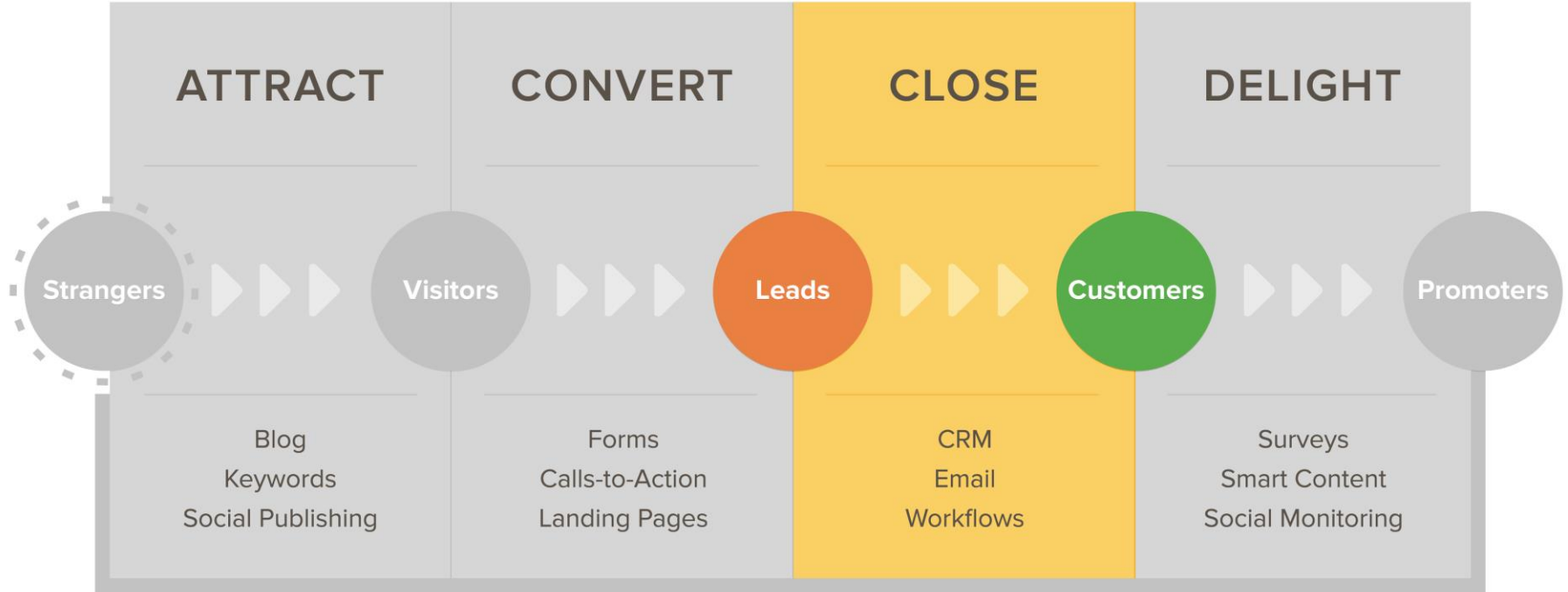
LIFECYCLE MARKETING

How you communicate with your contacts — from their first point of contact all the way through their lifespan as a paying customer.

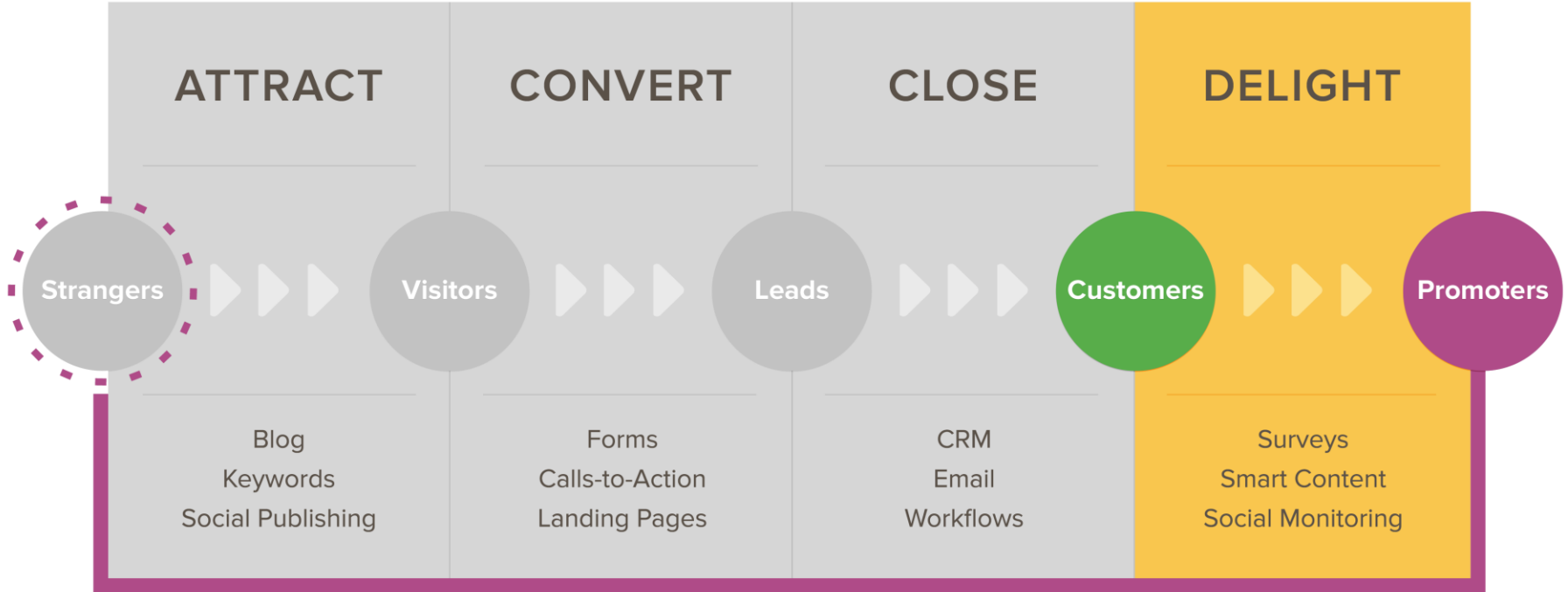
Inbound Methodology



Inbound Methodology



Inbound Methodology



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73%

of your leads will not be sales-ready when first generated



Email is one of the
most effective ways
to nurture leads.



It's not worth marketing to leads and customers who won't see value from your business.

WHAT MARKETING CAN LEARN FROM SALES

- What messaging resonates with your ideal customer
- The challenges, goals, and pain points of your prospects
- Which offers best generate these ideal customers
- What content to create



The boat moves faster
when everyone is rowing
in the same direction

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56%

of U.S email users unsubscribe from a
business or non-profit email subscription
because content is no longer relevant

PEOPLE USED TO SAY
BUYER BEWARE. NOW IT'S
SELLER BEWARE.

Loyal customers are worth up to

10X

as much of their first purchase.

**YOU NEVER GET A
SECOND CHANCE TO
MAKE A FIRST IMPRESSION.**



8%

Of companies truly deliver a
superior customer experience

EMAIL IS A FLEXIBLE CUSTOMER SUCCESS TOOL

- Offer light-weight support to your customers
- Respond to inquiries and requests quickly and efficiently
- Stay in communication in-between phone calls
- Provide access to additional products and services of value

CUSTOMER SUCCESS CAN HELP YOU:

- Generate more revenue through renewals
- Have your customers pay you more as they get more value out of your products and services.
- Turn your customers into evangelists

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2 HOW TO USE EMAIL TO DO LIFECYCLE MARKETING

LIFECYCLE MARKETING FOR LEADS



Map the content in your emails to the buyer's journey



Identify key touch-points in your marketing and sales process

LIFECYCLE MARKETING FOR LEADS



Map the content in your emails to the buyer's journey

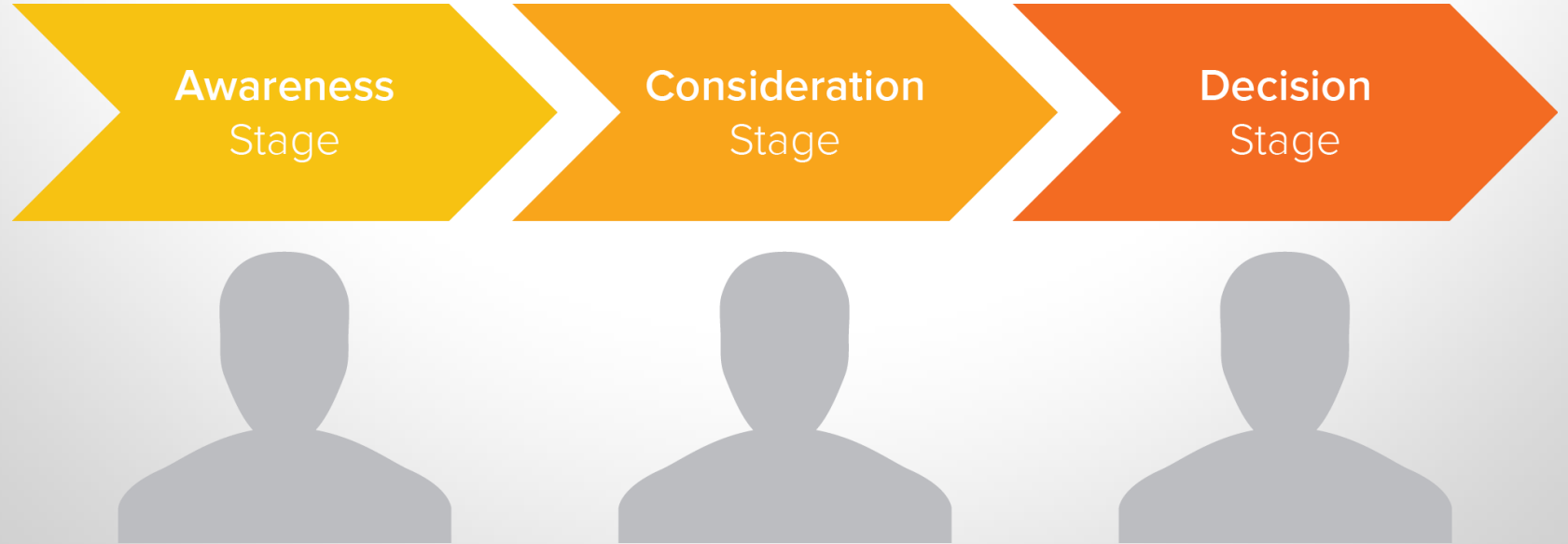


Identify key touch-points in your marketing and sales process

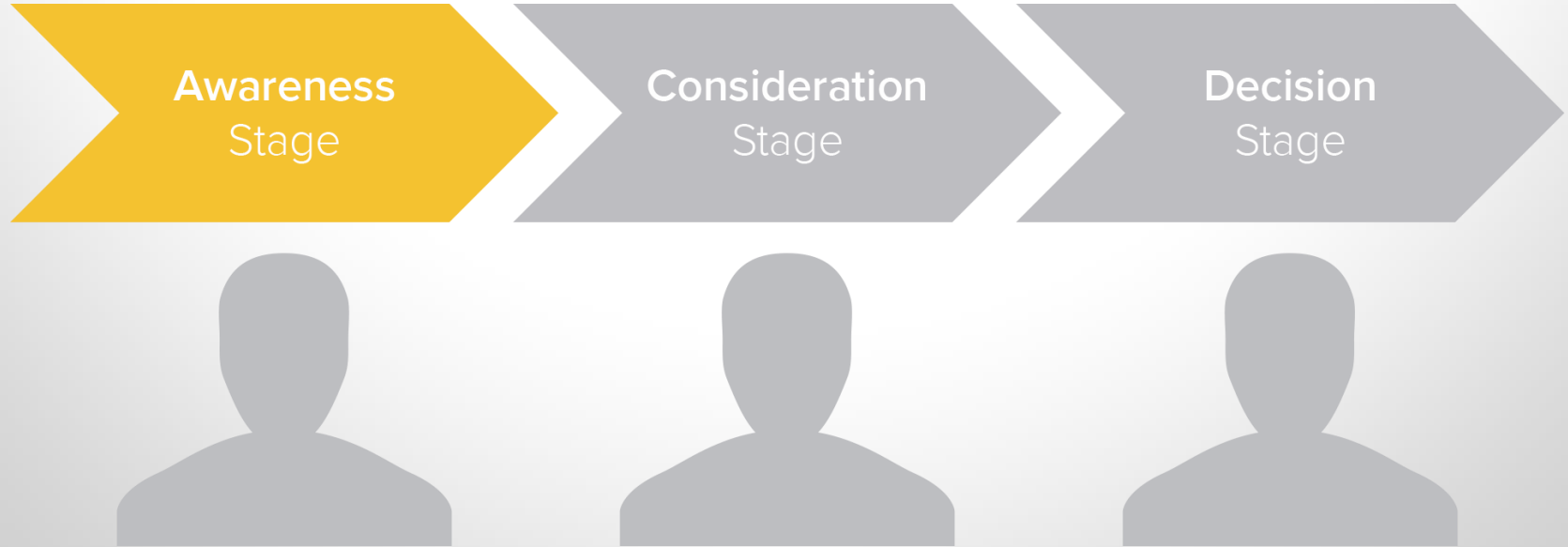
THE BUYER'S JOURNEY

The research process a buyer goes through leading up to making a purchase.

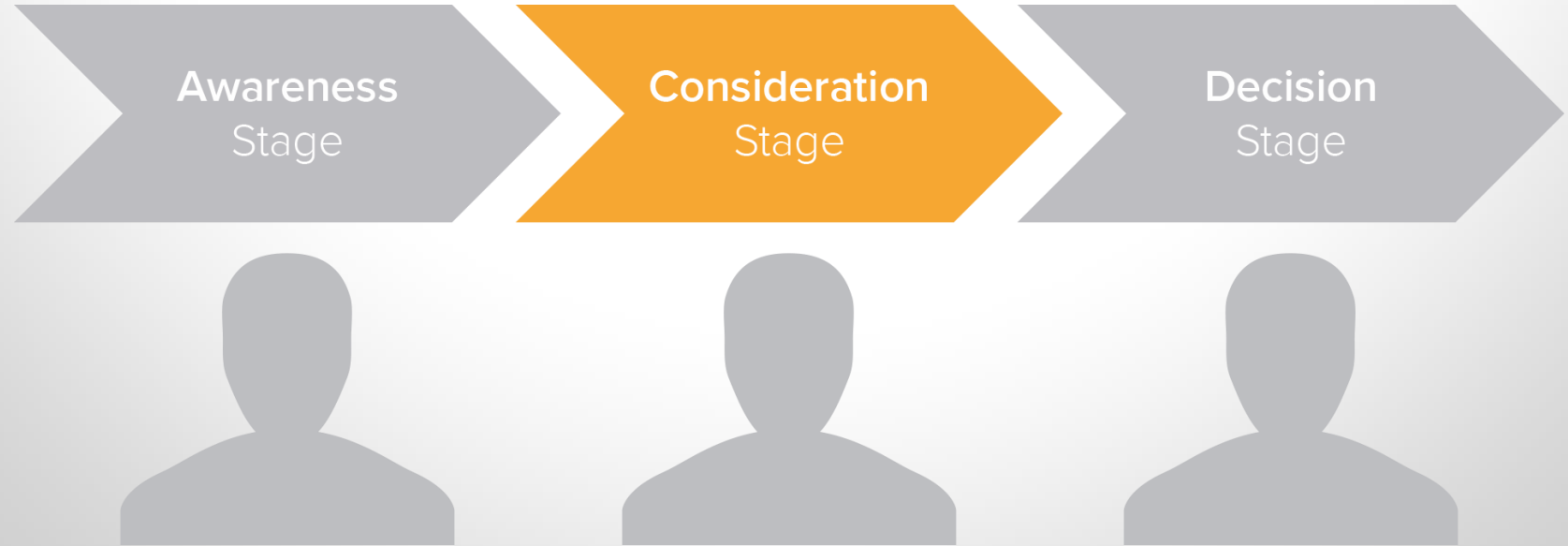
THE BUYER'S JOURNEY



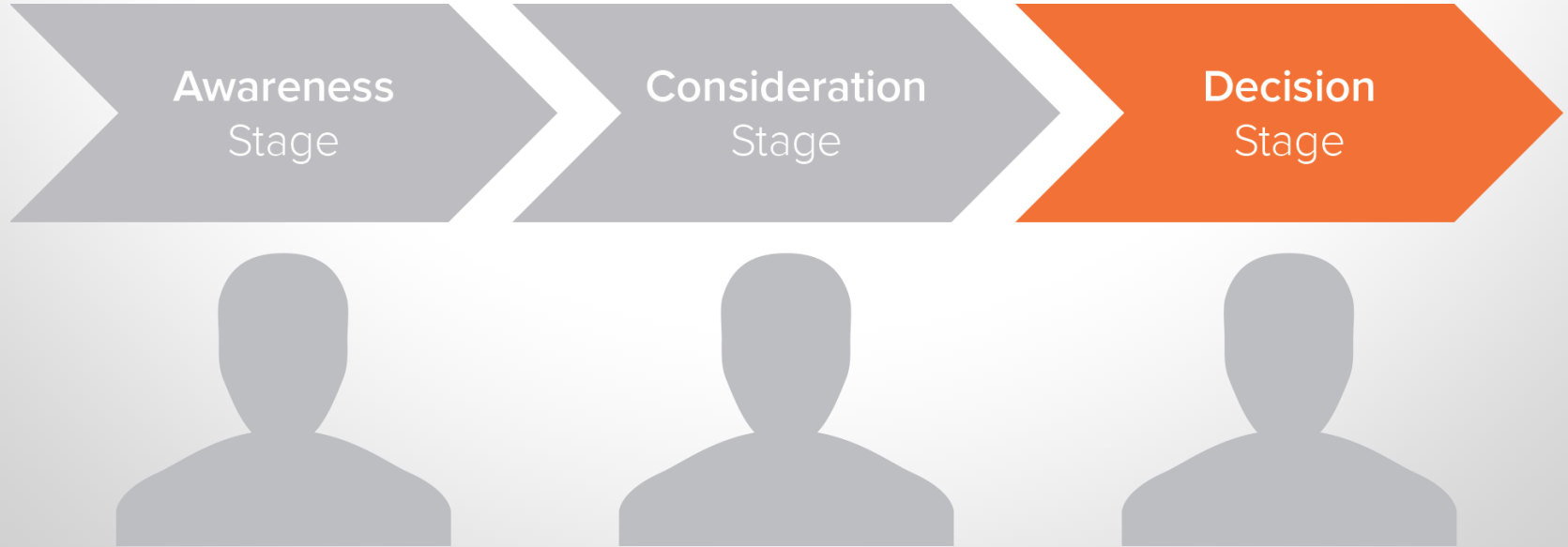
THE BUYER'S JOURNEY



THE BUYER'S JOURNEY



THE BUYER'S JOURNEY



AN IN-DEPTH
UNDERSTANDING OF
YOUR BUYER'S JOURNEY
IS THE **FOUNDATION** OF A
SUCCESSFUL EMAIL
MARKETING STRATEGY.

LIFECYCLE MARKETING FOR LEADS



Map the content in your emails to the buyer's journey



Identify key touch-points in your marketing and sales process

POTENTIAL KEY TOUCHPOINTS

- Subscribing to your blog
- Filling out a contact form
- Requesting a consultation
- Downloading a key offer

YOUR LEADS ARE BUSY.
THEY ARE DISTRACTED.
BE RESPECTFUL OF THEM
AND THEIR TIME.

YOUR JOB AS A COMPANY
IS NOT COMPLETE SIMPLY
BECAUSE A CUSTOMER
HAS PURCHASED.

LIFECYCLE MARKETING FOR CUSTOMERS



Capture the right data



Map out the important parts of the customer lifecycle

LIFECYCLE MARKETING FOR CUSTOMERS



Capture the right data



Map out the important parts of the customer lifecycle



A great email marketer recognizes
when not to send an email.

LIFECYCLE MARKETING FOR CUSTOMERS



Capture the right data



Map out the important parts of the customer lifecycle

THREE CUSTOMER STAGES

1. New customers
2. Ongoing customers
3. Evangelists

**HOW CAN YOU GET
YOUR NEW CUSTOMERS
TO SEE THE VALUE OF
THEIR PURCHASE AS
QUICKLY AS POSSIBLE?**

CAN YOU ANSWER THESE QUESTIONS?

- Why did your customers purchase?
- What does success look like to them?
- How will they measure success?
- How can you help them be successful quickly and sustainably?

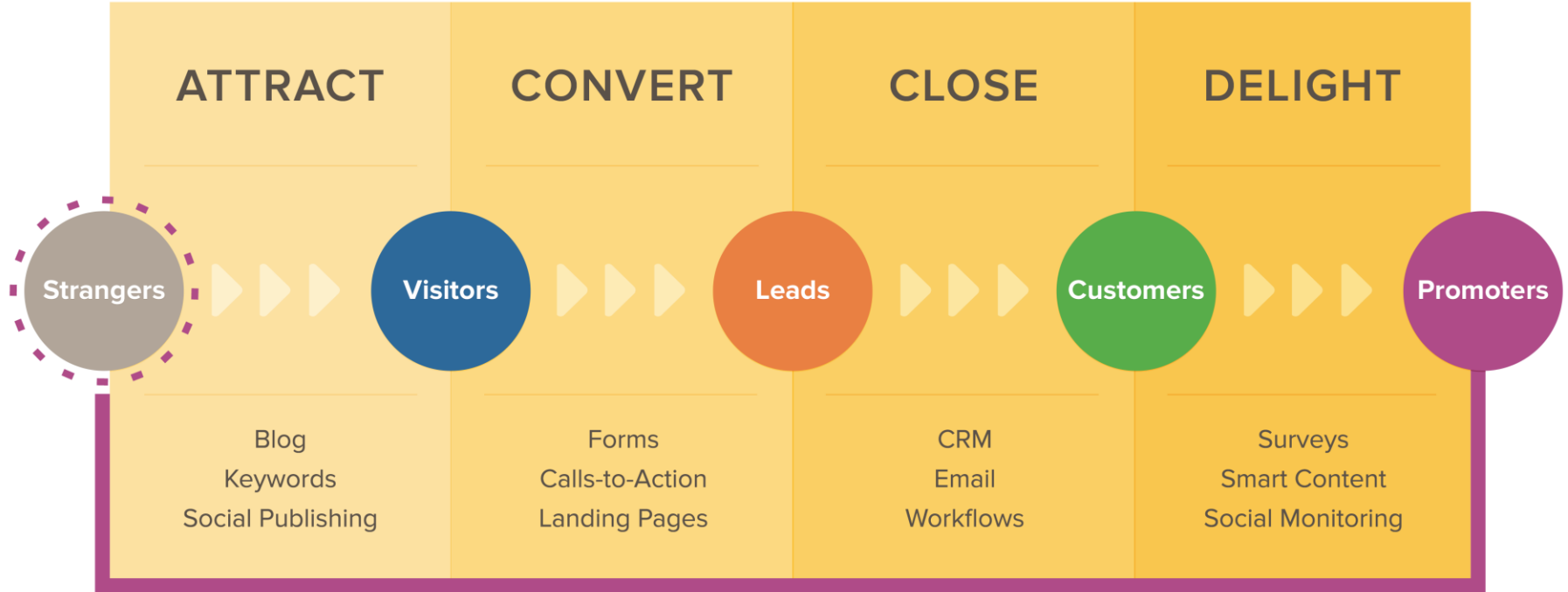
USING EMAIL WITH NEW CUSTOMERS

- Transactional emails
- Welcome emails
- Confirm appointments
- Recap meetings

THREE RULES FOR ONGOING CUSTOMER SUCCESS

1. Provide value
2. Listen for cues
3. Pay attention to context

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EVANGELISTS

Customers who believe so strongly in a product or service that they freely try and convince others to buy or use it.

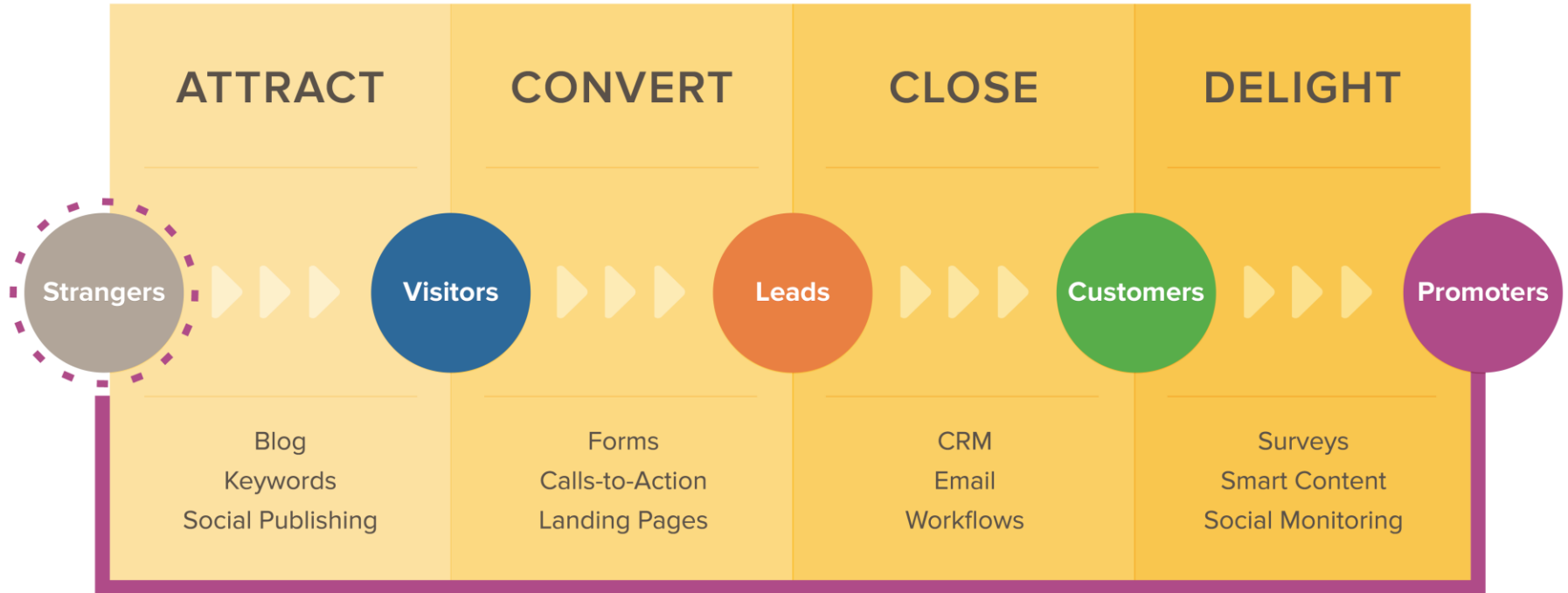
CREATING EVANGELISTS USING EMAIL

- Provide exclusive access
- Give customer discounts
- Create a referral program

CUSTOMER EVANGELIST PROGRAMS

- Social communities
- Case studies
- Testimonials
- Customer reviews

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3 WHAT A GREAT LIFECYCLE EMAIL LOOKS LIKE

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Watch for our next post to hit your inbox in the next few days!

- Danny Schreiber, Zapier blog editor



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Item	Quantity	Price
 Trunk Brief Bundle	1	\$30

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Renew Elite

You rock,

RunKeeper

THANK YOU.

