

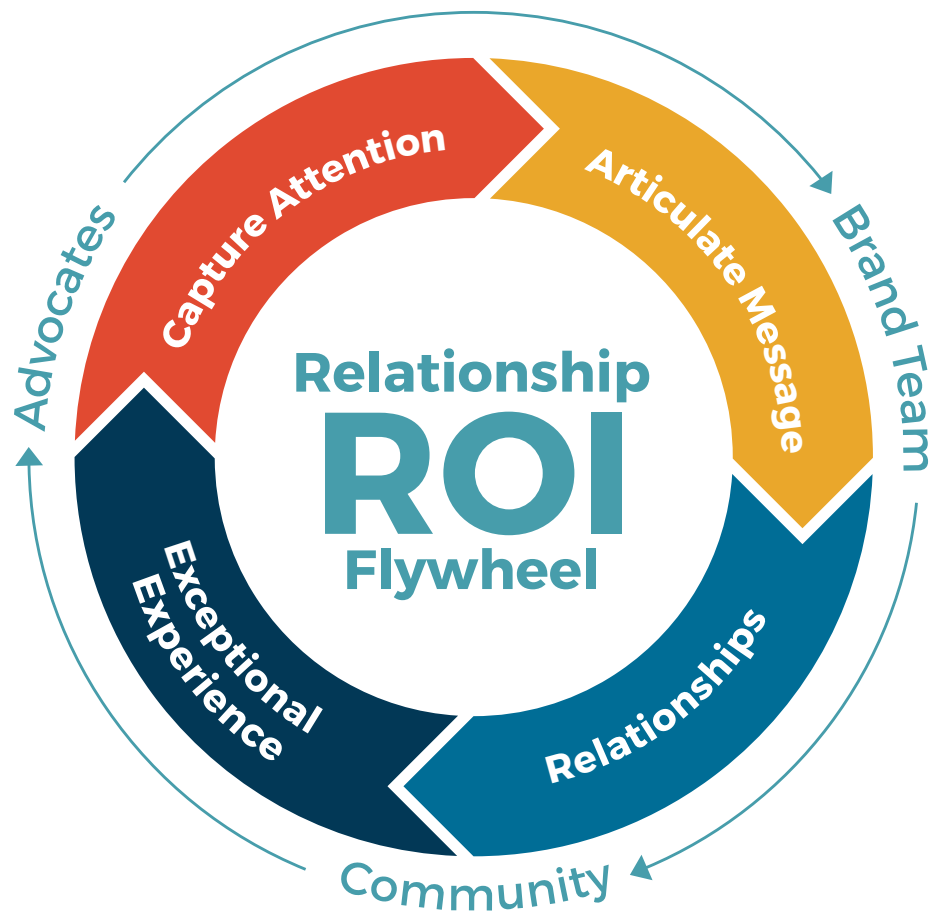
Driving Business Growth by Amplifying Relationships Online



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Relationship Marketing Evangelist

To Inspire others to love more, be more and
do more in business and life.



When putting the C.A.R.E. approach into action, businesses turn followers into fans, customers into advocates and community into collaborators.

Our C.A.R.E. approach focuses on

- C** Capturing Attention of your ideal audience
- A** Articulating your message clearly to become known
- R** Relationships for repeat and referral business
- E** Experiences that are memorable vs simply sales transactions



The goal of **#RelationshipMarketing** is to turn your followers into true fans, clients into advocates and community into collaborators.

Capture Attention



This phase allows us to take a holistic view of our brand and ideal audience to ask the question
"Who are we trying to attract to our message?"

Who is your ideal audience? _____

Describe your business in your own words: _____

Bonus: Use three adjectives that embody the tone of your brand.

What does your brand offer? _____

** Example: We provide creative ideas, impeccable marketing management and time-saving marketing management solutions for business brands so they're able to do what they do best, run their business.*

What main pain points does your business solve for your customer? _____

** Note: Sometimes the pain points aren't directly related to your service. For example, a social media marketing agency may help solve the pain point of time and coming up with creative ideas. Time management isn't a service provided, but is a result, an added value, of hiring them.*

What is the main mission of your business? _____

** Example: My goal is to make relationships the forefront of business and marketing enabling people to love more, give more and be more in their business and personal life. I do this by offering C.A.R.E. and Relationship Marketing Management.*

List out your top 3 competitors and what they do really well, what are they "known" for?

1. _____
2. _____
3. _____

** Example: Our top "competitors" are in-house marketing departments who have direct access to the brand story and feel threatened if an agency comes into work with them.*

Their strengths include direct access to the brand story daily and knowing their brand better than anyone else.

What is your brand Superpower? What do you offer that is unique to your brand?

Next, list out what your brand does really well. What do you hear clients/customers/ community mentioning as your strengths? Our Superpower is:

1. _____
2. _____
3. _____



If you are unsure of your superpowers ask a couple clients/friends/team members what they feel are your top three strengths. What do they think of when they think of your brand?

Capture Attention



Who is your ideal audience group(s)? _____

**Feel free to use the Buyer Persona Worksheets*

The top 3 audience groups you want to work with above all others. _____

These are the people who best match your brand values and are so happy with your partnership they're proud to refer you to others.

Persona 1 Name: _____

Persona 2 Name: _____

Persona 3 Name: _____

Negative Persona: _____

Who do you not want to work with specifically? _____



If you have an ideal customer or client that you already work with, interview them directly. You will be amazed with the level of insight this can bring to your messaging and overall marketing process. Ask them after where are they going for information? Who do they trust? What do they listen to, watch and read? How do they prefer to stay in touch? How are they using social media? Are they subscribed to any online communities?

Articulate Your Message



The goal of this phase is to be crystal clear on how you show up in the world to serve others. When you can clearly articulate what you do then it makes it easier for your clients, community and advocates to refer you to others.

This is the short 2-3 sentence description of who you are and what you do, and again falls right out of the value proposition. If you are struggling, first think about your CORE ingredients.

- Company focused mission
- Opportunities you provide
- Relatable - your reliability to your specific audience
- Effectiveness

Ok, now write out the CORE message you will consistently use to explain who you are and how you show up in the world to serve:

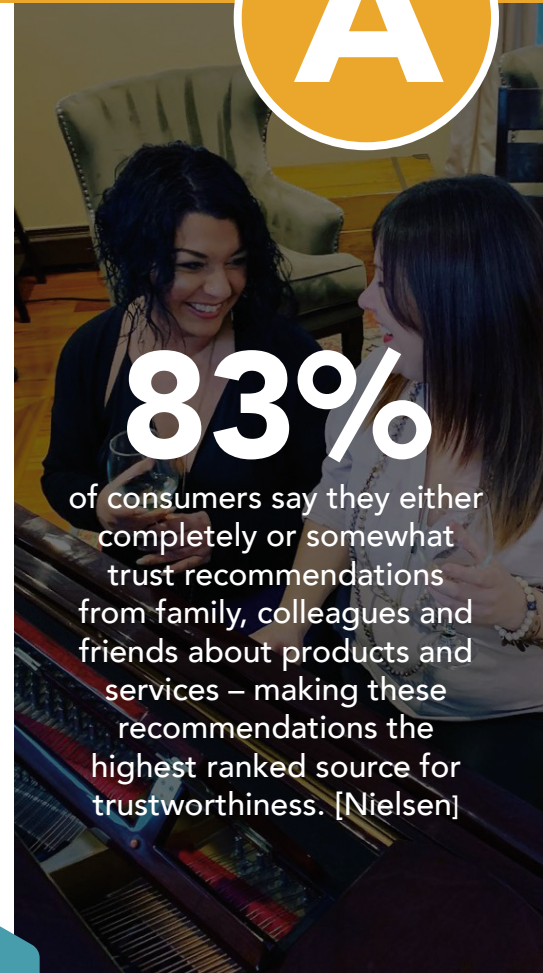
Example Message: We help you build deeper relationships with your ideal audience to increase awareness, ROI and reduce churn.

Current Messaging: What does your community know about you?

What do you feel your community doesn't know about you but should?

People seldom want to pay you for knowledge or your expertise, they will however, pay you for services and products that solve a pain point and help to reach a goal. Below, articulate your CORE messages to your audience.

Thinking about your personas mentioned earlier, what is your message? How do you tell your story or articulate your offer?



83%
of consumers say they either completely or somewhat trust recommendations from family, colleagues and friends about products and services – making these recommendations the highest ranked source for trustworthiness. [Nielsen]



Creating helpful content serves your audience however it doesn't stop there. Great solution-based content allows you to be found, build trust and become known as the go-to for pain point solutions to the pain point solutions. Think of the Marcus Sheridan approach to content "They ask, you answer: Thoroughly answer as many questions as you can within your blogs, videos and on your website. This will help in every stage of the buying process.

Articulate Your Message



What are the top 10 questions you’re asked regarding your industry?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

What are the top 10 questions your audience should be asking?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



Relationship Focused



This phase is all about alignment. How can you align with your clients, community, advocates and team in a meaningful way that builds a strong bond and loyalty?

What other brands align with your tone, message and serve the same audience group? _____

Who do you see as your biggest advocates? _____

How is your team involved with your digital and outbound initiatives with marketing? _____

In what areas are you currently delighting as part of a conscious add-in? _____

How could you personalize parts of your buyer's journey? _____

This is my relationship marketing approach to building relationships:

I can turn my followers into fans by... _____

Example: Hire a community manager to create a facebook group to serve our audience and provide them with access to helpful, insider content. Hire an agency to provide active listening and engagement to ensure no customer service issue is going unnoticed. Spend more time creating helpful visual content in craveable nuggets.

I can turn my clients into advocates by... _____

Example: Roll out a new employee empowerment protocol that will allow my team to make customer-first decisions "in the moment" and as they see fit. Feature them on our social channels and write engaging content to get them to engage. Add delight stages within our sales and beyond process, for example send audio/video messages to stay connected, drop a handwritten note or card to celebrate achievements, simple easy touch points to create a frictionless process for them to work with us.

I can turn my community into collaborators by... _____

Example: Identify the top 10 brands that closely align with our mission and vision, as well as, serve the same audience and feature their content on my pages. Start a relationship by engaging. Look at ways to create collaborative content featuring these brands. This article is a great example: nowmarketinggroup.com/harsh-truths-of-online-marketing-marketers-tell-all/

Bonus: I can turn my team into engagers by... _____

Example: Creating more in-house team focused celebrations and feature them online. Ask the team for input on what they think of our current social media channels and what they think we should feature online. Keep team members involved with the messaging and overall performance of the accounts weekly.

Exceptional Experiences



This phase is crucial. Marketing can't fix a bad in-person or online experience. By 2020 EXPERIENCE will be the #1 deciding factor whether someone chooses to work with one brand over another.

What are your processes like from a customer perspective? Walk through all the steps a customer would have to take to go from a prospect to a customer? Is this all available to do online?

Where do you sense the most friction from your customers? _____

If you were to Google your brand, is all the information accurate? _____

How can someone currently get in touch with you/your brand? What is the average response time? _____

What does your customer support look like? Is there a pass-off between team members in order to solve client issues or is your team fluent in all aspects to resolve the client issue themselves? Can it all be performed online? _____

How could you simplify your process or have more of it accessible online? _____

What contact do you have with your customers after the sale, outside the billing process? _____

Example: Email newsletter for helpful information.

What tools are you using to delight your customers? _____

Example: Social media management and listening tools to engage in conversation with your clients. Personalized tools can also help you increase the rate in which you build relationships with your audience. One example we use is screen sharing to show clients how to update their website. We have had success with a tool used to send video emails to clients that we haven't met in person, this helps to personalize the message. Using a digital gifting site to send clients personalized gifts on special occasions or simply to brighten their day also creates a delight touch point.



TONE OF VOICE:

FRIENDLY, KNOWLEDGEABLE, HELPFUL

“We are neighbors taking care of neighbors”



BUYER PERSONA

**Mother
“Ellen on the Go”**



INSIGHTS

I’m looking for access for my family from someone I can trust. I need affordable care, when and how I need it.



I am someone who typically takes care of my kids but not always my own care.



I am really concerned about the affordability to cover everyone in my family and how the appointments will fit into our already busy schedule.

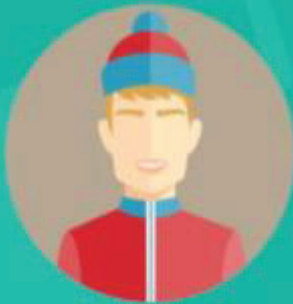
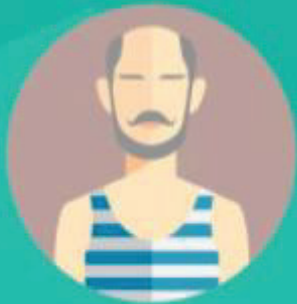


I need someone who can shoot straight with me, work around my schedule and not judge me if I haven’t been at the office in a while.



In the little bit of spare time I have, you will find me watching Ellen, hanging out on social media, and asking my peers who I should choose for family care.

HOW TO DEVELOP AMAZING BUYER PERSONAS



What Are Buyer Personas?

Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. (Note: If you're new to personas, start small! You can always develop more personas later if needed.)

What Are Negative Personas?

Whereas a buyer persona is a representation of an *ideal* customer, a negative -- or "exclusionary" -- persona is a representation of who you *don't* want as a customer. This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, their propensity to churn, or their unlikeliness to purchase again from your company.)

How Can You Use Personas?

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

If you take the time to create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity).

How Do You Create Buyer Personas?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:

- Interview customers either in person or over the phone to discover what they like about your product or service.
- Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.
- When creating forms to use on your website, use form fields that capture important persona information. (For example, if all of your personas vary based on company size, ask each lead for information about company size on your forms. You could also gather information on what forms of social media your leads use by asking a question about social media accounts.)
- Take into consideration your sales team's feedback on the leads they are interacting with most. (What types of sales cycles does your sales team work with? What generalizations can they make about the different types of customers you serve best?)

Your Persona Name:

1

First Freddy

SECTION 1: WHO?

THEIR STORY

Career path? What are their daily activities and social interests.

2

- President of the company or is the business owner
- Been with the company for 15 years
- Married with 2 children

INSIGHTS

Age, Gender, Location. What is their demeanor?

3

- Male
- Age 40-55
- Income between: \$70,000-\$90,000
- Likes the social and convenience aspect of living in the city

SOURCES

Where are they going for information?
Who are they following online?

4

- Industry blogs
- Using LinkedIn for professional networking
- Receives mailed/printed news

Your Persona Name:

First Freddy

SECTION 2: WHAT?

THEIR GOALS

Primary and Secondary

5

- Save time and drive sales.
- Wants to be seen as industry leader within their field.

THEIR PAIN POINTS

What problems are they trying to solve?

6

- Not enough time or expertise to manage marketing
- Wears too many hats and is directly involved with most of the roles within the company.

HOW WE HELP

How can we solve their problem and overcome pain points.

7

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems

Your Persona Name:

First Freddy

SECTION 3: WHY?

QUOTES

Statements from your Persona.

"I don't have time to....."

"I wish I could....."

8

- "It's been difficult getting company-wide adoption of new technologies in the past."
- "I don't have time to train new employees on a million different databases and platforms."
- "I've had to deal with so many painful integrations with other departments' databases and software."

OPPOSITION

What objections would they have to buying your product or service?

9

- Worried company data may be lost during software switch.
- Unwilling to spend time training employees on a new system.

Your Persona Name:

First Freddy

SECTION 4: HOW?

YOUR MESSAGE

Explain to your Persona which pain points you solve and how you would help them reach their goals.

10

- Data transfer is seamless
- No loss of data with automatic backups
- Files stored off site

SUM IT UP

Tell your Persona why they need your business in three sentences or less.

11

- Our data transfer software can stream from a range of devices to your PC or cloud storage. Intuitive and easy interface allows for employees get up to speed quickly.

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1

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I care.

I care a lot.

It's kinda my thing



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