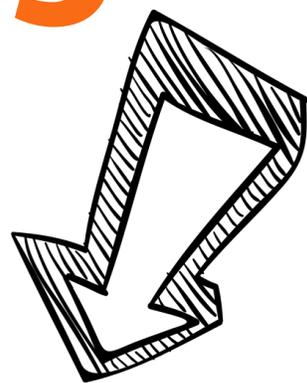


GETTING STARTED WITH Relationship Marketing



**Learn How to
Launch a
Successful
Relationship
Marketing
Campaign**

It's time to put relationships back at the forefront of marketing.

The relationship marketing approach focuses on creating an emotional response to your brand and the message you have to share. Creating a successful brand or campaign lies in the relationships you create for your business. Showing your audience that you care for their needs, concerns and pain points, in-turn builds an army of brand advocates ready to tell your story!

Infusing C.A.R.E. techniques into your marketing will turn your followers into fans, clients into advocates and community into collaborators.



Capture Attention

Cut through the noise and connect with your ideal audience

Articulate Message

Clearly communicate your authentic message to create awareness

Relationships

Build advocates who will turn into repeat customers and refer your business

Exceptional Experience

Create memorable experiences versus simply sales transactions

Setting your Business “Why” and Goals.

Businesses exist because they can solve problems.

Know your business’ “Why” and what problems you solve.

Simon Sinek has a great video on knowing your “Why.”



[WATCH THE VIDEO](#)



Startup Phase

If you've already taken these initial steps, skip to the Setup Phase.

They Call Me.....

“What’s in a name?” Your domain becomes your identity online, so thought needs to go into what your URL will be. It should be simple, memorable and unambiguous. The domain should be chosen without having to play tricks with your brand name and should be consistent across platforms, if possible. A great place to start is with www.namecheckr.com. This free, online tool will check the availability of your “name” across platforms and perform a domain search. “Available” means you can register it immediately, or you can pay the price attached to it. Don’t waste a lot of your time trying to find a perfect name if there’s no indication it’s for sale.

Activate the Power of Google

Google is no longer “just” a search engine. Google has developed a suite of FREE tools to help enhance your business. Use your current email account to set-up admin accounts to manage these free tools:

- [Gmail](#)
- [Google My Business](#)
- [Google Analytics](#)
- [Search Console](#)
- [Google Voice](#)
- [Google Alerts](#)
- [Google Tag Manager](#)



Establish a Brand Look and Feel

Social media is visual. Establishing a look and feel that's consistent will capture your ideal audience's attention, as well as, create a memorable look that ties back to the brand. If you already have a logo you can use tools like Canva or Wave to create shareable graphics and videos on your social media channels to help you articulate your message while standing out. [Check out this article](#) to help the non-designer create graphics that stand out.

Establish Your Home Base

In order to build relationships and grow your business you need an online digital storefront or home base. Sales and transactions happen on your website, whereas, social media channels are used to start, continue and enhance the conversation before, during and after a sales process.



Here are a few helpful links to get you started.

Website Audit:

Determine if your [website is being found, performing well](#) and converting leads.

Website development:

Should you [build it yourself or choose an agency?](#)

Choosing an agency:

[Choosing a website development agency](#) without pulling out your hair.

Who to hire:

[Who should you hire](#) to build a website?

Finding a quote for a new website is complicated:

[Understanding website pricing.](#)



Setup Phase

Accounts and procedures you'll need to set up and engage with as your business grows.

Define your Buyer Personas

Your buyer persona(s) represent your ideal audience. Your target market. We have [created a helpful video](#) to walk you through creating buyer personas.

Set up a Twitter Account

Setting up your Twitter account is relatively intuitive. Key tips: your twitter handle should reflect your company/domain name, include your logo in your profile graphic (make sure the resolution is appropriate and it doesn't look distorted or pixelated), use an engaging, branded image for your header photo, add a description, and a link to and from your website is a must. Check out this great blog for more [tips to enhancing and maximizing your Twitter profile](#).

Set up an Email Subscription

Not everyone is on board with RSS yet, allow your website visitors to be notified of updates via email. Create a short form on your website to allow your visitors to opt-in.

Set up your Facebook Business Page

Successfully marketing your business on the world's largest social media platform requires strategy, time and a little patience mixed in for good measure, which is why it is imperative to periodically conduct a Facebook audit to ensure that you are on the right track and generating the highest ROI possible. The same key points can be used when setting up your business page as we outlined above for twitter... branded images, links to and from your website, etc. We've also outlined a few additional steps to [make your Facebook profile a powerhouse](#) social channel.

Set up an Instagram Business Account

Instagram for Business is very similar to what Pinterest did years back. They're allowing you to take your personal page and convert it to a business account so you get analytics, can add in more on your business, and users can search specifically for your brand. Check out these "[need to know](#)" key points about Instagram and how to make the switch to a business account from your personal profile.

Kick off a Blog

Blogging can be an incredibly valuable tool to [increase your traffic and gain followers](#) and customers who are interested in your business. To get started you can use one of the free hosting tools like WordPress.com, but be sure to change the domain. Put your blog on [blog.yourcompany.com](#), or if you have the technical proficiency, make it [yourcompany.wordpress.com](#) because you want to control all the SEO authority for your blog and channel it toward your main website. We would be happy to help you if you need some guidance in setting up your blog.

Write Blog Articles Weekly

Not sure what to write? Try the 10x10 Rule. Start with the top 10 questions you are most often asked and the top 10 questions your customers should ask you but don't, because they're not the expert. Now you have 20 blog ideas! For more tips to help you with [content ideas, click here](#) to check out this blog article!

Set up Google Alerts

Stay on top of your competition, your industry and your domain by [setting up Google alerts](#). Try to find a good balance for your industry term so you don't get flooded with alerts you simply will start ignoring. This may take some iteration and refining. (Use the "As it Happens" option so you're not waiting for new alerts to show up)

Set up Site Alerts

This is a new tool. It's like Google Alerts, but tracks many more things than just mentions on the Internet. It's a great way to track and learn from your competitors too. (www.SiteAlerts.com)

Find your Closest Three Competitors

Pretend someone is paying you \$10,000 for locating each competitor. Now find three more. Pick the two you think have the most marketing savvy. They should have a website "Grade" > 90, a blog with some readers, a website you can envision people using, a Twitter account they actually post to, and so on. These are the competitors you're going to start tracking and learning from. Add them to your Google Alerts and SiteAlerts.



Update your LinkedIn Profile

Polish up your LinkedIn profile to include your new website and add a link to one of the three slots for this purpose. Make sure you specify the anchor text. Don't go with the default of "My Website." The anchor text should be your startup's name and maybe a couple words describing what it does.

Find Relevant Twitter Users

Use the Twitter's "search and follow" feature to find high-impact Twitter users in your industry. You want to start forging relationships and building your Twitter network. Resist following random people or playing the "follow-just-to-get-follows-back" game. Getting high quality relationships started takes a little work, but it is well worth it when they are authentic and true fans of your brand.

Find a Community to Collaborate

Who can you build a relationship with online that could be beneficial to your buyer personas? Look for top bloggers who are writing in your industry, others who have the attention of your ideal audience, as well as complementary businesses. Subscribe to their feeds and read their content regularly. Leave valuable comments and participate in the conversation. No spam or fluff of course! Come up with a couple collaborative blog topics that you can ask for their feedback or participation in. Highlight them in the work, then share and tag them online.

Here's a great example of how this could work.

We asked other marketers to share what's working within social media and online marketing today. We took their feedback and created a video, a blog and social posts... guess who is now sharing these pieces of content? That's right, all the people asked to participate, as well as their audience! [Check out our collab blog.](#)



Overall

87

Overall
Out of 100

nowmarketinggroup.com

Don't you wish there was marketing software you could use to fix all the errors in this report?

Try HubSpot Free

Blogging [Read more](#)

6 completed checklist items.

5 blog posts graded.

Grade your Website

[Hubspot's Website Grader](#) will find areas of improvement within your site. Fix those errors or address those suggestions and you should be able to get grade of 50+. Your goal within the first six months is to be at 80+

Install Web Analytics Software

You need to start tracking your website traffic. Where is it coming from? Where is it going? What keywords are pulling in qualified leads? The most popular option here is Google Analytics (which is free). You can access Google Analytics after you setup your gmail account. Then log in using analytics.google.com. You will really want to pay attention to the visits on your site of course but more importantly, the time spent on your site (average is 1.5 minutes) as well as the bounce rate (average is 50%). The bounce rate indicates that someone is only looking at one website page and then leaving your website. Another important metric is repeat visitors. It's one thing to get a new website visitor but to keep them wanting to come back is another. Look at the overall acquisition of your website traffic (where it's coming from) and their behavior flow. The behavior flow shows those pages are your audience is viewing and how they navigated through your site. Analytics paint a story of how your audience is consuming your website content.

Engage and Encourage Blog Comments

When you write and publish a blog post on your home base website it's important to end the blog with a question to encourage your readers to comment and/or to share the blog. This will allow you to start seeing blog comments come in on your website which lets you know your audience is reading and resonating with the content you're sharing. Make sure to engage the comments or your audience will stop commenting. Engage the comments by leaving a comment yourself to continue the conversation or answer a question someone shared. Engagement demonstrates you care about your audience.

Use Social Media for Being Social

Most users appreciate the wealth of knowledge a page may provide, but the goal should be to involve the audience to make it a two-way conversation; talk *with* them, not at them. When someone links to you or writes about you on his or her blog, return the favor and give them a hand boosting their traffic. Tweet about it. Share the post or article on your social pages. Helping others helps you. Further, other people will notice this behavior and are more likely to link to you and write about you.



Start Building your YouTube Channel

YouTube is the second largest search engine in the world so it's a channel you want to be sure you are optimizing. Video is also one of the best ways to build a relationship quickly with your audience. Set up a YouTube Channel with the Google account you created earlier. Take your time during this initial set-up phase as doing your diligence now, will save time later when you are uploading your content. Add your logo to brand your videos; during set-up create a short boilerplate "elevator speech" which will auto-populate into your video description (you can add additional video detail as you upload to make the description relevant to the message) be sure to use keywords and hashtags and include your website in the description. Start building playlists to organize your videos. These could be Culture, Tips, How-To's... use the categories of your content as your playlist.

Once you've completed the set-up process, upload a "introductory video" welcoming people to your channel and telling them a little about you and your brand. Professional video quality is best, however your cell phone or laptop camera is fully capable of helping you share your message. After that intro video, it's time to start filling your playlists. Where to start? Try turning those 20 blog topics into videos.

Bonus Video Ideas: Testimonials, create a video explaining your process, create collaborative videos with others in your niche. Create videos using Wave.video or my favorite screen share videos to show someone how to do something - i.e.: on our [NOW Marketing Group YouTube channel](#) we offer quick, "how to screen share" videos covering topics like "how to set-up a Facebook Group," "how to adjust YouTube channel settings" and so much more!

Bring it Together

Bringing all these pieces together will help Google's web crawlers to start indexing your site. Be sure to have your social channels linked to your website, your blog prominently placed and appropriately keyworded, industry affiliations linked and mentioned as well as your investors and/or partners linked and mentioned. The more relevant outbound and inbound links (social channels, industry affiliations and investors/partners linking to your site) Google can index, will help to build authority and trust for your website domain. To check whether your site is being indexed by Google, do a search such as site: yoursite.com



Strategy Phase

It's time to clearly define your goals and ideal audience.

Start Planning your Content

Use the 10/4/1 Rule with creating dynamic content. [The 10-4-1 Rule is based on a 15 day period.](#) First, start with 10 helpful persona-based posts that you source from aligned third-party resources within your community. Think about content your audience would want to consume anyway but instead of going to those third-party pages, they're able to see it on yours. Next, add in four educational persona-based posts sourced from your own company. It could be evergreen blogs, videos or industry news you have covered that will be relevant. Lastly, use the remaining post as a soft call-to-action inviting your audience to "opt-in" on a service or offer you want to promote out. There you have it, 15 days worth of content establishing you as the go-to brand for helpful, thought-provoking resources!

For your remaining posts, create an internal content calendar for each day on what types of conversational and engaging posts you'd like to create. Maybe you create "theme" days. For instance, on each Monday post a company blog, a helpful nugget with the goal to drive more authority and help to your audience while building website traffic. Boom, you've just come up with four posts for the month. Maybe every Friday, you want to share a shout out to someone within your community. Four more days off the list. Every Tuesday, you could share or offer a helpful tip, trick or best practice from a team member to feature the people behind the brand. That's four more! You can see where we're headed. This is a great way to structure how you come up with consistent content that resonates with your personas.

10-4-1 Rule

10

Curated
Content

4

Your
Blog

1

Opt-in
CTA

Set Goals and Benchmarks

Determine your [goals](#) for your campaign. Do you want to build your email list, become well-known in your industry or grow more sales? How are you planning to measure the effectiveness of your online marketing campaigns? Set your goals and reverse engineer from there. What action do you want your prospects to take and what results will come from their conversion? Goals often work best if you set a long-term goal as well as a few short-term goals to keep you on track.



Establish an Inbound Workflow

The best way to grow your email list and overall leads on your website is to establish an inbound workflow. An inbound process allows you to essentially build a “know, like and trust” process with your ideal audience. Think of this as a salesperson on your website. It allows you to walk a client or potential client through answering their questions by delivering valuable content in exchange for an email. Decide on your offer and create a [landing page](#) using best practices to entice your customers to convert. Add your CTA (call-to-action) graphic on your landing page as well as other areas of your website, including social media channels to drive traffic to the landing page.

Automate your Follow-up

Getting a customer to [convert](#) is only the first step. Afterward, you want to reconnect with them through a series of automated follow-up emails and other touch points. This can be done with a service like Aweber, Constant Contact, MailChimp or a more robust platform like Hubspot. Its essentially an if/then scenario. If they take XYZ step, then they trigger XYZ email series. Email and follow-up campaigns will keep those prospective clients engaged until they are ready to purchase, and give those current clients value-added content to convert them into referral sources for your brand.

Kick-off the Campaign with a Targeted Email

Start your campaign with a targeted [email](#) to your existing audience. The email will help drive this initial group to your landing page for quick results and give you insight into the effectiveness of your landing page.

Write a Blog Post

[Blog posts](#) are a great way to generate traffic and push it to your landing page. Use a friendly, conversational tone and also plug SEO into the content to give your campaign a boost within Google’s search engine.

Share it on Social Media

Sharing your campaign on [social platforms](#) -- Twitter, Facebook and LinkedIn, etc. -- will build your "word-of-mouth" referrals as the social shares grow.

Add Long-tail Keywords

[Long-tail keywords](#) are helpful in grabbing specific searches phrases that relate to your campaign copy. As you add more related keywords and keyword phrases, you will find your content showing up in more Google search results.

Consider Paid Search

Paid search, Google Ads and social ads can help bolster your organic efforts. Working within your budget these options can offer an inexpensive compliment to existing relationship marketing strategy.

Track your URL

Track the landing page URL to collect data on who, where, why and how people are finding it. The tracking information will help you improve the campaign and its effectiveness.

Analyze your Results

Analysis of results during and after the campaign is ultimately how you learn what to adjust for this go-around and future campaigns. Your results will prove and disprove your assumptions and help you understand better how to reach your customers and entice them to convert.

By following these steps, you will find what works for your particular campaign, product and clientele. The process will give you the power to grow your business successfully through solid data analysis and implementation.



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