

“The 5 Secrets Your Competition Hopes You *Never* Find Out”

Five Reasons Why You Must Have an
Automated Marketing System

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Introduction

If I told you there was an easy and inexpensive way to boost your profits by *at least 10%* in just a few weeks, would you be interested?

If so, you owe it to yourself to learn about automated marketing systems. What is an automated marketing system, what are its benefits and how can you implement one? Read on to find out.

What Is an Automated Marketing System?

An automated marketing system is a system that allows you to continually follow up with your customers, without you ever having to lift a finger.

You can do this through the use of a pre-setup series of emails that's automatically sent out to your customers every time you enter in a new email address.

After your automated marketing system is setup, all you need to do is collect your customer's contact information.

Once you get your customer's contact information and enter them into your automated marketing system, the system will automatically continue to follow up with them via email messages.

They'll be constantly reminded of your products and services so they either buy or keep on coming back.

This creates a high performing “virtual employee” that works 24/7 for you and guess what...will never call in sick!

How Do You Collect Customer Contact Information?

There are many ways you can collect customer contact information.

One great way is to offer a drawing every week or every month. To enter, they simply fill out a small piece of paper with their name and email, or they just drop in their business card. This strategy works for just about any business.

For example, you could:

- Restaurant: Offer a free dinner for 2 every month
- Optometrist: A free 6 month supply of cleaning solution
- Car Wash: Free carwash
- Contractor's Office: Free \$100 gas card (Any business can do this!)
- Etc.

As you can tell, the ideas are endless. Once a week, collect the business cards and enter them into your system.

Another way to collect email addresses is to **add a sign up box to your website.**

This allows visitors to your website to easily type in their email for free information.

The **key is to make sure your visitors know what's in it for them.** If you're an optometrist, you might offer information on how to keep your eyes in good health. If you're a car wash owner, you might offer information on how to keep your car clean. If you're a realtor, you might offer a free report such as "Top Ten Trends of Housing Prices in your city"

Your website visitors will sign up to learn more.

Now you can turn 'browser' to 'buyers' and get repeat business.

Once they're on your email list, you'll give them valuable free information using your email follow up sequence.

After you've established credibility, you can let them know about offers, discounts and specials to help build your business.

If you're in an order-form based business (manufacturing, workshops, etc) you can simply enter email addresses from your order form.

If you run a retail business, you can contact your merchant and add a box to your receipt that allows people to write in their email address to become a preferred customer.

Hot Tip: In other words, you can offer your customers the chance to sign up right on their credit card receipt. To set this up, just call the number located on the back or side of your credit card processor.

Why Would You Want an Automated Marketing System?

An automated marketing system is one of the most powerful marketing tools you can add to your toolbox. It can make your life easier, make you more money, bring you more customers and really help your business thrive.

There are many reasons for getting an automated marketing system. Here are just a few.

Reason #1 – It Builds Your Customer Relationships

Relationships aren't built overnight. If you meet a new friend, chances are it will take a few weeks, months or years before you establish a very strong bond with this person. The same is true with businesses. Your relationship with your customer isn't built on just the first time that customer enters your business.

By following up with your customer, you gradually build a relationship with them over time.

Most automated marketing systems experts agree that in the beginning, it's best to not sell heavily. Let's say you're advertising a workshop that helps people get better at public speaking. Rather than trying to sell your prospects again and again, it's usually more effective to *build a relationship* with your prospect using your automated marketing system.

Then, once you already have a relationship established, you can introduce the benefits of your workshop and begin to sell your prospects. It becomes much easier now because you have rapport and trust built up.

Reason #2 –Repeat Customers

It's 7 times more expensive to get a new customer than it is to get a previous customer to buy again. If that's the case, doesn't it make a lot more sense to focus on getting repeat customers rather than new customers?

Having an automated marketing system is a great way to do this.

Let's take a clothing store for example. To illustrate our point, let's paint a picture of what a business with an automated marketing system looks like and what one that doesn't look like.

Both of these clothing stores sell high end, \$200+ jeans.

Example 1. You've been walking by Store 1 for the last few months on the way home from work. One day, you decide to stop by. You see a pair of jeans you

like. You buy the pair of jeans and go home. Although you didn't particularly like or dislike the store, nothing really stood out about the store so you don't particularly plan on going back.

Example 2. Just like Store 1, you've been walking past this store for some time. One day you had some spare time so you walk in. You see something you like and end up buying it. However this time, on your receipt you notice a box that says "For preferred customer discounts, enter your email address here."

Upon getting home, you see a "Thank you" note in your inbox thanking you for your purchase. It also informs you that you're part of the "inner circle" now, part of the family, so to speak. Over the next few weeks, you receive tips on color matching, fashion, keeping your clothing in great condition etc all delivered to your inbox.

Every once in a while, the store reminds you that you're still part of their preferred customer list by sending you an invitation to a special members only sale or gives you first dibs on an exclusive item.

Now, let's say a big event is coming up and you wanted to buy something new to wear. Are you more likely to return to store 1 or store 2? It's very likely you'll return to store 2 rather than store 1.

Reason #3 – It's Easy and Inexpensive

Most people view setting up an automated marketing system as something that's very difficult, very technical and possibly very costly. In reality, with just a little bit of education, setting up such a system is very easy.

Not only that, it's also fairly inexpensive. You can either set it up yourself or pay someone to set it up for you. It takes just a few minutes and will pay dividends for years.

Once the system is set up, it's so easy to write an email message that can be sent out to dozens, hundreds or even thousands of your customers. All it takes

is 10 minutes of your time every week and you can increase your business by many fold.

Let's compare this to traditional advertising. A yearly yellow page advertisement costs about \$300. A small ad in your local newspaper might cost \$200; a full page ad might cost \$5,000. Advertising in national magazines could cost you \$10,000 and up.

Compare this to setting up an automated marketing system. You're usually looking at under \$50 a month to have this system up and running. If you have someone set it up for you, it'll usually cost you less than \$500. Even if you have to pay for a course on how to set up the system, the costs are very negligible when compared to traditional advertising.

Not only is it less costly, but it's usually also much more profitable. Which do you think would be more effective – A \$500 ad in your local newspaper, or a carefully tailored promotion sent out to 500 of your best customers? You can bet your paycheck the latter will be far more effective.

Reason #4 – Recover Your Website Traffic

Out of every 100 people who visit your website, chances are only 1%-2% will ever actually buy something or visit your business. In other words, 98%-99% of your website traffic is wasted *forever*.

What if instead of losing 99% of your visitors, you could turn 30% into prospects? By collecting their contact information and putting it into your follow-up system, you can do just that. Instead of just browsing your site and leaving, they can enter their name and email in exchange for more information.

Then, over the next few weeks and months you can build up trust and credibility until they do eventually buy from you.

Having a website without collecting contact information is like having a billboard with thousands of cars driving by; but the billboard has no way to actually get your customers to buy something. You're probably leaving thousands of dollars on the table

On the other hand, collecting contact information is like having a lifelong friend. Every day, your friend gives you a new valuable piece of information that helps you and your life. Then one day, your friend recommends a restaurant, movie or product. How likely are you to take your friend's recommendation?

Reason #5 – Get Business on Non-Busy Days

Automated marketing systems can be a great way to make sure your business is busy every day of the week. How can this be done? Let's look at a few examples.

Example 1 – Thai Restaurant

Let's say you own a Thai restaurant. You notice that lunch times on weekdays are typically your busiest times. Dinner on weekends do well too. However, generally lunch on Saturdays and Sundays are very slow. In fact, you're losing money just by paying wait staff during those times.

Fortunately, you've been building your email list at the rate of 5 business cards per day by having them put in their business card for a monthly free lunch drawing. It's been 6 months and you now have a list of 900 people who've already tasted and enjoyed your restaurant's food.

How can you pack your restaurant during Saturday and Sunday lunch? Just send out a coupon for a free drink, free eggrolls or a 10% discount valid only during lunchtime on Saturday or Sunday. Out of 900 people, how difficult do you think it would be to get 30-40 people to come and pack your restaurant for a day or two a week?

Using this technique, you can literally pack your restaurant any time you want.

Example 2 – Acupuncturist

As an acupuncturist, you've noticed that December is your least profitable month because of the holiday season. Unlike the last few years however, this year you've started your automated marketing system. You see 2-3 clients a day and you've added about 50 clients a month to your email marketing list.

Now you have 550 clients you can contact at a moment's notice. Not only are they on your list, but they've also been receiving free acupunctural, energy and posturing advice from you on a monthly basis. They know and trust you as an acupuncturist.

Now the Christmas season is coming up and you know it would normally be slow. However, instead of taking a loss like the last few years, you send out a "Christmas Special" coupon for a 10% discount just for the month of December.

You send it to your clients and you ask them to forward it to any friends they think might benefit as well. Soon enough, December has turned into your busiest month.

The Bottom Line

The bottom line is, **if you don't have an automated marketing system** in place for your business, ***you are losing money***. For every customer that's walking into your business, for every customer that visits your website, if you're not following up, you're leaving just as much money on the table.

Businesses have proven again and again that repeat customers are where they make the majority of their business. Whether you're a manufacturing company, a car dealership, an optometrist or a restaurant owner, following up with your customers will make a huge difference in your success.

Should You Use an Automated Marketing System?

You now know the benefits of using an automated marketing system. You've now learned ...

- The three best ways to collect email addresses from your customers.
 - Business Cards
 - Your Website
 - Point of Sale (Order form or Receipt)
- How to build a real relationship with your customers
- How to get more repeat customers
- How to get the most out of your website traffic
- How to pack your business any day of the week

For an easy and relatively inexpensive marketing tool, that is absolutely game-changing.

You are now in the top 1% of all business owners who know how to use this powerful tool.

You owe it to yourself and your business to not let this go to waste.

Take action on what you've learned and enjoy the results.

Want to Implement This Right Away?

Call us Today at 416-858-5374 to

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The VIP Phrase "I know the 5 Secrets"