

# Online Marketing Business Blueprint



# Intro

## Two young entrepreneurs walk into a crowded bar, and find themselves

Over the course of their conversation, they realize they have much in common – so much in fact, that, on paper, their histories are practically identical. They grew up in the same town, went to the same school, and learned from the same teachers – only one year separated them.



Naturally gifted, the two businessmen became masters of their trade and decided to open their own businesses, offering the same menu of services, on opposite ends of the town.

Despite what the records suggest, however, these business owners are remarkably different.



**One is calm, cool, collected, and generally happy – business is booming.**

The other is anxious, on edge, and deeply frustrated – business has reached the point of diminishing returns.

What accounts for this difference in temperament and prosperity, you want to know?

One has applied the principles of automation outlined in this blueprint; the other is still trapped in the revolving door of the day-to-day, unable to escape the demands of manual tedium.



# Capture

**Leads (a.k.a. prospects) interested in your services and willing to spend money.**

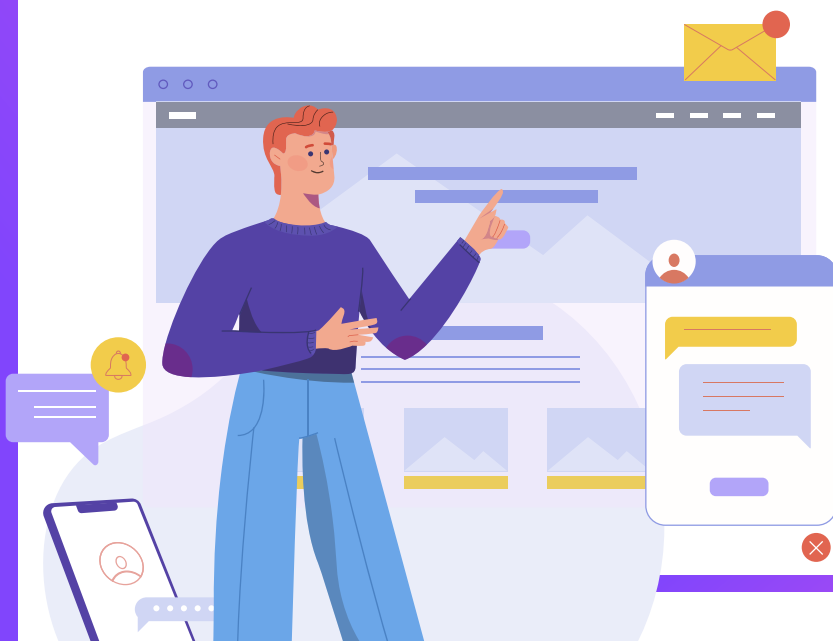
Every business needs them to thrive, but most still think they need some fancy system to generate them, or that they have to pay boatloads of money to the ad platforms to do it for them.

**We'll let you in on a little secret:**

This couldn't be further from the truth.

Everyday, there are visitors to your website, there are views on your social posts and social media channels, and there are people seeing your business in Google's search results. Maybe you get 10 hits; maybe 100; maybe 1000, but either way, every one of these hits is from a potential customer, who's in the market for your

And with a few clicks of a button – literally – you could have tools in place to close the net on these prospects, capture their information, and turn them into hot leads, without spending money on ads, investing in additional infrastructure, or devoting any more of your personal time and energy to chasing the next sale.



*Yes – it sounds too good to be true, but our software makes it easy.*



**From one centralized dashboard, you can integrate your website, your Google Business Profile, and your social media accounts to:**



**Chat with prospects who visit your website...automatically.**



**Respond to missed calls with a text message...automatically.**



**Answer business inquiries made through Google...automatically.**



**Answer business inquiries made through your Social accounts...automatically.**

That's the power of this hip, new thing called automation – capturing free leads for your business who otherwise would've taken their business elsewhere.



# Nurture & Close

You're right to conclude that not all of these leads will buy something from you right away, and that you'll need to hold some prospects' hands to turn them into customers.

**This is true, but you don't ACTUALLY have to hold their hands.**

Certain folks will have questions about your services, and will want to validate your business, just as you will want to validate them as prospects.

But you know your services inside and out, and as long as you are willing to document, one time, the answers to your most frequently asked questions, they will continue to serve you, automatically, for all time.

Through the tools you just installed in the 'capture' phase, you can converse with and close prospects into customers across email, SMS, Facebook Messenger, Instagram DMs, and Google chats - all in one place. You can even close leads on the go with our mobile app! And if you want to really take it to the next level, we can set up chatbots that look for keywords in incoming messages that automatically reply. Think about it...

## Someone inquires about your pricing – there's an automatic response.

Someone inquires about your refund or warranty policy – there's an automatic response.

Someone says 'OK, when can we get started?' – and there's an immediate reply.

The prospect is satisfied. The business is won. And you're a happy bystander to the whole process, pleased with how simple automation really is.



# Evangelize

With a system now in place to capture, nurture, and close leads automatically, it's time to pay homage to the Gospel according to Google.

It's no secret that people buy from people – but what you may not know is that people buy from people, who they can see do a good job for other people...

In fact, 94% of consumers say positive reviews make them more likely to use a business, and 89% of consumers say they're more likely to choose a local business that responds to its reviews over one that doesn't.

**Sorry to bore you with stats – but that's HUGE! (It's OK if in your head that was not your own voice...)**



It means you not only need to actively solicit customers for reviews, from as many customers as possible, but you also need to stay on top of all the reviews as they come in and respond to every single one of them.

A labor-intensive process – until now.

With the click of a button, our system enables you to broadcast review requests to all of your paying customers at once, reply to them easily from a single location, and watch as new prospects, inspired by the words of past customers and your care for them, become converts to your business!



# Reactivate

Most businesses focus on generating new sales, which is great because, of course, you need new customers to grow. But what if we told you the real goal is to generate repeat buyers?

**It's all about LTV - Life Time Value.**



And guess what... It's wayyy easier to turn a one-time buyer into a repeat buyer than it is to generate a first-time buyer.

Our software gives you the power to generate repeat buyers on demand.

We call these “reactivation campaigns” because with the push of a button, you can reactivate your database of past customers and leads into fresh sales.

## Conclusion

We appreciate that even though automating your business will make your life easier, it may not seem easy to make the switch from what you're used to something so new and unfamiliar.

Which is why, if you decide that now is the time to automate your business, we'll assign a dedicated support specialist to your account straight away, to help you get started on our platform, and answer any questions you may have along the way.

We promise it'll be a real person, even though you now know it's possible for it not to be... ;)

Contact us today to get started!