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Rick Ostler's Marketing Minute

Hello,

Last week I introduced you to my 6 Part Email Follow-up Sequence;

<http://rickostler.com/wp-content/uploads/2014/02/NAW-Quote-Follow-Up-Sequence.pdf>

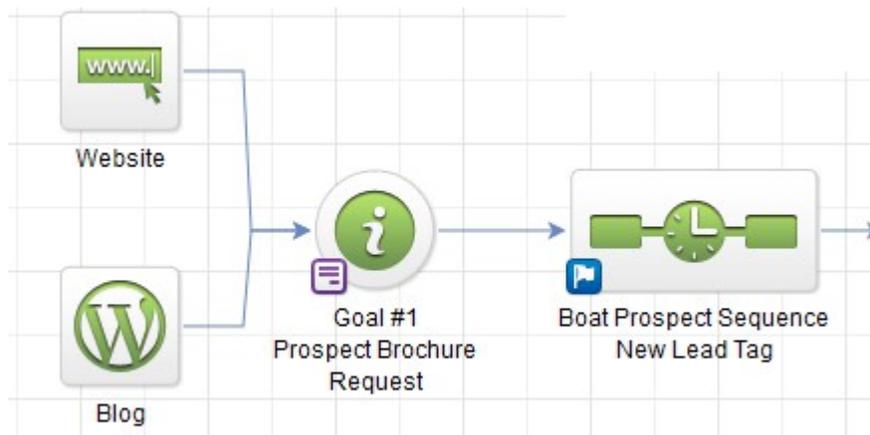
Then I shared with you when it comes to selling online, everything always begins and ends with a basic sales funnel;

<http://rickostler.com/wp-content/uploads/2014/01/Rick-Ostler-Marketing-Minute1.pdf>

I promised you I would dig deeper into the life cycle of prospects and share with you how they enter one my sales funnels and become paid customers.

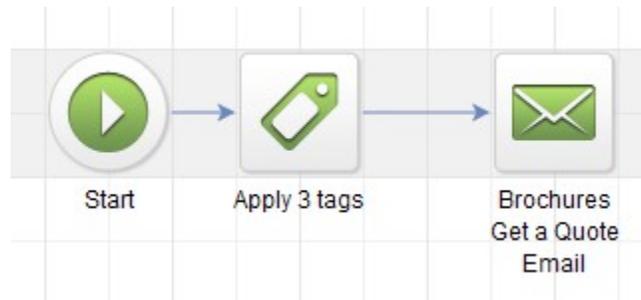
People come to one my websites or blogs looking for information. We offer something of value in exchange for their first name and email address.

Goal #1 - I am offering our brochure on order to capture the lead;



Once the lead has completed the form with his first name and email – It automatically starts the prospect sequence set up in my customer management system using [Infusionsoft](#).

Inside the prospect sequence it looks like this;



The sequence automatically applies 3 tags that are relevant to my business and they receive 1 email with the brochures they requested.

All neat and tidy – Prospect receives what they requested and I now have a lead to work on.

One thing I have learned over the years with a new lead – Strike while the iron is hot!

In the same email they receive the brochures, I ask one question only “How can we help you? ”

For their convenience I provide a link back to my website and a request quote form;

Request a Price

First Name *

Email *

Manufacturer and Model

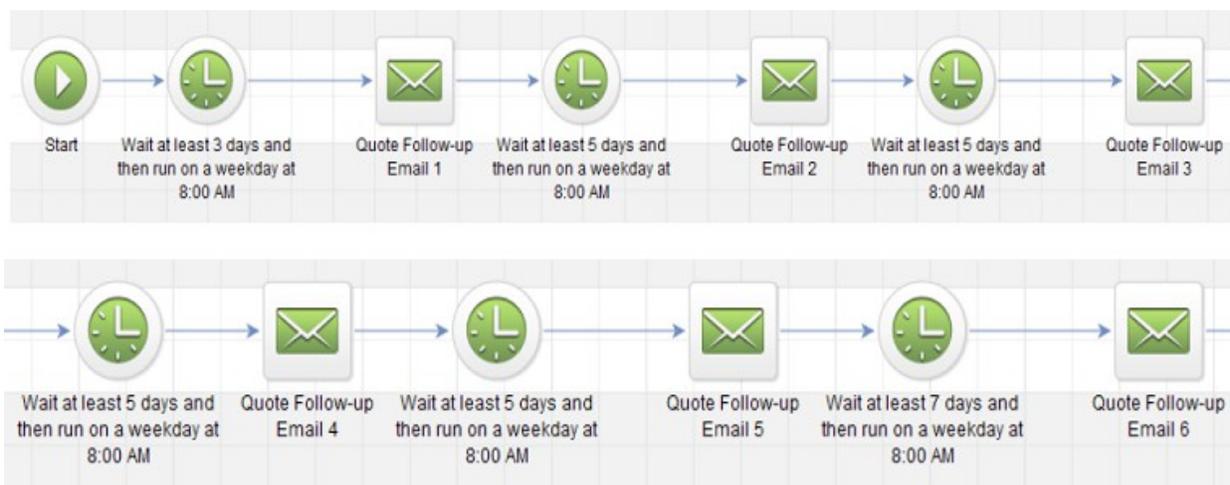
Hull #

Details *

By doing this, I can turn a lead into a hot prospect right away.

Prospects that request a quote – Once the quote is emailed out to them, a “quote sent tag” is applied in their profile which completes the first prospect sequence in my sales funnel.

The next step in the sales funnel you are familiar with – They are automatically moved to my 6 Part Email Follow-up Sequence;



I really love this system I created – Simple to apply but extremely effective.

When it comes to email marketing, I have learned over the years there are a number of things you need to ask yourself from the get go.....

What do your new prospects want from you?

Usually, when a prospect signs up with you they have 2 major expectations:

- You have promised something.
- They expect high end material from you.

Actually, that's exactly what you want, however many companies choose to ignore these expectations.

When it comes expectations the solution is quite simple.....

You must meet or exceed what their expectations are.

To win the friendship with your prospects is to understand their expectations.

Once you understand their expectations, you are now able to provide them something of value that will be a benefit to them and their business.

How often should I email?

It comes down to two concerns;

One concern would be that you email too frequently and annoy your prospects and customers.

The other concern is that you don't email enough which effects your chances to sell to them.

The problem is email campaigns have two distinct behaviors, more is annoying and the opposite is to little can cause your list to forget about you.

The solution is in checking two groups of metrics to determine the number of emails you send.

One group, what I like to call “open email metrics” which shows results for click through, bounces, and unsubscribes.

The other group is what I call “revenue metrics”, the end result of your marketing efforts;

- Average revenue per email
- Revenue per order
- Total revenue per campaign

This is how you base your decisions on how often you email out to your customers.

The number 1 objection I hear from business people;

They believe the myth that email marketing is not for everyone.

They think that email marketing just doesn't work for some businesses or industries.

Once I explain to them how email marketing really works and when done right, It Rocks!

They immediately change the way they view email marketing which opens up so many opportunities and sales for their business.

No matter what market, industry or business you're in, you need new leads, correct?

Next thing is you need to nurture those leads so you can turn them customers and revenue.

Every business needs customers and revenue, correct?

Now think about this for a moment.....

What would you say emails are for?

If you use email for business – Those emails are leads!

What are emails that you send out to your leads or customers

Those emails are lead nurturing and customer nurturing.

Every business in any industry needs some sort of email marketing to bring in new leads on a regular basis.

Email is still the quickest and most direct way affordable way to build a responsive list of leads and customers.

For that reason – Your Number One Asset is your “Email List”.

I always like to mix a little fun with work - Couple of funny quotes.....

I'm an idealist. I don't know where I'm going, but I'm on my way.
Carl Sandburg

Any kid will run any errand for you, if you ask at bedtime.
Red Skelton

Next week - I will dig deeper into the life cycle of prospects and share with you what I do when prospects who are just not ready for a quote at this time.

Let me know if you have any questions on the Prospect Brochure Request Sequence or 6 Part Email Follow-up Sequence.

I'm always willing to help others succeed.

Enjoy your week and make lots of money.

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