

How to Succeed at a Marketing Campaign

A marketing campaign means working in an organized and active way towards a specific goal.

And that goal is **conversations** with qualified, prospective clients.

That achieves the goal of your marketing campaign.

Then, the selling process starts. And that process is what lands new clients.

So if you are trying to land new clients with your marketing campaign, you will fail.

I won't happen. It can't happen.

A marketing campaign gets the *attention* of your prospective clients.

A marketing campaign gets a *response* from your prospective clients.

And then a marketing campaign gets *conversations* with prospective clients.

So, your ultimate goal is to get those conversations.

It's not unusual to go through all kinds of complex gyrations to get those conversations.

But you want to keep it as simple as possible.

You want to do it as efficiently as possible with as few steps as possible.

This is why your first marketing campaign is reaching out to those who already know you.

You already have the *know-like-trust factor*.

And that is why you often get a high response when you reach out to these people.

They've gotten value from you before.

You get their attention and let them know you have something new or better for them.

And that will often spark a positive response.

The next step is a pre-selling conversation.

That may lead to a more in-depth selling conversation and viola, before you know it, you've signed up a new client.

I'll be working with you individually on that selling

conversation later. I've already covered it with a few people.

So let's get back to campaigns.

Even if your marketing campaign is as simple as sending an email to someone you know, and working at getting a conversation, there are still pitfalls.

- What if they don't respond?
- What if you say the wrong thing in that conversation?
- What if you don't send the right information?

All of these can undermine your campaign.

But the biggest thing that will undermine a campaign is the failure to follow-through and execute in an organized, systematic way.

- You send a few emails and then get distracted by something else.
- You get some responses and some meetings and then stop reaching out.

- You don't get the response you want and you get discouraged.

So what you need is a plan that you are committed to and that you can actually implement realistically.

So, here's how to do that.

1. Put your plan into writing.

- This is my outreach strategy – exactly what I'll do. All the steps – every single one.

- This is who I'll reach out to – people on your list.

- This is the time I'll put into it and when you will do it.

2. Track your actions. Who did you reach out to? What steps did you take? What response did you get?

- Find a system that works for you. A chart, a spreadsheet or a CRM.

- The most popular is the free [Hubspot CRM](#). Here's a free [Hubspot CRM tutorial](#). It's 30 minutes long. You can either take 30 mins. to study it or 10 hrs. to figure it out yourself!

- Take a few minutes to monitor your activity every day.

3. Plan to follow up. Look, sometimes it takes a few or even several emails or calls to get someone's attention, even if they know you. So...

- You can send another email with another message.

- You can send a text message to ping them.

- You can pick up the phone and call them (gasp).

- Don't overdo it, but do be persistent, OK?

4. The Ball is in Your Court. That is, it is *always* your move. It is never the prospect's move. **Never, ever.**

- Sure, you want them to respond

- Sure you think it's up to them.

- Sure you think they're a jerk for not responding.

- So what? No response? It's your move. Make it.

- Again, don't overdo it, but be persistent.

Now, other marketing action plans are more complex.

Networking. Speaking. Webinars. Mud Wrestling.

They take more time, and many more steps.

But they can all be very effective as well. I've succeeded at all of them.

But direct outreach is the, well, most direct and simplest.

You reach out, get attention, have a conversation and go from there.

Now, when it comes to reaching out to strangers, (Category 3 prospects) it's much, much more difficult, because they don't know, like or trust you.

With networking and speaking, you get to meet people, develop a relationship and then when you follow up you are not a stranger.

But it takes longer and is more complex. So, we'll look at other ways to get out there later on.

That Pre-selling Conversation

You'd better know what you are going to say in that

conversation. If you don't know, you'll be hesitant, awkward.

So, here's a generic script that you can adapt to your situation.

1. Hello, pleasantries, catch up a bit.
2. Name, I'm doing something (new, special, different). What this thing is gets you this specific result: (name that result). Is that something you'd like to have?

If yes, continue. If no, it's over. So you'd better say something attention getting, something that they want! It may have also been in the email you sent.

3. Ask some qualifying questions to make sure they are a good candidate for your services.
4. Set up a selling conversation (Strategy Session) and send them more information (such as your executive summary).
5. Conduct the Strategy Session. Land the new client.

Here's a sample scenario:

So, someone emails me and then has a

conversation with me and says:

“Robert, we’ve developed an approach to help you add from 250 to 1000 subscribers to your email list every month. Is that something you’re interested in achieving?”

My answer would be, “Hell yes, where have you been all my life?”

Then they would say, “Well, I can’t tell you for sure if we can do it for you, so I need to ask you a few questions first. OK?”

And I say, “Sure, go ahead.”

And they ask me about my current email list, who my ideal clients are, how long I’ve been sending, it, etc.

And then they say, “Based on what you’ve told me, I’m confident we can help you add 250 to 1000 new qualified subscribers to your list every month.”

And I’d say, “OK, how would you do that?”

And they’d answer: “What I’d like to do is send you some more detailed information and short video. Then I’d like to set up a time to talk in a little more depth and

make sure if it would be a good fit for you.”

And I reply, “Well, how much would it cost?”

And their answer: “It depends on a number of things. If you can take a look at that information and watch the video, and when we talk again, I can give you an exact figure. Sound good?”

And I say, “Sounds good to me. Please send the info.”

Your next job is to work out what you will say in this conversation:

- What is the outcome you deliver?
- What are the key questions to ask to see if they are qualified?
- What additional information will you send? (You can start with your executive summary.)
- What will you say to set-up the follow-up conversation? (Which is the selling conversation).

So, this is your next assignment.

1. Develop your marketing action plan for direct outreach to your Category 1 prospects (on pages 4 and 5 above).
2. Develop your pre-selling conversation (on pages 7, 8 and 9 above).
3. Send these back to me by email for my feedback.

In the next session, we'll work on setting up the actual game to go into action. This is when this all becomes real.

But this preparation, laying down the foundation, is essential to moving into action confidently.

Any Questions?

OK, work on that assignment and send it back to me no later than next Friday the 25th.