

Developing a Proactive CX Strategy to Increase Retention & Sales





TERM TO KNOW

The Customer Experience (CX) is the sum of every touchpoint a client has with you and your brand.

- ▶ Memorable
- ▶ Impressive
- ▶ Significant ROI



Why should a business
buy from **YOU**?

What is **YOUR**
competitive advantage?

What **CUSTOMER**
EXPERIENCE
do you provide?

Motivating YOU starts with a mission and a mantra!

**CREATE BUSINESS
BY HELPING
BUSINESSES
CREATE BUSINESS**



OUR GOAL IS TO

**to help businesses succeed by providing
unparalleled, multi-media marketing solutions that produce results.**



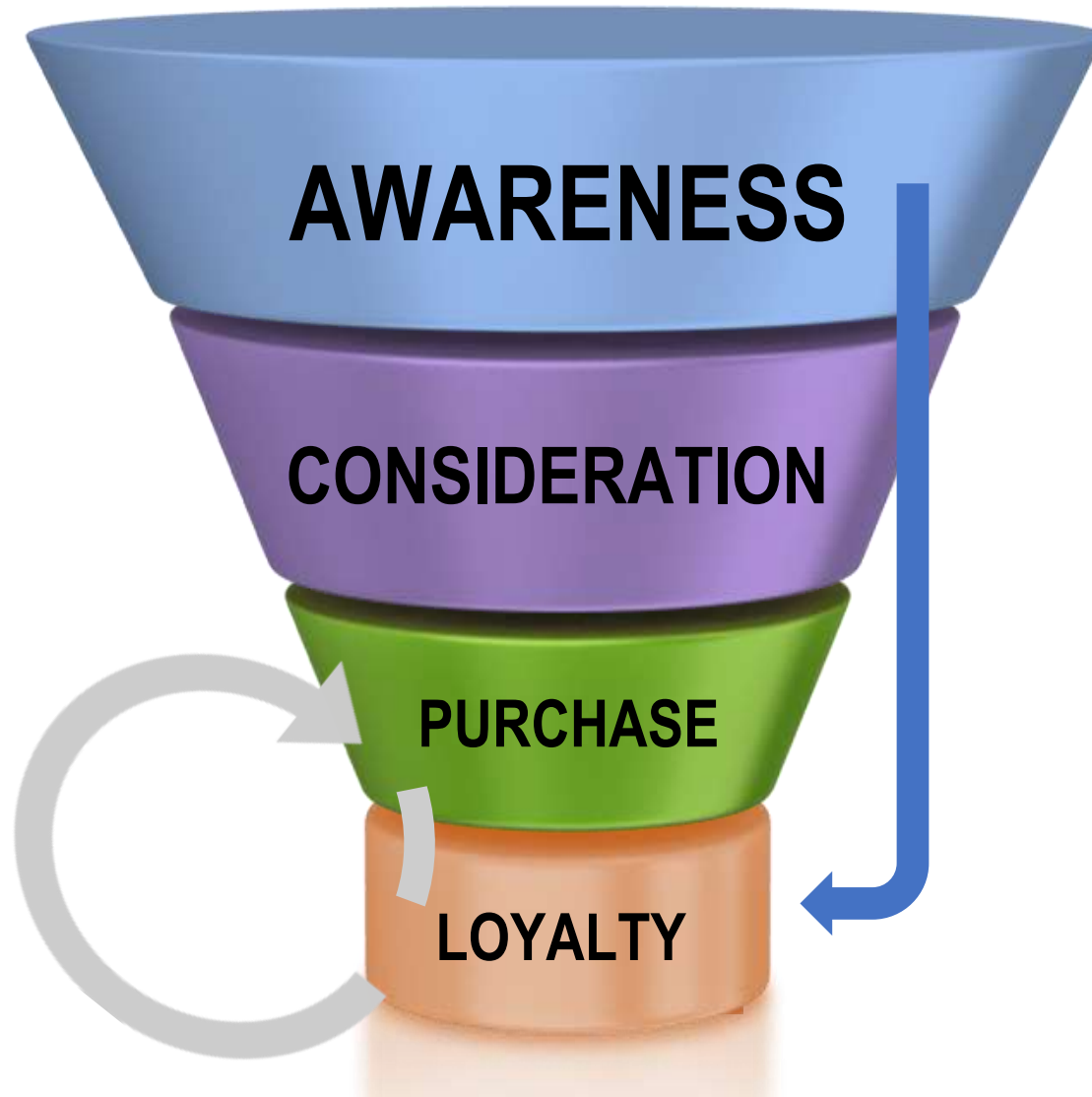
OUR GOAL IS TO
to help local businesses compete and
thrive in today's global marketplace.

A man and a woman are shaking hands in a business setting. The man is on the left, wearing a dark suit and a light-colored shirt. The woman is on the right, wearing a light-colored blazer over a dark top. They are both smiling and looking at each other. The image has a blue tint and a semi-transparent grey banner across the middle containing the text.

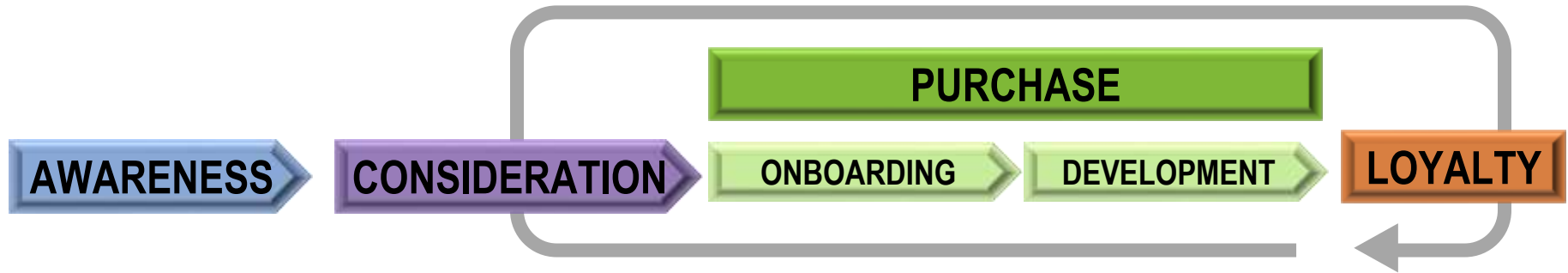
**YOU MUST DELIVER ON YOUR PROMISE AND
HELP THE COMPANY ACHIEVE ITS GOALS**

TERM TO KNOW

Customer Purchasing Journey = **Customer Purchasing Funnel**



CUSTOMER PURCHASING JOURNEY

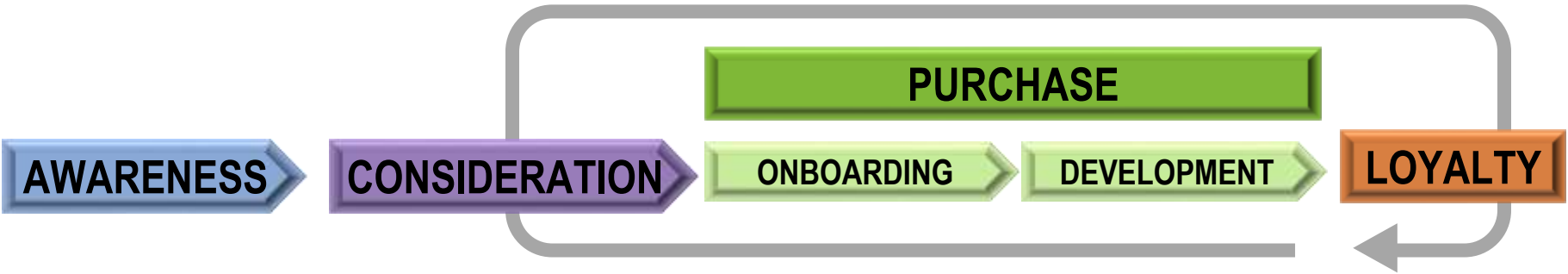


AWARENESS	CONSIDERATION	ONBOARDING	DEVELOPMENT	LOYALTY
<i>The potential customer becomes aware of you, your brand and the solutions you offer.</i>	<i>The potential customer begins to contemplate purchasing from you and your company.</i>	<i>The customer agrees to the recommended solutions and strategies and the planning process begins.</i>	<i>The media advisor monitors the success of each campaign and brings new information, ideas and strategies.</i>	<i>The customer becomes a long-term partner and advocate for you and your brand.</i>



Retention occurs when you secure loyal customers.

CUSTOMER PURCHASING JOURNEY



AWARENESS	CONSIDERATION	ONBOARDING	DEVELOPMENT	LOYALTY & RETENTION
EXAMPLES OF ACTIVITIES & TOUCHPOINTS				
<ul style="list-style-type: none">▪ Prospecting contacts▪ Social media posts▪ Networking interactions				

BIZ TIPS

TIPS TO SELECTING A LOCAL MEDIA PARTNER



You know you have numerous options when choosing the right partner for your business. However, not all media solutions are the same.

What can our company offer to that our team is composed of innovative, strategic and creative professionals that collaborate to develop customized promotional campaigns designed to maximize your results.

MEDIA PARTNERS THAT CARE ABOUT YOUR SUCCESS:

- Research your company, market and industry and share data with you to help you make educated decisions for your company.
- Provide value beyond simply placing your ad schedules, such as offering promotional ideas, market trends and competitive information.
- Show proven marketing principles, best practices and case studies in statistics from agencies in their field and the success of their partnerships.
- Recommend decisions based on your unique business goals and challenges.
- Assist you in setting up success measurements and tracking systems to ensure maximum ROI.
- Create ongoing and effective, result-producing campaigns for your business.
- Meet with you monthly to evaluate your campaign's success, provide proof of performance and detailed analytics, as well as share strategies to optimize its performance.
- Offer internal marketing expertise to assist you in maximizing sales opportunities when customers call or visit your company.
- Care about the success of your business.

Ensure your success by selecting the best media partner - the one that is committed to helping you achieve your business goals.

By uncovering the opportunity to share information about your industry, market and competitors, as well as how we can put the power of our solutions to work for your business.

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BIZ TIPS

THE THIN MARKET

WHY IT IS IMPORTANT TO YOUR BUSINESS

The 'thin market' describes the small number of people who are actively in the market for a product or service at any given time. They are your 'hot prospects,' your prime targets.



- While the market is small, those actively seeking information to help them decide when to buy are those that represent the greatest potential for your business.
- The members of this thin market keep changing. Customers decide to what extent the purchase of those items to buy and leave the 'hot prospect' list. These shoppers are not out of the market, and new ones have entered. Therefore, to reach this working group of buyers, it is critical to maintain a consistent market presence.
- While people may not be in the market to buy today, your advertising reminds them why they should buy from you when they have a need in the future.
- Frequently is essential in advertising because you need market-creating awareness as shopping comes in and out of the market.

Thicker markets = Frequently Purchased
Examples: women's shoes and clothing, pet supplies, books, alcohol, beer

Extremely Thin Markets = Infrequently Purchased
Examples: large customers, services, real estate, jewelry, automobiles

The small number of people actively in the market to buy most products or services is small - on average, 1% of the population of the market or the entire purchasing power of a particular market.

The market is constantly changing. Make sure you consistently advertise to capture customers that are ready to buy. Contact your local media consultant to learn more about properly a long-term, affordable plan.

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BIZ TIPS

12 REASONS YOU SHOULD ADVERTISE

Every day your competitors are attempting to steal your customers!

- There is a small number of people in the market to most goods and services. Identifying managers must be consistent to attract this small and changing group of consumers.
- Competition for disposable income is fierce, hot and cold. If you are not actively seeking customers to buy from your company, they will move that they spend their money elsewhere.
- Marketing stimulates immediate and unplanned purchases to sharing information about new products, services or discounts. Advertising attracts customers to buy each week.
- Marketing encourages people to shop locally, resulting in profitability for your company and economic growth for your community.
- Advertising helps increase profits by testing new customers to shop and buy regularly. Once a person calls in with a store or a website, a business has an opportunity to promote future purchases.
- The market is constantly changing. People move in and out of the area, receive different jobs, get married, have children and start families. Advertising helps new customers or those who are ready to become your regular clients.
- Marketing reminds consumers of your company's advantages and the superiority or value of your products or services. Without constant reminders, shoppers may buy from a competitor or not purchase at all.
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With very few exceptions, people will not know a company's unique benefits unless it communicates them through advertising.

It is critical to launch a business with a powerful marketing program and equally important to continue promoting to ensure ongoing success.

Advertising is essential to business survival. Your local media representative looks forward to assisting you in implementing a program to help your company thrive.

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BIZ TIPS

IDENTIFYING YOUR MOST PROFITABLE CUSTOMERS

VITAL TO YOUR AD MESSAGE & MEDIA PLAN



Women drive 70-90% of all consumer purchasing decisions.

Although you want to attract as many patrons as possible, in most cases, specific types of people are your most 'profitable' customers. These people represent the most significant opportunity for your business. The group is often referred to as the target audience or market. By narrowing the target, it is possible to reach and attract people with one media plan. If your business has more than one primary customer group, it may be necessary to implement multiple campaigns, each with different messages and media channels.

Example: A marketing director for a furniture store carrying an assortment of products of various price may wish to reach out to women ages 15-35. However, this broad audience creates a challenging, expensive, and often ineffective advertising program to present and execute.

If the market focused on attracting women ages 15-35, the campaign might include low-cost merchandise with an attractive discount. But it would consist of specific media to target the customer group. However, if the goal was to attract females ages 15-35, it might include high-end, quality merchandise. Plus, the message and media selection would be completely different than the one for the younger target.

Every aspect of your advertising strategy should carefully focus on generating greater brand awareness and more sales within this primary audience. If you choose to include additional targets in your marketing objectives, create separate campaigns.

Your media adviser can provide further information on testing your most profitable customers to purchase from your business and not your local or online competitors.

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BIZ TIPS

ADVERTISING IS CRITICAL TO YOUR COMPANY'S SUCCESS



- Advertising helps your company develop a competitive advantage by continually leading customers to purchase from your business.
- Advertising encourages people to shop locally, resulting in profitability for your company and economic growth for your community.
- Advertising stimulates immediate and unplanned purchases to sharing information about new products, promotions or services.
- Advertising strengthens the identity of your brand. The more people know about your business, the more they buy and they buy from your company.
- The market is constantly changing. People move in and out of the area, receive new jobs, get married, have children and start families. Advertising helps new people or those who are ready to become your regular clients.
- Advertising is a sign of a healthy business. If a company discontinues its marketing efforts, its customer awareness and confidence slowly decline.
- Marketing is essential to survival and growth. It is critical to build and maintain a business with a powerful advertising program and equally important to continue promoting to ensure future success.

4 FIERCE COMPETITORS

IMPLICIT	Companies selling similar products or services with comparable business models.
INDIRECT	Companies selling similar products or services in addition to other offerings.
ONLINE	Companies selling similar products anywhere in the world.
EVERY BUSINESS	All local and online companies are competing for customers and disposable income.

Every day your competitors are attempting to steal your customers!

Speak to your media adviser about affordable and effective advertising options to help your company achieve a competitive advantage.

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BIZ TIPS

HOW CONSUMERS BUY TODAY

In the past, people relied on traditional advertising and word-of-mouth to get their shopping needs. Today, the decision-making process is more complicated. The Consumer Purchase Funnel describes the four-step process customers take to guide their buying decisions.

CONSUMER PURCHASE FUNNEL



THE BUYING PROCESS

AWARENESS

- Buyer becomes aware of your products and services, as well as your company's unique advantages.

CONSIDERATION

- Buyer is informed to learn more or is asked to make a purchase.
- Buyer visits your website to explore information.
- Buyer visits your competitors' websites, as well as other social sites.

PURCHASE

- Buyer sells your business or visits your website or company to make a purchase.
- Buyer becomes a 'lead' by requesting additional information and the business converts the person to a new customer (Lead + Conversion = Purchase).

LOYALTY

- Buyer is satisfied with the purchase and recommends your company to others via social networks, blogs and review sites.
- Buyer continues to be engaged in your advertising, which reassures the person that he/she made a wise buying decision.
- Buyer continues to become aware of new product and service offerings and frequently purchases from your company.

To increase the likelihood that customers progress through the funnel and select your company as the purchase stage, it is critical to inform, engage and deliver customers throughout their buying journey.

Each of these four key stages of the buying process, marketing helps with steps to purchase from your business.

Your local media consultant has numerous solutions to drive customers through the funnel and encourage them to buy from your business at the purchase phase.

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MARKETING

TOOLS, TIPS & TECHNIQUES

MARKETING TRENDS

Happy Friday: That Day Pulled Highest Email Open, Click Rates

Email volume jumped by 7% in 2020, but there were marked changes in engagement, according to "The Ultimate Email Benchmarks For 2021," a report by Campaign Monitor.

For one, the percentage of emails opened on mobile devices dropped from 63% to 54% as people spent less time commuting and waiting on lines at Starbucks for coffee.

For another, Friday saw the highest open and click-through rates: 18.90% and 2.70%. Conventional wisdom had been that Tuesday to Thursday were the top days. And now Friday was tied with Wednesday for the highest click-to-open.

Why was Friday suddenly the leader? "While we can't say exactly why this is, we can say that the way people have historically engaged with email has been significantly disrupted," the study notes.

Whatever the day, email metrics surged last year, with open rates rising by over 13%.

MediaPost, Ray Schultz, Columnist, 1/27/21 / More data included in article: <https://www.mediapost.com/publications/article/360007/happy-friday-that-day-pulled-highest-email-open.html>

"The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business." - Derby Brown



DATA BITES

AVERAGE EMAIL BENCHMARKS



did you **KN?W**

ABCMedia offers a **FREE** Marketing Toolbox?

The tips, techniques and proven principles offered will help you develop advertising and marketing programs to generate maximum results. The topics cover a wide range of areas, all designed to allow you to learn and employ proactive strategies at your own pace. Ask your media advisor for more information.



I welcome the opportunity to share information about your industry, market and competitors, as well as how I can put the power of our solutions to work for your business.



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OUR GOAL IS HELPING YOU ACHIEVE YOUR GOALS!

OPPORTUNITIES TO INCREASE CUSTOMERS & SALES

JANUARY

- 1 New Year's Day **HOLIDAY**
- 1 Dry January
- 2 National Buffet Day
- 3 Mind-Body Wellness Day
- 4 National Spaghetti Day
- 4 National Trivia Day
- 5 National Bird Day
- 6 National Cuddle Up Day
- 8 National Bubble Bath Day
- 10 National Houseplant Appreciation Day
- 11 National Clean Off Your Desk Day
- 12 National Pharmacist Day
- 14 National Dress Up Your Pet Day
- 15 National Hat Day
- 15 National Bagel Day
- 16 Martin Luther King's Day* **HOLIDAY**
- 20 National Cheese Lovers Day
- 24 International Day of Education
- 26 National Spouses Day
- 27 National Chocolate Cake Day

LOCAL OPPORTUNITIES

- 1 Opportunity Here
- 2 Opportunity Here
- 3 Opportunity Here
- 4 Opportunity Here
- 5 Opportunity Here

FEBRUARY

- 1 Black History Month
- 2 Groundhog Day
- 3 National Women's Physicians Day
- 3 National Carrot Cake Day
- 3 Give Kids A Smile Day
- 4 Thank Your Mailman Day
- 6 National Frozen Yogurt Day
- 7 Send a Card to a Friend Day
- 9 National Pizza Day
- 9 National Toothache Day
- 12 Super Bowl Sunday*
- 13 Galentine's Day
- 14 Valentine's Day
- 17 Random Acts of Kindness Day
- 20 Presidents' Day* **HOLIDAY**
- 20 National Love Your Pet Day
- 21 Mardi Gras*
- 22 National Margarita Day
- 23 National Chili Day
- 25 National Pancake Day

LOCAL OPPORTUNITIES

- 1 Opportunity Here
- 2 Opportunity Here
- 3 Opportunity Here
- 4 Opportunity Here
- 5 Opportunity Here

MARCH

- 1 World Music Therapy Day
- 3 Employee Appreciation Day
- 4 National Hug a G.I. Day
- 4 World Obesity Day
- 6 National Dress Day
- 6 National Dentists Day
- 8 International Women's Day
- 10 National Hug Your Dog Day
- 11 National Promposal Day
- 13 National Good Samaritan Day
- 13 National Napping Day
- 17 St. Patrick's Day
- 17 World Sleep Day
- 19 National Let's Laugh Day
- 20 World Oral Health Day
- 20 National Kick Butts Day
- 20 National Proposal Day
- 21 National Fragrance Day
- 23 National Puppy Day
- 30 National Doctors' Day

LOCAL OPPORTUNITIES

- 1 Opportunity Here
- 2 Opportunity Here
- 3 Opportunity Here
- 4 Opportunity Here
- 5 Opportunity Here

APRIL

- 1 National Love Our Children Day
- 1 April Fool's Day
- 2 International Children's Book Day
- 5 National Walking Day
- 6 National Burrito Day
- 7 World Health Day
- 7 National Beer Day
- 7 National No Homework Day
- 9 Easter Sunday*
- 11 National Pet Day
- 12 Nat'l Grilled Cheese Sandwich Day

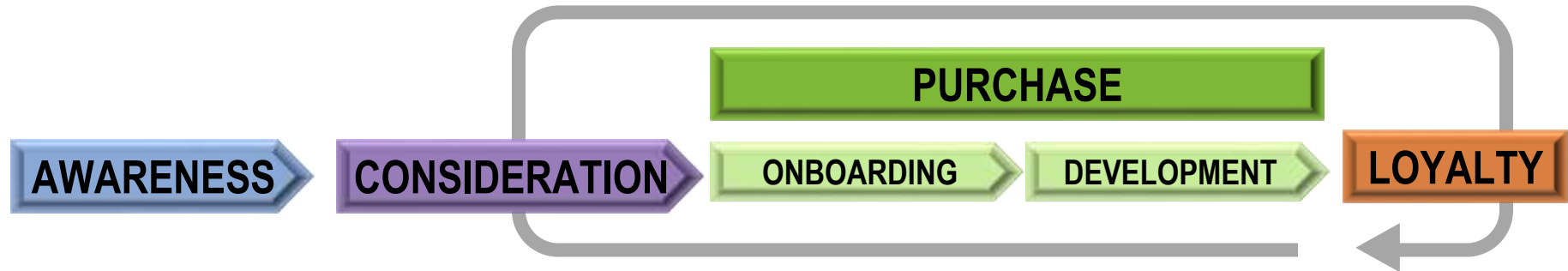
MAY

- 1 May Day
- 1 School Principals' Day
- 2 Teacher's Day
- 2 Kentucky Derby*
- 5 Cinco de Mayo*
- 8 National Nurses Day
- 8 National Third Shift Workers Day
- 10 National Golf Day
- 11 National Eat What You Want Day
- 12 Military Spouse Appreciation Day
- 12 International Nurses Day

JUNE

- 3 World Bicycle Day
- 4 National Cancer Survivor's Day
- 4 National Cheese Day
- 4 National Hug Your Cat Day
- 5 National Donut Day
- 5 World Environment Day
- 6 National Higher Education Day
- 7 Global Running Day
- 10 Global Wellness Day
- 11 National Children's Day
- 13 National Call Your Doctor Day

CUSTOMER PURCHASING JOURNEY



AWARENESS	CONSIDERATION	ONBOARDING	DEVELOPMENT	LOYALTY & RETENTION
EXAMPLES OF ACTIVITIES & TOUCHPOINTS				
<ul style="list-style-type: none">▪ Prospecting contacts▪ Social media posts▪ Networking interactions	<ul style="list-style-type: none">▪ Needs analysis meeting▪ Presentation▪ References			

GENERAL CLIENT INFORMATION

COMPANY & INDUSTRY		CONTACT/S DECISION- MAKER/S		DATE
PHONE & EMAIL		# LOCATIONS & ADDRESSES		AE
WEB ADDRESS				

GOALS / GREATEST CHALLENGES & OPPORTUNITIES

--

MOST PROFITABLE CUSTOMER Buys Often + Buys a Lot		GEOGRAPHIC AREAS Live, Work, Play, Shop	COMPETITORS Direct, Indirect, Online	COMPETITIVE ADVANTAGE
<input type="checkbox"/> Women <input type="checkbox"/> Working <input type="checkbox"/> Rent <input type="checkbox"/> Married <input type="checkbox"/> Kids Ages: _____	<input type="checkbox"/> Men <input type="checkbox"/> Retired <input type="checkbox"/> Own Home <input type="checkbox"/> Single Income \$ _____			

VALUE OF EACH CUSTOMER	CURRENT	MOST PROFITABLE PRODUCTS & SERVICES + MARGINS OF EACH Customers that Buy and Buy Often + High Margin
\$ Average	\$	
# Transactions Per Month	#	
# Times Customer Shops Per Year	#	
# Years Customer Shops	#	
Lifetime Value of Each Customer	\$	
RELY ON REFERRALS?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
# referrals from each new customer	#	

DESIRED CUSTOMER ACTION	MAJOR PRODUCT LINES / BRANDS + CO-OP / VENDOR SUPPORT
<input type="checkbox"/> Calls <input type="checkbox"/> Shoppers <input type="checkbox"/> Visitors to website <input type="checkbox"/> Website visitors provide information (lead) <input type="checkbox"/> Click-through destination: <input type="checkbox"/> Email	
CONVERSION RATES	
Caller / Shopper conversion rate? % of callers or shoppers that become customers = _____ %	TURNAROUND TIME ~ PRODUCT DELIVERY OR SERVICE COMPLETION

Ask general business questions

MARKETING STRATEGIES

TRADITIONAL	USE			SUCCESSFUL		DIGITAL	USE			SUCCESSFUL	
	Past	Current	Future	Yes	No		Past	Current	Future	Yes	No
<input type="checkbox"/> Broadcast TV - On Air / Digital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Content Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Cable TV - On Air / Digital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Display Ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Newspaper - Print / Digital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Email Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Direct Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> OTT / Streaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Out-of-Home / Billboards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Paid Search	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Radio - On Air / Digital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Paid Social / Social Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Shoppers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Yellow Pages - Print / Digital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Search Engine Optimization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Site Retargeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Business Publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Website / Landing Pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/> Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>

MEDIA PLANNING	Traditional	Digital	INVESTMENT IN OTHER MEDIA
% of ad budget / projected change?	____% <input type="radio"/> Yes <input type="radio"/> No ▲ ▼	____% <input type="radio"/> Yes <input type="radio"/> No ▲ ▼	\$_____ Per Month

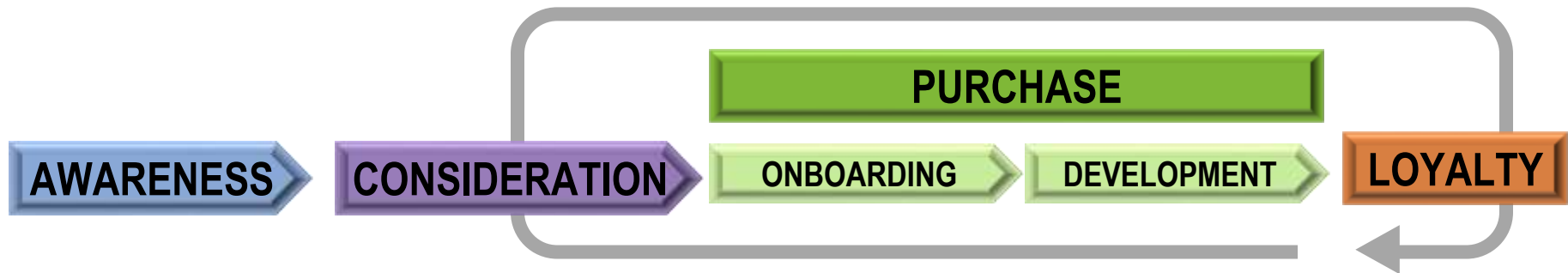
MEASURE SUCCESS?	CURRENT	GOALS	WEBSITE
<input type="checkbox"/> Sales <input type="checkbox"/> Profits <input type="checkbox"/> Market Share			<ul style="list-style-type: none"> Satisfied with your current website? Marketing to increase traffic to website? Tracking leads to your website?
<input type="checkbox"/> Callers <input type="checkbox"/> Visitors			
<input type="checkbox"/> Website Visitors <input type="checkbox"/> Leads			
<input type="checkbox"/> Number of Transactions			
<input type="checkbox"/> Average Sale			
<input type="checkbox"/> Conversion Rate ~ Shoppers to Buyers			Website Management <input type="checkbox"/> In-house <input type="checkbox"/> Out-sourced*
<input type="checkbox"/> Conversion Rate ~ Web Visitors to Leads			Digital Strategies <input type="checkbox"/> In-house <input type="checkbox"/> Out-sourced*
<input type="checkbox"/> Conversion Rate ~ Leads to Buyers			*Services provided?
<input type="checkbox"/> Social Media Fan Base			
<input type="checkbox"/> Number of Customers in Database			
<input type="checkbox"/> Customer Referrals			

PERSONAL MEDIA HABITS	VIDEO STRATEGIES
Streaming programs watched / how watching?	<ul style="list-style-type: none"> Social media? YouTube? Frequency & content of posts? Methods of engaging audience? Methods of increasing fan base?
Favorites: TV, cable & radio programs? Newspaper & content? Magazines?	
Websites or apps used for news and information?	

ADVERTISING BUDGET

Ask marketing questions and acquire budget

CUSTOMER PURCHASING JOURNEY



AWARENESS	CONSIDERATION	ONBOARDING	DEVELOPMENT	LOYALTY & RETENTION
EXAMPLES OF ACTIVITIES & TOUCHPOINTS				
<ul style="list-style-type: none">▪ Prospecting contacts▪ Social media posts▪ Networking interactions	<ul style="list-style-type: none">▪ Needs analysis meeting▪ Presentation▪ References	<ul style="list-style-type: none">▪ Onboarding process▪ Partnership agreement▪ Creative development▪ Setting measurable goals and a tracking system▪ Internal marketing ideas	<ul style="list-style-type: none">▪ Customer Care meetings▪ ROI and KPI measurements▪ Ad performance and attribution▪ New solutions and strategies▪ Establishing and measuring future goals	

This program focuses on the **PURCHASE** (onboarding and development) and the **LOYALTY** steps of the process.

CUSTOMER ONBOARDING



THE ONBOARDING PROCESS INCLUDES 3 SEGMENTS:

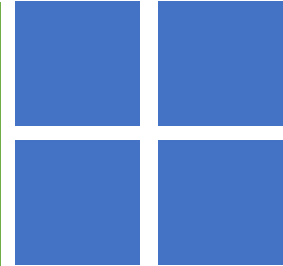
- ▶ Partnership / Next Steps
- ▶ Creative
- ▶ Pre-launch

Goals of the customer onboarding process:

- ▶ Deliver value to your customer as early as possible
- ▶ Make the process easy and enjoyable
- ▶ Ensure the client's involvement in the campaign's success

PREPARE A REPEATABLE PROCESS

NEW CLIENT



ONBOARDING

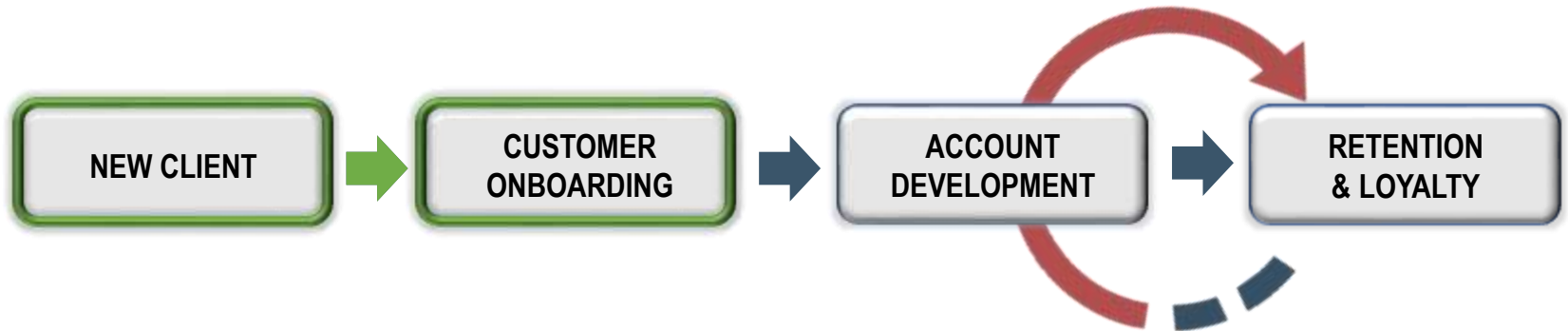
- ▶ Onboarding
- ▶ Account Development
- ▶ Retention



TOP PERFORMERS DEVELOP DETAILED STRATEGIES

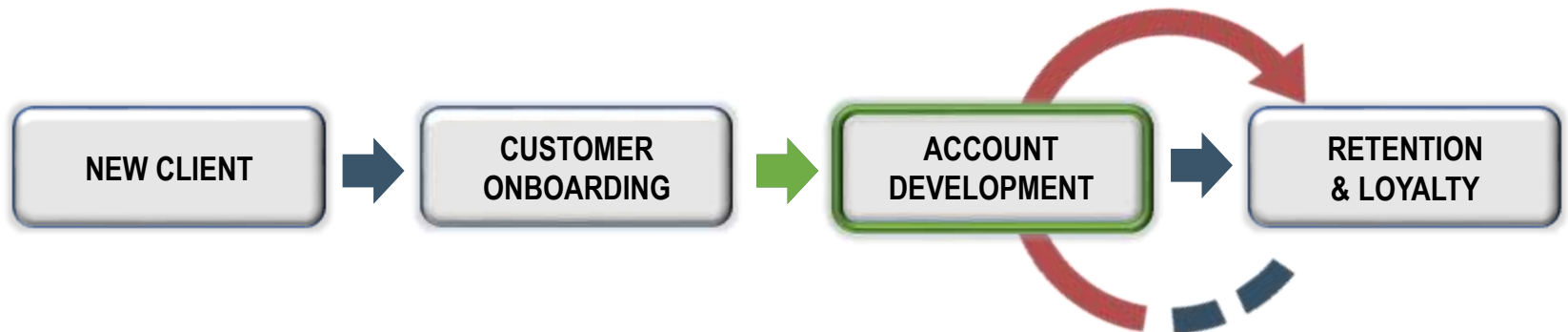
TERM TO KNOW

Customer onboarding includes several meetings and discussions to ensure the client understands the process of launching and managing a successful marketing campaign.



TERM TO KNOW

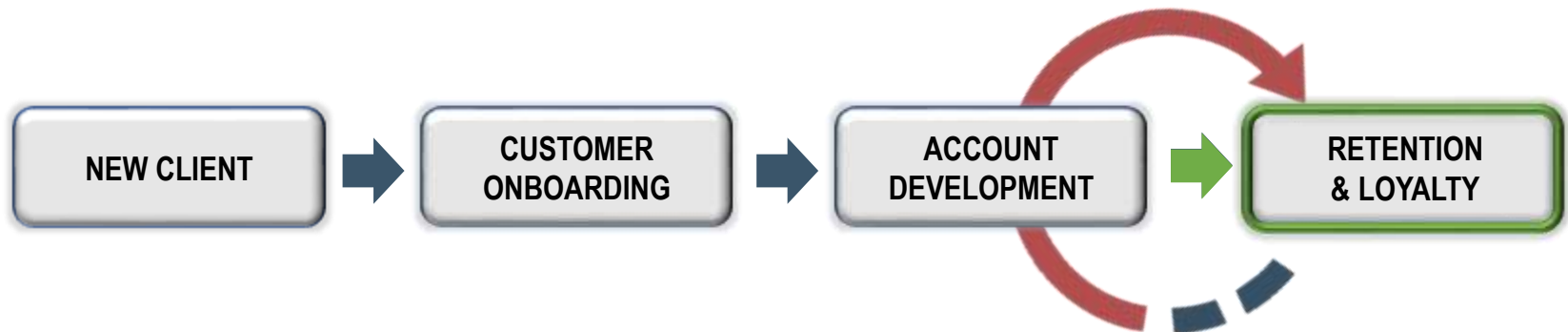
Account development means providing your clients with additional marketing solutions and creative recommendations.



TERM TO KNOW

Retention refers to your ability to turn new and existing clients into loyal, long-term, repeat customers.

Top performers ► Maintain or Improve



TERM TO KNOW

Churn is the number or percentage of customers who stop purchasing advertising from your company.

Ideal ► 100% Retention / 0 Churn



Churn occurs because:

- Companies go out of business/stop advertising
- Companies change marketing strategies
- Results were perceived as inadequate
- Media consultant failed to set, manage and measure expectations
- No internal marketing or team discussions

▲ COMMUNICATION



What is a new advertiser thinking or feeling after they approve the agreement?

STEP 1 Upon approving the marketing strategy, share the next steps and discuss the partnership.

CLIENT / DATE

NEXT STEPS IN OUR PARTNERSHIP

ACTION PLAN

1. Establish a comprehensive, customized and result-producing strategy based on proven media planning principles.
2. Develop an engaging and enticing message to advance customers through each stage of the Consumer Purchase Funnel, ultimately creating loyal, long-term clients.
3. Optimize your budget according to your sales trends and goals to maximize your return on your investment.

ULTIMATE GOAL OF THE STRATEGY

Deliver your message

- ▶ to as many customers as possible
- ▶ as often as possible
- ▶ in the most compelling, creative and cost-effective manner
- ▶ to achieve your business goals

NEXT STEPS

☐ Establish financial terms

BROADCAST NEXT STEPS	Deadline / Date	DIGITAL NEXT STEPS	Deadline / Date
<input type="checkbox"/> Approve media plan and launch date		<input type="checkbox"/> Approve media plan and launch date	
<input type="checkbox"/> Set up production meeting, share logo and business images		<input type="checkbox"/> Share logos, assets, landing page and necessary information to prepare creative	
<input type="checkbox"/> Send proof to client for review		<input type="checkbox"/> Approve creative	
<input type="checkbox"/> Submit script edits		<input type="checkbox"/> Share web master's name for web analytics and social credentials*	
<input type="checkbox"/> Approve revised script		<input type="checkbox"/> Grant social media admin access*	
<input type="checkbox"/> Approve final commercial		<input type="checkbox"/> Place tracking pixels on website*	
<input type="checkbox"/> Send a copy of commercial to client for social media and website use		<input type="checkbox"/> Identify keywords and geofence addresses*	
		<input type="checkbox"/> Plan promotion ~ (theme, dates, prizes, social & email content, links)*	

PRIOR TO CAMPAIGN LAUNCH

- ☐ Discuss internal tracking and marketing efforts to support campaign
- ☐ Determine campaign measurement metrics

POST CAMPAIGN LAUNCH

- ☒ Monthly review of internal marketing, tracking, ROI and analytics.
- ☒ Implement creative change every _____ months

OUR MISSION ACHIEVING YOUR GOALS

*if applicable

PARTNERS IN SUCCESS

OUR PARTNERSHIP COMMITMENT

We are committed to providing the most powerful advertising solution and professional guidance to help you achieve your business goals.

Our promise to you – we will:

- ☐ Provide industry- and market-specific research to help you make educated decisions for your company.
- ☐ Recommend solutions customized to your unique business goals and challenges.
- ☐ Create an enticing and effective, result-producing campaign for your business.
- ☐ Deliver your message to the number of potential customers we promised.
- ☐ Meet with you monthly to evaluate the success of the campaign and optimize its performance.
- ☐ Share monthly analytics to provide proof of performance.
- ☐ Offer internal marketing expertise to assist you in maximizing sales opportunities when customers call or visit your store.

YOUR PARTNERSHIP COMMITMENT

Partners achieve success together. It is vital your entire team supports your advertising efforts to capitalize on the opportunities for your business.

To maximize your success, it is important for you to:

- ☐ Select top selling merchandise and services to include in your campaign.
- ☐ Determine how you will measure the success of your campaign.
- ☐ Establish an internal tracking system to verify the increase in calls, visitors, web traffic, customers and sales.
- ☐ Encourage your internal team to share your promotions with potential clients when they call or visit your business.
- ☐ Provide internal marketing, such as signs, flyers, brochures, etc. to encourage additional and add-on purchases.
- ☐ Be transparent with information and data so we can, together, measure the success of the campaign.
- ☐ Understand that advertising brings potential clients to your website or business; however, your sales team needs to be armed with the skills to secure the business.

X

X

"Partnership" ~ a relationship involving close cooperation between parties with each having specific responsibilities.

STEP 2 Meet with your creative team and client to discuss messaging and begin preparing campaign.



BIZ TIPS

- Send your message fast. You have 1-3 seconds of attention. Begin with an enticing offer or benefit.
- Determine the action you want your client to take to your ad message – visit or call your biz will help establish the creative messaging.
- Showcase only 1-3 best-selling products or desired merchandise or services creates ad clarity and focus. You can sell and upsell the rest.
- Include an incentive or an enticing reason immediately. Invite customers to the site campaign. For example, "Go to our website before and after pictures."
- Create emotion by specifically describing they purchase your offerings or when the products or services solve problems, such as a roof, or make them more intelligent, confident or give people a sense of pride or fun.
- Include people in your advertising enjoy services. This draws the attention of customers.
- Include a percent discount if it is 50% or more. For example, save more than \$100 or up to 50%. This is proven to work because consumers evaluate price. Plus, they think it is on sale.
- Be consistent with messaging and create throughout the campaign. Use no more than one color and logo are visible and small.
- Use customer testimonials, online reviews or quotes to help reduce customer reviews build trust and help overcome buyer's doubt and unbiased accounts of how well it works.

Give your promotion a minimum of 10 days. Update the campaign's creative if possible.

BIZ TIPS

10 QUESTIONS IN PREPARING

RETAIL-ORIENTED CAMPAIGNS

CREATIVE QUESTIONS

1. Why am I selecting this merchandise/service to include in my campaign?
2. Why do I think it will sell now, with this offer?
3. Why do I think this offer will entice people to shop my business instead of my competitors?

TRACKING QUESTIONS

4. How will I determine the success of this campaign?
5. How will I track the results of this campaign?

QUESTIONS TO MAXIMIZE SUCCESS

6. How will I communicate my promotion to my internal sales team?
7. How will I display my advertised merchandise and encourage sales on sales?
8. How will I encourage customers to purchase from my business again in the future?
9. How will I adjust my online presence to mirror my traditional ad campaign?
10. How will I encourage customers to post online reviews?

** Promote low selling products and services. Encourage in-store purchases of items you wish to sell.*

Once customers contact your business, it is vital to maximize results by encouraging them to buy, buy a lot, buy often, and to tell others to buy. Your local media advisor can guide you in accomplishing these important goals.

EFFECTIVE HEADLINES OR I

TYPE	EXPLANATION	EXAMPLES
BENEFIT	States the benefit in a straightforward manner. Identify the one key statement that can be made about the products or services to attract the desired attention.	<ul style="list-style-type: none"> • A thick head of hair • Painless, permanent • Big (horses), small • Cut your credit card • End your struggles
LOSS	Prompts people to act because they fear losing what they have or not gaining what the offer presents.	<ul style="list-style-type: none"> • You may be ending • Don't miss the deal • Don't make a \$4.00
TESTIMONIAL	Features a positive quote or story from a satisfied customer.	<ul style="list-style-type: none"> • "Advantage Realty." • "The seafood at Pa." • "Oil Changes Plus."

INCORPORATE BENEFITS

People purchase emotionally; however, they rely on logic to justify and support their purchasing decisions. It is vital to include features, advantages and benefits in all advertisements.

Most Important Benefits to Customers

- Achieving career and financial success
- Intellectual accomplishment
- Being fashionable and trendy
- Improving sexual attractiveness
- Improving physical appearance and beauty
- Being "in the know" technically and intellectually
- Having pride in family and its accomplishments
- Establishing uniqueness of personality
- Being exclusive and elite

INCORPORATE LOSS WHERE APPROPRIATE

Fear appeal is a strategy that seeks to instill some degree of anxiety in consumers, then offer a means of alleviating that worry with specific goods or services. For example, an insurance company might show a tornado or flood to create fear and instigate buying behavior. A hearing and air company might make people worry that additional maintenance may be expensive if they do not purchase an annual agreement.

Consider incorporating what a person might lose or miss out on by not buying your products or services, such as the fear of missing out on a great deal. Fear of loss is an extremely compelling emotion; therefore, incorporate it discretely, so the message does not alienate customers.



EFFECTIVE HEADLINES OR MESSAGES

TYPE	EXPLANATION	EXAMPLES
PRICE INCENTIVE OR FREE OFFER	Includes a sale, price reduction or free offer. When a business has a highly economical price that is easily recognized as a superior value, feature it in the headline.	<ul style="list-style-type: none"> • Assume (\$1,000) (computer system) • Right now, get (\$2,000) in additional savings. • Coffee sale – only (\$5) per pound. • The (house of your dreams) only (\$1,000) per month. • Was (\$100), Now it is only (\$50) / as low as (\$50) per month!
CALL TO ACTION	Urges customers to act with a limited offer. If using this technique, include the product or service in the headline. Action headlines often make great subheads.	<ul style="list-style-type: none"> • (Gift) sale ends (Saturday) • FREE (shirts) while supplies last. • Shop early and save (50%) on over (100) items. • Hurry in for the best selection on (suits).
NEWS	Focuses on a change, development or announcement. News headlines can be used to introduce a new product or a new feature on an existing one.	<ul style="list-style-type: none"> • Amazing / Finally / Today's / Just Discovered... • New / Now a Remarkable • Presenting / Announcing / Introducing... • Good-bye old (air conditioner), hello new (cool). • Just off the presses...
QUESTION	Intigues people to learn the answer to the question. Use this technique to attract a specific audience and increase interest. The product or service should provide a solution to the question.	<ul style="list-style-type: none"> • Are you sick of (high gas bills)? • Would you spend (\$100) to improve the value of your (house) by (\$1,000)? • Just diagnosed with (diabetes)? • What's the best way to get relief from (back) pain?
HOW-TO OR INFROM	Explains ways to do something that people want to know. Provide the information in a numbered list, which will increase engagement. An option is to share one tip or secret in each ad. Tip #1 is... / Tip #2 is...	<ul style="list-style-type: none"> • How to sell your (house) fast. • Introducing (three) ways to instantly save money on your (insurance)... • (First) warning signs that your (loan officer) isn't giving you the full scoop... • The (Four) secrets that most (fitness instructors) won't tell you... • Here's the biggest mistake (car buyers) make...
COMPARISON	Compares the product to competitors by describing the advantages and strengths while highlighting the competitor's weaknesses.	<ul style="list-style-type: none"> • When selecting a (realtor), know the facts, such as... • Don't hire a (terrible) company until you know these facts... • Did you know that...?
ADDRESS PEOPLE	Engages the target customer by asking a question or providing information.	<ul style="list-style-type: none"> • If you are a young man or woman who wants to get ahead in life, you need... • We are looking for nurses who can really deliver – babies that is! • For active people with problem feet, we've got shoes for you.
CURIOSITY OR HUMOR	Creates interest and engagement. Use sparingly and include visuals and sub-heads to help communicate the message. Only employ for companies that already have a brand or identity established.	<ul style="list-style-type: none"> • Ever wonder why curiosity killed the cat and not the dog? • It's not nice to fool Father Nature. • Rock and roll on over to (Sister Supercuts) • This offer is to dye for! • Let your true colors shine through! • Our killer happy hour just got more dangerous!

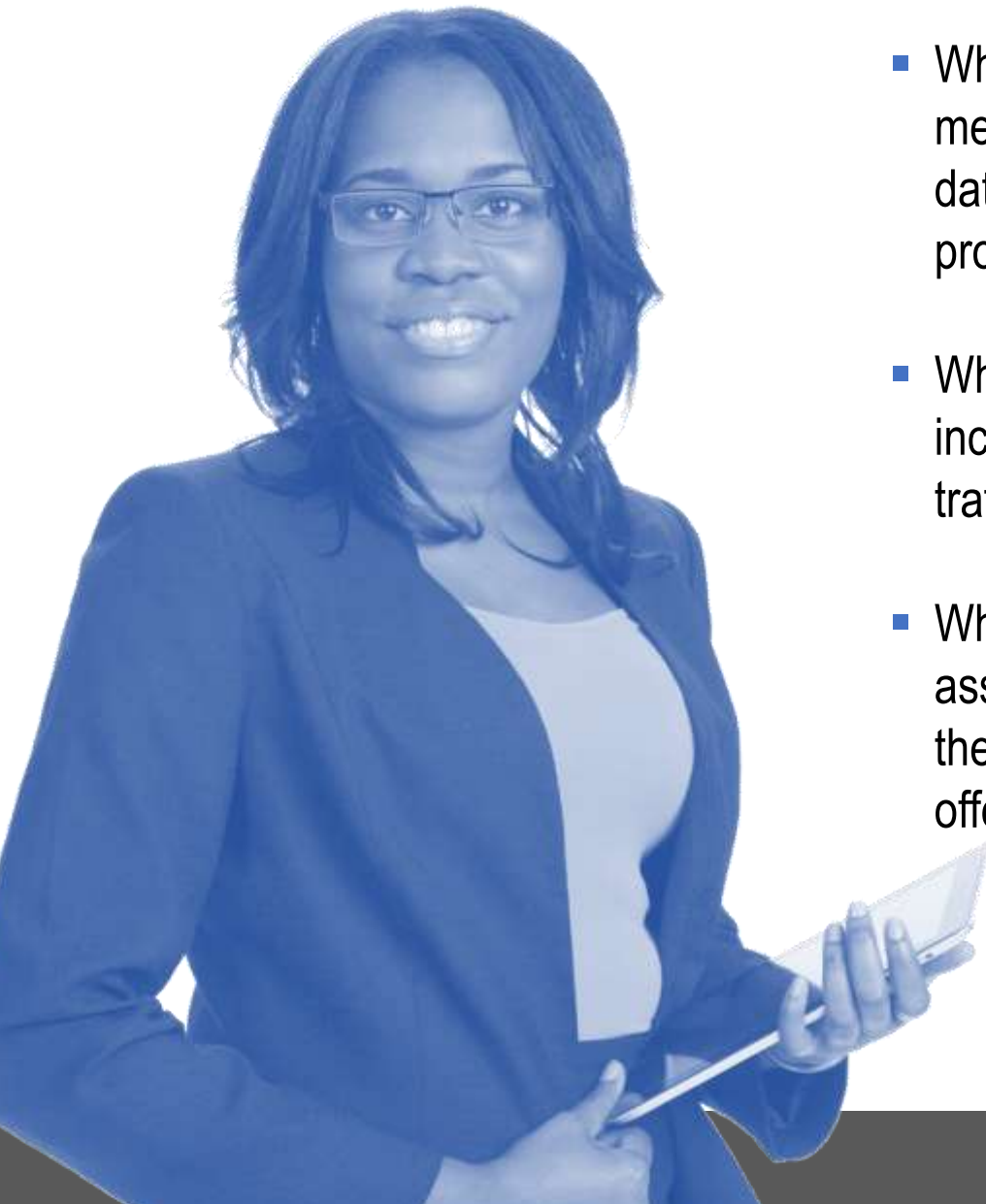
Each campaign must be creative and compelling to capture the attention and interest of the customer.

PRO MAX
promax training & consulting

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LEAD the discussion

STEP 3 *Before launch, determine measurable goals, tracking mechanisms and internal marketing plans.*



- What systems do you have in place to measure your sales statistics and transaction data? (# transactions, average sales, products/services sold, etc.)
- What members of your team need to be included in the tracking? (tracking call or traffic volume)
- What procedures need to be implemented to assist your team in tracking or communicating the benefits of the products/ services and offered in the promotion?



- What analytics do you get from your website provider?

**WHEN SHOULD
TRACKING
BEGIN?**

STEP 3 *Share the Customer CARE! form with the client and set up the first three month's meeting dates.*



CLIENT	
ACCOUNT EXECUTIVE	

INFORMATION TO SHARE, REVIEW & DISCUSS		
C	Current Situation	<ul style="list-style-type: none">Company changes & challengesInternal marketing implemented to accompany the campaignEmployee involvement in promotional efforts
A	Attribution + Ad Performance	<ul style="list-style-type: none">Metrics & optimization of the campaignSchedule reviewCreative evaluation
R	ROI & KPIs (Return on Investment & Key Performance Indicators)	<ul style="list-style-type: none">Review Results - ROI & KPINew measurements needed
E	Expectations for Future	<ul style="list-style-type: none">Sales trendsNext stepsNew creativeNew solutions/strategiesFuture goals (ROI + KPIs)Future internal marketing
!	Additional Info	<ul style="list-style-type: none">Invoicing processIndustry data to drive businessCommunity events and opportunities

1

SET YOUR MONTHLY MARKETING GOALS

Circle one of the below campaign goals Establish new customer goals

Goal: ☐ Visits ☐ Calls ☐ Web Traffic Desired # of New Customers Per Month _____

Example: Goal: ☒ Calls 10 new customers → 20% conversion rate = 50 calls needed

Estimate % of shoppers, callers or web visitors that buy Establish # of shoppers, callers or web visitors needed

Conversation Rate _____% = # Needed to Achieve Goal Per Month = _____

MONTHLY ROI CALCULATOR

\$ Monthly Ad Investment	+	USE ONE: <input type="checkbox"/> \$ Average Sale <input type="checkbox"/> \$ Gross Profit Per Sale	=	# Monthly Transactions Needed to Begin Turning Profit	÷	4 or 5 (# weeks in month)	=	# Weekly Transactions Needed to Begin Turning Profit
\$ _____	+	\$ _____	=	_____	÷	4 or 5	=	_____

MONTHLY GOAL CALCULATOR

# New Buyers Per Month	X	USE ONE: <input type="checkbox"/> \$ Average Sale <input type="checkbox"/> \$ Gross Profit Per Sale	=	Increased Additional \$ Per Month	-	\$ Monthly Ad Investment	=	\$ Increased Additional Monthly Profit
_____	X	\$ _____	=	\$ _____	-	\$ _____	=	\$ _____

ANNUAL VALUE OF EACH NEW CUSTOMER

USE ONE: <input type="checkbox"/> \$ Average Sale <input type="checkbox"/> \$ Gross Profit Per Sale	X	Average # Times Customer Buys Per Year	=	Average Annual Value of New Customer
\$ _____	X	_____	=	\$ _____

LIFETIME VALUE OF EACH NEW CUSTOMER

\$ Average Annual Value of New Customer	X	Average # of Years Customer Buys	=	Average Lifetime Value of New Customer
\$ _____	X	_____	=	\$ _____

2

TRACK, MEASURE, EVALUATE & ADJUST

Month	# Total Visitors, Callers or Web Traffic	# Total Buyers	% Conversion (# Buyers ÷ # Shoppers, Callers or Web Traffic)	# Average Items Purchased	\$ Average Sale Per Buyer	\$ Total Sales	Promotional Message or Offer



1 Increase the number of shoppers to the business.

2 Encourage shoppers to buy & increase their spending.

3 Encourage shoppers to return to the business & buy.

4 Encourage shoppers to recommend the business to others.



Increase the number of
callers, shoppers or visitors.



- ▶ Hot Seller = 3 Rooms
- ▶ Upsell the Customer
- ▶ Long-term Client



- 1 Increase the number of shoppers to the business.
- 2 Encourage shoppers to buy & increase their spending.
- 3 Encourage shoppers to return to the business & buy.
- 4 Encourage shoppers to recommend the business to others.

Convert
shoppers to buyers
and increase their spending.

The Absolute Worst Question To Ask:

“Can I help you with
anything?”



**Results in the customers being
left alone for the rest of their shopping experience.**



USE SIGNS TO GUIDE SHOPPERS



PRODUCT NAME



5000+ PRODES

PRODUCT NAME



PRODUCT NAME



PRODUCT NAME



FAKE ADDRESS, RANDOM,
FAKE PERSON.

PRODUCT NAME



WWW.WEBSITE.COM
PHONE: +123 456 789

PRODUCT NAME



15-20 DEC 2030
UP TO
50% OFF



Junior's
CARPET CLEANING

CALL TODAY
NEIGHBORHOOD
DISCOUNT

2 rooms FREE
this week only



012-345-6789

ADD AN INCENTIVE



INCREASE AVERAGE TICKET

Convert
shoppers to buyers
and increase their spending

- Recommend add-on complementing items
- Create packages to increase average sale



1 Increase the number of shoppers to the business.

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Thank You from Special Touch Computer Repair



Special Touch Computer Repair <kim@specialtoucl

To Kelly Wirges



Wed 6:24 PM



6541 - Promax Training & Consulting.pdf
151 KB



Hello,

Thank you for your recent business. I've attached a paid receipt for your records. I appreciate the opportunity to serve you and look forward to helping you with any future needs. I hope you are completely satisfied with our service. If not please contact us right away so we can correct this. If you are completely satisfied please take one moment to leave us a review on one of our local business sites: ([Yelp](#), [Google Business](#), [Facebook](#)). We greatly appreciate your time and business.

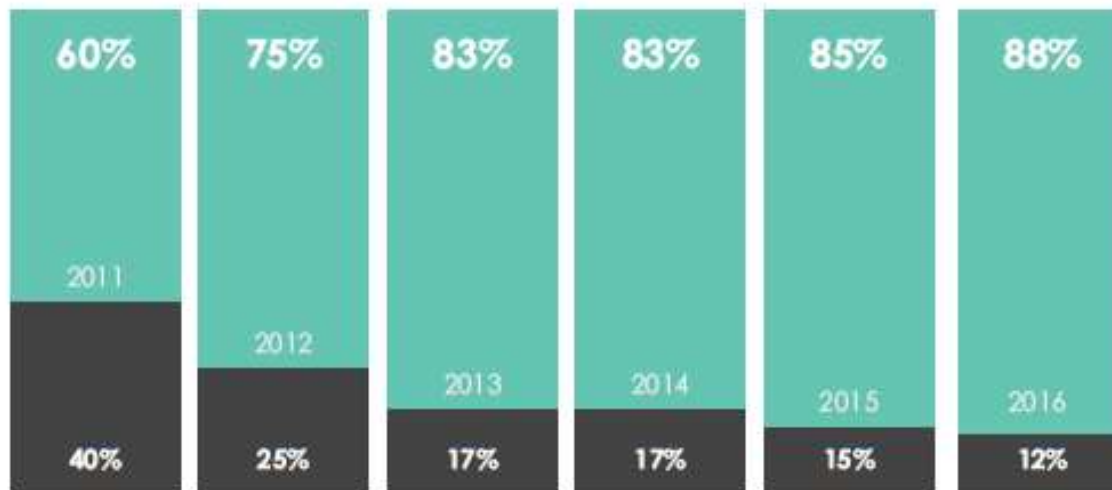
Again, Thank you! – Kim

Special Touch Computer Repair

Phone (402) 812-5130

www.specialtouchcomputers.com

Buying decisions are made **online**



 Before Entering a Store  In-Store

92% of consumers read online reviews before visiting a business.



94% of consumers would use a business with a four star rating!





AD SUCCESS BY DR. S.

Peeps may come and peeps may go,
It's up to you to let them know.

Why shop here your ad must boast,
And when they come sell'em the most.

Happy shoppers come again,
And aren't afraid to tell a friend.

Sound advice I give to you,
And grow your business is what you'll do.

PROMAX
promax training & consulting



dedicated to
maximizing productivity
profits & people

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Kelly Wirges



ProMax Training



KellyProMax