



Relationship Marketing and Customer Development

<http://NewCustomerDevelopment.com> 1-800-646-0717 Mark Kaplan

<http://EliteWebSiteSeo.com>

Table of Contents

<u>Topic</u>	<u>Page</u>
Entering the Buying Cycle	2
Getting the Attention of the Buyer	2
Capturing Prospects	3
Websites as Capture Tools	4
Social Media Publishing	4
Emailing	5
Integrating Websites, Email, and Publishing	5
Our Solutions	6

This business environment is radically different from a few years ago. Executives and Consumers have much different pressures, objectives, and choices.

It follows that approaching them and gaining their trust would require different practices.

“The Art of Selling has undergone more changes in the past few years than in any other time in history.” Joseph Sugarman, Chairman, BluBlocker Corporation

“Sales organizations of tomorrow will have to be fundamentally different from those today” Geoffrey Eitland, Vice President of Sales, Staples, Inc.

“At a time when executives face increased pressure to get more done in less time... Jim Fowler, CEO, Jigsaw.

“With a Wealth of information available via the Internet, why does a prospect need a salesperson?” Lynn Schleeter, director, Center for Sales Innovation

<http://newcustomerdevelopment.com> 1-800-646-0717 Mark Kaplan

Entering the Buying Cycle

The Buying Cycle for Prospects can run from a few weeks to a few years. The earlier in the cycle they see your information, the better.

A Sherpa Marketing survey indicated that in 8 out of 10 cases, the executives selected the Provider rather than having responded to a solicitation. This signifies that your Pro-Active approaches must take a new direction to be effective.

Whereas most firms have pro-active customer building strategies that are often a combination of Traditional and Digital marketing, they now have to reflect on the needs of the new era and communicate accordingly.

Seth Godin, founder of Permission Based Marketing, has written a book about combining traditional businesses with New Media marketing called "Meatball Sundae". The title says it all.

Whether or not firms believe in Social Media, the message of Social Media is that the global culture has changed to Permission Based communications. 8 out of 10 executives would agree. The art of Social Media is developing relationships out of mutual interests and trust.

In "Fearless Competitor" Jerry Ogden says that the Buying Cycle usually starts with executives or even committees seeking information to solve a particular problem. Eventually in the process, the Buyer may start looking for a Provider.

If you are a valuable and reliable source of information and give the information freely, you are likely to be trusted.

Getting the Attention of the Buyer

When you are using systems to attract a Buyer whether you have a Product or Service the process is principally the same.

The Buyer must find you, trust the information and then trust you as a source. This can evolve into a relationship.

When we approach the Buyer directly by phone call or email we have at least three obstacles. We may not be known. We may not know if they are in a Buying Cycle for our Service. We may not understand their objectives and core principals.

Things to consider about the Timing Cycle if you are Soliciting:

- Is the right executive available,
- Is he receptive,
- Does he have the time at the moment,
- Does he need what we have to offer
- Is he the right person
- Does he have the authority
- When does he need our services or products
- What do we know about his company
- What do we know about his industry

The Timing Cycle exists regardless of whether we approach the Buyer or they seek us.

Chances are if we are calling on them, the percentages of finding a Buyer who has our Product or Service as a Priority at that moment is small. If it's on their agenda, but on the bottom, they are not going to take much time to consider our offering now.

On the other hand, when they are looking for information to solve a problem, the Problem has worked its way up their agenda. Therefore it can be so much more efficient if we are supplying information when it is actually desired.

When they contact us, they will take the time to explain what we need to know about them.

Capturing Prospects

There are several tools that can attract our first Prospect Contact.

- One of the best is, of course, an optimized Website.
- Secondly is an Informative Newsletter (even better if it is industry specific)
- Social Media Publishing which could include Blogs, Articles, P/R
- Social Media Sites such as Face Book, Twitter, My Space, Digg, Mashable, Technorati,
- Emails
- Direct Mail
- Advertising including Pay Per Click and Traditional methods

Once a Prospect enters our system, we have to meet their expectations. Failure at any point can result in the loss of that prospect. Over stepping our relationship can end the relationship early. By following the clicks of what they are responding to in Newsletters and/ or Email responders, we get an idea of what interests them.

We can keep inviting them to engage in personal contact or what ever process we like to create a customer. After a period, it is also prudent to contact them personally to see if we are on track and/or can accelerate the process.

In the information gathering stages, executives may be friendly leading us to believe it's a genuine lead. We can't be deceived into thinking we are their choice. This is just their early evaluation and elimination process.

Websites as Capture Tools

The Internet is the most efficient media for attracting the best targets. Our optimized website has focused on a niche. The people in this niche that engage with our website by asking for more information may be our ideal Prospect.

Our website has a global reach. We can, of course, tailor it to a national or local reach.

But in any case, it has the most unlimited mass exposure of any media.

If we can target a niche, provide the visitors with Free Information, and then Follow up with an Email Responder program, we have a great opportunity to convert a Prospect to a Customer.

The internet Website needs three main components to be effective:

- It has to be Search Engine Friendly, i.e., have the elements or SEO that Search Engines expect.
- The site has to have keywords that identify your business so that you can be classified and ranked in a specific high volume niche.
- The site has to be popularized with Advertising, Link Exchanges, or Social Media Publishing so that it gains the Authority for high page ranking.

These can be built in stages. Generally the first two items are completed right away and step three is built gradually.

Social Media Marketing

Social Media is a culture as much as a venue. It stands for Free Permission based exchange. Its most valuable component is that information can be passed from user to user or information can be recommended (endorsed) for other users.

The essence of Information provided is that it has to be valuable content that is interesting or useful to readers. This creates a wide swath for viable content. Two of the

most useful Social Media vehicles for businesses to provide their information is the Blog and Article writing.

They are an opportunity to provide information on what might be interesting or useful and link back to a website for the reader to get more information or learn more about the Provider.

If the Published information is key worded, it could wind up independently on the internet and create targeted traffic back to the website to read the information. The information could also be Tweeted or listed on Face Book and other sites to open the avenues of exposure.

The reason it is Social Media is that it is Permission Based, has transparency, easily transferred, and globally accessible from most any type of device.

Most practically Social Media includes Blogging, Article Writing, P/R, Emailing, Tweeting, Face Booking, Linked In, Forums, You Tubing, Flicker, and membership in a few hundred other news and social gathering online locations.

<http://newcustomerdevelopment.com> 1-800-646-0717 Mark Kaplan

Emailing

The power of emailing is that it can be:

- Very specific to target groups,
- It can be permission based, and
- It can set up a correspondence between buyers and sellers
- It can be used to get link backs to a website or generate phone calls
- It can provide non invasive information while a trusted relationship is building

Responder Emailing can also be utilized to follow up with Prospects who have requested more information from one of your Media reaches. They could register their email on your website, one of your targeted emails, or from a Social Media Publication.

Blog sites built into a main website or built separately are terrific for creating a following of fans who want to receive messages or view the information automatically using an RSS feed.

Email can continue a non invasive contact process that measures the Prospect's interest and can even cause the adjustment of the message.

Email marketing can include links to Free Reports and White Papers to provide information, develop trust, and continue creating a relationship.

Integrating Websites, Emails and Social Media

By now you can see that you could create new relationships by making information available and following up with the Prospects.

The fact that all three are providing information and inviting a Prospect to learn more about your expertise can create a trusted relationship that is easier to convert.

The challenge is to create valuable content and get it exposed.

Our Solutions

We optimize Websites, Create Newsletters, Create Email Responder Programs, provide you with a Social Media Website, Blog, and Twitter the messages to help you attract and convert prospects.

The services are customized to accomplish your objectives.

There are no contracts and you can choose in or choose out at anytime.

Fees are monthly so there is little initial expense and the services can be provided as long as you are experiencing benefits.

We can provide a proposal custom fit for your objectives. Service is personal so you are not placed in a factory and considered just another number. It makes sense that the content and service is custom to your needs.

Mark Kaplan

Mark@NewCustomerDevelopment.com

1-800-646-0717

Also see our Social Media Sites

<http://NewCustomerDevelopment.com>

<http://EliteWebsiteSeo.com>

<http://FreightShippingSeo.com>

<http://NaturalFoodWebsiteSeo.com>

<http://InspirationIsFreedom.com>