

*Creative, Practical & Authentic*

### **Do It For Me Marketing: Marketing generates interest and brand awareness.**

**Following up generates discussion. Together they generate business success.**

Since 2013, Bold! has worked with a multi-disciplinary organisation that offers financial planning, accounting and business advice, legal services and property advocacy for a prominent industry sector consisting of highly paid, high net worth professionals, executives and business owners.

We have developed and delivered a simple yet comprehensive and effective marketing communication program throughout that time.

#### **Our Do It For Me Approach**

The program we devised comprised preparing: a memorable visual brand and a consistent brand promise; a dynamic website that is constantly updated with relevant and worthwhile information; and a marketing communication program that includes email marketing and social media. We constantly feed the latter by writing bespoke articles and preparing free resources that are regularly sent to an ever-growing database of prospective clients and centres of influence.

#### **EDM – Email Direct Marketing**

Email contact with this database is consistent and regular, and marketing performance reports indicate strong engagement and low unsubscribe rates.

This allows us to safely assume that the marketing communication materials are relevant, worthwhile and judging by our client's success to date, valued by the recipients.

In the early days, the business owner himself would pick up the telephone to make a call or send an additional personal email to individuals who showed up on email marketing reports.

#### **Following Up**

Occasionally the reply was 'no thanks', but mostly the tone of the response was 'thanks for taking the time to contact me and letting me know how you can help'.

Even if the recipient of the follow-up call wasn't yet ready to act, the door had been opened for further communication and more often than not the prospect converted to a client.

It wasn't easy for the business owner to find the time to follow up by phone or email, but he understood that maximising his return on his email marketing investment depended on it – he decided he would make it happen.

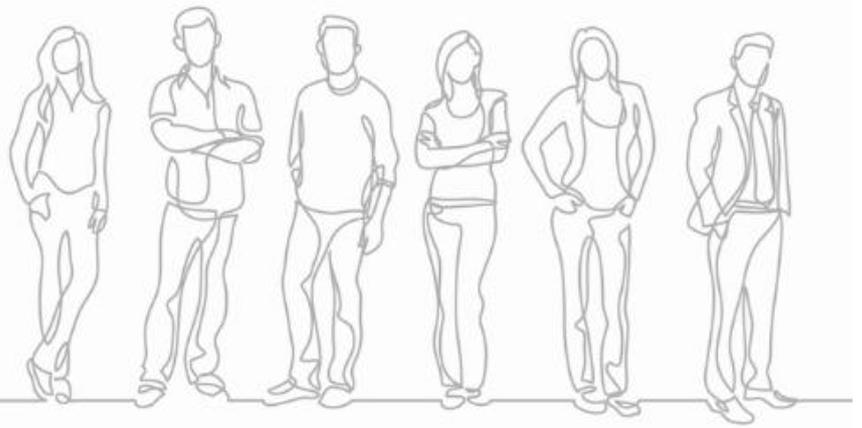
#### **Making it Happen**

Not surprisingly, *Make it Happen* has become this client's personal mantra and business tag line.

To ensure he attended to following up, each week our client formally booked time slots in his diary dedicated to this important task.

He'll tell you that in the early stages of marketing and following up, things were quiet, but over time as we continued to work with him, providing support and continuing to develop relevant and valuable marketing communication messages and helpful free resources, additional business began to come in.

He says the step change was noticeable 12 months into the marketing program. What was a trickle at first has continued to gain momentum to the point that regular email distributions now enjoy responses within an hour (sometimes within minutes).



Our client's business has grown and that growth has brought additional team members including assistants who are now responsible for the follow-up on his behalf – making calls, sending emails with offers of help and providing additional helpful

resources, and of course, coordinating the meetings that are the first step for converting prospects to new clients. Importantly, it's not an avalanche of enquiry, rather it's a regular presentation of new 'ideal' clients who are ready to do business.

#### **This is what our client says:**

**13<sup>th</sup> Oct:** *Our audience is growing daily and the results speak for themselves in that we continue to get referrals from our email campaigns, any downloads from the website as well as posts on LinkedIn. We now see at least **one quality referral within 2 hours of an email campaign going out and at least one contact per week from a prospect. Sometimes it can be as high as three contacts.** This is over and above the cross referral of existing clients. This is exactly what our dream was and we want to thank everyone for making it happen.*

**25<sup>th</sup> Oct:** *"Name withheld" called today – he's received emails recently but hasn't looked at them properly until now. He would like to have a chat about legal services for his business, in particular about the email sent 12/9/18...*

**15<sup>th</sup> Nov:** *Email went out ... **got 3 new prospects!!!** Need I say any more. Thank you thank you!*

**14<sup>th</sup> Dec:** *You'll love this! ... our latest prospective client **opened the email at 10:02am, clicked through to the financial planning page at 10:03am and we had the contact form (requesting an appointment) in by 10:10am!** How beautiful is that!*

Our client has always been motivated by the fact that he knows he can make a significant difference in people's lives, once he has the chance to talk to them.

Following up for him is simply about making contact and offering to help. While some didn't want help at that time, others really appreciated the offer and have become loyal clients for life.

#### **The point is this:**

Marketing creates awareness, and following up causes clients who need your advice, services and help to follow through.

For our client, marketing - particularly email marketing - together with following up continues to generate business success while helping his clients to be successful personally and professionally.