

B U S I N E S S FREEDOM 365

Month Nine, Week Four:
Inceptive Campaign
Deployment

Topic

The Internet and SAS

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Sales and marketing should not be the great mystery of entrepreneurship. That's why this week we're going to talk a little more about your inceptive campaign deployment, and specifically, the internet and *sales and automation systems*.

INTERNET

You use the internet by creating value.



The 9 Dogs and a Monkey School of Marketing:

- Your marketing should be at the ratio of 9 Dogs and a Monkey.
- 8 of those dogs are golden retrievers.
 - » The golden retrievers represent posts on social media that add value, where you are giving people your best stuff.
- 1 of those dogs is a bull terrier.
 - » The bull terrier is the moment when you are trying to close some type of a sale, or a call to action.
 - » This should be about 10% too.
 - » It should try and hook somebody into engagement.
- And you have a cute monkey.
 - » The monkey is the cute social media post and is the stuff that might go viral.
 - » Aim to have this sort of stuff as about 10% of your posts.
 - » Maybe a cute picture of a kitten, you with a celebrity, etc.
- E.g., the picture that Eric took with Robin Williams.

THE KEY TO ALL OF THIS IS: Your social media should be designed to create value for people.

When you create value for people...

- You look at your whole inceptive campaign...
- You know who your ideal target market is...
- You have done some psychological evaluation of them...
- You developed an engagement pitch...
- You can use the engagement pitch in short-form media...
 - » E.g., Instagram or Twitter
- You put the engagement pitch on there, and you then ask them to click to find out more.
 - » People have become jaded about being asked to click, so make sure that every click provides value.
 - » If you have a powerful engagement pitch, you can simply post a link to a sales page and try and close the deal on them.
 - » But...YOU NEED TO DELIVER ON THE PROCESS IN THE ENGAGEMENT PITCH.
- OR, in longer-form media (e.g., LinkedIn or Facebook) you could use the engagement pitch as the title, write an article or longer post that is educational, builds credibility and authority, and makes them take action, then you can give them a CTA after the fact.

*KEY: YOU MAKE A COMMITMENT TO DELIVER SOMETHING VALUABLE TO THEM,
AND THEN YOU DELIVER ON IT.*

Internet:

- **Targeted**
 - » Advertise to exactly who you want to advertise to
 - » Get them to engage with exactly what you want them to engage with
- **Automatic**
 - » You can have a lot of it in an automated form
 - » There are a WHOLE lot of ways that you can automate your sales cycles

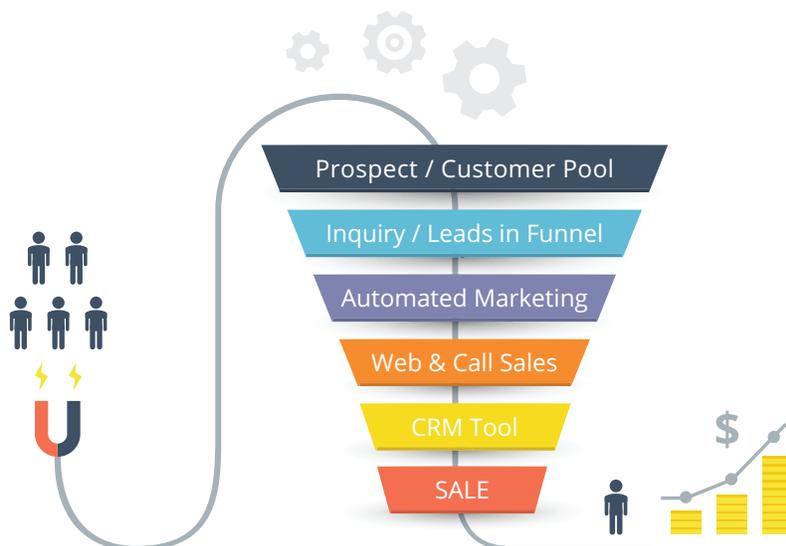
How it works:

- Get a traffic source
- Get people interacting with your media in some way
- Make the barrier to entry as low as possible
- They come to a page where an offer is being made to them
- At that point they opt-in to learn more, or opt-in to get something for free

Once you do that, they are now in your database, and you have the ability to communicate with them automatically.

It is very important that when you're writing to them, THEY FEEL like you're writing to them.

- Think about people: your audience, your clients, your prospects, really get them in your head before you write.
- Write the letter the way you would write if you were only writing to one person. Write to them like it is really personal.



If you are interested in learning more about sales funnels you can go to:
www.businessfreedomsystems.com/meeting

Request a consultation with one of our people there and they will walk you through what an automated funnel will look like in your business and how your incentive campaign can be deployed.

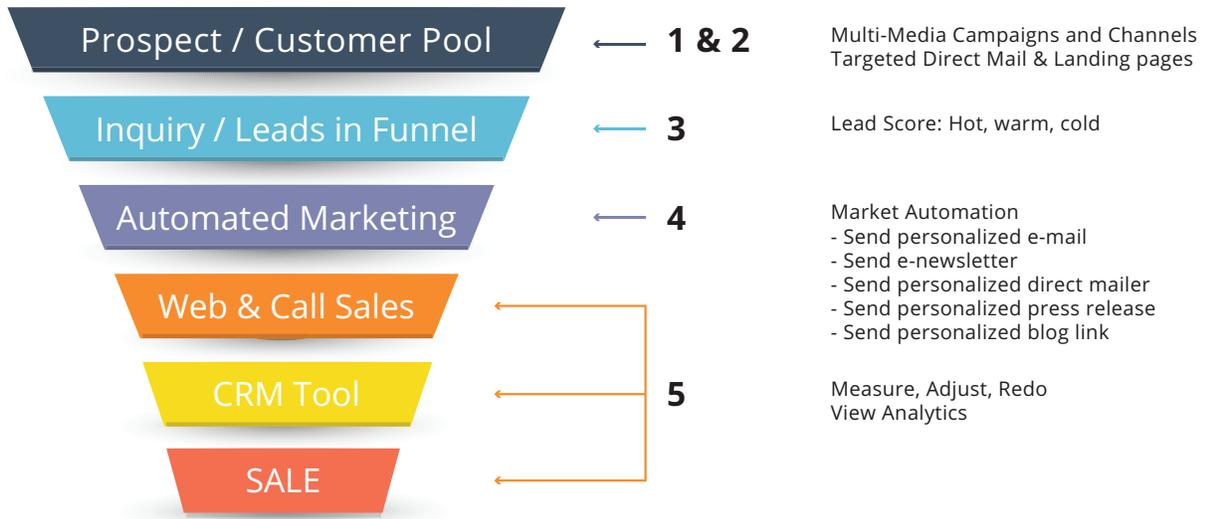
Homework

PART 1

Create a social media calendar where you can track social media posts, and also track the ratio of your posts (i.e., 9 Dogs and a Monkey).

PART 2

We've given you a template for what a sales automation funnel would look like. Go through it and take note of what the assets are. Don't worry if you don't know the technology, and imagine you can automate each stage. All you have to do right now is fill in the boxes.



- 1. Multi-Media Campaigns and Channels
- 2. Targeted Direct Mail & Landing pages

- 3. Lead Score: Hot, warm, cold

- 4. Market Automation

- 5. Measure, Adjust, Redo & View Analytics
