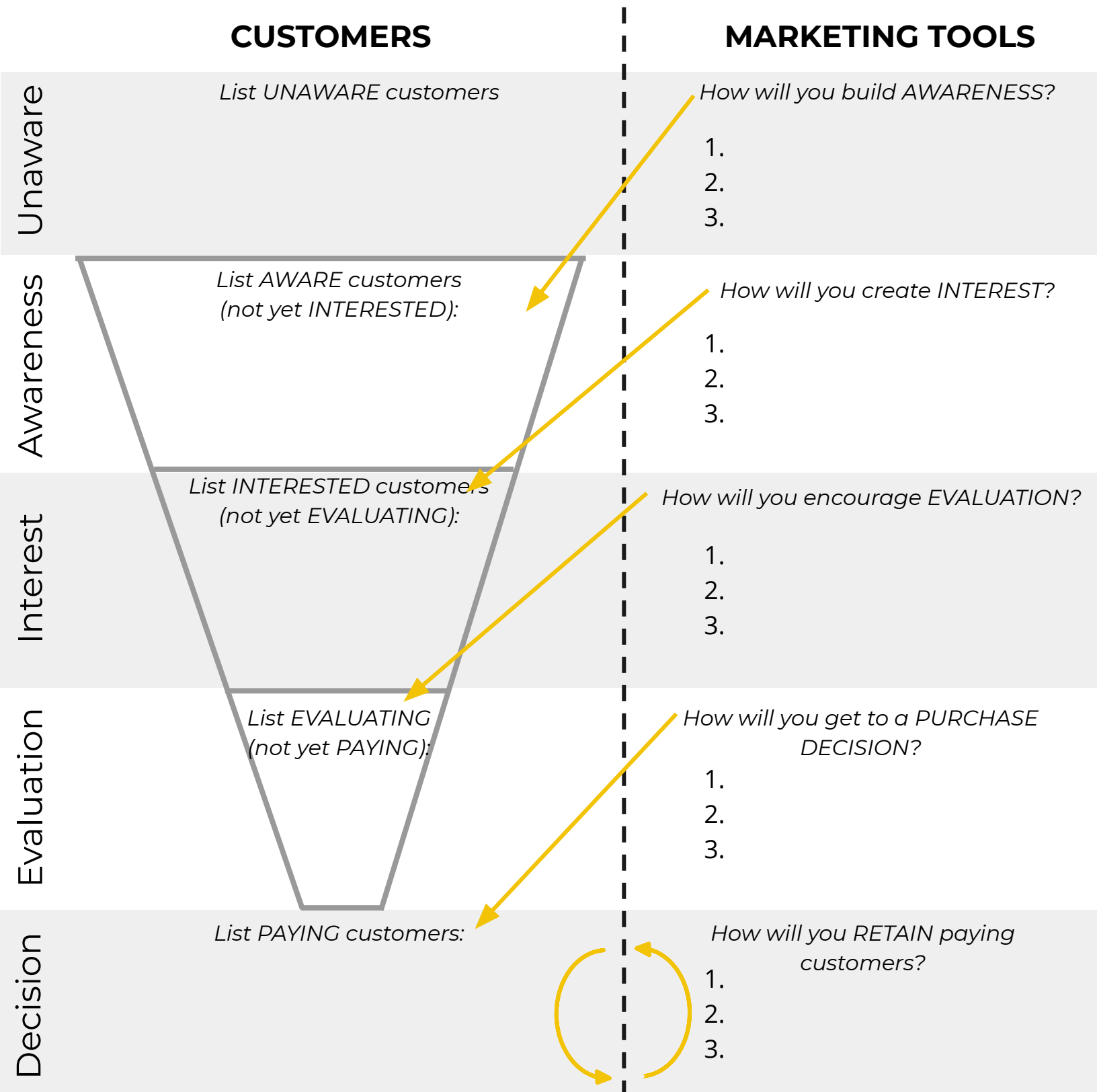
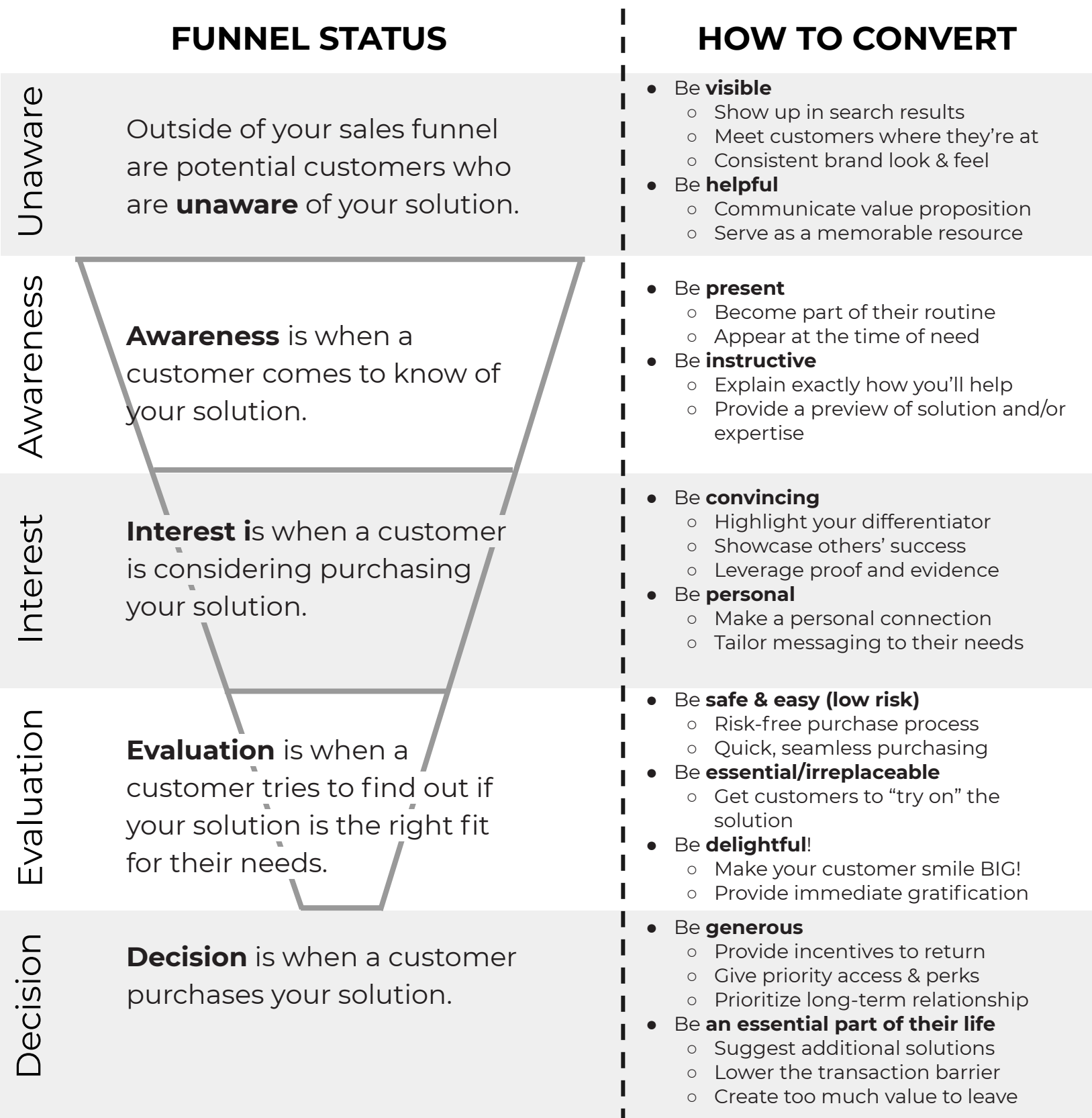


SELL: GET CUSTOMERS AND CLOSE SALES



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AWARENESS: Suggested Marketing Tools

Tool or Technique	Resources
Create a brand identity	<ul style="list-style-type: none"> ❑ Canva: free graphic design tool ❑ Unsplash: free high res photos ❑ 3-Hour Brand Sprint: self-guided branding workshop
Company website	<ul style="list-style-type: none"> ❑ Weebly: free website builder ❑ Wix: free website builder ❑ Shopify: e-commerce store free trial ❑ Google Analytics: track site visits ❑ heatmap.com: free site analyzer
Social media presence	<ul style="list-style-type: none"> ❑ Hootsuite: social media scheduler ❑ Buffer: social media scheduler ❑ CoSchedule's Headline Analyzer ❑ Bit.ly: free link tracker
Show up in search results by creating searchable content that leverages popular keywords	<ul style="list-style-type: none"> ❑ Wordstream's Keyword Analyzer ❑ Keyword Tool for Google Search ❑ How to Leverage Blogs for Search
Make guest appearances on other brands' blogs and podcasts; be quoted or featured in press releases	<ul style="list-style-type: none"> ❑ HelpAReporter: get quoted in press ❑ How to Get Featured advice article ❑ Anchor.fm: free podcasting tool ❑ Guide for Writing a Good Blog Post

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INTEREST: Suggested Marketing Tools

Tool or Technique	Resources
Send email marketing like regular newsletters or promotional emails to a targeted list	<ul style="list-style-type: none"> ❑ MailChimp: build/send free emails ❑ Hubspot: build/send free emails ❑ Hubspot CRM: customer relationship manager for organizing ❑ MailMerge: easily send and track personalized email through Gmail
Create free, useful content like tools or resources that your target market will enjoy	<ul style="list-style-type: none"> ❑ Visual.ly: free infographic creator ❑ CoSchedule: free content planner with lots of helpful, free blog posts ❑ YouTube: upload & share free videos ❑ BuzzSumo: free content analytics
Lead webinars to showcase your expertise and solution in action	<ul style="list-style-type: none"> ❑ YouTube Live Stream: free streaming ❑ SplashThat: free event registration
Create short a explainer video for your website, social media account, or email campaign	<ul style="list-style-type: none"> ❑ Powtoon: explainer video creator tool with free trial ❑ Renderforest: free video creator
Share customer case studies and success stories that prove your solution works	<ul style="list-style-type: none"> ❑ Guide for Creating Case Studies ❑ 25 Case Study Examples ❑ Free Case Study Template

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EVALUATION: Suggested Marketing Tools	
Tool or Technique	Resources
Competitive comparisons	<ul style="list-style-type: none"> Competitive comparison examples Free class: Competitive Advantage
Testimonials and reviews	<ul style="list-style-type: none"> Yelp: free online review platform The Brand Grader: free online reputation assessment How to Get More Customer Reviews Testimonial Request Template
Demonstrations	<ul style="list-style-type: none"> Google Hangouts: free video conferencing with screen sharing Quicktime: free video recording + screen recording capabilities Google Slides: free presentation software with template designs FilmoraGo: free video editing app
Scheduling 1:1 conversations	<ul style="list-style-type: none"> Calendly: free appointment scheduler Use WhatsApp for Conference Calls up to 8 people Google Calendar: free calendar tool with integrated video calling

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DECISION: Suggested Marketing Tools	
Tool or Technique	Resources
A good eCommerce experience	<ul style="list-style-type: none"> ❑ List of Free eCommerce Builders ❑ WooCommerce: free eCommerce add-on for Wordpress sites ❑ drip.com: follow up with customers who are close to a purchase decision, free trial ❑ Responsinator: test the appearance of your store on different devices ❑ Conversific: free analytics tool for Shopify that optimizes conversion
Free trial or guarantee	<ul style="list-style-type: none"> ❑ Free Trial & Freemium Pricing Considerations from databox.com ❑ 7 Types of Satisfaction Guarantees ❑ Free Trial Strategy from optinmonster
Promotional code or discount	<ul style="list-style-type: none"> ❑ Promotion Code Basics from bigcommerce ❑ eCommerce Promotion Strategy from CoreDNA
A quick and easy delivery method for your solution (keep in mind shipping cost and estimated arrival)	<ul style="list-style-type: none"> ❑ AfterShip: free delivery estimates & updates ❑ OpenBoxes: free shipping platform ❑ Freightos: free shipping calculator

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RETENTION: Suggested Marketing Tools	
Tool or Technique	Resources
Outstanding customer service	<ul style="list-style-type: none"> ❑ ZenDesk: free online ticketing system ❑ Pure Chat: live chat, free version ❑ 50 Customer Service Email Templates from Hubspot
Collect customer feedback	<ul style="list-style-type: none"> ❑ SurveyMonkey: free survey tool ❑ Google Forms: free feedback forms ❑ Yelp: free online review platform
Loyalty programs and discounts	<ul style="list-style-type: none"> ❑ How to Create a Loyalty Program ❑ Square Loyalty Program: free trial ❑ Venngage Free Coupon Maker ❑ How to Use Discounts & Sales
Upsell customers into “bundles” of multiple products; share trials of new solutions that they might like	<ul style="list-style-type: none"> ❑ How to Use Product Bundling from BoldCommerce ❑ Pixlr: free product photo editing tool ❑ Personalized Recommendations: free plug-in for Shopify platform
Create customer accounts or profiles to make shopping easier	<ul style="list-style-type: none"> ❑ Customer Accounts vs Guest Check-Out: from bigcommerce ❑ SnipCart: inexpensive shopping cart for any site with customer accounts

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Next Steps, Part 1 Establish at least one marketing tool for each stage of your sales funnel (from page 1) and **start using it with customers.**

Start with free tools (pages 3-7) and get them to a **usable point** (not a perfect point).

AWARENESS tool you will use:

- Cost:
- Date it will be usable:

INTEREST tool you will use:

- Cost:
- Date it will be usable:

EVALUATION tool you will use:

- Cost:
- Date it will be usable:

DECISION tool you will use:

- Cost:
- Date it will be usable:

RETENTION tool you will use:

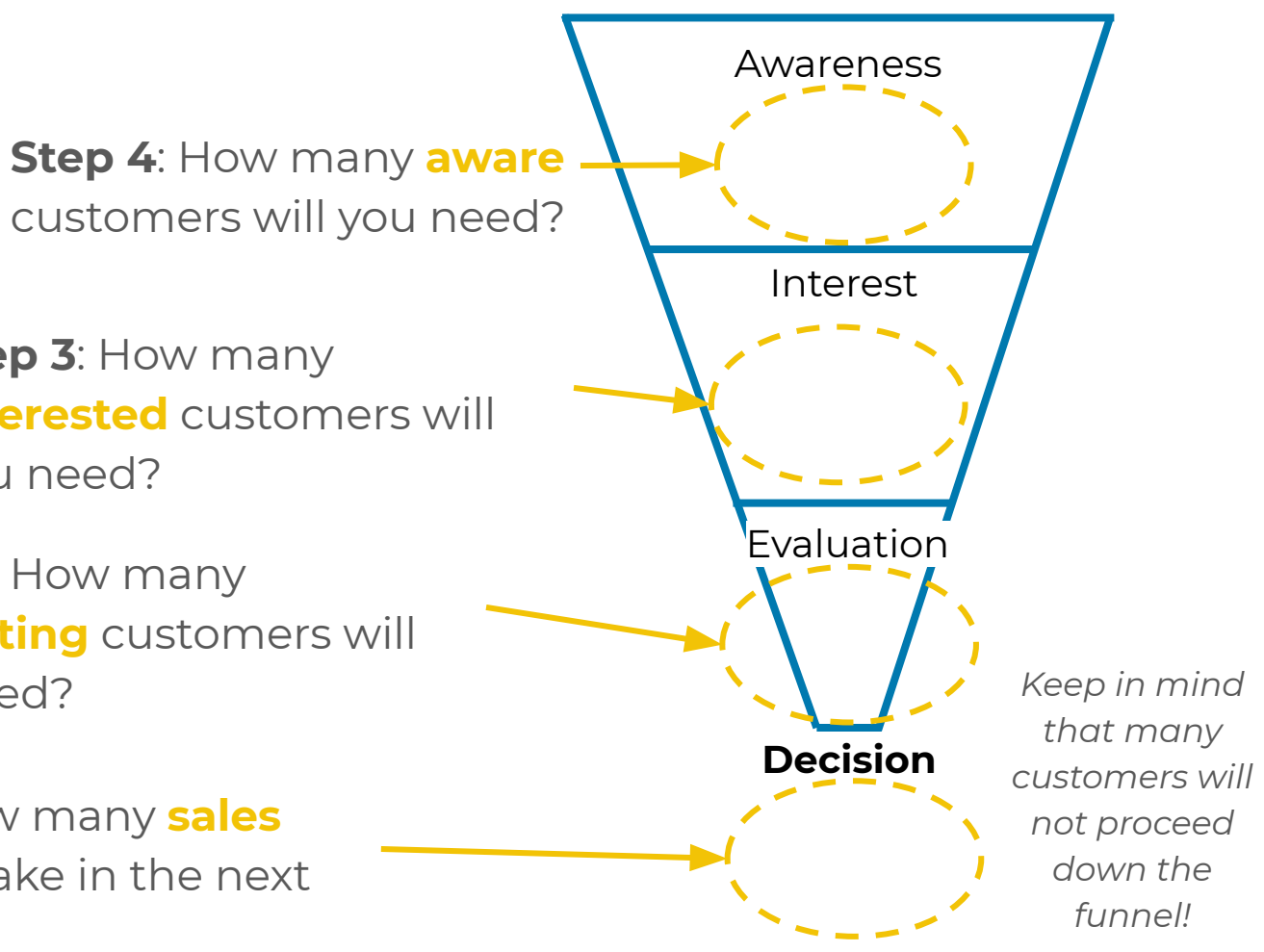
- Cost:
- Date it will be usable:

SELL: GET CUSTOMERS AND CLOSE SALES

Next Steps, Part 2 Create a 12 month sales goal

by identifying the number of sales you want to make in the next year.

Starting at the bottom of your funnel, work backwards to **hypothesize the number of customers you will need in each section of the funnel** to reach your final sales goal.



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Next Steps, Part 3 Create a funnel conversion tracker to measure the conversion rate for each marketing tool and at each stage of the funnel.

*For example: a tea shop that has **50** followers on social media (**aware**) were able to convert **80%** of their followers, **40** people, to opt-in to their monthly newsletter (**interest**). In the last newsletter, **50%** of recipients, **20** people, clicked a promotional link to visit their online tea store (**evaluation**). Then, **25%** of those who clicked the promotion, **5** people, made a purchase **decision** and bought the tea. **Of the 50 people who were initially aware, 5 people eventually purchased.***

STAGE	DATA	EXAMPLE	WEEK 1	WEEK 2	WEEK 3
Awareness	# of Aware	50			
Interest	% Conversion of Aware to Interested	80%			
	# of Interested	40			
Evaluation	% Conversion of Interested to Evaluating	50%			
	# of Evaluating	20			
Decision	% Conversion of Evaluating to Paid	25%			
	# of Paid	5			