



Database Communication Strategies For Increasing Customer Value

The Methods

Advanced CRM strategies

Consistent contact growth

Landing page improvements

A free tech tool example





2 Key Things **Before We Start**

Who Am I?

Coach
Marketing Manager
Automation Expert





Advanced CRM Strategies

Advanced CRM Strategies

Customer Feedback Strategies
Audience Segmentation
Lead Scoring
Automation Sequences
Use of Reporting Dashboards



Customer Feedback

Annual Surveys

Net Promoter Score

Customer Effort Score

Customer Satisfaction

Product Development Survey



Audience Segmentation

Survey Results
Demographic
Purchase Cycle
Purchase History
Product Service / Usage
Website Activity



Lead Scoring

Sales funnel engagement
Need for product / service
Client persona / demographic
B2B
Digital engagement



Automation Sequences

Contact requests
Lead capture & assignments
Sales pipeline movement
TOMA content marketing
Client onboarding



Reporting Dashboards

Sales funnel steps

Marketing results

Cash flow / revenue

Digital engagement

The Brown M&M's Approach



Reporting Dashboard

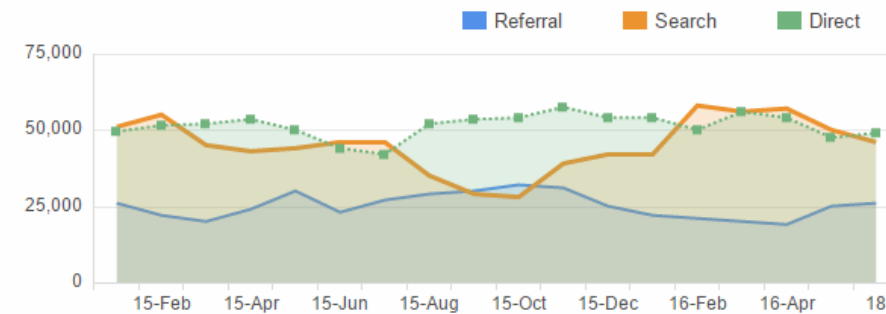
Marketing Performance

Klipfolio

Lead Funnel

	Web Visits	164,283	
	Captured Lead	7,532	4.6%
	Qualified Lead	4,632	61.5%
	Sales Accepted	4,042	87.3%
	Opportunity	1,832	45.3%
	Win	262	14.3%

Traffic Sources

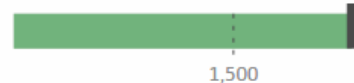


Leads This Month

Leads (Today)
77



Leads (This Mon...)
2,310



Web Users (This ...)
155,446



Key Metrics

\$775.5K

... total revenue MTD, compared to \$1,095.0K last month

\$14.17

... avg revenue per lead, compared to \$15.00 last month

Connected

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Contact Growth

Re-engagement Content Marketing
New Lead Magnets / Small Ticket Offers
Enable Affiliates
Cross Promote / Joint Venture
Paid Survey Responses





Improve Your Landing Pages

Improve Your Landing Pages

Improve Your Offer

Speed Up Loading Times

Revise The Amount of Sales Copy

Match The Intent to Audience

Improve The Design

Eliminate Extra Steps

Use Complementary Video

Develop an AB Testing Plan

Add Social Proof / Trust Elements

Match Page to Lead Source Experience



Improve Your Offer

Competitive comparison
Pricing
Value
Duration / Membership



Improve Your Load Times

Loading test tool ([Gtmetrix.com](https://gtmetrix.com))

Media

Text

Code

Ideally under 1 second



Improve Your Sales Copy

Too Little Information
Too Much Information
Call(s) to Action
Persuasion Tactics (Cialdini)



Improve Your User Experience

One page for each audience
The core value proposition
Security concerns
Cut out the gimmicks



Improve Your Design

The screenshot shows the Daz 3D website homepage. At the top, there is a navigation bar with the Daz 3D logo and links for SHOP, TECHNOLOGY, GALLERIES, FORUMS, and HELP. A search bar and a shopping cart icon are also present. Below the navigation bar, there is a horizontal menu with categories: 3D Models and Assets, People and Wearables, Animals and Creatures, Places and Things, Animation and Poses, Resources and Add-ons, and Vendor.

The main content area features three large promotional banners:

- Mega Pack 5:** Promoting a discount of up to 50% off. A red button says "SEE WHAT'S IN MEGA PACK 5".
- PC Anniversary Bundle 5:** Offered for \$12.95 for PC+ members, with an extra 30% off on new releases. A red button says "GET YOURS NOW".
- Choose Your Free Item:** A limited-time offer with a red button that says "CLICK HERE FOR DETAILS".

Below these banners is a "What's Hot" section with a "SHOW MORE" button. It displays a row of product cards, each with a green "SALE" tag and a price:

Product Name	Price
N.G.S. Anagressal	
113 Yoga Studio 04	
Sporty Ponytail H4	
Heart Throb Hair 0	30% \$11.87
Load Urchin Hallow	30% \$33.37
Hunt or Be Hunted	\$29.95
Michi HD for Vicky	30% \$13.97
Lich Lucille Bundle	30% \$71.37
Leo 7	\$44.95

The URL www.daz3d.com/hunt-or-be-hunted-bundle is visible at the bottom left of the "What's Hot" section.



Improve Your Design

ONLINE MEETINGS MADE EASY

20% OFF
Our Annual Plans
BUY NOW AND SAVE!

Millions of businesses rely on GoToMeeting.

GoToMeeting lets your best work shine through.

First Name	Last Name
meeting@invesp.com	
.....	

Start My Free 14-Day Trial

No credit card needed.

By CLICKING "Start My Free 14-Day Trial" you agree to the [Terms of Use](#) and [Privacy Policy](#).

- or -

Buy Now and Save 20%



Improve Your Design

WordStream's Analysis*
Average Rate =>

www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate



Improve Your Design

WordStream's Analysis*
Average Rate => 2.35%
Top 25% =>

www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate



Improve Your Design

WordStream's Analysis*
Average Rate => 2.35%
Top 25% => 5.31%
Top 10% =>

www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate



Improve Your Design

WordStream's Analysis*

Average Rate => 2.35%

Top 25% => 5.31%

Top 10% => 11.45%

Top 1% =>

www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate



Improve Your Design

WordStream's Analysis*
Average Rate => 2.35%
Top 25% => 5.31%
Top 10% => 11.45%
Top 1% => 30%+

www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate



Improve Your Process

Keep everything on 1 page
Minimize form fields (4-7)



Improve Your Video Usage

Watching vs working
Ideal length
Complement your intent



Improve Your Testing Plan

Call-to-action text

Offer text

Page headline

Web form copy

Background color

Image and other visuals



Improve Your Social Proof

The screenshot shows the website for Integrated Wealth Systems. At the top, there is a navigation bar with links for 'CALENDAR', 'JUST MET LORAI', 'MARKETPLACE', 'PODCAST', 'PRODUCTS', and 'PROGRAMS'. A 'CALL US (775) 588-9200' button and an 'ACADEMY' dropdown menu are also visible. The main content area features a large portrait of Lorai Langemeier, a smiling woman with blonde hair wearing a teal blazer. To the left of her portrait, the text reads: 'HOW TO ACT, THINK & MAKE MONEY THE WAY THE WEALTHY DO. Take The Financial Gap Analysis™ To Discover Your #1 Wealth Trap (And How to Fix It)'. Below this text is a red button that says 'TAKE THE QUIZ'. At the bottom of the main content area, there are five social media statistics: 461394 SUBSCRIBERS (with an envelope icon), 113673 FACEBOOK FANS (with a Facebook 'f' icon), 22732 FOLLOWERS (with a Twitter bird icon), 14043 MEMBERS (with a person icon), and 5334 BIG TABLE COMMUNITY (with a speech bubble icon). Below the statistics is a section titled 'AS FEATURED IN' with logos for 'THE VIEW', 'Forbes', 'FOX BUSINESS', 'CNBC', 'Dr. Phil', and 'Sofia'. A red arrow points to the 'TAKE THE QUIZ' button, and another red arrow points to the 'ACADEMY' dropdown menu. A third red arrow points to the 'AS FEATURED IN' section. A fourth red arrow points to the 'Sofia' logo. A small rocket logo with 'CP' is in the bottom right corner.

CALL US (775) 588-9200 ACADEMY

CALENDAR JUST MET LORAI MARKETPLACE PODCAST PRODUCTS PROGRAMS

HOW TO ACT, THINK & MAKE MONEY THE WAY THE WEALTHY DO.
Take The Financial Gap Analysis™ To Discover Your #1 Wealth Trap (And How to Fix It)

TAKE THE QUIZ

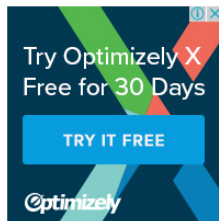
Lorai Langemeier
Bestselling Author, Speaker, Millionaire Maker & Mentor

461394 SUBSCRIBERS 113673 FACEBOOK FANS 22732 FOLLOWERS 14043 MEMBERS 5334 BIG TABLE COMMUNITY

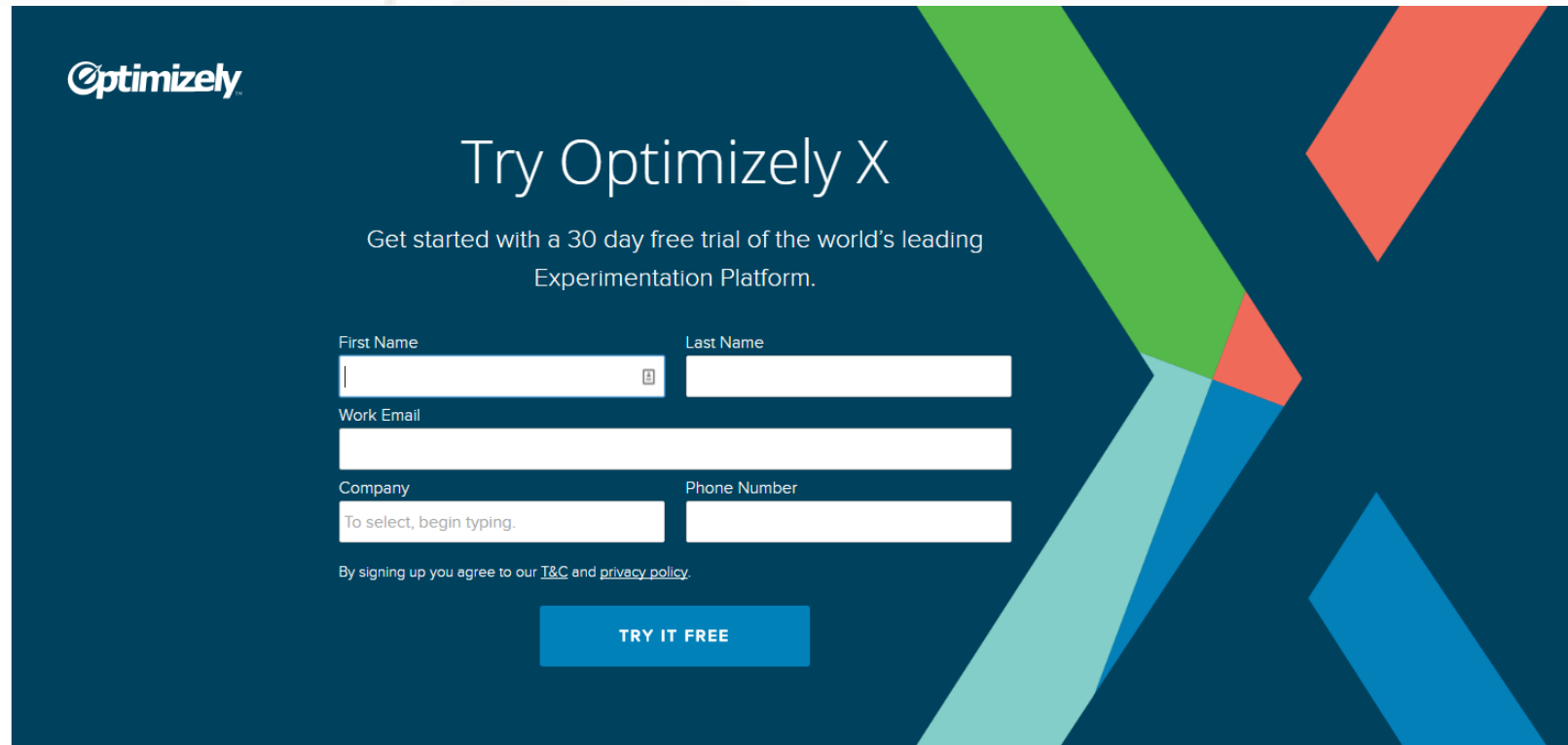
AS FEATURED IN THE VIEW Forbes FOX BUSINESS CNBC Dr. Phil Sofia



Improve Your Ad Scent



RE-TARGETING AD



LANDING PAGE



Improve Your Landing Pages

Improve Your Offer

Speed Up Loading Times

Revise The Amount of Sales Copy

Match The Intent to Audience

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Match Page to Lead Source Experience





A (mostly) Free Tech Stack

Free (or almost free) Software

WordPress (via Bluehost)

Mailchimp

YouCanBook.me

Hootsuite

Google Analytics



Let's Connect

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Get my Automation eBook by
visiting my website:

<https://copypaste.marketing>

