

# Turning Fans & Followers Into Customers



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FANS &amp; FOLLOWERS TO CUSTOMERS

## How Do You Turn Followers Into Customers?

- Quantity = vanity
- Quality = business
- Need your audience to be engaged with your brand
- Need to build a relationship with them
- Generate leads through social media
- Convert leads in to business
- Create meeting opportunities
- Sell online



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## Coming Up on This Course...

- Engaging content
- Building relationships
- Generating leads
- Integrating other marketing
- Selling via offers
- Generating meetings
- Selling online



Engaging Content  
 Next!!!!  
 UP Module 2



# Engaging Content

## Module 2



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Why is your content so important?

- Stand out
- Build relationships
- Promote your offers
- Capture leads
- Reach new people



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# What content should you share?

- Focus on your target audience
- What do they want to hear?
- Share knowledge
- Add value
- Ask questions to encourage conversation
- Use different media
  - Images
  - Video
  - Live video



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Building  
Relationships  
UP Next!!!  
Module 3



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# Building Relationships

## Module 3



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Why is it important to build a relationship?

- We buy from people/brands we like
- The stronger the relationship, the more likely to buy
- The more likely to buy again
- The more likely to refer to others



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## How can you build a relationship?

- Deliver the content they want
- Open up to conversation
- Reward them:
  - Competitions
  - Gratitude
- Respond to their updates
- Go live
- Go behind the scenes
- Be you



Generating Leads.  
 Next!!!!  
 UP Module 4



# Generating Leads

## Module 4



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How can you turn followers in to leads?

- Capture details
- E.g. email address
- Integrate with email marketing provider
- E.g. Mailchimp
- Share 'free stuff' in return for lead



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## What is your lead capture?

- Report/whitepaper
- Presentation
- Video
- Ebook
- Webinar
- Sample
- Voucher
- Competition entry



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## How can you capture?

- Webform
- Side bar
- Web page
- Squeeze page
- End of blog post



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# Integrating Marketing.

UP Next!!!

## Module 5



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Module 5

# Integrating Marketing

## Module 5



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Module 5

## Email marketing campaigns

- Don't let them forget you
- Send knowledge/value emails
- Autoresponder campaigns
- Include social links
- Get them to get involved on social
  - Use hashtag
  - Enter competition



Selling via Next offers.  
 UP Next!!!!  
 Module 6



# Selling Via Offers

## Module 6



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## Why share offers?

- Your opportunity to sell
- Give a reason to make first purchase
- Capitalise on relationships



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## What should your offer include?

- Compelling
- Add value
- Deadlined
- Countdown to deadline



Generating  
Meetings  
UP Next!!!  
Module 7



# Generating Meetings

## Module 7



## Highlight targets

- Who do you want meetings with?
- Work on nurturing around 50 relationships at a time
- Add to Twitter lists
- Tag on LinkedIn



## How to arrange a meeting

- Build relationship first
- Respond to updates
- Send LinkedIn messages of value
- Arrange when relationship established
- Usually minimum 3 weeks
- Don't mention selling
- A 'meet up'



Selling Next!!!!  
 UP Online  
 Module 8



# Selling online

## Module 8



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How can you increase online sales?

- Capture leads
- Give value
- Build relationship
- Sell sparingly
- 80% value, 20% selling
- Use offers
- Add imagery
- Facebook remarketing



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Summary  
UP Next!!!!



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FANS & FOLLOWERS TO CUSTOMERS

Summary



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## Summary...

- Share engaging content
- Build relationships
- Generate leads
- Integrate with other marketing
- Sell via offers
- Generate meetings
- Sell online



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GOOD  
LUCK!!!



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