



Explore Your Inner Geek: Automated Steps that Boost Lead Generation



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Consultant



Trainer



Author

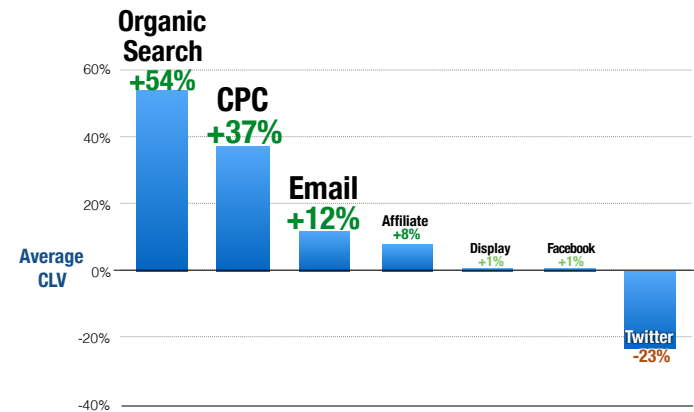


**Email
Return of
\$43
for \$1 spent**



Source: Direct Marketing Association

Customer Lifetime Value



Source: Custoria

It requires

6-8 contacts
to generate a **viable** lead.

Source: Salesforce.com

The Best Email List?



Yours.

Build Your List

Your Own Marketing

- Contact Information
- Lead Forms
- Offers
- Downloads
- Blog subscription
- Phone Inquiries

The screenshot shows a website with a blue header. A lightbox pop-up is displayed in the center, titled "Become an Expert Traveler". It offers a free PDF of "The Long-Term Traveler's Guide" in exchange for an email address. The background of the website shows a blog post titled "Increasing Our Travel Blog Subscriber Base with Opt-In Monster".

Lightbox Pop-Up

Usually shown to non-subscribers at intervals, many sites have claimed **75-80%** increases in subscriptions



Pittsburgh's Most Colorful Spot - Pandvland in the North Side

Stay Up-to-Date With The Best of Pittsburgh!
Join our monthly newsletter to never miss an update!

Enter your email address here

Sign Up

Follow Us! [Facebook] [Twitter] [Instagram] [YouTube]

Once you enter, a world of incredible art and whimsy is yours to explore.

10% increase in Subscriptions!



Value Proposition

What's in it for me?




Boots n All

HOME • RTW GUIDE • PLANNING YOUR ROUND THE WORLD TRIP

Planning Your Round the World Trip

Planning a RTW (round the world) trip is a time consuming process, and for the first time RTW traveler, it can seem overwhelming. But if you follow Boots n All's **7 Steps to Planning a RTW Trip**, you can set your worries aside and be well on your way to setting off on that trip of a lifetime. Each step has multiple articles to help get you on the road!

Your Guide for Starting That Trip Around the World

Free E-learning Courses

ENROLL NOW

Start Your RTW Journey
get an instant RTW ticket quote

Your RTW Planning Guide

- RTW Inspiration
- RTW Planning FAQ's
- RTW Planning Guide
- RTW Booking Tools
- On the Road
- After your RTW Trip
- RTW Travel Tips
- RTW Newsletter

Like what you see here?

Sign-up for our RTW Newsletter.
Get updates and stay inspired.

YOUR BEST EMAIL:

Subscribe for free

Step 1 - Your Why and Where To Begin

Once you finally take that leap and make the decision to travel long-term, panic often sets in.

Which has Value?

Subscribe for Updates

FREE PDF Travel Guide

Join Monthly Newsletter

Traveler Top 10 Experiences

Subscribe

Join our Frequent Traveller Club!

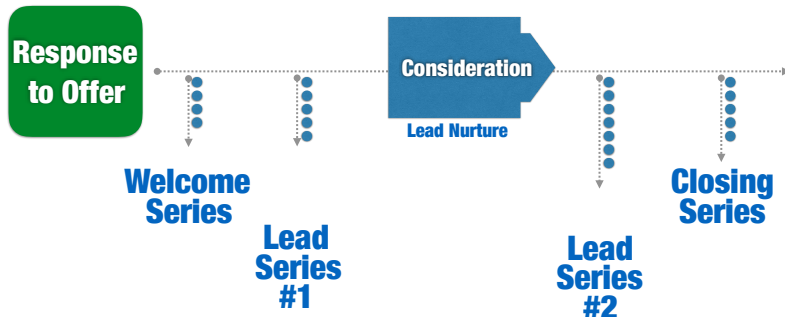
1

Explode Your Engagement

by Automating Simple, Repetitive Messages



Marketing Automation Drip Campaign

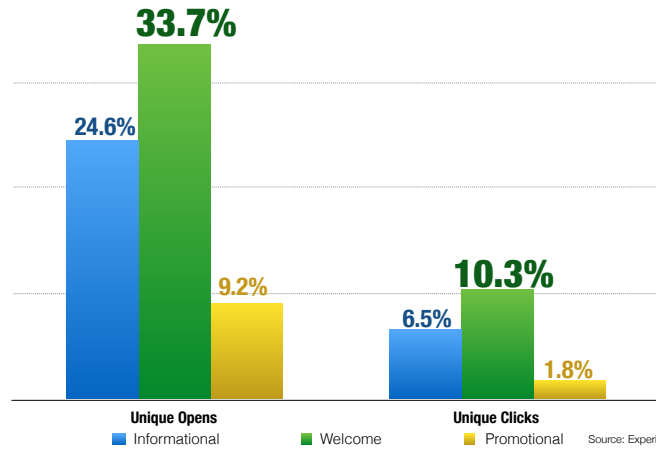


Welcome Series



- Familiarize the subscriber with your emails
- Drive immediate response
- Keep new customers engaged longer

Welcome Series: higher engagement



MISTOBOX

AMAZING COFFEE MADE EASY

Hi there,

Congratulations you're officially a member of the [Mistobox](#) crew, which means you're a serious lover of coffee. We like that about you. Keep it up, and we'll be here to have your back by supplying you with delicious hand-roasted coffees from around the world. Here's some info you might want to know:

1. To ensure freshness we ship our boxes in two batches each month.
2. All full-sized coffee orders are fresh-roasted for your order and shipped to you straight to your door.
3. We here at Mistobox believe you should be awarded for your awesome decision to join our clan of coffee loving geeks. So for each friend of yours that signs up, we'll give you 200 [MistoPoints](#) (\$10) to spend in our store. Cool people like you deserve cool free stuff. [Learn all about MistoPoint rewards here.](#)

Have any more questions? Suggestions? Just feel like chatting? We're all friends here. Shoot us an [email](#), [tweet](#) us, or get at us on [Facebook](#).

Cheers,
The Mistobox Team

P.S. Wanna know more about us? Check it out:



Welcome Series First Email

MISTOBOX

AMAZING COFFEE MADE EASY

Hi,

You, check. Mistobox, check. Legendary coffee, got it. Awesome gear...maybe not.

If you're brewing your coffee in a regular drip coffee maker or in your Keurig, it may be time for you to up your coffee game. No judgements, we all started there, but if you're looking to expand the experience even more, check out our [brew kits](#).

There's a vast abyss of coffee gear out there, so we've narrowed it down to the best products and our personal favorites for you. We've got an option if you're just starting your [coffee adventures](#), one for the [coffee addicted travelers](#), and the ever important [cold brew kit](#) for these summer months (or whenever cold coffee strikes your fancy).

Let Mistobox help up your coffee game, and don't forget you can use your [Mistobox points](#) toward this awesome gear.

Cheers,
The Mistobox Team

P.S. If you're not sure where to get started with these kits, we'll give you some awesome resources, so you learn how to use them to brew the best cup possible.



Welcome Series Second Email

MISTOBOX

AMAZING COFFEE MADE EASY

COFFEE SUBSCRIPTIONS LEARN ROASTERS GIFTS

The AeroPress is perhaps the most versatile brewer out there. Whether you travel frequently and can't go without that perfectly brewed cup or just love the flexibility the AeroPress has to offer, this brewer is a go-to.

Don't be afraid to experiment and tweak the brewing parameters to your taste; after all, that's probably what MacGyver would do.

Check out our new [AeroPress brew guide](#) to become your own AeroPress brew master.

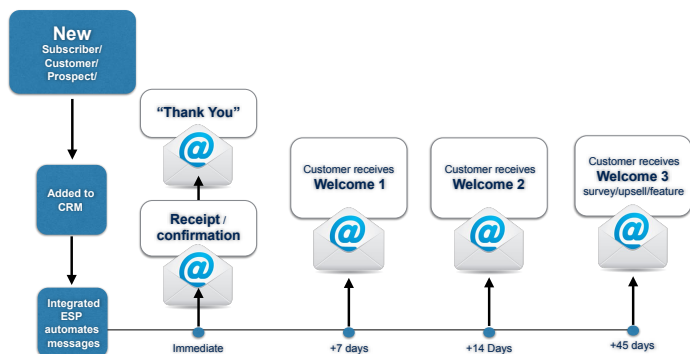


Want to try your hand at the AeroPress? Get 20% off the AeroPress with code [AEROPRESSME](#) at checkout.

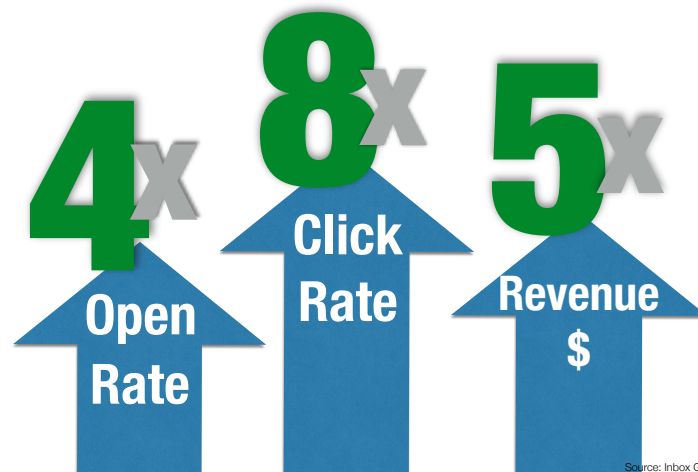


Triggered Email Based on visitor behavior

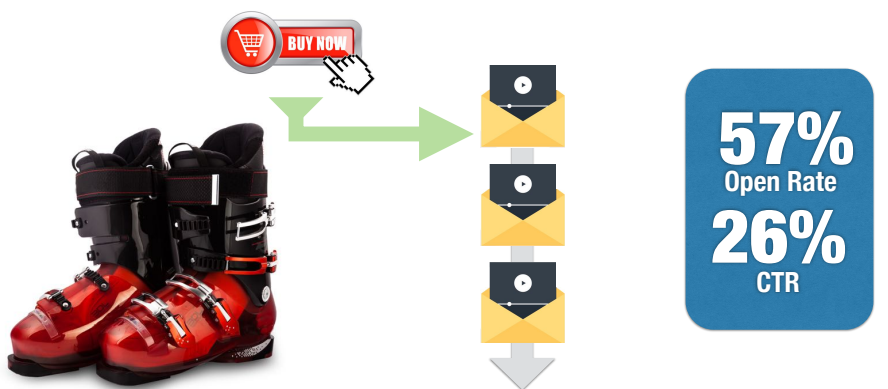
Auto-responder Welcome Series



Welcome Series Benefits



Marketing Automation:



Flatten your Sales Funnel

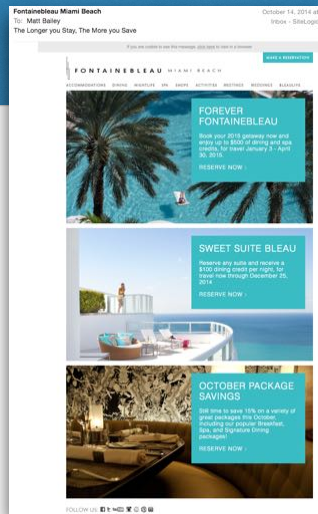
by Coordinating Planned Communications



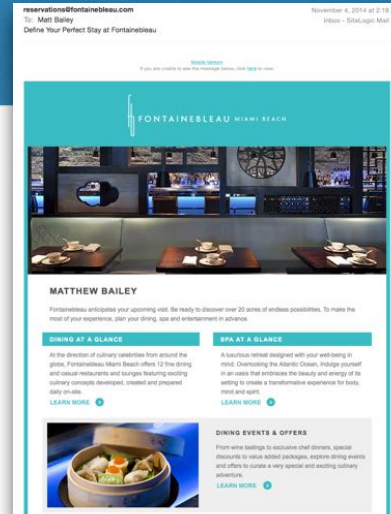
Automated Relationship Series



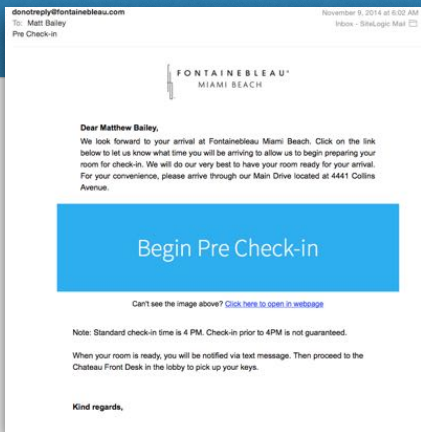
Booking Confirmation



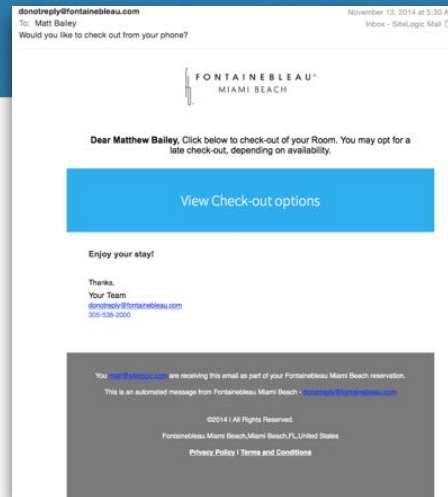
Upgrade Offers -1 month out from stay



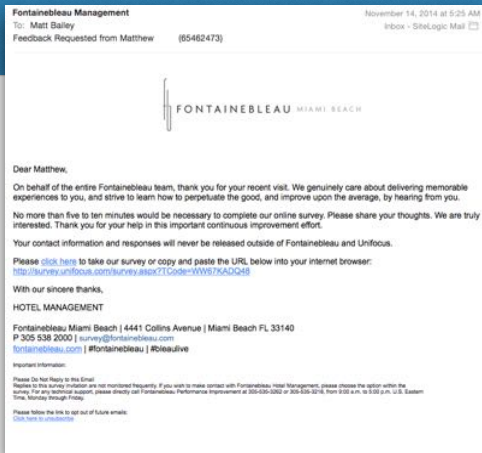
Hotel Dining & Amenities -1 week out from stay



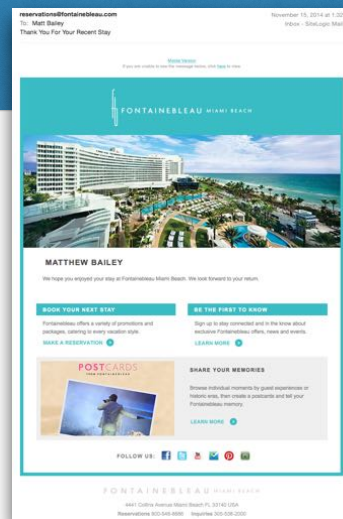
Pre Check-in Morning of Reservation



Online Check Out Morning of Departure

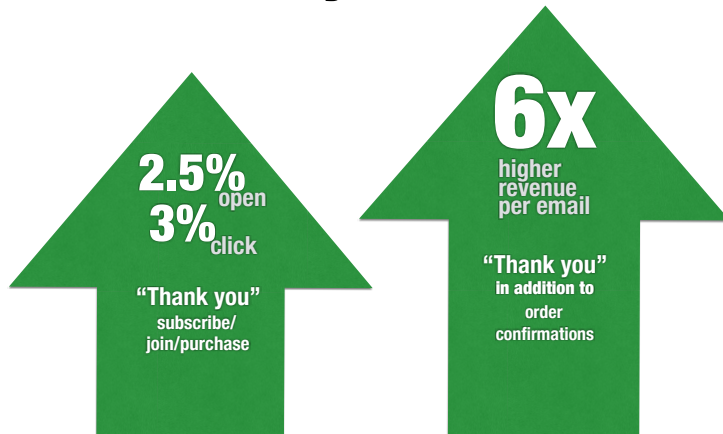


Survey Invitation +24 hours after checkout



Thank You -Book Again -Subscribe -"Share" +48 hours after checkout

“Thank you” Series



Close More Deals

Focus on the Right Leads
at the Right Time



Marketing Automation: Lead Capture



Inbound Marketing
Webinars
White Papers
PPC Campaigns
Display Advertising
Subscription Offer
Retargeting

Marketing Automation: Lead Nurture

Building a Relationship

Implicit Data

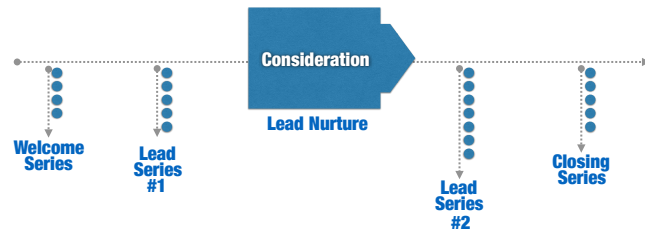
Body Language
Response to music
Dress/Style
Jewelry/Make-up
Status
Responses to conversation

Explicit Data

Name: (interest)
Phone Number: (contact)
Conversation: preferences
Data: status, likes, interests
Disclosure: looking for?



Marketing Automation Drip Campaign



Marketing Automation: Lead Nurture Data

Implicit Data

Referring Content
Clicked links in email
Interests based on browsing
Pages Viewed
Complete lead form
View 'Pricing' page
Register/Attend webinar
Watch video

Explicit Data

Registers: Name/Email/Biz
Lead Form: Interests/Demo
Business data: Type/status
Survey Data: Needs
Qualifications: Job Title
Urgency: Timing

Lead Scoring

Actions (implicit)

ACTION	SCORE
Page View	1
Subscribe	10
Click email link	2
Download WP	4
Register for Webinar	2
Attend Webinar	6
Case Study Pages	1.5
View Pricing	4
Video view	1.5
Subscribe Podcast	2
download podcast	2
search	1
search co. name	4
search product name	4
survey complete	8
page views/day	1
page views/week	1
social share	1.5
comment	2

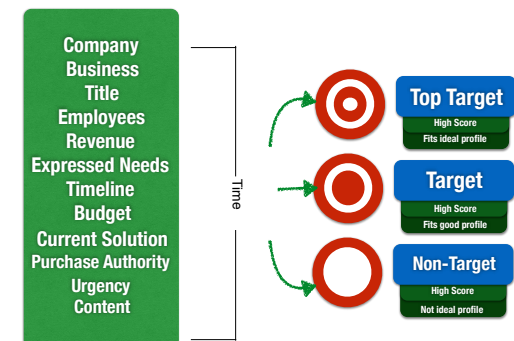
Actions (explicit)

ACTION	SCORE
Title	12
Company Name	8
Company Size	6
Company Revenue	10
Timeline for Purchase	10
Location	8
Budget	10
Purchase/Decision Process	8
Organizational Structure	6
Competitors	6
Products Needed	10
Current Issues/Problems	9
Other Vendors	9
Lead Source	6
Purchase Authority	12

Scoring Data

Right Lead?

Position Title
Purchase Authority
Purchase Influence
Timeline
Recent Visits
Frequent Visits
Specific Pages
Content Downloaded
Buying Cycle
Current Solution



If This, Then That (ITTT)

1 What should trigger this rule?

Choose a trigger:

Completed a campaign

Which campaign?

New Contact

This trigger applies to everyone. [Change...](#)

[+ Add another trigger...](#)

2 What actions should we perform?

Choose an action:

Move from one campaign to another

Move from this campaign:

New Contact

To this campaign:

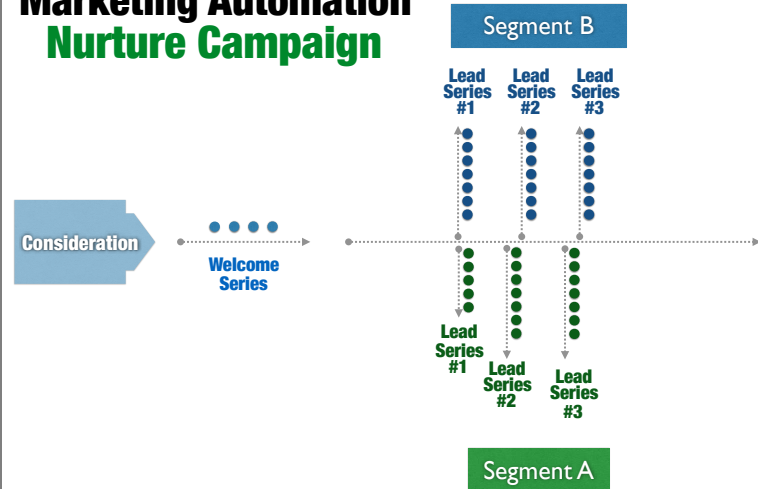
Lead Nurture

☐ Send a double opt-in confirmation email

Perform this action immediately. [Change...](#)

[+ Add another action...](#)

Marketing Automation Nurture Campaign



Marketing Automation: CLOSE THE PROSPECT



Introduction: Rapport
 Questions: Feedback
 Specific Question: Segmented Data
 Data-Gathering: Lead Qualification

Cross-Channel Marketing

Make Email & Facebook work together

4

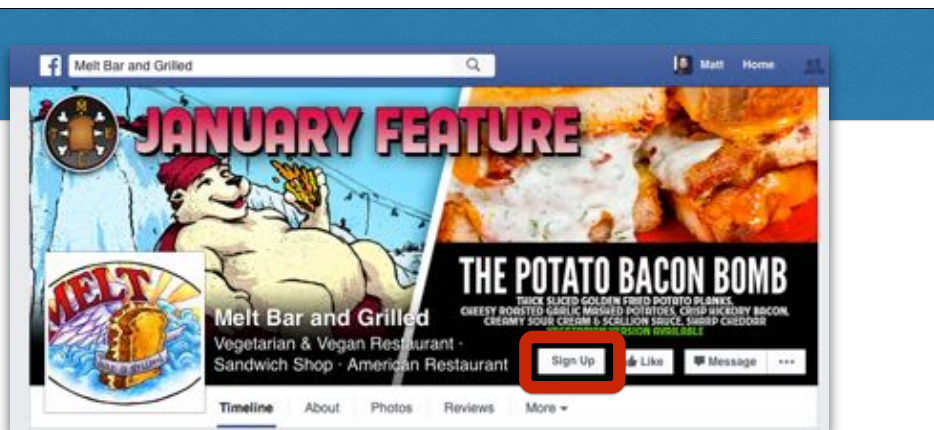


Email
Return of
\$43
for \$1 spent



Source: Direct Marketing Association

Use Facebook to Build Your Email List - or - 6 Ways Businesses Fail on Facebook



#1 Call to Action



#2
Email tab
Integration



#3
Add Call to Action
in Header image

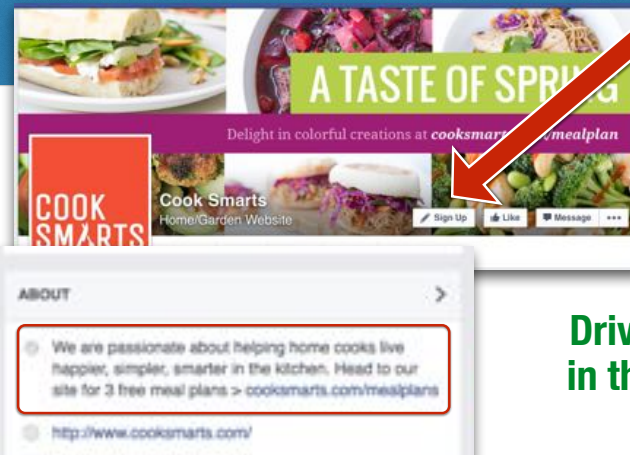
Make Fans Subscribers



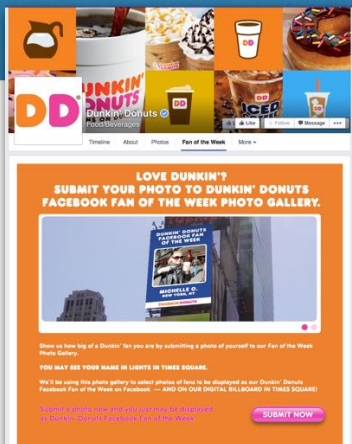
#4
Pitch Exclusive
Content by Email



#5
Promote Published
Email Newsletters

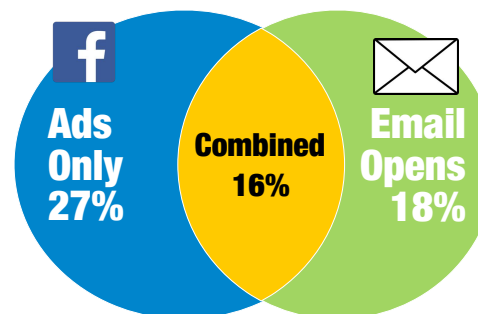


#6
Drive Subscriptions
in the About section



#7 Contests!

Cross-Promotions



77% more email opens when running coordinated Facebook ads

Source: Salesforce Retailer Test

Increase Subscriber Engagement

Use Facebook to Engage Your Email List



Create a Custom Audience

Choose a file to upload

You can upload files in csv or txt format.

Text files (.txt and .csv) can include records on separate lines or in a list separated by commas. View formatting examples.

Uploads

- ☒ Emails
- ☐ User IDs
- ☐ Phone Numbers
- ☐ Mobile Advertiser IDs

and drop your file here or [Upload File](#)

☐ Agree to the Facebook Custom Audiences Terms

[Back](#) [Create Audience](#)

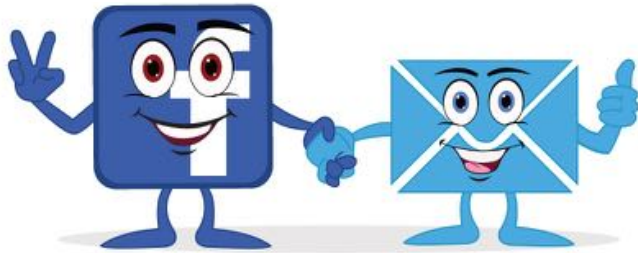
Create a Custom Audience

How do you want to add customers?

- ☐ Upload a file
- ☐ Copy and paste your custom list
- ☐ Import from MailChimp

Create Custom Audience from Email List

Retarget Your Email List



Email openers were **22% more likely** to convert when seeing simultaneous Facebook ads

Source: Salesforce Retailer Test

5 Develop Your “Best” Customers

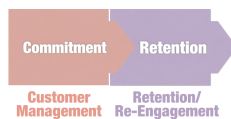
by Giving Personalized, Localized and Customized Offers



Renewals Membership Activity

No activity 6 months before renewal

High activity (purchases, webinars, interactions)



Automating Advocacy

Top 20% of Customers
RFS = Recency, Frequency, Spend

Influencers
Business, Social Media, Personalities

Loyalty
Loyalty program, Club, Benefits



Marketing Automation: Customer Data: CRM


Acquisition Sources
Lifetime Customer Value
RFS: Recency, Frequency, Spend
Transaction History
Communication History
Activity History
Lead/Customer Scoring Data
Segments
Custom Data



Marketing Automation: The Customer Journey



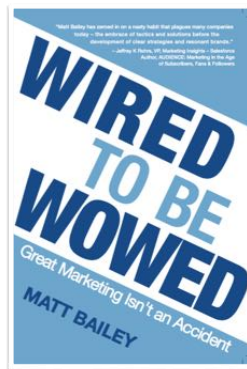
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\$3.99 Amazon Kindle 

\$10 Print version TODAY (\$12 +tax CC)



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