



RESULTS-DRIVEN MARKETING

THE PROVEN PLAN
FOR COST-EFFECTIVE
CUSTOMER ACQUISITION

BY CRAIG WILSON



As a business owner there are probably 3 things you want from your marketing and advertising:

- ✓ more sales
- ✓ from more customers
- ✓ delivered more cost-effectively.

Unfortunately, for many businesses this ideal combination is elusive. And so the business grows slowly (at best) and chops and changes marketing tactics trying to find the magic formula.

But imagine if you could have a reliable stream of new prospects and customers coming to your business every day.

Imagine if you could generate more sales from these customers.

And imagine if you could do it in a cost-effective scalable way.

Well... you can.

And, in these uncertain times, it's more important than ever to create an efficient customer acquisition process. To cut the waste from your marketing budget and to maximise your returns.

That's what results-driven marketing is all about.

Twenty years at the forefront of digital marketing helping hundreds of businesses around the globe has allowed us to develop a proven process to attract more customers and have them spend more with you.

No fluffy creative. No trendy content on the latest social network. No waiting for results.

Just more sales from more customers delivered more cost-effectively.

This guide will show you how.



HI, I'M CRAIG WILSON

I've been in the business of growing businesses for almost 30 years.

I started with my first business at the age of 23 and doubled its turnover in the first year. I then oversaw the rebranding, marketing and operations systems of a national catering group which resulted in rapid growth, over 70 franchises, and being listed in BRW's Top 100 Fastest Growing Private Companies for 3 consecutive years.

Since 2005 my marketing and advertising agency, Sticky, has worked with hundreds of companies in Australia, New Zealand and the USA.

These days we specialise in helping B2C businesses achieve above average growth through results-driven marketing.

We usually do this via our unique and highly effective Growth Marketing Accelerator process.

The Growth Marketing Accelerator is a proven framework for achieving outstanding growth that is more focused, more efficient and much much more effective. It helps you automate your marketing and consistently generate as many leads and enquiries and you want or need.

In a Growth Marketing Accelerator we help you develop a results-driven marketing strategy in just 10 days.

Once your plan is up and running efficiently the only decision you need to make is how fast you want to go.

CLIENTS I HAVE HELPED:

PROPERTY



FINANCE



CONSULTING



INDUSTRIAL

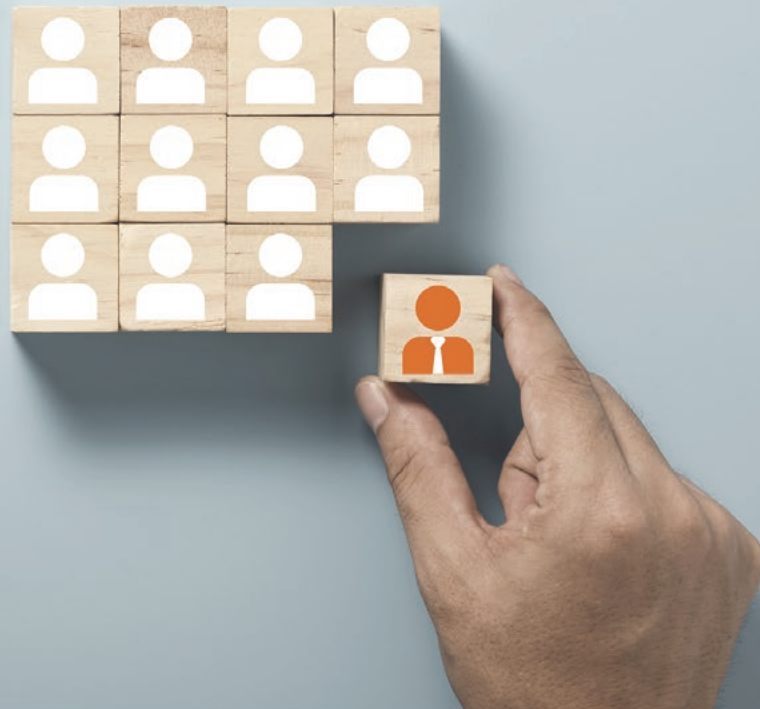


HOSPITALITY



HEALTH





1. FOCUS ON A NICHE.

Too often, businesses fall victim to the thinking that everyone should be their customer. This results in time and money wasted that could be better spent.

You need to weed out people who are **NOT** your ideal customer

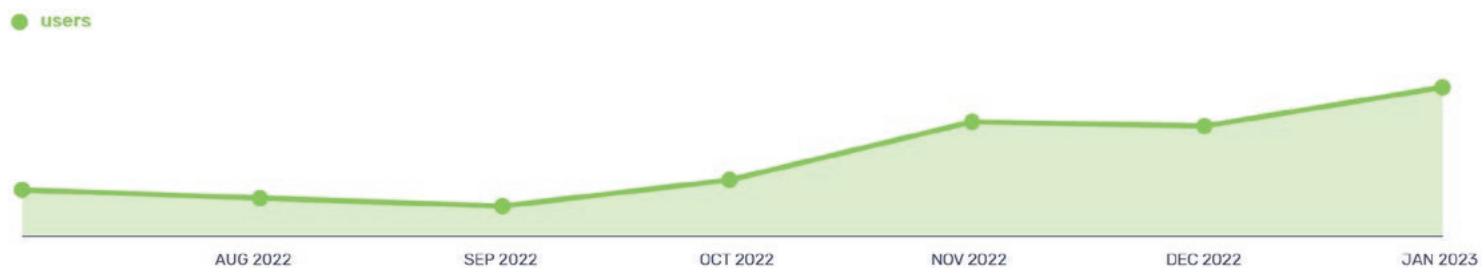
Often, if people are just serving everybody they possibly can, they may find that the top 10% or 20% of the people they're working with are providing 80% of the profit, and the other 80% are providing all of the headaches and none of the profit.

Knowing your most profitable, easiest target audience gives you complete freedom to focus all of your efforts on a "let's just get more of the most profitable customers" approach to marketing.

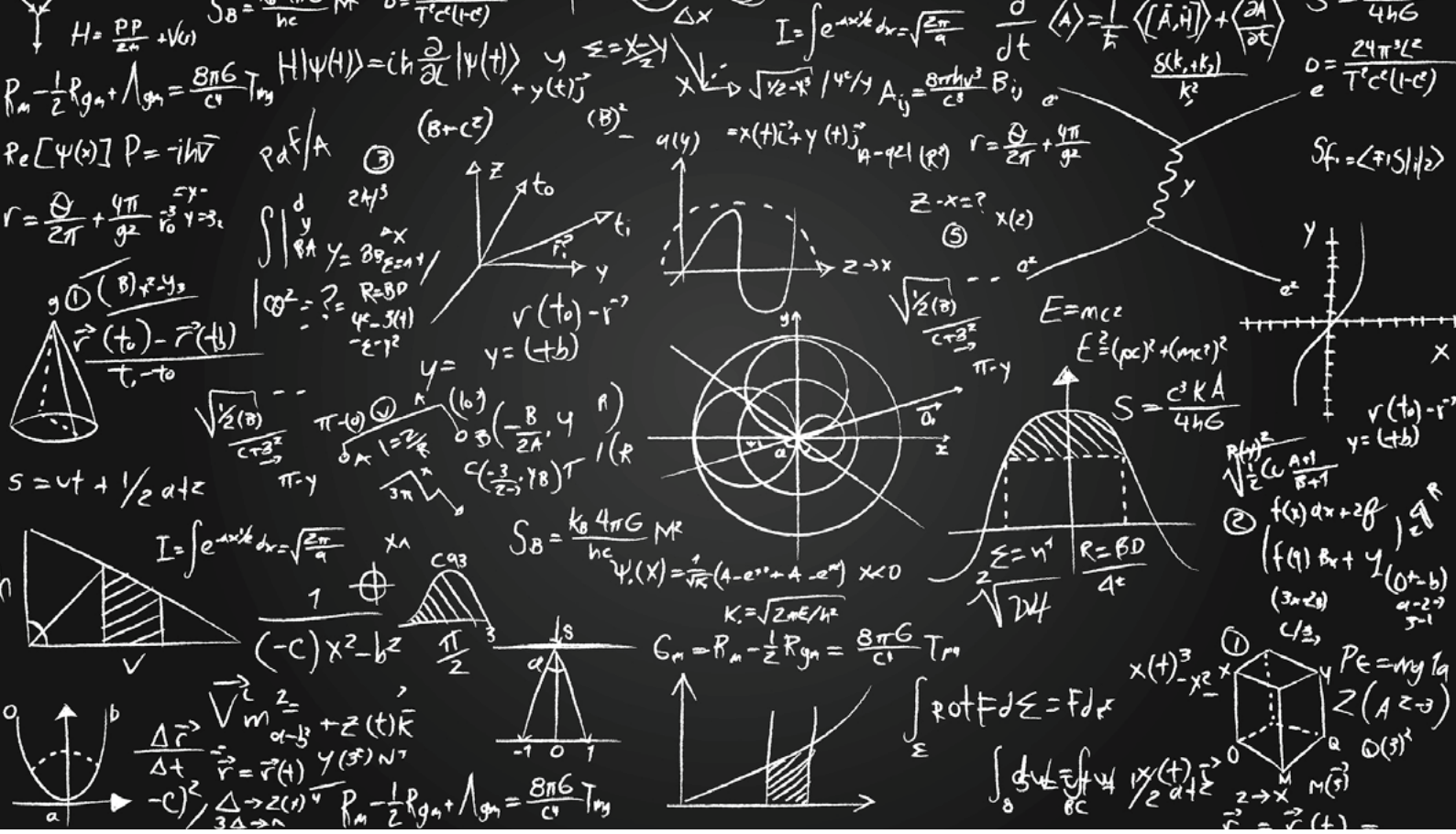
Identify one very clear target market who is really well suited to your business. The narrower and more defined the better. The moment you do, you will have much more clarity in your marketing

It doesn't mean you can't look at other targets in the future. But you should pick one target market, and make dominating that target market your absolute focus.

The clients I worked with who narrowed their focus have thrived over the last few years. They became the trusted source for their audience during turbulent times and actually saw sales and profits increase.



Professional services firm 3x traffic & enquiries in 4 months with better digital marketing



2. CALCULATE CUSTOMER LIFETIME VALUE.

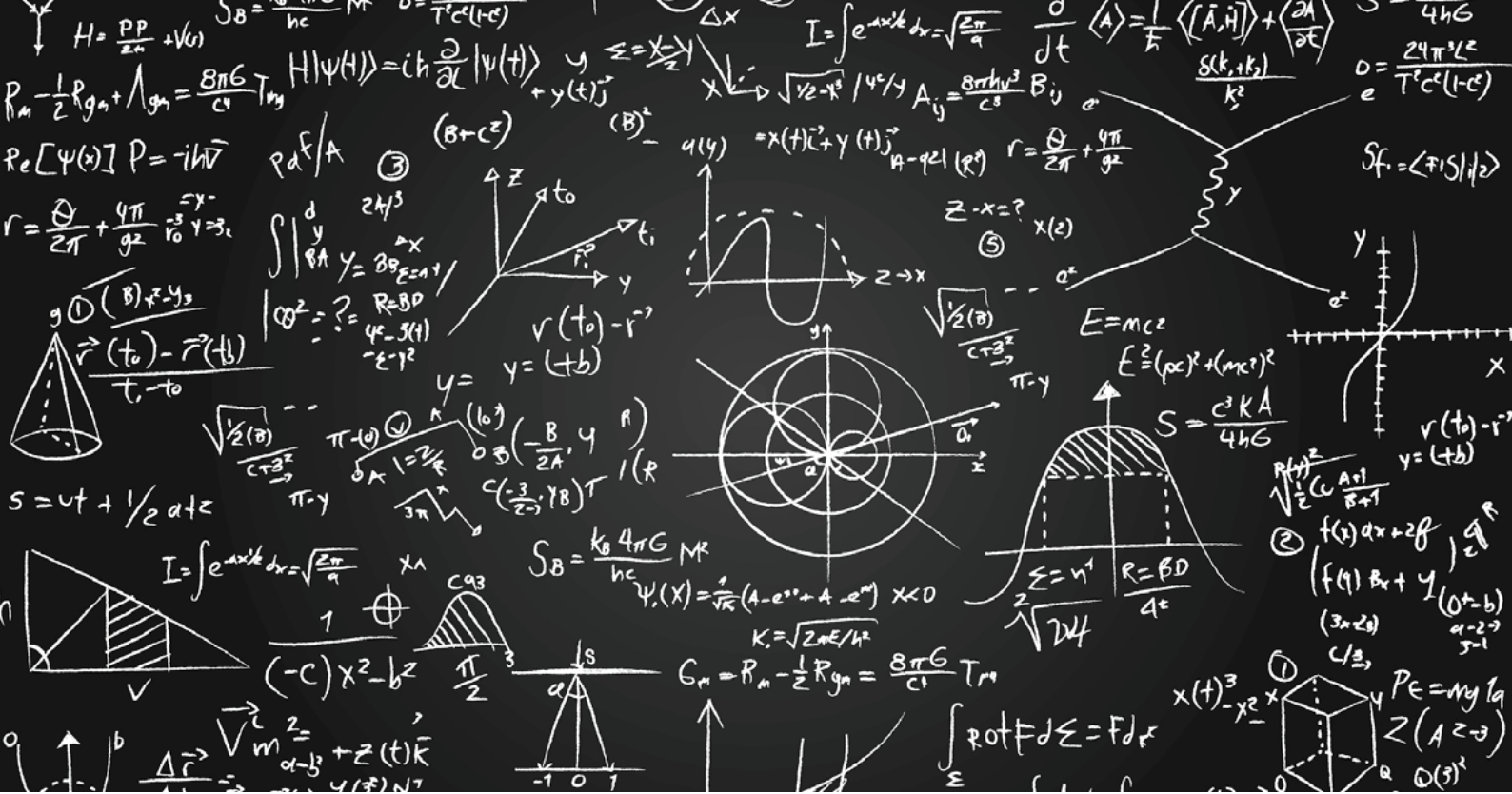
Most marketing and business growth strategies are focused on the front end of the transactional journey; lead generation and new clients.

There is a lot of competition for top-of-funnel marketing, Facebook ads, search advertising and other forms of lead generation.

But, the reality is that there are many more opportunities after the first sale and you can potentially generate a much bigger Return On Investment with almost no additional cost.

You see, when it comes to the impact of providing after-sale service, nurturing lifetime relationships, and orchestrating referrals there is virtually no competition at all.

The rewards are potentially so much larger when you know how to maximise the lifetime value of a customer.



Calculating the lifetime value of a customer requires you to consider several factors:

- the average purchase value
- the frequency of purchases
- the duration of the customer relationship

Once you have calculated these three metrics, you can use the following formula to determine the lifetime value of a customer:

Customer Lifetime Value = Average Purchase Value x Frequency of Purchases x Duration of the Customer Relationship

If a customer makes an average purchase of \$50 every month and has been a customer for two years, their lifetime value would be \$1200

$$CLV = \$50 \times 12 \times 2 = \$1,200$$

When you appreciate the lifetime value of your customers you can make better decisions about customer acquisition. But you can also start looking at ways to increase each of the three main factors by encouraging them to spend more per transaction, make more frequent transactions and stay with you longer.

Throw in customer referrals and your business is really humming.



3. IDENTIFY THEIR *REAL* NEEDS AND DESIRES.

Believe it or not, most people aren't as passionate about your product or service as you are.

But they are interested in the problem it solves.

Does it address their “pain” or fulfill their “needs and desires?”

That's why advertising and marketing that talks about your services, features or experience doesn't really resonate with audiences.

The best thing you can do is focus on what your niche audience really wants.

Identify the “pain points” and issues your target market is currently facing and address them in your marketing.

Although you can think of pain points as simple problems, they're often grouped into several broader categories. Here are the four main types of pain points:

- **Financial Pain Points:** Your prospects are spending too much money on their current provider/solution/products and want to reduce their spend
- **Productivity Pain Points:** Your prospects are wasting too much time using their current provider/solution/products or want to use their time more efficiently
- **Process Pain Points:** Your prospects want to improve internal processes, such as assigning leads to sales reps or nurturing lower-priority leads
- **Support Pain Points:** Your prospects aren't receiving the support they need at critical stages of the customer journey or sales process

It's crucial that you understand which are the main pain points for your prospects and address them in your marketing. The moment you do, your response rates will increase significantly.



Digital marketing strategy helped wholesale beverage company double traffic & enquiries in 2 months



4. HAVE A VERY CLEAR MESSAGE.

The big mistake most businesses make is, once again, making their message about themselves.

IT'S NOT ABOUT YOU!!!!

It's about your perfect customer.

Who are they?

What problem do you solve for them, or what need or desire do you deliver?

How do you do this for them (your offering)?

As soon as your ideal prospect encounters your business they should be left with no doubt that you exist to help them.

I am constantly amazed at how many times I see an ad or website or piece of marketing and the overall message is not clear.

You only have a few seconds to grab your prospect's attention, so you need to hit them right between the eyes with your key message...your elevator pitch.



5. UNDERSTAND THE CUSTOMER JOURNEY.

Any potential customer must go through the journey of:

- >>> Knowing you exist,
- >>> Liking what you do, and
- >>> Trusting you enough to buy from you.

Of course, the length of this journey is somewhat relative to your offering, the investment required and the perceived risk to the customer.

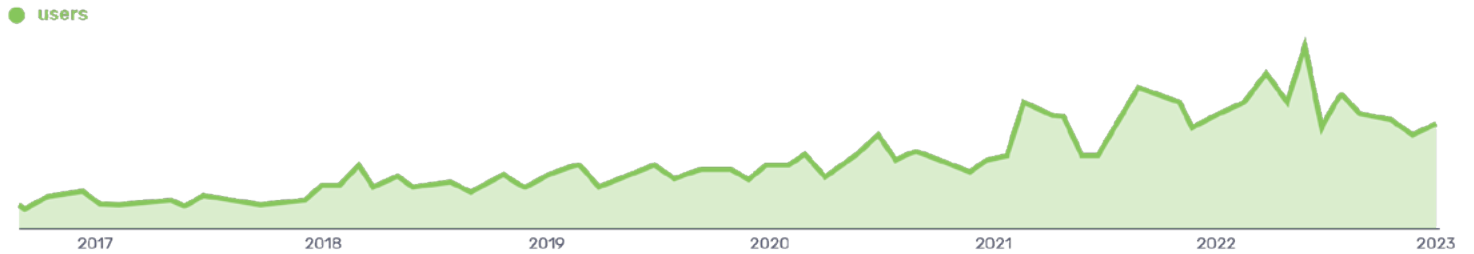
The bigger the ticket price, the more trust you have to earn before winning the business.

You can't rely on advertising alone to achieve this.

You do that by educating and motivating them with valuable content.

Newsletters, videos, email drips and Facebook Groups are good ways to share your best information. But the best way I have found is by having potential customers opt in to your email database.

This gives you the time and opportunity to demonstrate how you can address their real needs so they like and trust you.



Law firm has solid steady growth since 2016, outgrowing two offices & dominating organic search for their industry with professional marketing strategy



6. BUILD A LARGE DATABASE OF IDEAL PROSPECTS.

Most advertisers make the fundamental mistake of spending most of their time and money trying to drive people to their website and convincing them to buy “now”.

But “now” is not the same for everybody. While many people might be interested in your offering, they might not be ready to act yet. So why ignore them and waste your advertising only speaking to those who are ready today?

The truth is that only a small percentage of your prospects are going to do something “now” compared to the number of people who are going to do something later.

As a rule of thumb it is safe to assume that, of those leads who will buy something, only around 15% of them are likely to do something in the first 90 days.

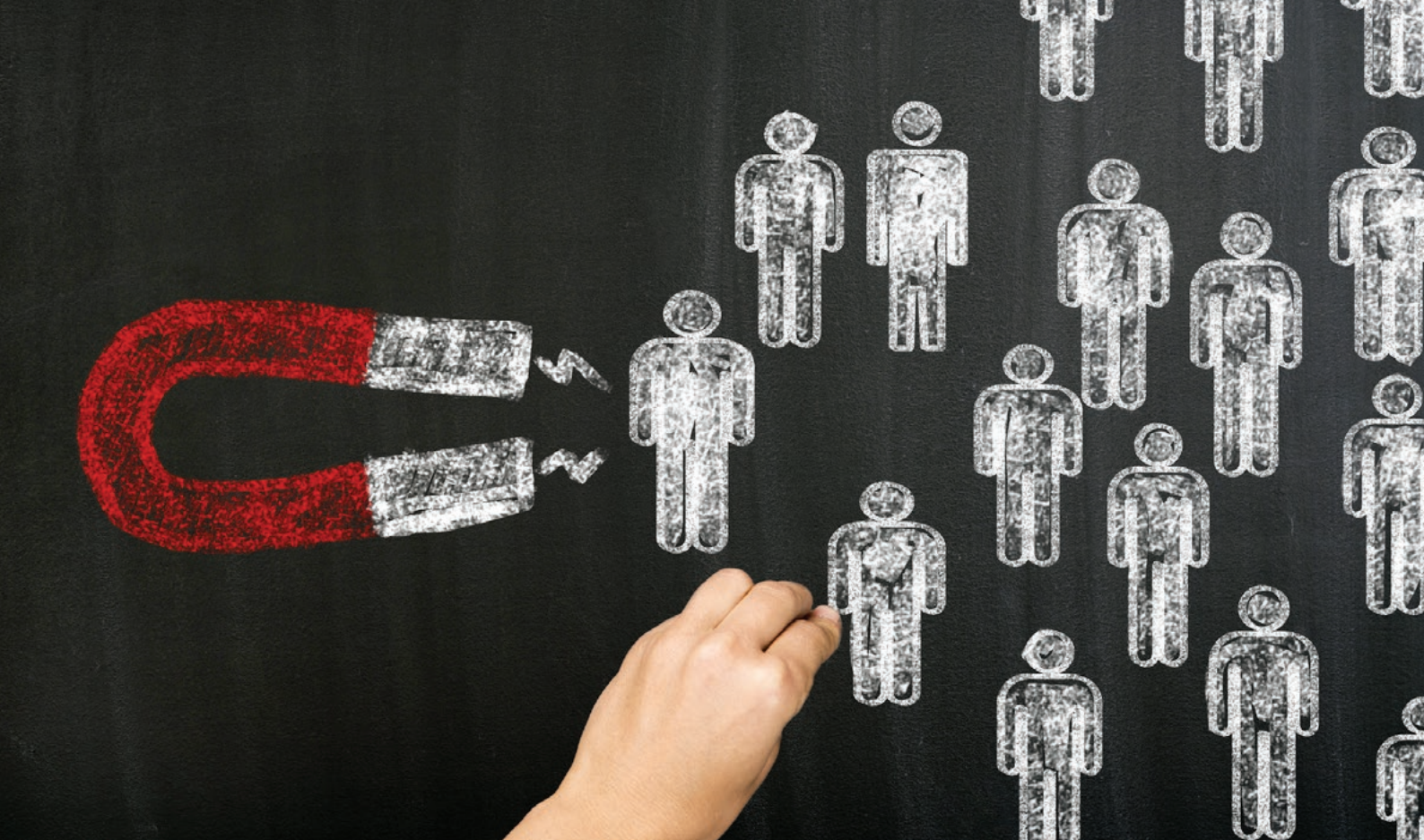
Which also means that around 85% of those who will buy are going to do it later. Maybe 6 months, 12 months or 2 years.

And that’s OK, because the real value is in the long game - as long as they’re on your database.

You see, a large database of potential customers is really your biggest asset.

The more people you have on that list, who pay attention to you and read your emails and communications, the better your odds are that, at some point, it’s going to be the right time for some of them.

That’s why, instead of ignoring those who don’t buy straight away, I always tell my clients that what they should be doing is nurturing, adding value, building relationships and inviting people to take the next step when they are ready.



How to grow your list

The best two ways I have found to build your list of B2C prospects are lead magnets and competitions. Which one you use really depends upon your business.

>>> If you sell a service, then a lead magnet is most likely the best option.

>>> If you are a retailer, then a competition can be highly effective.

Lead Magnets

A lead magnet can be a free information piece, like a guide or small “book” that addresses their pain or need. It is the piece that helps you gather names and email addresses.

But it also provides great value to the recipient and lets them get to understand your thinking, process and experience, so it’s fantastic for the Know, Like Trust approach.

The lead magnet can include a call-to-action to purchase from you, get a quote or set up a meeting.

As I said before, some will act now, many will act later. But that’s fine, because now we know who they are.

My team and I have developed hundreds of lead magnets for clients to help attract and nurture more of their ideal customers. It has proven to be an extremely effective approach.



Competitions

A competition can be a great way to build your list very quickly and cost-effectively.

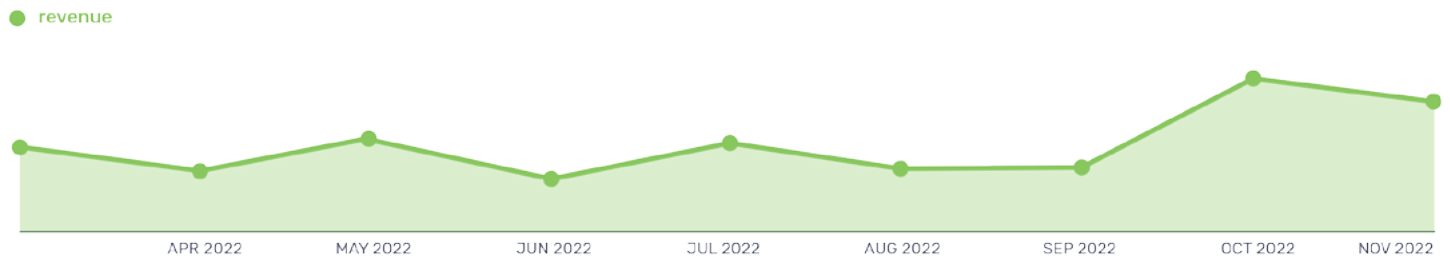
Offering an attractive prize from your range of products or services is an effective way to identify a large number of people who are interested in what you have to offer.

Competitions generate excitement and encourage people to interact with your brand. When you run a competition, you create a buzz that can help to increase engagement and build brand awareness.

Competitions can be designed to attract a specific audience. By tailoring your competition to a particular demographic or interest group, you can attract people who are more likely to be interested in your products or services.

Competitions can be a cost-effective way to market your brand. By leveraging social media and other digital channels, you can spread the word about your competition without spending a lot of money on advertising.

But most importantly, running a competition is a great way to increase your database. People will be motivated to provide their contact information to enter the competition. This can help to build your list of leads and potential customers.



Premium online retailer almost 3x sales & achieved their highest e-commerce revenue in 20 years of business with our digital marketing



7. NURTURE YOUR DATABASE.

This is where so many marketing dollars are wasted, so let's keep it simple. You should have at least two email databases.

1. Leads
2. Customers

You see, people don't go out of their way to buy from you. They need to be prompted and reminded. Even if they have purchased from you previously.

So you need to be really disciplined about database nurture.

Capture leads then nurture them.

Remember, only a small percentage are ready to buy "now". Your marketing needs to also allow for those who are more likely to buy "later".

That's where the gold is buried.

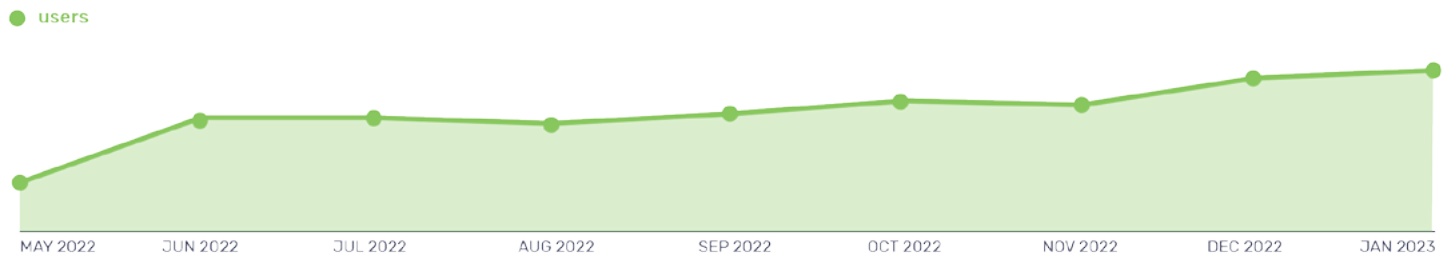
Create a process to follow-up leads and previous enquiries in order to convert as many as possible, so that you are always on the top of their mind.

You should also have a process for following-up and frequently communicating with your existing customers to ensure they're doing as much as possible with you.

Your goal should be to maximise their lifetime value by increasing repeat sales and generating referrals.

And whenever you want a sales burst, just run a limited offer to your databases and watch the revenue jump.

Of course, wherever possible, these processes should be automated for consistency and efficiency.



**Large hospitality
business tripled
website traffic
achieved all-time
record patronage
in 6 months with
our social media
marketing**



8. MAKE IT AS EASY AS POSSIBLE TO GET STARTED.

This step starts when you have your first interaction with somebody who's motivated to move forward and do whatever it is that your business does.

So, that could be a call, a meeting, an event, or the actual sale.

Don't make it difficult for them to start doing business with you. Understand what their ideal outcome (solution) might be and find a way to present to people the service that you offer, in a way that makes it effortless for them to get started.

You see, in every business transaction there's always somebody who has to take a chance.

Typically it is, "You pay me or hire me, and then I'll do the task that you requested."

And that can lead to a lot of indecision for the client who is expected to take a "leap of faith" when selecting a business to, hopefully, solve their problem.

But it's crucial to understand that most business relationships aren't a one-time purchase, they're a long term relationship.

You don't just want the initial sale, you want the lifetime value of the relationship.

The question is, how can you minimise their risk and begin the journey to delivering them the result they want so they can deliver value to your business sooner?

Solve that and the gap between lead and customer closes dramatically.



This can often be what I call a “Hero Product”; an offering that makes it as easy as possible for them to get started with you, with minimal risk to them, so that you can demonstrate your expertise, generate a desired result and build on the Trust.

A great Hero Product addresses the buyers reluctance, reduces their risk, is packaged nicely and doesn’t necessarily require a long term commitment. Doing this well makes it so much easier for them to get started with you.

If you do a good job with that step, they will be highly likely to commit now and do much more later.

Develop a “Mafia Offer”.

Depending on your industry and the lifetime value of a customer, it can be worth developing what we call a “Mafia Offer”. An offer that is too good to refuse?

This is all about having the customer buying from you the first time and removing almost every possible barrier for them to do so.

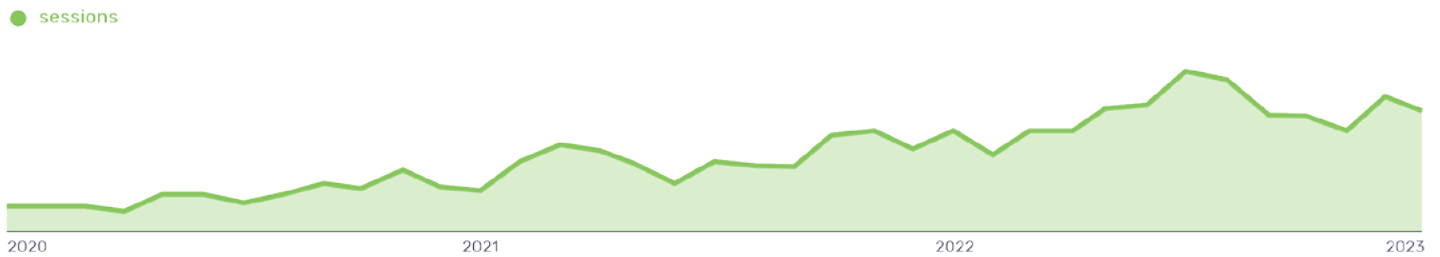
It might be a compelling guarantee.

It could be an undeniably attractive incentive.

It could be amazing payment terms.

Take the time to see if you can make something that is too good to ignore. It might be the thing that sets you apart in tough times while your competitors are holding back.

Then, once you have them as customers, you can continue to nurture, inform and invite them to spend more with you.



**Health care firm
3x website traffic
& enquiries and
now dominates
their market in
search using
Sticky's digital
marketing**



9. LAUNCH, TEST, IMPROVE.

It is rare that any marketing is immediately “perfect”. Assumptions must be tested. Ideas must be polished.

A big mistake a lot of businesses make is that they quit a campaign too soon if it’s not delivering ideal results.

But quite often the best results come after testing and improving the campaign based on real world feedback and responses.

It’s not that the whole campaign is bad or wrong, but possibly parts of it aren’t quite right...yet.

Fortunately, in the digital age you can create and launch campaigns quickly and cost-effectively. You can test the assumptions and then tweak the campaign as required.

Is the audience right? Adjust the targeting.

Not enough ad engagement? Change the copy.

Good engagement but not enough responses? Adjust the call-to-action.

Good response rate but not enough sales? Review and adjust the value proposition.

A good marketing campaign is like a well-oiled machine. Improve each component (one at a time) and steadily watch performance increase.

Once your campaign reaches peak performance it can potentially run for months or even years with minimal extra effort. Just slight fine-tuning along the way.

We’ve seen numerous clients enjoy great success during the last few turbulent years by staying the course and making steady improvements.

It is easier to get this right when you have a steady flow of leads in your pipeline because every adjustment delivers a clear outcome.



10. WORK WITH RESULTS-DRIVEN SPECIALISTS.

Just as you should focus on a niche for your services, it's better these days to work with marketing suppliers who know your industry or specialise in delivering the outcome you require.

The era of the marketing generalist is over. Why pay for a team to learn your industry and try to create a solution when there are others who already know how to do it.

Such marketing partners are able to deliver results sooner and more cost-effectively.

The truth is that no agency is good at everything.

If you need branding, go to a branding specialist.

If you need PR, go to a PR agency.

If you need B2C lead & sales generation, go to an agency that specialises in it.

The specialist agency will better understand your real needs, will be faster in delivering results, will be more nimble and will quite possibly see the opportunities for you in your industry that you might have missed.



National financial services client saw loan application growth of 247% & actual loan growth of 282% in 18 months with our digital marketing



READY FOR REAL RESULTS?

Thanks again for taking the time to read this guide. If you've made it this far you are probably genuinely interested in growing your business via better marketing.

And that's where we can help...

Sticky is a results-driven digital marketing agency based in Newcastle, Australia with clients around the globe.

We specialise in helping B2C businesses achieve above average growth.

My team and I have developed a proven marketing process that has helped hundreds of clients reach their targets sooner. Just as I have described in this guide.



If you would like to attract and convert more of your ideal customers, then let's talk.

What we'll do on the call is discuss your current situation...how you generate leads, how you convert sales & how you deliver your services.

Then we will explore the fastest ways to grow your business.

The discussion is free....there's absolutely no obligation.

But if it is a good fit....and you like what you hear, we can discuss the best next steps to match your situation.



SELECT A TIME TO TALK