

Getting Started With Relationship Marketing

Launching a Campaign

Don't be
alone on an
island...



Start spreading
your word!

Use This Guide

To discover what your business will need in order to launch a successful Relationship Marketing Campaign.

Setting your Business “Why” and Goals.

Businesses exist because they can solve problems. Know your business “Why” and what problems you solve. Simon Sinek has a great video on knowing your “Why.”



www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Startup Phase

If you've already taken these initial steps, skip to the Setup Phase.

Pick a name that will work long term.

It should be simple, memorable, and unambiguous. The “.com” domain should be chosen without having to play tricks with the name. Just because there is no website attached to it doesn't mean it's available. “Available” means you can register it immediately, or you are willing to pay the price attached to it. Don't waste a bunch of time trying to find a perfect name if there's no indication it's for sale.

Set up a company Gmail account.

This will allow you to set up company social media accounts and claim your analytics, webmasters tools, YouTube and Google+ accounts with it.

Design a nice logo.

Simple is better because simple is more flexible. You're going to use the logo in a variety of ways: In print, online, social and potentially marketing promotional products. Choose something with 2-3 colors max, easy to read font and something clean. Make sure you get a branding kit with your logo designs so you have access to the vector file (.AI or .EPS file), jpg's or png's and branding colors as part of the final deliverables.

Create a website if you don't already have one.

It doesn't have to be fancy. The focus should be on writing great content to drive visitors and to start the Google clock. Make sure to use a Content Management System (CMS) like Wordpress. If changing your website involves uploading and downloading files through FTP, you're doing it wrong. The structure, simplicity and features of a CMS are going to be very important. It's always advisable to consult with a web and marketing professional before tackling a new website.



Setup Phase

Accounts and procedures you'll need to set up and engage with as your business grows.

Define your Buyer Personas

This video from the Relationship Marketing System will walk you through creating buyer personas: www.youtube.com/watch?v=nX6iQnfOJwQ.

Get links to your website

If you have a personal website, link to it from there. Link your social media pages, affiliations and investors/partners. The goal is to get the Google crawler to start indexing your site and start building some authority and trust for your website domain. To check whether your site is being indexed by Google, do a search such as `site:yoursite.com`

Set up a Twitter account

The name of the account should match your company/domain name. Link to your Twitter account from your main site and to your main site from your Twitter account.

Set up an email subscription

Because not everyone is on board with RSS yet, allow your website visitors to be notified of updates via email.

Set up a simple Facebook business page

Also known as a "fan" page. You're not going to get many fans in the early days, just get something out there. Add a simple description of your business and link back to your main website.

Create a simple Facebook URL

Facebook now allows specifying a custom URL for your fan page. Take advantage of this feature. For bonus points, set up a sub-domain and redirect it to your Facebook page. For example: `facebook.hubspot.com`

Kick off a blog

You can use one of the free hosting tools (like WordPress.com), but *don't* use their domain name. Put your blog on `blog.yourcompany.com`, or if you have the technical proficiency, make it `yourcompany.wordpress.com` because you want to control all the SEO authority for your blog and channel it toward your main website. Chances are, WordPress.com doesn't need your help with its SEO.



Write blog articles weekly

Write about what you're most passionate about. What makes your business different? Why did you start it? Describe your favorite customers. Just make yourself write. If writing doesn't come easily to you and it seems difficult at first, keep trying, it gets easier.

Set up Google Alerts

You want to create alerts for at least the following: Your company name, link:yourdomain.com, and "industry term." Try to find a good balance for your industry term so you don't get flooded with alerts you simply will start ignoring. This may take some iteration and refining. (Use the "As it Happens" option so you're not waiting for new alerts to show up)

Set up SiteAlerts

This is a new tool. It's like Google Alerts, but tracks many more things than just mentions on the Internet. It's a great way to track and learn from your competitors too. (www.SiteAlerts.com)

Find your closest three competitors

Pretend someone is paying you \$10,000 for locating each competitor. Really try hard. Now find three more. Pick the two you think have the most marketing savvy. They should have a website Grade>90, a blog with some readers, a website you can envision people using, a Twitter account they actually post to, and so on. These are the competitors you're going to start tracking and learning from. Add them to your Google Alerts and SiteAlerts.

Update your LinkedIn profile

Mention your new startup website, and add a link to your startup to one of the three slots for this purpose. Make sure you specify the anchor text. Don't go with the default of "My Website." The anchor text should be your startup's name and maybe a couple words describing what it does.

Find relevant Twitter users

Use the Twitter's "search and follow" feature to find high-impact Twitter users in your industry. You want to start forging relationships and building your Twitter network. Resist following random people or playing the follow-just-to-get-follows-back game. Get some high quality relationships going.

Find bloggers who are writing about your topic area

Subscribe to their feeds and read their stuff regularly. Leave valuable comments and participate in the conversation. No spam or fluff!

Marketing Grader Overall report for nowmarketinggroup.com Last updated 1/21/2015 Update now

Overall **87**
Out of 100

nowmarketinggroup .COM

Don't you wish there was marketing software you could use to fix all the errors in this report?
[Try HubSpot Free](#)

Blogging [Read more](#)

6 completed checklist items.

5 blog posts graded.

Grade your website on Hubspot's Website Grader

Fix the errors it finds. You should be able to get 50+ just by completing the suggestions. Your goal within the first six months is to be at 80+. www.marketing.grader.com

Install web analytics software

You need to start tracking your website traffic. Where is it coming from? Where is it going? What keywords are pulling in qualified leads? The most popular option here is Google Analytics (which is free). You can access Google Analytics after you setup your gmail account. Then log in using www.google.com/analytics.

Engage your blog comments

When you start seeing blog comments make sure to engage them. Leave a comment yourself to continue the conversation, or answer a question someone had. This demonstrates you care about engaging your audience.

Engage

Most users appreciate the wealth of knowledge a page may provide, but the goal should be to involve the audience to make it a two-way conversation; to talk *with* them, not at them. When someone links to you or writes about you on his or her blog, help get them more traffic. Tweet about it. Helping others helps you. Further, other people notice this behavior and are more likely to link to you and write about you.

Grab your company name on Youtube

Just like grabbing a domain name and a Twitter account, a YouTube username allows you to post videos and strengthen your brand. Use your Gmail account to claim this account as well.

Create and post a video or screencast

A screencast is a simple recording of your computer screen and audio. Record a simple and short "how to" for something related to your industry. Demonstrate how to do something simple (just because it's simple to you doesn't mean everybody knows how to do it.) Post this video to the YouTube account for your business. Write a blog article with some explanatory material, and embed this video in the article.

Make a list of all the top people in your industry

Convert this into a blog post. Example "17 Real Estate Rockstars I'd Love to Have Coffee With." Just list the people and why you think they're great. Link to their websites or online profiles. This is good because it helps those who read your article, and it increases the chances the people you mention will notice your article and visit.

Subscribe to your personal LinkedIn RSS feed

It's helpful to keep up with your network of connections and do a quick scan of what's going on with them (who they connect to, which groups they join, etc.). The best way to do this is to subscribe to your personal RSS feed. To do this, click on the orange RSS icon in the "Network Updates" section of your home page on LinkedIn.



Strategy Phase

It's time to clearly define your goals and ideal audience.

Start planning your Content

Use the 10/4/1 Rule with creating dynamic content. Research your best customers to determine your target audience. Get to know them well to understand how they think and why they buy. Your content will be focused on answering their questions and fulfilling their needs.

www.nowmarketinggroup.com/blog/how-to-plan-your-social-media-posts-1041-rule

Set goals and benchmarks

Determine your goals for your campaign. Do you want to build your mailing list, increase profits, or get sales? What action do you want your prospects to take and what result will come from their conversion? Set short- and long-term goals.

Create your offer and landing page

Decide on your offer and create a landing page using best practices to entice your customers to convert. Add your CTA (call-to-action) graphic on your landing page as well as other areas of your website, including social media, to drive traffic to the landing page.

Start a system to automate follow-up contacts

Getting a customer to convert is only the first step. Afterward, you want to reconnect with them through automated follow-up emails and other methods. This can be done with a service like Aweber, Constant Contact, MailChimp or a more robust platform like Hubspot.

Kick off the campaign with a targeted email

Start your campaign with a targeted email to your existing audience. The email will help drive this initial group to your landing page for quick results and give you a good test of the effectiveness of the page.

Write a blog post

Blog posts are a great way to generate traffic and push it to your landing page. You can use a friendly, conversational tone and also plug in SEO into the content to give your campaign impetus in the Google search engine.



Share it on social media

By sharing the campaign on social media -- including Twitter, Facebook and LinkedIn -- you can begin to build "word of mouth" referrals as the social media shares build.

Add in long-tail keywords

Long-tail keywords are helpful in grabbing those specific searches and adding more keywords to your campaign copy. As you add more related keywords, you will find your content will show up in more search results on Google.

Consider paid search and other paid channels

Budgets and other factors affect your decision to use paid channels for marketing your campaign. Consider this avenue wisely and then implement your selections.

Track your URL

Track the landing page URL to collect data on who, where, why and how people are finding it. The tracking information will help you improve the campaign and its effectiveness.

Analyze your results

Analysis of results during and after the campaign is how you learn to improve it for this go-around and future campaigns. Your results will prove and disprove your assumptions and help you understand better how to reach your customers and entice them to convert.

By following this process step-by-step in an organized fashion, you will find what works for your particular campaign, product and clientele. The process will give you the power to grow your business successfully through solid data analysis and implementation.



My Promise to you...

I'm on a personal mission to put the relationships back in business. Every relationship needs a foundation, a pillar of strength built on core values. I believe I created a plan that embodies the perfect balance between business and relationships. I promise to put you on the cutting edge of internet marketing while showing the love of Christ in all I do. My goal is to find your business' goals and, more importantly, help build a relationship that allows you to reach them.

www.JessikaPhillips.com