4 Steps to Save Time, Be Relevant and Win New Customers



Force24™ | Marketing **Automation**



The Premise of this Guide

A number of persistent themes present themselves with every conversation that I have with marketeers throughout the land. More often than not, these subjects are along the lines of: *'How can I win more customers? 'How can I become more personalised?'* And the golden question… *'How can I do all that, and still fit it into the same 8-hour working day?'*

You're not alone. And, you're also not alone in not being a technology whizz either as many marketeers are expected to have a skillset that embodies data analysis, design and, in some cases, writing code. It's a tough gig being a modern marketeer!

So, if you need to win more customers, save time and become more relevant in your marketing,

this is the guide for you.

1 How To Save More Time



1.1 ARTWORK COMMODITISATION

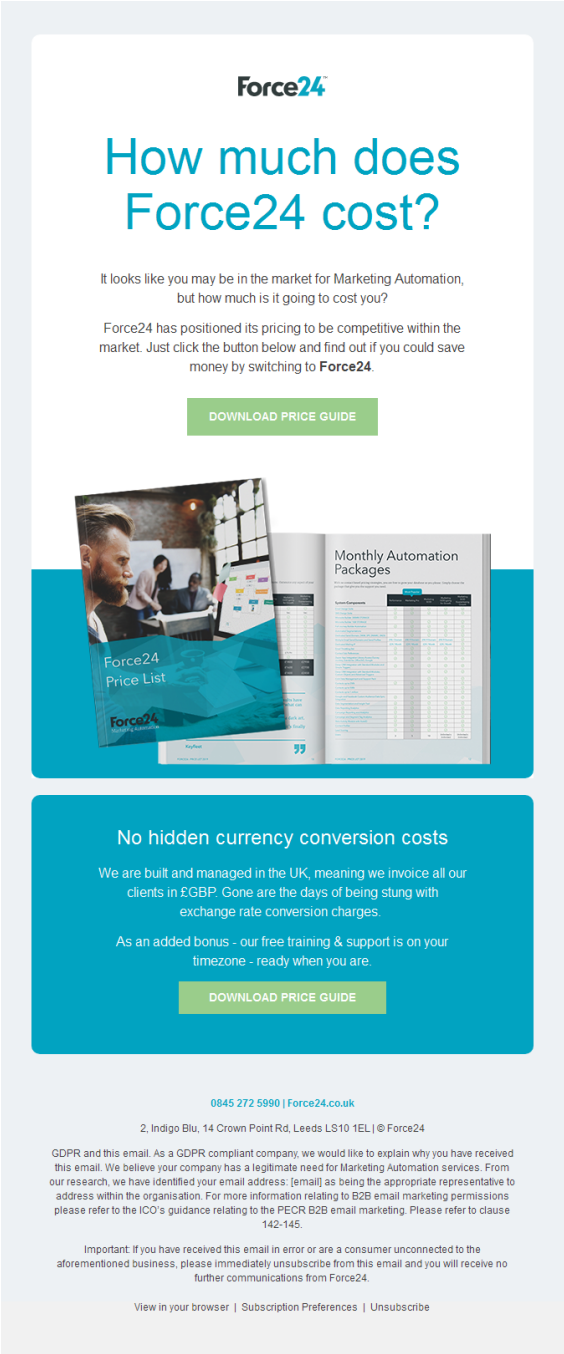
The first and easiest step to implement within your marketing department is to begin to commoditise the artwork that you output. What do we mean by commoditise? That you no longer need to think about what you're doing, you just follow a simple path using a simple artwork template component you've created.

Please don't think that this guide is going to give you 10 email templates that will revolutionise your marketing overnight though! That just isn't possible. But what it will enable is for you to look back at your most recent high-performing email creations, print them out and try to identify a winning 'trend' or formula.

Remember, I'm not talking about content at this stage, this only concerns the layout. I'm suggesting that we can mitigate the amount of time it takes to *build* an email simply by replacing the words and images that are proven to succeed.

At Force24, we have identified 10 components within an email that we use time and time again. These elements enable the marketing team to adapt our email message and talk about anything we need to – from announcing new guides and webinars, or even letting customers know about the interesting developments we made to our platform this month.

***The Force24 platform** has been specifically designed to enable you to save these components in a **simple library**, meaning as you build emails you can come back and **reuse them again**.*



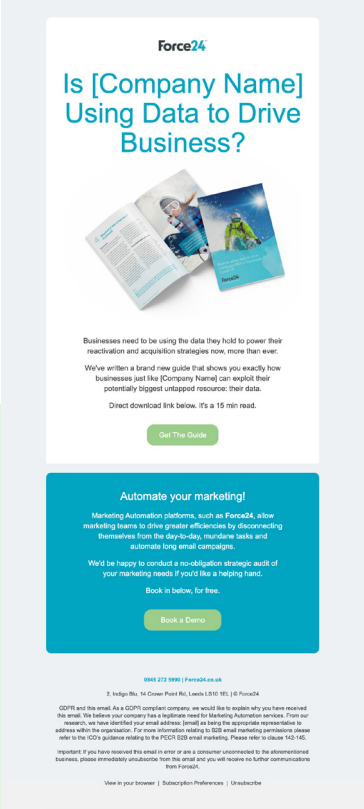
As a result, we expect any email shouldn't take longer than five minutes to build. However, a caveat of that is it doesn't take into account the time it takes to build the graphics or construct the messaging. Our opinion is by reducing the time it takes to build, we reinvest that back into **smart content**.

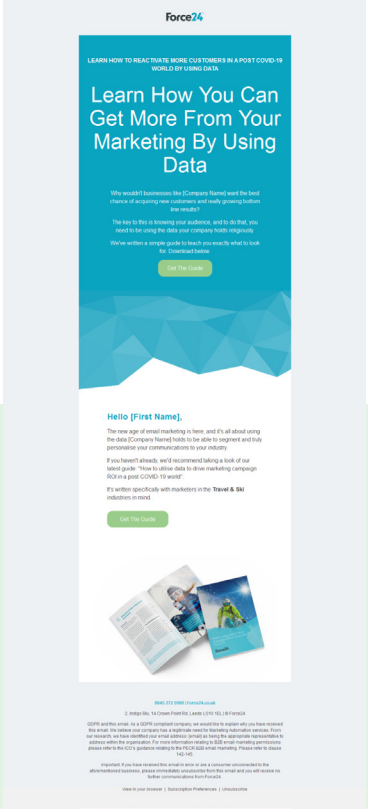
As a result of the artwork commoditisation, I'm also able to duplicate the template for the next email in the series. I simply take the email that I created, duplicate it – and make some minor amends – before changing the content.

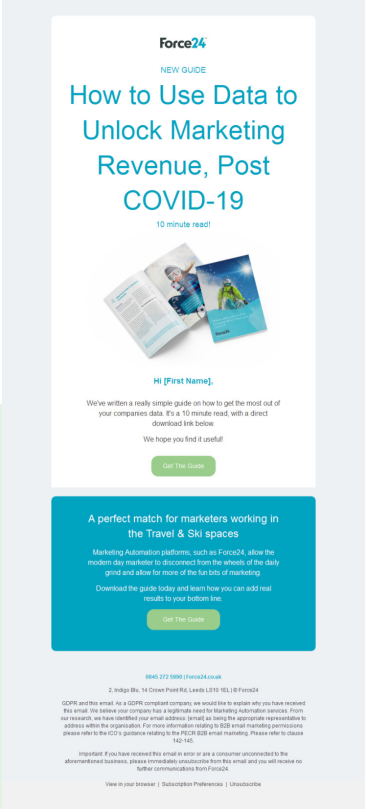
And there you go, I have my second email!

The foreseeable marketing process references our Content Exposure guide which tells us how many emails we *should* be sending – depending on the type of content that we've created. For example, a high-value guide like this one would warrant the build of six emails in total.

Below, I have given an example of our recent campaign. As you can clearly see, it was simply a case of altering the previously proven successful content.







Force24's product enables you to build snippets for landing pages, meaning you can build high-converting content in approximately ***15 minutes****.*

The benefit of this artwork commoditisation approach doesn't just like the marketeer either. The recipient also begins to respect its simple nature and understand your brand style.

Later in this guide, I'll also talk about the use of landing pages. Force24's product enables you to build snippets for landing pages, meaning you can build high-converting content in approximately 15 minutes.

We'll talk more about the benefits of using landing pages in a moment.



1.2 AUTOMATE EVERYTHING

It's your responsibility as a marketeer to be operating in the most efficient way possible. Every moment of time that I can save on not doing the 'boring' stuff, I can focus on becoming more strategic, create great content, and drive better relationships and conversations with my prospects.

Obviously, as automation company, our product would feature very heavily in this time-saving guide. After all, Force24 believes that automation is the key to liberating the marketeer and we often describe savvy professionals as being 'connected to the wheels'. This expression refers to the fact that if the economy were to stop going for some reason, quite often marketing would come to a grinding halt.

Now is the time to think about your role and the components of your day that are perhaps unnecessary. Simply say to yourself, 'If I didn't do this, what would happen?'

Typically, we see marketing is building and sending emails, loading spreadsheets into email platforms, sending text messages or direct mail. This all sounds normal for a professional, but the question is, when do you do that?

*Force24 holds a library of approximately **700 connections** into leading CRM platforms and other critical business applications.*

As I mentioned, automation liberates the marketeer. Its core proposition is to automate day-to-day tasks. For example, when you are loading data into an email platform, this is valuable time that you've wasted from your day when a simple integration can eradicate it from your 'to do' list completely.

Force24 holds a library of approximately 700 connections into leading CRM platforms and other critical business applications. So, you shouldn't be impacting your time by manipulating customer data spreadsheets. And, with integration into the CRM platform, this means you can take the same data and automatically update those records every minute of every day, all in real-time.



Can't integrate? No problem. The same theory applies – you upload the data daily and the same automation engine manipulates the records, places them in the appropriate segments and triggers the most relevant campaigns.

One email won't cut it anymore. So, when you have to send the campaign, it's best to send several follow-on campaigns.

What do I mean by this? Think about me sending you an email requesting that you download our guide. Then, a week later, I have to look at the contact that downloaded the content and download the contacts I sent the email to. After that, I have to match the contacts that have now downloaded the guide, upload the new list and activate 'stage two'. Complex and time-consuming, right?

Automation takes care of all this. It schedules a campaign with several touches, constantly looks at the data and decides if you should receive the next email, or move into a different journey.

Modern marketeers understand that it takes approximately six touches via email to truly engage recipients. So, it goes without saying that if I'm manually manipulating data, building emails the old-fashioned way and scheduling campaigns the day before they're due to go live, I'm wasting a great deal of my day – and placing a huge amount of reliance on me being at work!



The Force24 automation platform simply allows marketeers to drag and drop email and decision stages that take into account what the user done. Sounds easy right? That's because it is!

The Force24 platform has been specifically designed by marketeers for marketeers. We understand how hard it is to embrace new technology, so we made our offering as simple as possible.

With the free training and support that we give to all of our users for life, we find 100% of our customers utilise automation within two weeks of going live. Then, most report that they are proficient within just six weeks!

There really is no excuse to do things the old-fashioned way anymore!

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Right Person, Right Message, Right Time!



*As I always say, personalisation comprises of three elements: **what** to say, **when** to say it and **who** to say it to.*

Becoming relevant is easy because we all should be experts at it! Why? Because every single day we communicate with colleagues or friends and family, and we have learnt how to be relevant and timely with what we say to these groups. So, why should we find it hard when speaking with our customers?

The quickest and easy way to be relevant is through personalisation. This is often perceived to be many different things to many people, but, in reality, it's one thing that's interpreted in different ways – depending on the capabilities within the marketing department.

As I always say, personalisation comprises of three elements: what to say, when to say it and who to say it to.

For example, if I say the right thing at the wrong time to the right person… it's the wrong thing! In order to personalise, I must say the *right* thing at the *right* time, and to the *right* person.

So, going back to my previous point of personalisation being different depending on the capabilities within the department, those operating with rudimentary tools may believe that it's simply about addressing emails with [Hi FirstName]. (and I'm here to tell you, it's so much more than that!)

In fact, Force24 customers will know, personalisation should consist of those three elements earlier.

2.1 THE FIRST ELEMENT IS: THE RIGHT PERSON

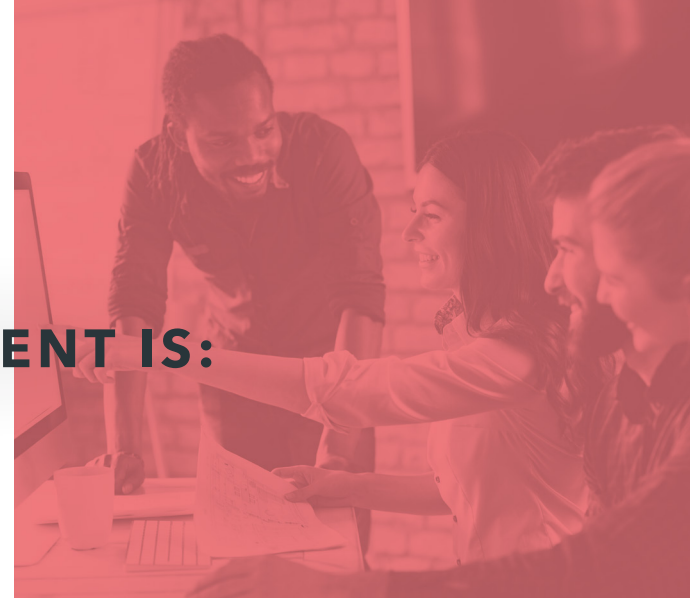


Am I talking to the right person? In many marketing departments were speaking to lots of different buyer types, but there will be certain people that won't be the correct group for our messaging. It's important the market understands their data, irrespective of how it was sourced, and ensure that it contains a list of people who *can* buy their products.

It's imperative that marketeers take the stance of activating quality over quantity. Where we can identify contacts that we're unsure meets our desired buyer personas, it's best to remove them from the dataset as they'll be unlikely to purchase from us.

Easy!

2.2 THE SECOND ELEMENT IS: THE RIGHT TIME



Unfortunately, this is a little bit tricky, well, for those marketing departments that are using the more rudimentary tools. For example, one of the key factors we've identified as being the right time to send a communication is based on the contact's engagement with your website. By understanding when they access the site, and what they're looking for, this can potentially infer when the right time is to talk to them.

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Other data triggers may also help us to understand when the right time is to communicate. For example, if you have a car that you bought from me three years ago, now might be a good point to discuss part-ex options.

However, the problem with relying solely on data from past transactions, is that – during the three years since you bought the car – I don't know whether you sold it, or what you did with the vehicle. So, whilst this data is very helpful, the detail we can infer from somebody's browsing *intent* is much more powerful.

Carrying on with the car dealer theme, where the data highlights that my car is now three-years-old, the web activity tracking available via our Force24 platform indicates exactly when I have been engaging with content around new vehicles, and, more specifically, which vehicles. This means I'm not reliant on waiting for three years to re-engage with part-ex options, I can start a conversation automatically – either via email, SMS or on the phone the day after they browsed the website.

2.3 THE LAST ELEMENT IS: WHAT TO SAY

Again, using CRM data and perhaps the data trigger – as described in the car dealer example above – what to say next should be quite easy.

However, again relying on a single data point, which may be several years old, to trigger a communication is a risky strategy because so much may have changed in that time. This is clear to see to any modern marketer.

Whereas, marketeers tracking the web activity of their database contacts will have a keen understanding of exactly what it is that the contact is engaging with, and therefore what to say next.

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2.4 WHAT IS WEB ACTIVITY TRACKING?

This is the process of placing a first party tracking cookie on the computer of someone browsing your website. This must not be confused with the highly controversial third-party tracking cookies we hear about in the media – as deployed by Google and Facebook. First party means that you, the website owner, have a cookie deployed to enable you to track and improve user experience.

When the cookie is placed, it gives the user that's browsing your website an ID. This is then matched if a user ever clicks on an email in future, or fills in a form on your website. So, even if you don't know the person, you're able to track back to the original source – i.e. the specific Google advert they came from.

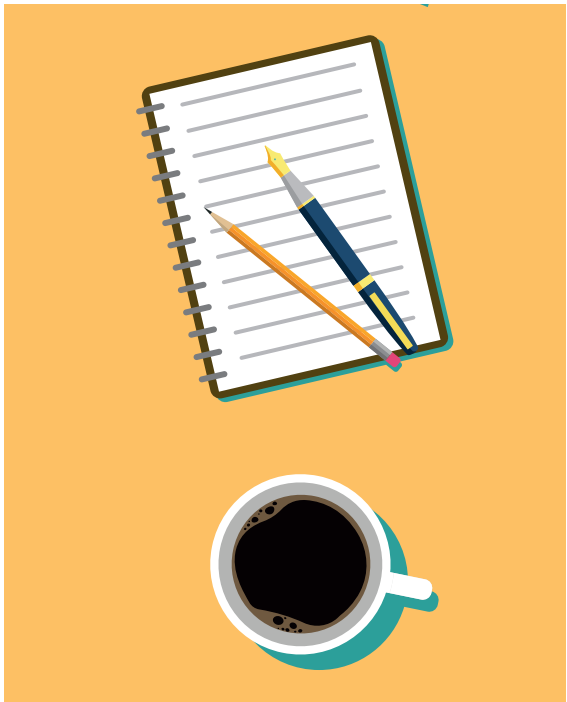
Force24 believes this is fundamental information at your fingertips and is therefore critical that you're empowered with these via our bespoke packages.

I wish I could tell you that the simple third-party bolt-on can enable you to do this in any email platform, but it just won't. The Force24 platform was design from day one to take contact data and pinpoint exactly what they were looking at on your website, enabling you to make decisions on the most relevant next steps for each individual.

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3 Win More Customers



Next is the part that people really want to understand, **how to win more customers***! The problem is, without cracking the first two steps above, you simply don't have the time to be doing what is necessary. So, that's why this section of the guide is last.*

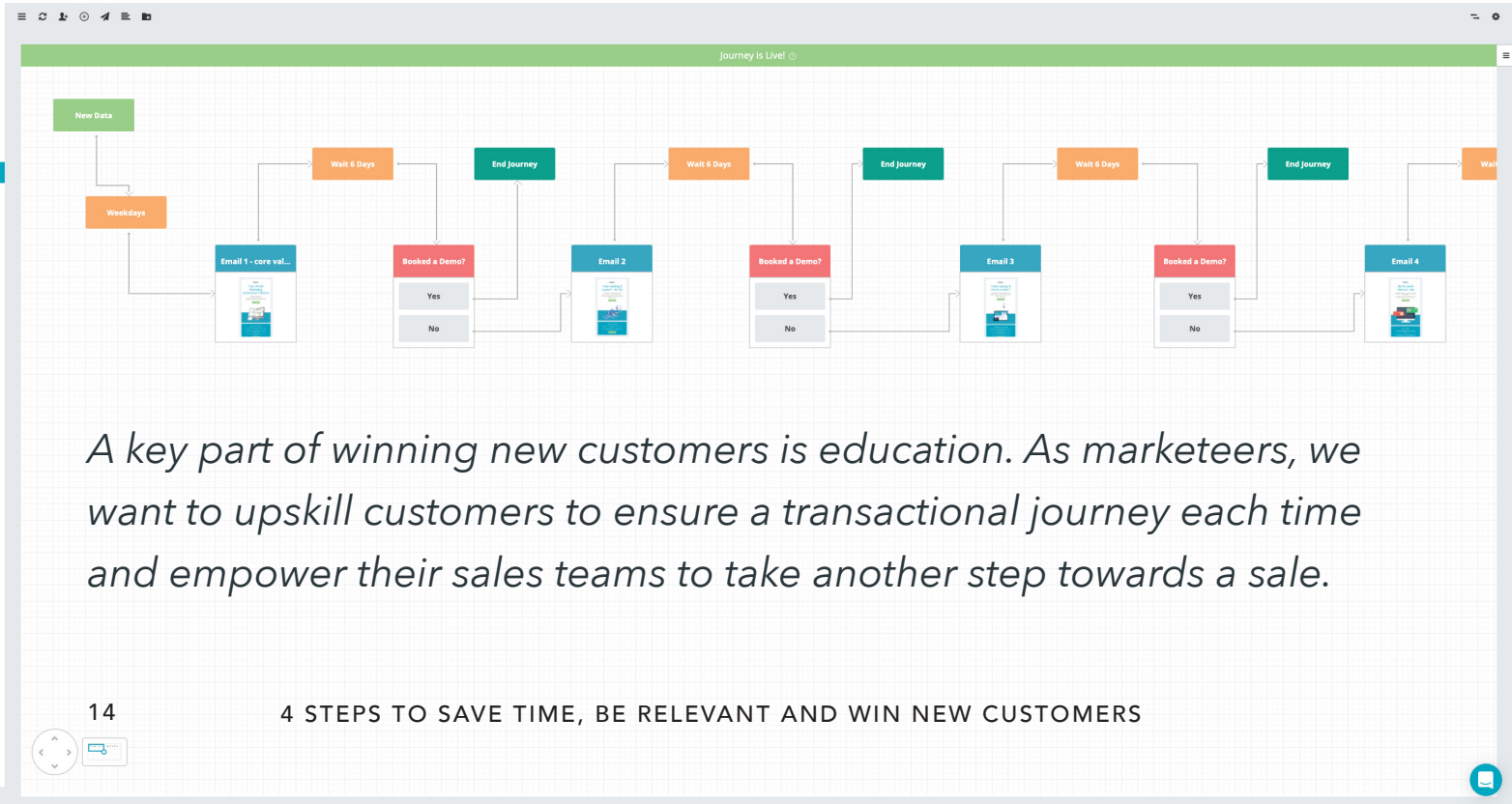
3.1 FIRST OF ALL:NURTURE

A key part of winning new customers is education. As marketeers, we want to upskill customers to ensure a transactional journey each time and empower their sales teams to take another step towards a sale.

So, what is meant by '**nurture**'? It's the process of nurturing your contacts over a period of time, delivering a number of key messages that have been designed to build the wider picture.

A common problem that many marketeers face is overburdening their comms with too much information. Nurture basically helps you to deliver the message via a number of different messages, over time.

It also enables marketeers to make far simpler communications that people actually digest, by relying on the fact that their overall message will be received throughout.
A good tip here is to remember that any particular email should have a single introduction paragraph consisting of no more than 20 words. If you can't fit your key message in 20 words, you need to rationalise it and split it down.



A key part of winning new customers is education. As marketeers, we want to upskill customers to ensure a transactional journey each time and empower their sales teams to take another step towards a sale.

This also works hand-in-hand with the commoditisation of artwork I discussed earlier on in this guide.

Again, automation makes this process incredibly easy. Simply building a journey that consists of
many different stages and provides decisions between each piece of comms, helps marketeers to understand exactly when it's appropriate to send customers to the next stage.

It can be a little tricky though. Imagine I need to educate you about a fairly simple topic, how might you put something like that into a nurture sequence?

Think back to the everyday conversations with our friends, family and colleagues, you don't just
ask once and expect to get everything you need from the get-go, sometimes a little persuasion or further information is needed. That's exactly the same with marketing, people engage because we've hit them at the right time with the right message – but we still need to keep pushing for those that are not yet ready.

Without knowing it, we lean on a series of levers to get our point across.

To help you, here's what they typically consist of:

Take an example of asking a friend to go to the pub.



Stage One – introduction: *"Would you like to go to the pub?"*



Stage Two – social proof: *"John is coming to the pub as well!"*



Stage Three – gain: *"I'll buy you a pint!"*



Stage Four – loss: *"The last time you didn't come, you missed out. You don't want that to happen again!"*



Stage Five – logic: *"Come on, let's go to the pub. John is coming and I'll get you a pint – you don't want to miss out!"*



Stage Six – urgency: *"Come on, get your coat, we're going in five minutes."*

The aim of nurture is to run a contact through the six stages – making sure they understand the proposition and you've driven the appropriate amount of desire. This should all be done whilst utilising our basic human instincts to gently push people along.

For example, **urgency** is one of the most powerful messages we have in marketing. But, if I was to just use it all the time – without any of the other stages – my marketing would become very depressing. So, all phases must be used to ensure that my message is presented in the most appropriate way.

No longer should we accept the old way of doing things, we must embrace the modern age and understand we're competing against marketeers that are aware of these principles. If we don't, we could fall behind.



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3.2 BUILDING CONTACT FUNNELS

This is a key strategy in helping to convert more business. Again, it's something that we see in our everyday life, but we don't always employ these techniques in our own marketing.

Let's have a look at the classic retail funnel that we can all understand – buying a holiday.

Like you, I receive numerous email messages from brands trying to convince me to book holidays with them, and I do occasionally bite. If there's an email advertising a beautiful villa in Greece, those marketeers should have me already at the top of the funnel because I've previously expressed interest and engaged. Being in their wider data marketing segment, I should be receiving inspirational communications – designed to purely attract my attention, educate me to the possibilities, all without the 'hard sell'.

If I was to then take a look around the website and it asked if I would like to download a brochure – and I do – I should've moved into the second stage of the funnel.

At this phase, having discussed the villa with my wife, we might then revisit the website and start engaging with relevant content around pricing and payment options… Welcome to stage three of the funnel!

Here, everything changes. As a marketeer, you know roughly where I want to go in Greece, and you know approximately how much I want to spend.

And the final stage is where I book online or contact the contact centre.

The key point throughout is that during each stage of the funnel, the appropriate messaging should always be slightly different.



***Stage One** as a marketeer, I'm talking about inspiration.*



***Stage Two**, I'm encouraging you to come back.*



***Stage Three**, I want to make sure you understand the values of our brand and why booking with us is the best option.*

***Stage Four**, now's the time to switch to commercial messaging covering low deposits, for example, and contact centre opening hours.*



The best and most appropriate answer to the above is to understand exactly how a user is engaging with your brand by analysing their web activity and automating this final process – via a platform like Force24!

So, my job as a marketeer is to look at my audience and attempt to identify how I can see what stage each person is at. Again, as a Force24 customer, the web activity collected on what your customers are doing will help you to make that decision – thus making things incredibly easy for you.

But as a basic principle, Stage One could be people that just haven't engaged with you for a period of time – i.e. having not clicked on any emails for a while. So, we should serve thought leadership-style messages to these individuals to try and reinvigorate their interest.
And, as soon as the contact begins to engage with your content, for example they've clicked on your email (in the absence of a more sophisticated web tracking system), you could move them to Stage Two and move them to commercial messaging.

This would be comms centred around, 'Would you like to see our pricelist?', or 'Would you like to book demo?', or finally, 'Would you like to arrange a time to speak to our sales team?'

The best and most appropriate answer to the above is to understand exactly how a user is engaging with your brand by analysing their web activity and automating this final process – via a platform like Force24! It makes it easy for you, and that's why the automation industry is one of the fastest growing in today's marketing space.

3.3 IT'S A NUMBERS GAME

As a consumer, I like to think that I'm unique because what I do is totally unpredictable and based on my own emotion and free will. Sadly, this isn't the case.

We're all acting on similar triggers and largely doing similar things. This was pointed out to me during the COVID-19 lockdown period where I might have an immediate thought about what to rustle up in the kitchen. Guess what? So did everybody else! I then thought, 'I'll turn my attention to the garden', and, yes, I wasn't alone! As a result, at each stage I was disappointed that I was unable to get the stock that I required.
So remember, it's a numbers game. And when you're sat in my marketing 'ivory tower' using stats, you can figure out the best way to do things.

One of those ways is by looking at the conversion rates of online web assets – such as the website or blog, for example. Now, I can save you a little bit time on this because most websites convert traffic between 0 and 2% meaning for every 100 people you throw into the website, two of them will enquire. And, most blogs convert at 1/10 of the main website conversion rate.
How scary is that? A lot of organisations use blogs to house content that they then publicise through social media, email and paid search. Never mind pouring water into a leaky bucket – it's perhaps the same as not even using a bucket!

So, back to my original statement – and how I believe I'm unique as a customer – the simple fact is that while blog content may be enjoyable to consume, I feel under no pressure to engage with the brand and therefore I don't.



So, what's the answer? All paid-for outbound direct marketing should be directed towards a ***custom-built, message-specific landing page****.*



3.4 WHY A LANDING PAGE?

Customers of the Force24 platform can create their landing pages even quicker. We've developed a microsite editor that's designed to enable you to build a custom landing page ***– in less than 15 minutes.***

On average, I can comfortably achieve a 10% conversion rate via a landing page – that's 10 people enquiring! But why? Because a landing page is not encumbered by one necessary object that you've dotted around your website. it's instead a really simple conversion-focused page that gives recipients a simple and easy route to digest and enquire. Additionally, it eliminates click leakage (where web browsers start to leak out around the website in an unstructured manner).

So, if it's so obvious, why doesn't everybody use landing pages? The reality is, successful brands do.

Your paid search advert sees how many actually link to their website, and how many linked to a landing page. In retail, we prefer deep-linking into the buying process, where it takes the user deep into the website and as close to the purchase point as possible.

The other significant problem with a landing page is the overheads in building a landing page for every campaign of message. Surely it's too much work to build? No it absolutely isn't!

Referencing the first two parts of this guide, it's about getting focused, and removing the unnecessary parts of your day –thus freeing up time to enable you to focus on building quality outputs, including landing pages.

Customers of the Force24 platform can create their landing pages even quicker. We've developed a microsite editor that's designed to enable you to build a custom landing page – in less than 15 minutes.

If we focus on what makes you effective, our product is designed to enable you to work at your maximum efficiency at all times – with savvy tech to support and help you do more.

The Next Step 4



We help over 4,000 marketeers refine their message and approach their customers and prospects in a more personal way. Now is absolutely the time for you to look first-hand at how effective you could be, if you use technology to its full extent.

Why not book demo with a Force24 product expert to discuss your current process and allow them to demonstrate how your time could be more efficiently spent?

*A **45-minute** investment now could save you weeks over the coming year...*