



6 Creative Ways to Use Automation in Your Small Business

Ken Countess, KEN IS EMAIL



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BROWARD SCORE NATIONAL CHAPTER OF THE YEAR



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Agenda

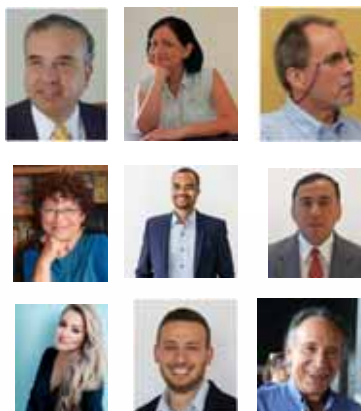
- About SCORE
- Speaker Introduction
- Webinar
- Questions
- Closing Remarks

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SCORE 
FOR THE LIFE OF YOUR BUSINESS

Who we are - SCORE Broward

- Nonprofit. Established 60 years ago
- Cadre of 90 volunteers
- 3,000 one-on-one mentoring sessions/yr.
- Over 15,000 South Florida entrepreneurs/yr. attend our webinars/workshops/events



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Want to talk to someone?

- Schedule a mentoring/counseling session with a SCORE volunteer
 - Usually a 45-60-minute session
 - You tell the volunteer what you want to talk about
 - Ideas you want to bounce off someone with business experience
 - Opportunities you have
 - Challenges you have
 - Specific questions on sales, marketing, finance, HR, business planning, funding, and other business issues
 - Volunteer gives you his/her feedback, suggestions, observations
 - Our mentoring volunteers have a 90% client satisfaction rating

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Webinars

- 150 business topics
- Over 400 live webinars a year
- Mon./Tue./Wed/Thu. evenings
- Saturday mornings in Spanish
- Some middays



Go to www.broward.score.org

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Webinar/Workshop Guidelines

- This webinar is being recorded
- Upon completion you will receive an email with:
 - The url to a recording of this webinar
 - Any supporting documents referred to during the presentation
 - A link to donate to our chapter 017 SCORE BROWARD
 - A link to your free mentoring sessions
 - A link to our google review page. Please leave a favorable review.
- Ask questions as we go along using the “Q&A” button on your screen

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Ken Countess



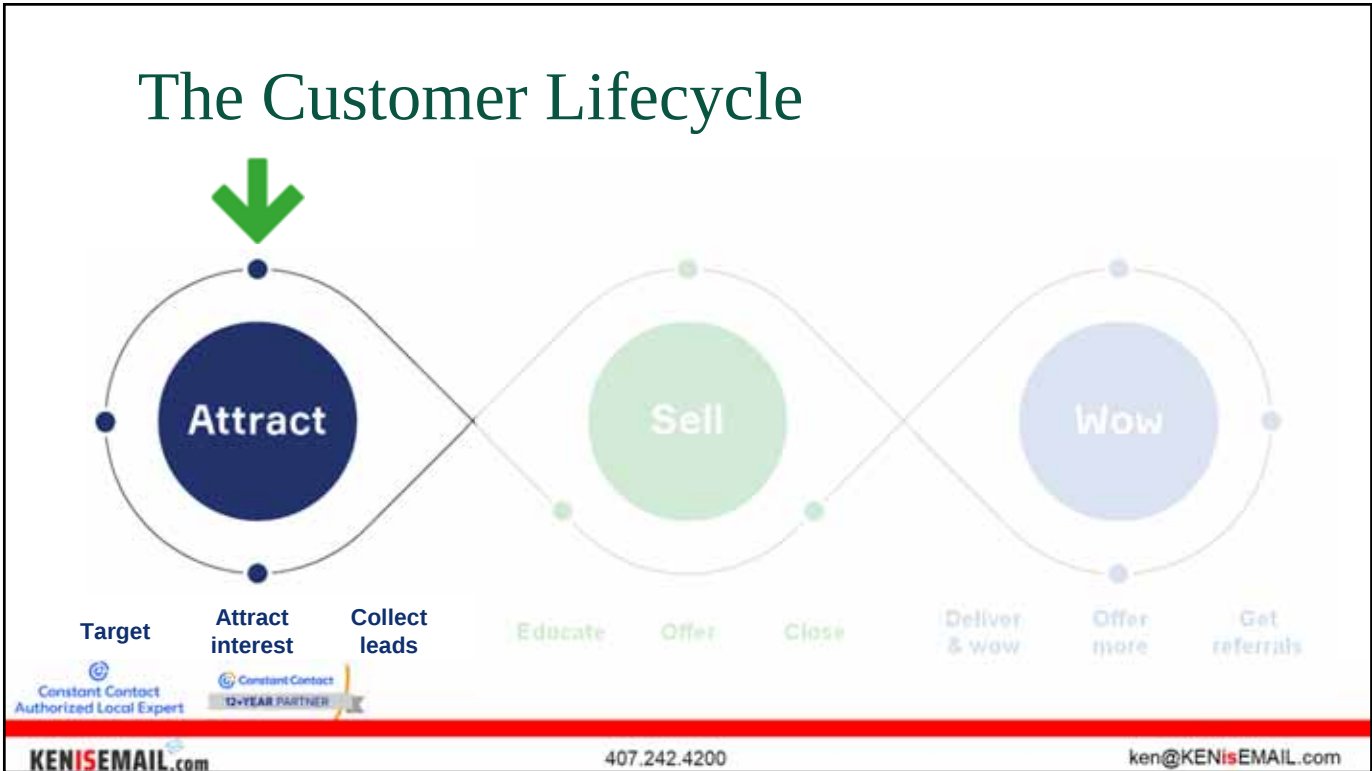
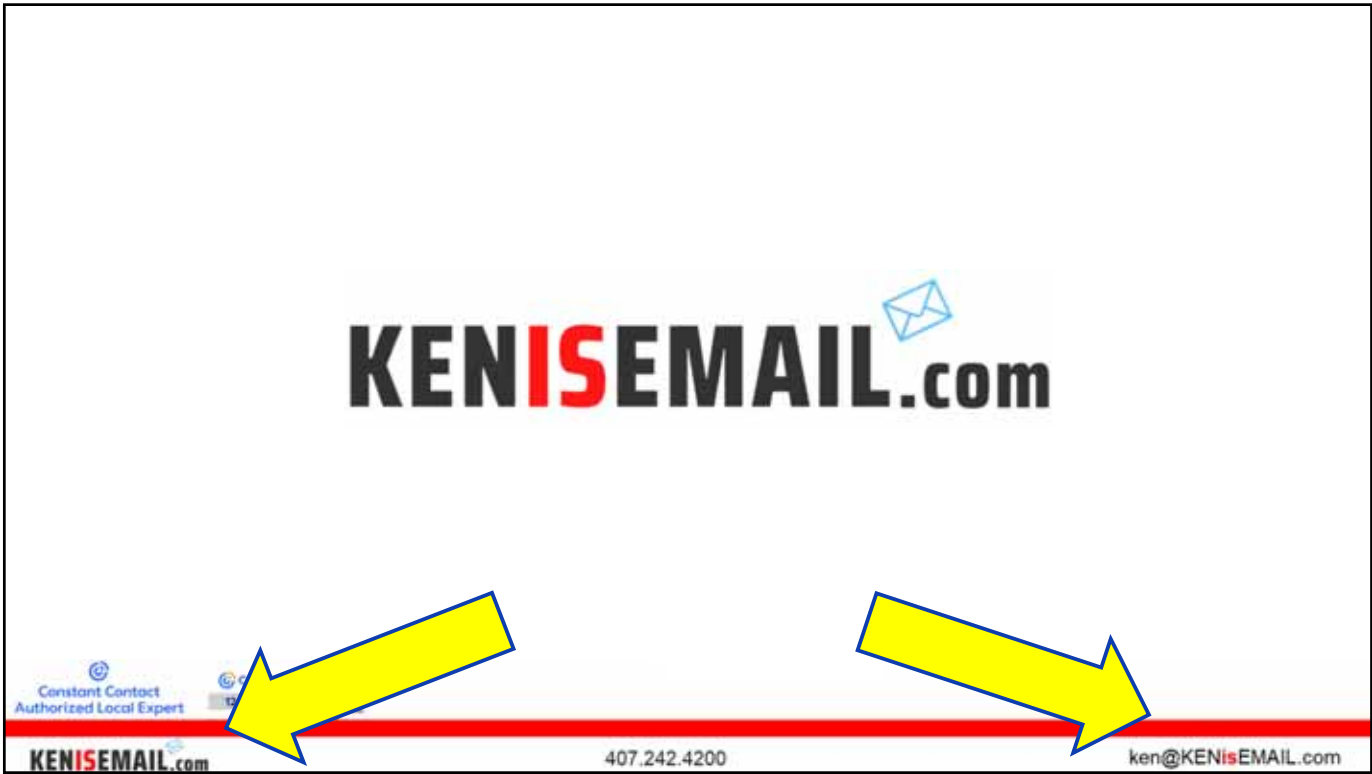
- 40 year marketing veteran
- 4 Fortune 100 companies
- Over 20 years **helping businesses like yours**



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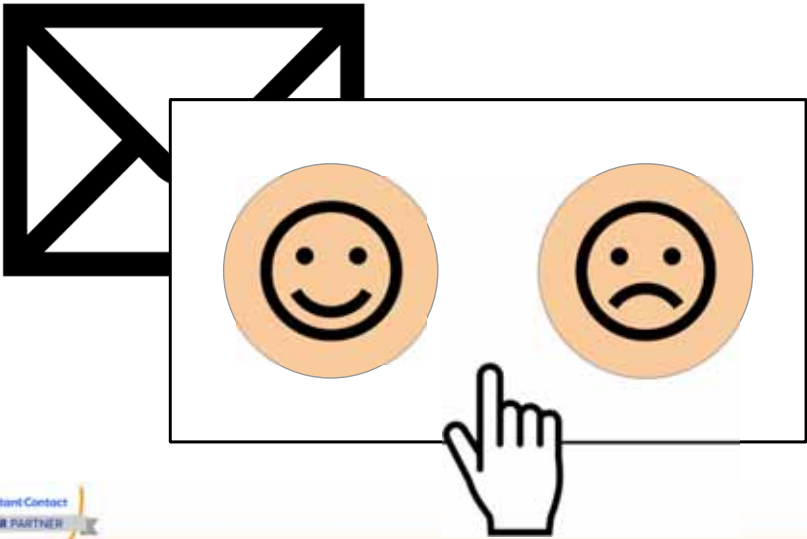


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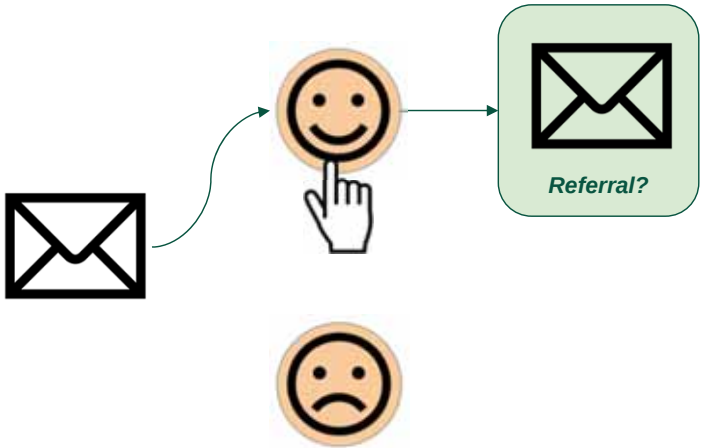
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2. Validate Your Targeting

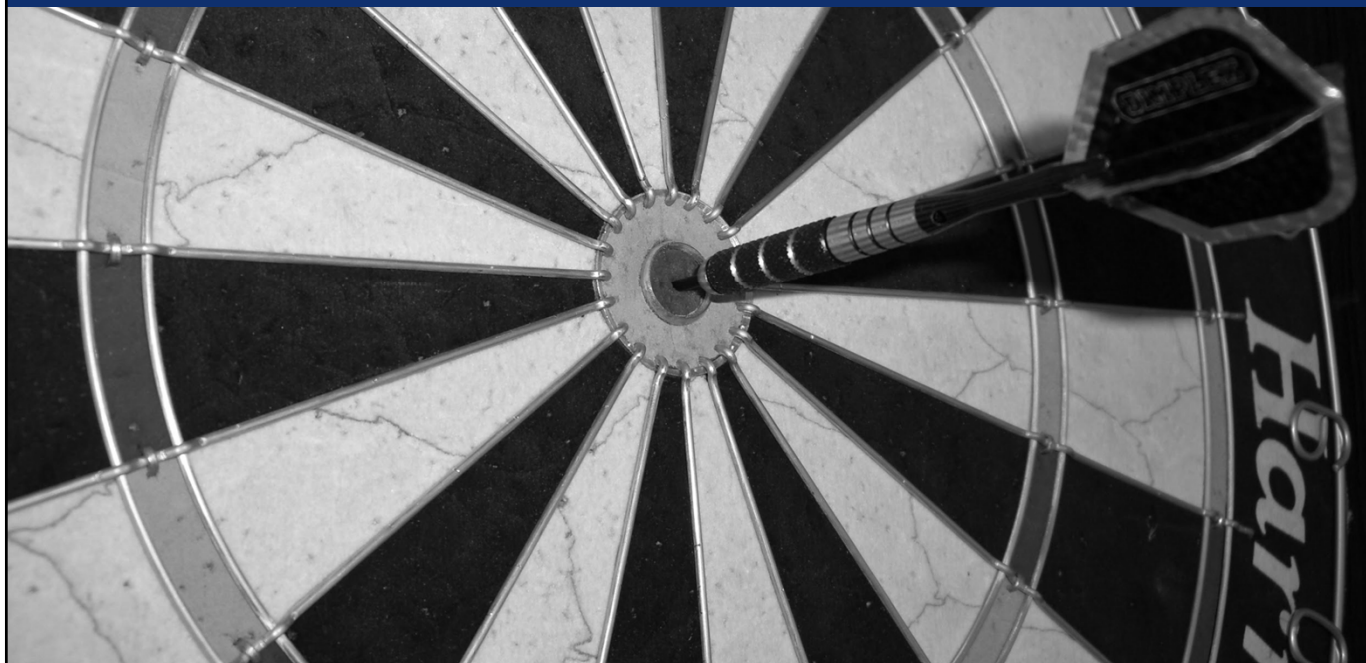


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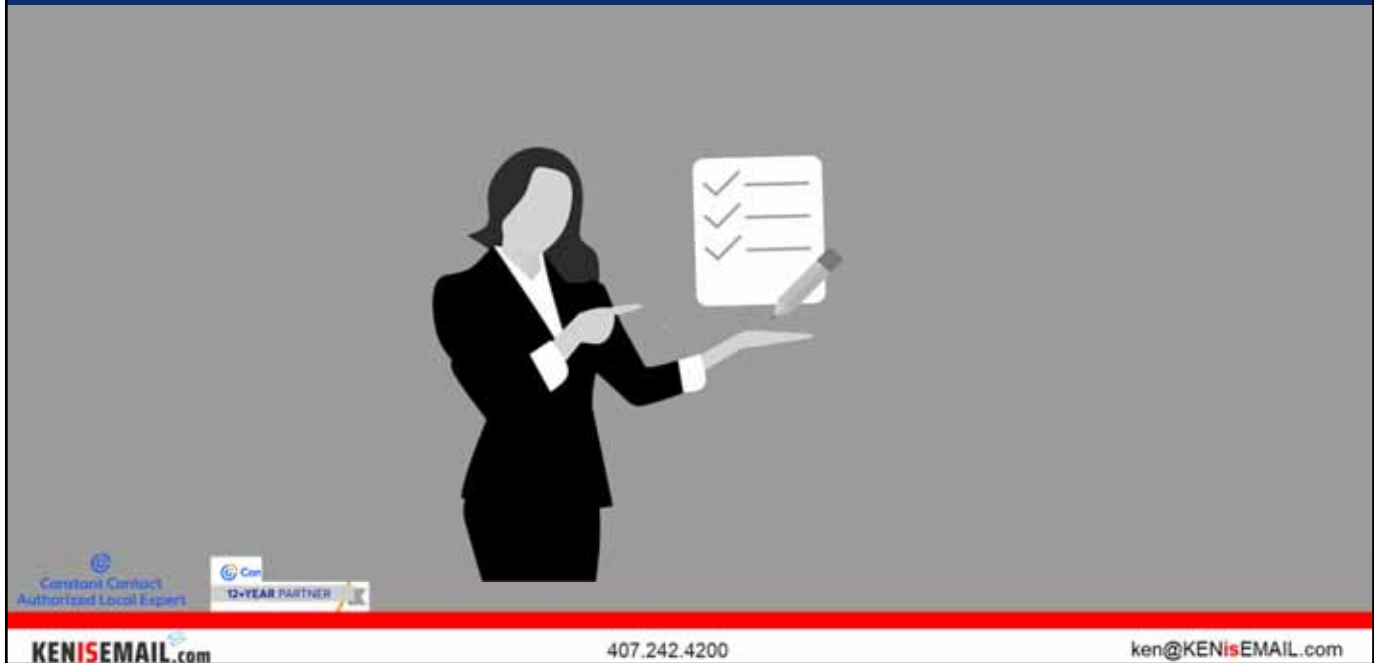
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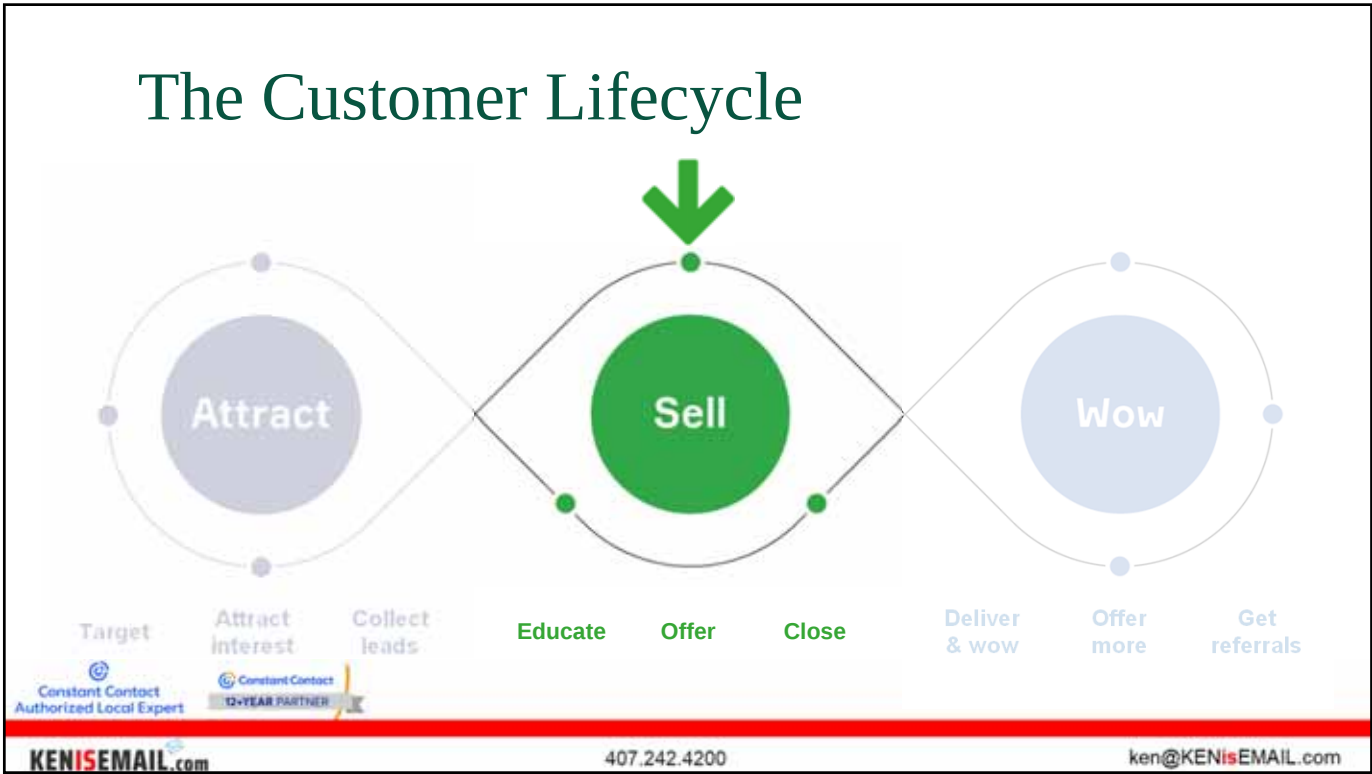


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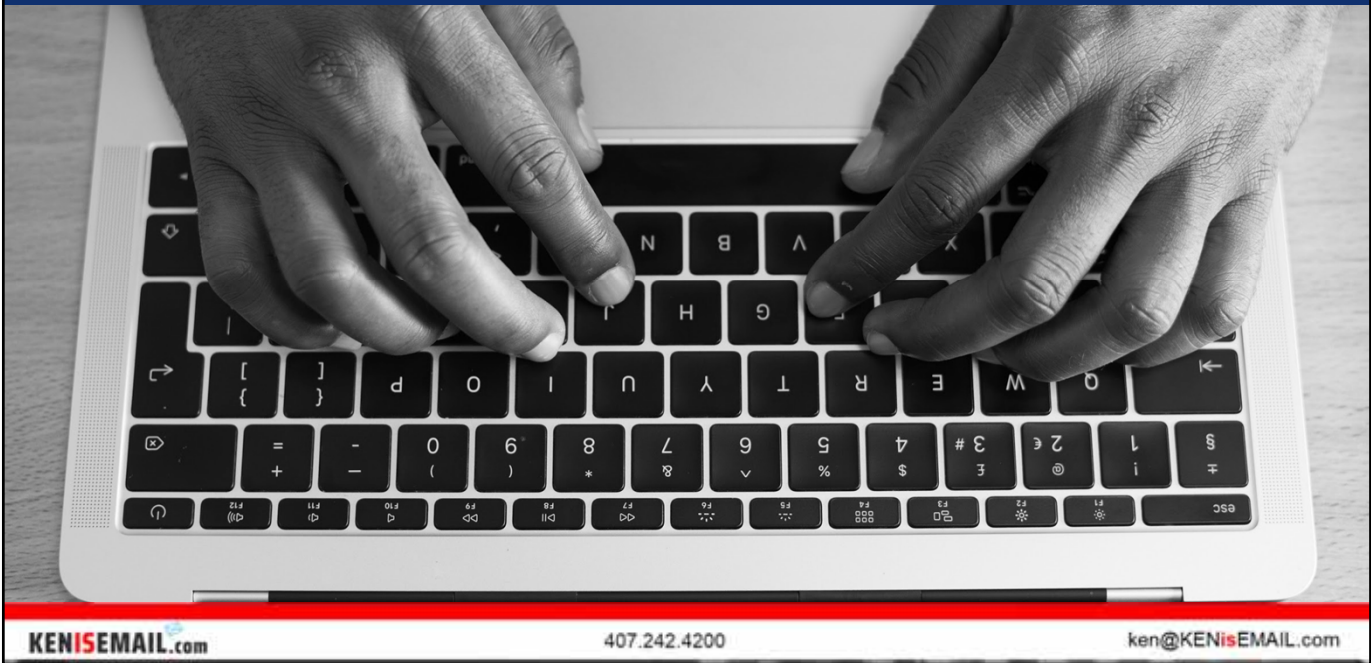
3. Simulate Real Email Interactions to Sell

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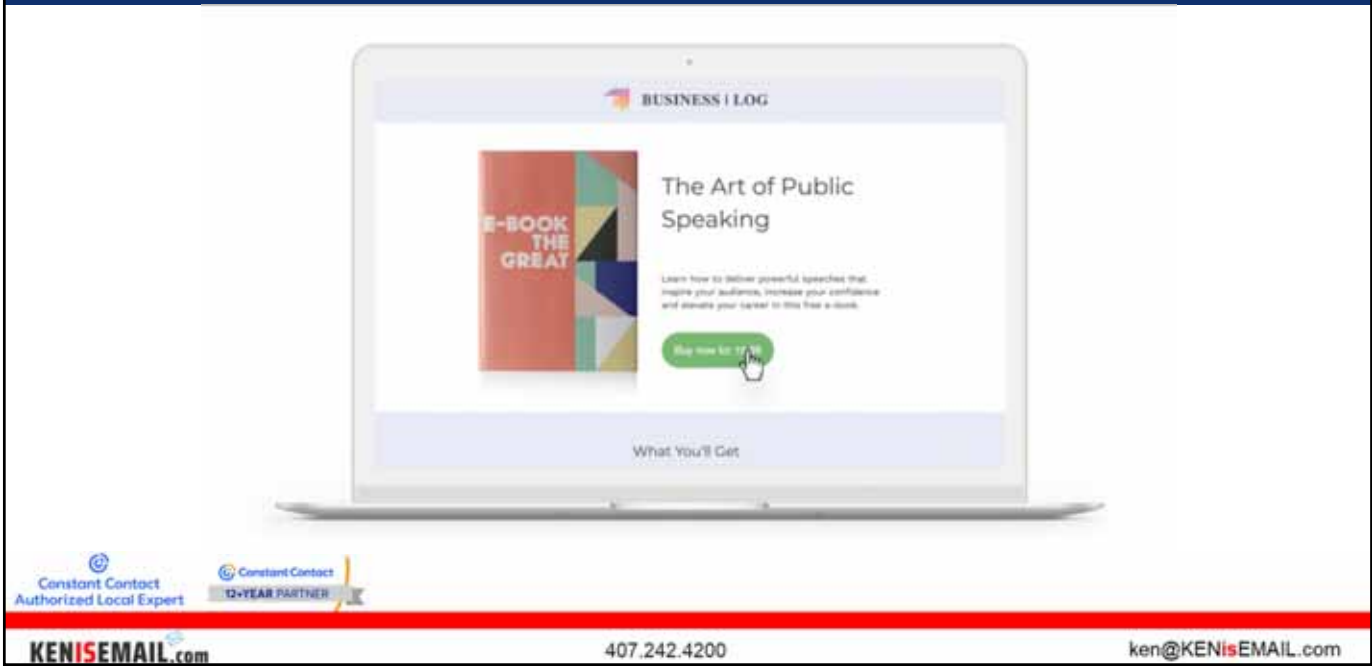
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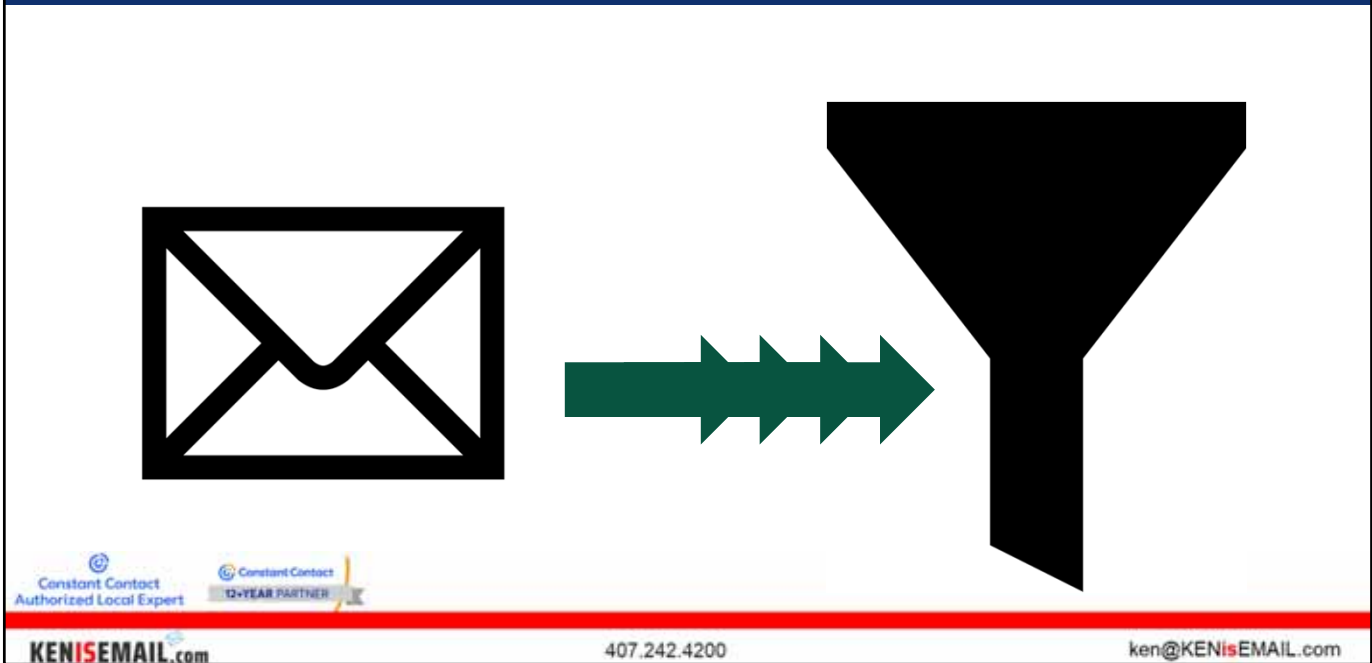
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4. Choose Your Own Adventure Selling



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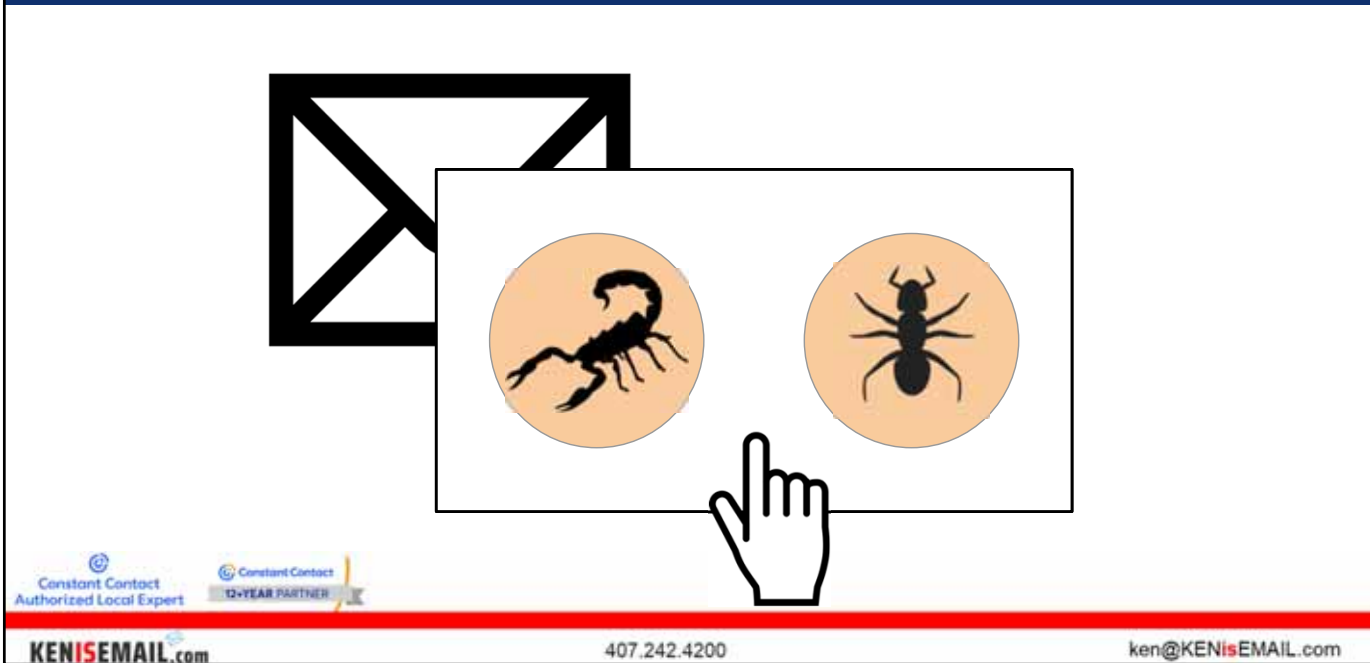
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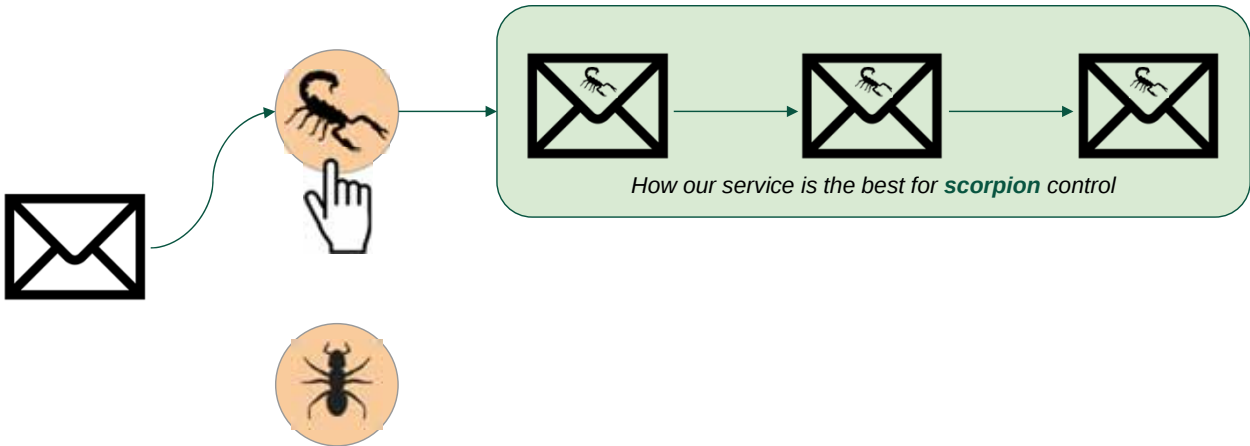
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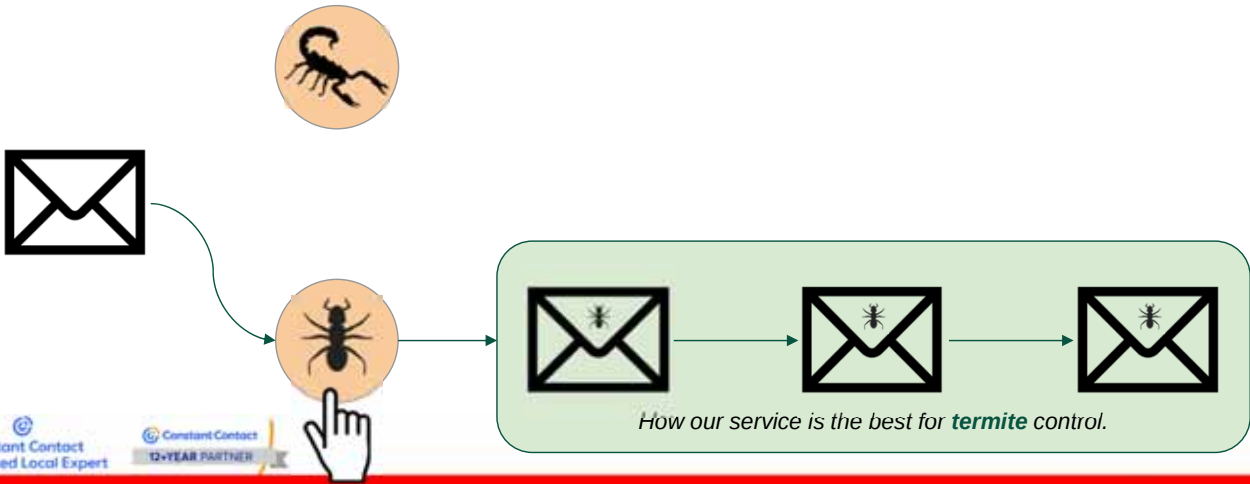
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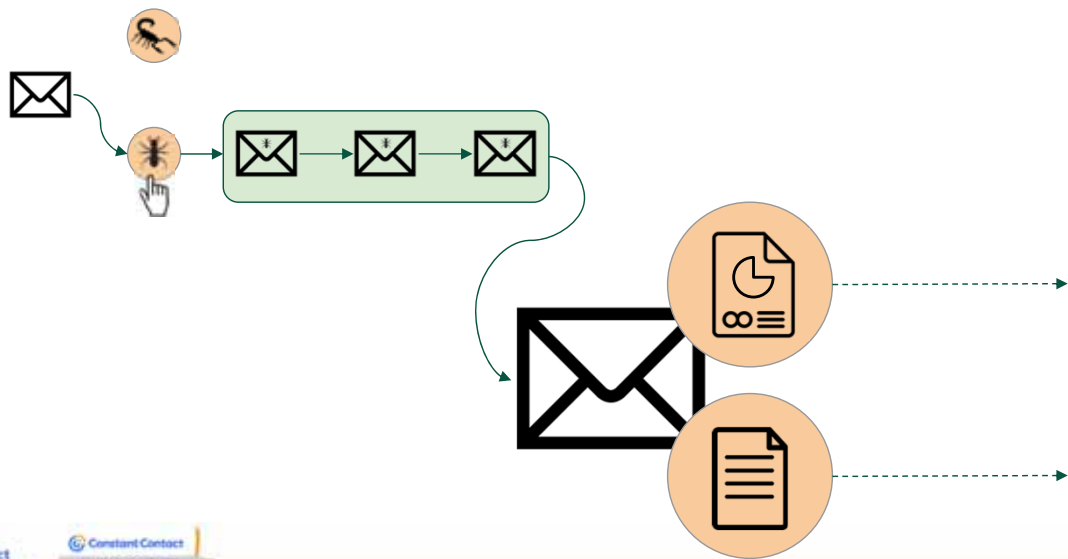
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The Customer Lifecycle



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5. Automate Testimonial Collection



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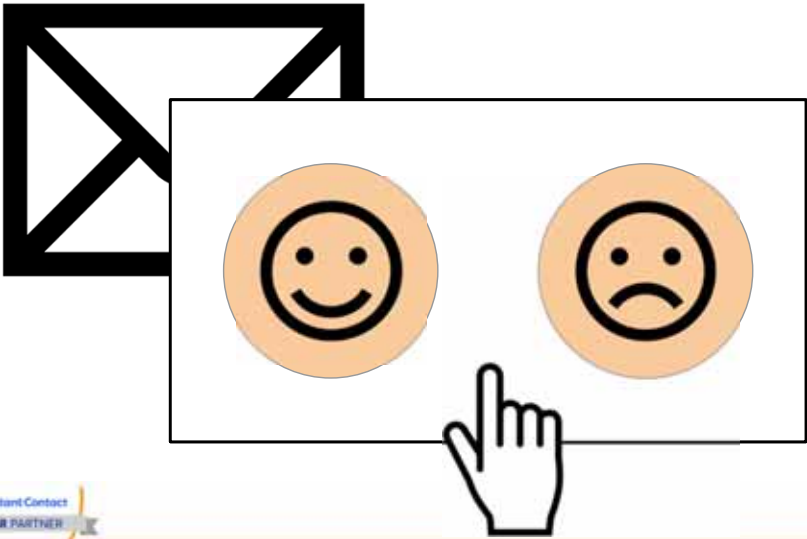


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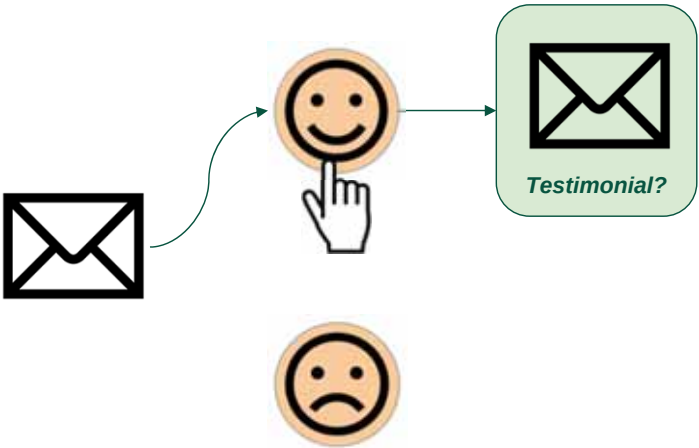
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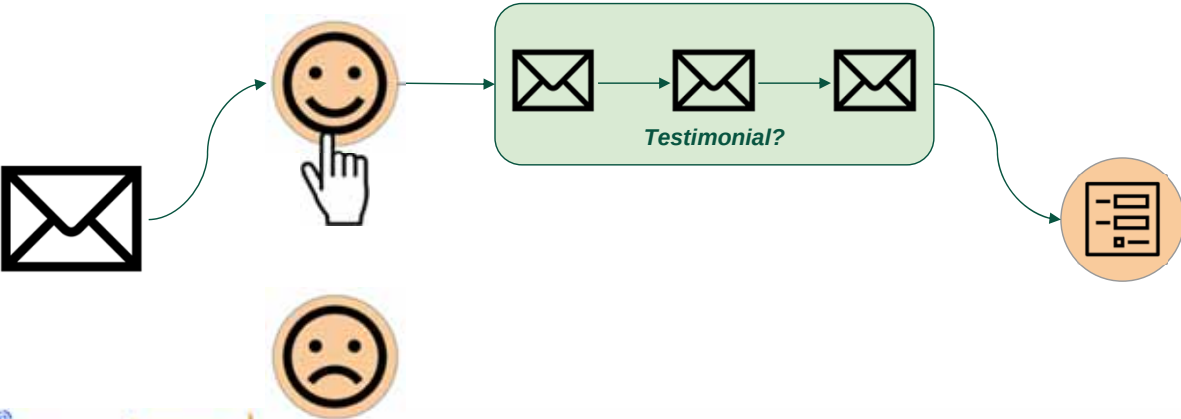
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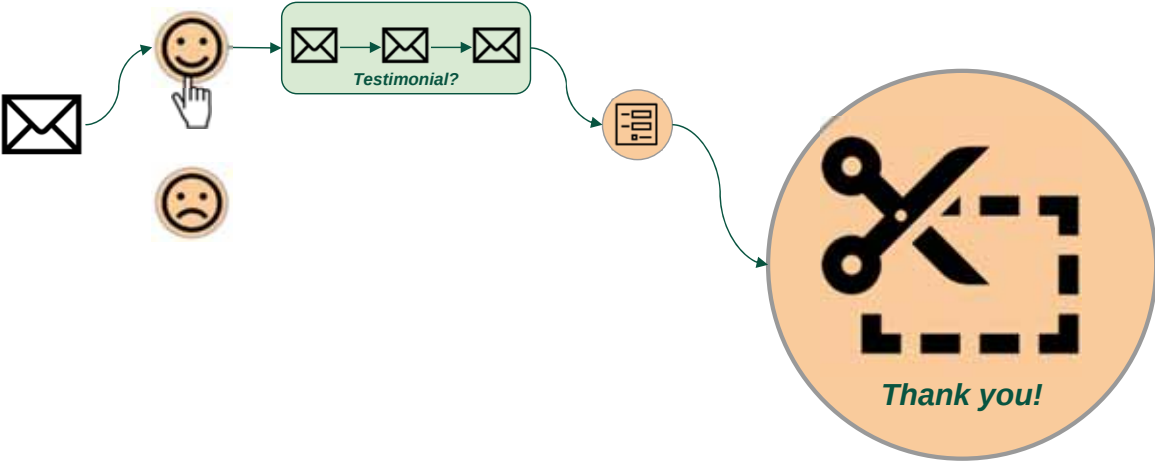
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1. Ask Your (Happy) Customers



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6. Automatically Send Cool Things to a New Customer



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The Customer Lifecycle



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1. Ask Your (Happy) Customers
2. Validate Your Targeting
3. Simulate Real Email Interactions to Sell
4. Choose Your Own Adventure Selling
5. Automate Testimonial Collection
6. Automatically Send Cool Things to a New Customer

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What can you do now?



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#1



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**Waiting even 30 minutes to make contact
decreases your odds of qualifying a lead
by 21 times
as compared to calling within five minutes.**



Source: Lead Response Management Study

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**Use automation to respond
immediately
to an email contact request**



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#2


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“Will You Marry Me?”


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**In the B2B world,
73 percent of leads
aren't yet ready to become clients.**



Source: MarketingSherpa

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**Establish trust by cultivating the
relationship over time, until the prospect
is ready to make the big decision.**

**Automating a “lead nurturing” process
prevents prospects from slipping
through the cracks.**



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#3


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Clean up your email list


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Email providers like Gmail measure engagement—how often people open, click and otherwise interact with emails—in order to detect spam.



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High engagement tells Gmail that people want your emails.

Low engagement suggests that they don't—especially if some people mark your emails as spam.



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**If that trend continues,
Gmail might label you a spammer
and block all of your emails from inboxes.**



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**How to
remove unengaged people
who are on your list
with simple-to-use automation**



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Email Marketing's ROI =

\$36

per \$1 spent

The highest ROI of any marketing tool.
Nearly **3x** the ROI of social media.



Source: Litmus

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Email Marketing
is undeniably the single best tool
you have to
consistently grow your business.



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Are you ready
to take your business
to the next level?

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Really ready?

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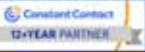
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