

'Stranger To Customer'

Lead Generation & Conversion Workshop
Friday, December 7, 2018

Workshop Agenda

1. Business Goals

2. Target Segments

3. Customer Buying Journey

4. Positioning

5. Competitive Analysis

6. Service/Product Strategy

7. Content Strategy

8. Lead Generation & Conversion Strategy

9. Examples

Who Is This Guy?

About Me



Multicultural
Business
Ministerial
Council

Business Goals

Business Goals

STARTING POINT
NOW

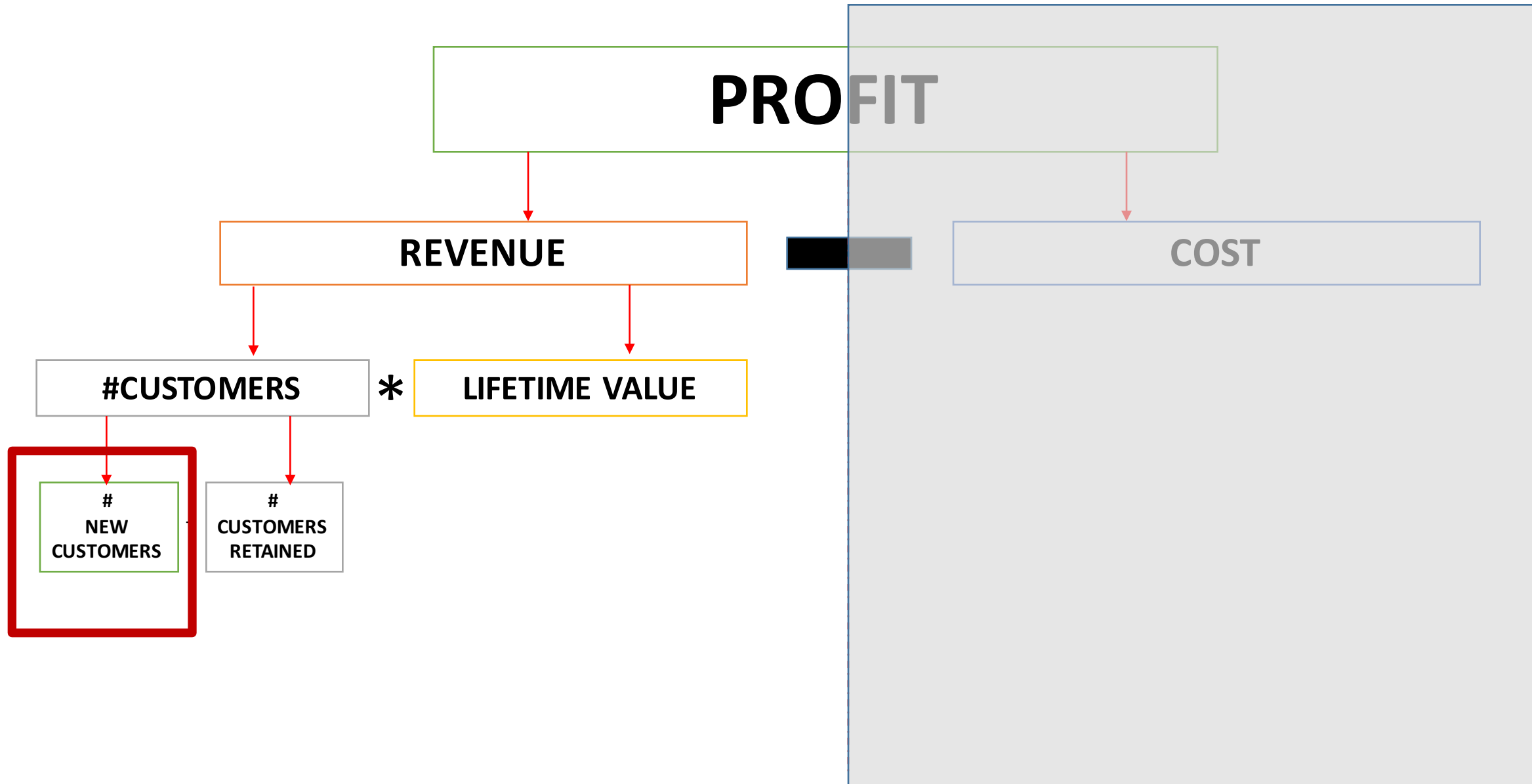


DESTINATION
WHERE?

STRATEGY

Marketing Strategy

Business Goals



How many new customers would you like over the next 12 months?



Target Segments

Target Segments

Segmentation

Dividing the market into mutually exclusive and completely exhaustive segments

The basis for segmentation can be geographic, demographic, behavioural etc

Targeting

Picking the most lucrative and easy-to-access segments from above (not all of them!)

Positioning

Position your brand, products / services etc to each target segment.

You can develop a marketing mix for each selected segment



Who is your ideal customer?
(Define your desired audience)



Customer Buying Journey

Customer Buying Journey

Awareness

This could be (lack of) awareness of you, your solution to their problem and the problem itself.

Interest

This is where the prospect begins to develop associations towards your brand, your products/services etc.

A positive association is in the form of engagement

Decision

This is the 'hands on the wallet' moment where they have decided to address their needs.

They choose you over their other options.

Action

This is 'conversion' where the prospect performs the desired action (sale, booking etc)



What journey does your prospect take in your industry?



Positioning

Customer

What Unmet / Unfulfilled **Customer Need** are we meeting?

Our content must be around these three-pillars for our positioning to effectively resonate with our target audience.

Company

What is our **Core Strength**? What are we really good at (our capabilities)?

Our content must be around these three-pillars for our positioning to effectively resonate with our target audience.

Competition

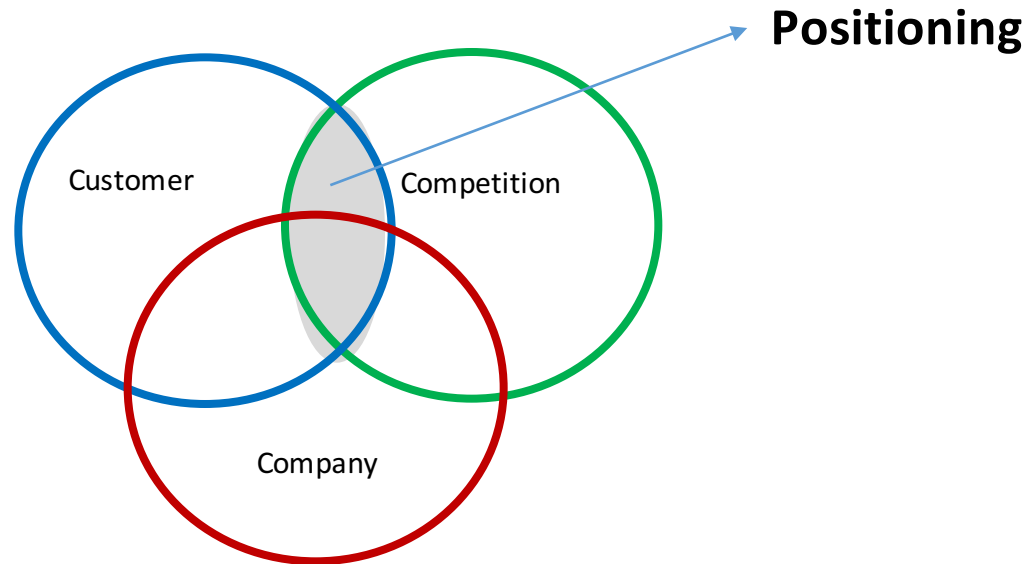
How are we meeting this need better than the competition can? What is our source of **sustainable competitive advantage?**

Our content must be around these three-pillars for our positioning to effectively resonate with our target audience.

3 C Framework and Positioning

Customer | Competition | Company

- Our content must be around these three-pillars for our value proposition to effectively resonate with our target audience.
 1. What Unmet / Unfulfilled **Customer Need** are we meeting?
 2. How are we meeting this need **better than the competition** can? What is unique about the way we do things in the market? Our sustainable source of competitive advantage
 3. What is our **Core Strength**? What are we really good at (our capabilities)?



Positioning

What unique position do you want to occupy in the mind of your potential customer?

Positioning

Positioning

Valid Customer Need?

Aligned with Core Competency?

Source of sustainable competitive advantage?

What are the TOP THREE Words/Phrases that describe your desired positioning?

A note on competitive analysis

Competitive Landscape: Perceptual Map

Customers buying on:

- 1) Factor 1: Price
- 2) Factor 2: Value (non-price related factors)

High Value

**Your
Company?**

Low Price

High Price

Where would you place your
main competitors?

Low Value

POPs and PODs

Competitors

Mobile Responsiveness

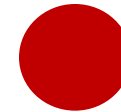
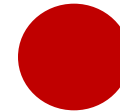
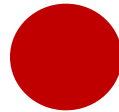
Pricing

Availability

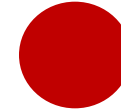
Digital Presence



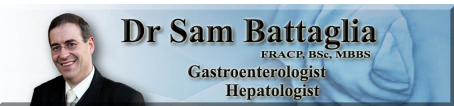
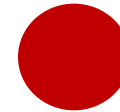
CENTRE FOR GI HEALTH
GASTROINTESTINAL MEDICINE
ENDOSCOPY
NUTRITION



the digestive health centre



GASTRONORTH
GASTROENTEROLOGY & ENDOSCOPY



POD-



POD+



POP



Business Nirvana

Service/Product Strategy

What are your various service/product offerings?

(your revenue streams)

Service/Product Strategy and Positioning

Partner

Agile

Flexible

5 Areas:

Import Freight
Forwarding

Pick Pack
Warehousing

Consulting

Export

How will we demonstrate this positioning across
the key service areas?

CONTENT!

Content Strategy

Content Checklists

☐

Does the objective of the content have a clear link to the buying stages?

☐

Does it employ basic principles of at least ONE of the forms of content marketing?

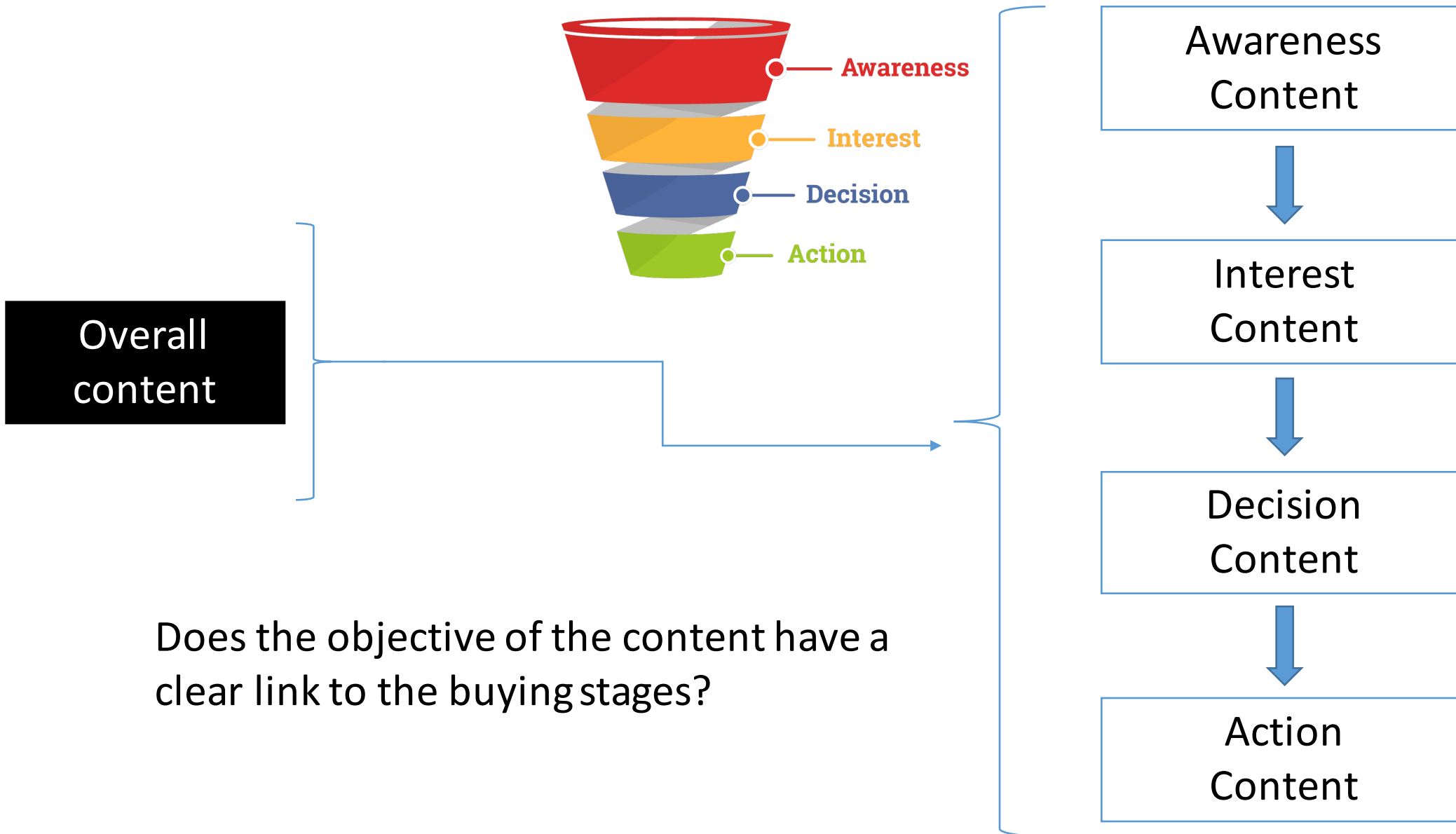
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Does it talk to AT LEAST One of 'positioning pillars'?

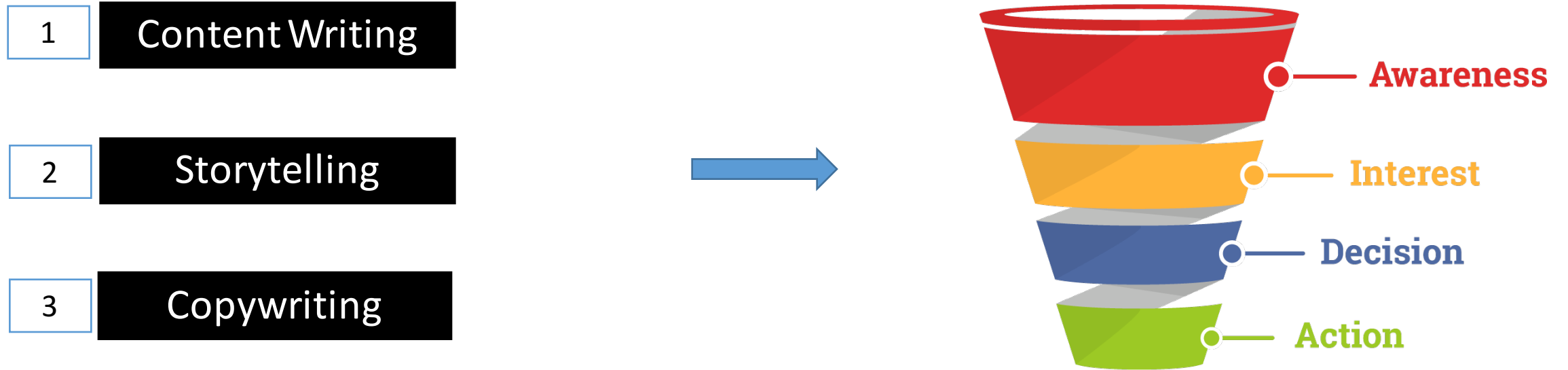
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Does it create trust / educate / show expertise?

Content Strategy & Customer Buying Journey: Framework



Content Marketing: Framework



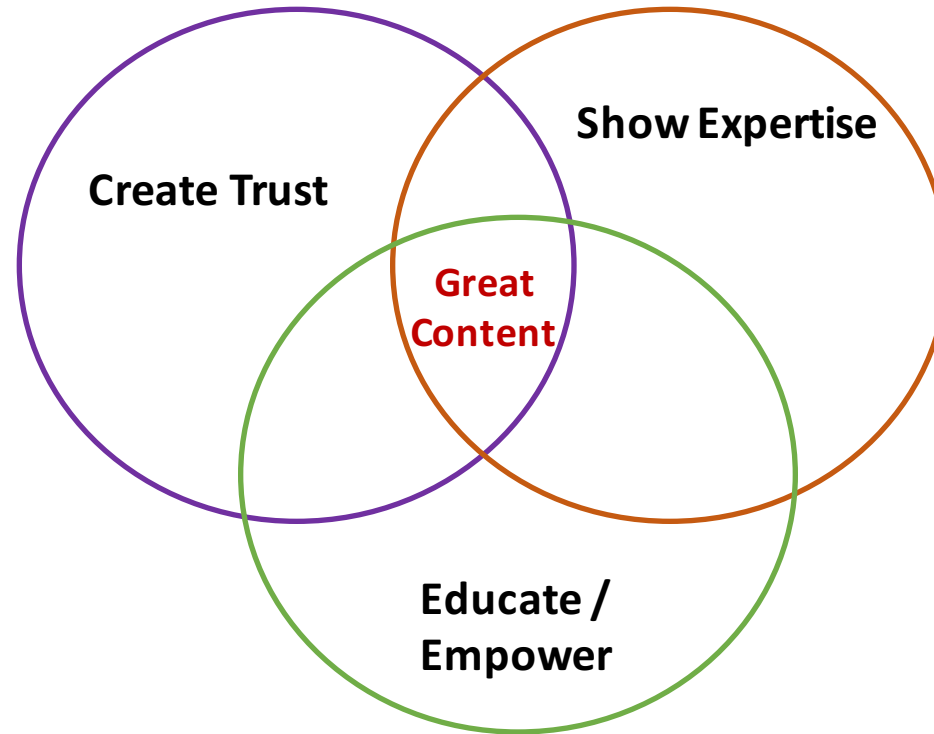
Does the content employ basic principles of at least ONE of the forms of content marketing?

‘Trust – Educate – Expertise’ Approach

“**Trust** is vital in B2B interactions...”

www.ntctexas.com/how-important-is-trust-in-b2b-business

The key takeaway from our content has to play to at least one of these factors, where possible.



“**Expertise** opens doors and increases your authority within your industry”

<https://www.forbes.com/>

“Customers are increasingly more paralyzed than **empowered**.”

<https://hbr.org/2017/03/the-new-sales-imperative>

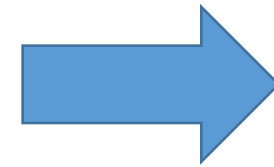
Lead Generation & Conversion System

Services Industry

Funnel Strategy: Lead Generation

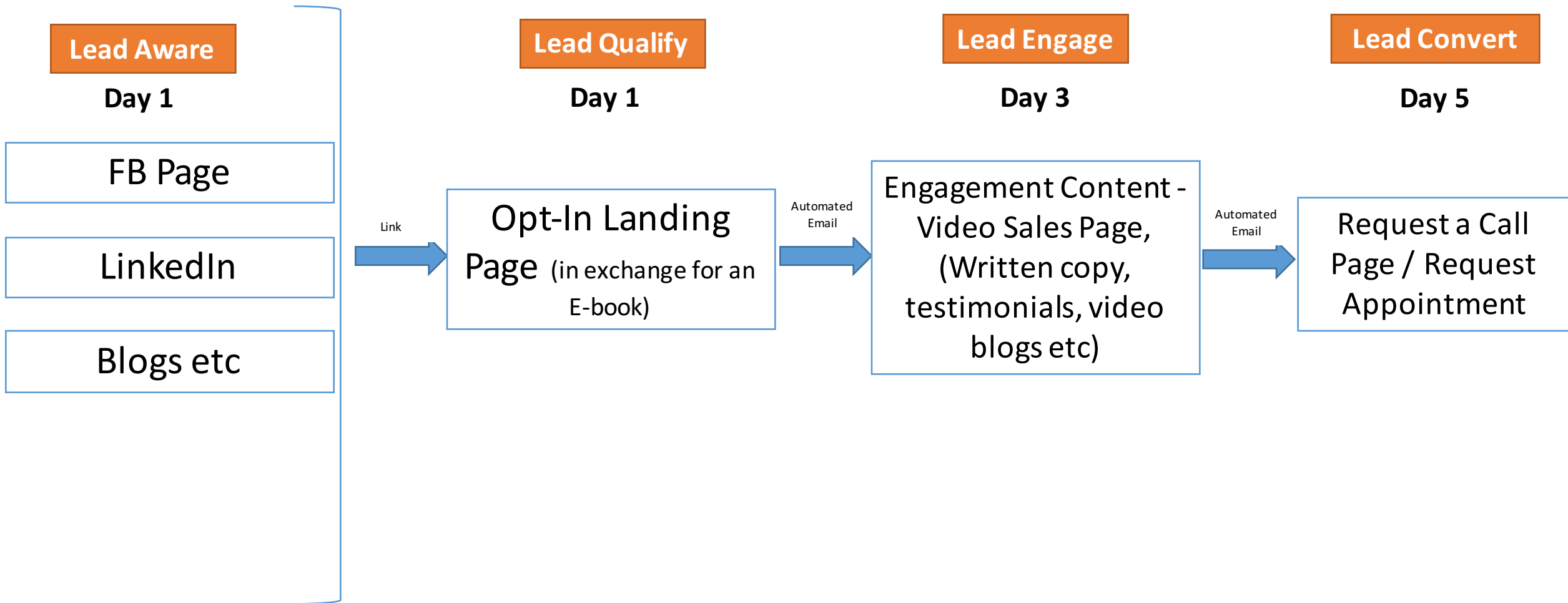


Funnel Strategy: Lead Generation



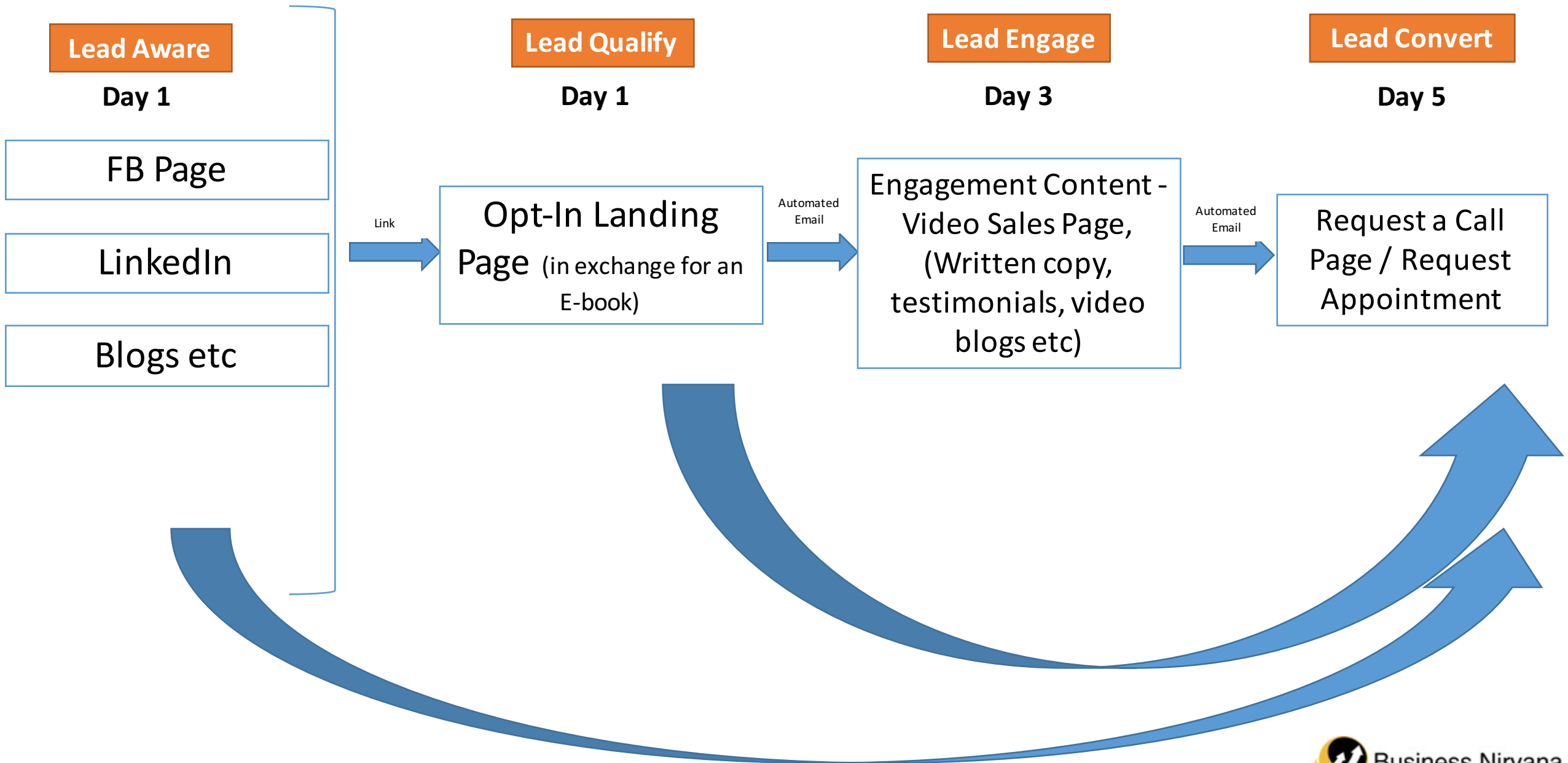
1	Lead Aware	1000
2	Lead Qualify	100
3	Lead Engage	50
4	Lead Convert	10

Funnel Strategy: Lead Generation



One funnel for each service stream

Funnel Strategy: Lead Generation

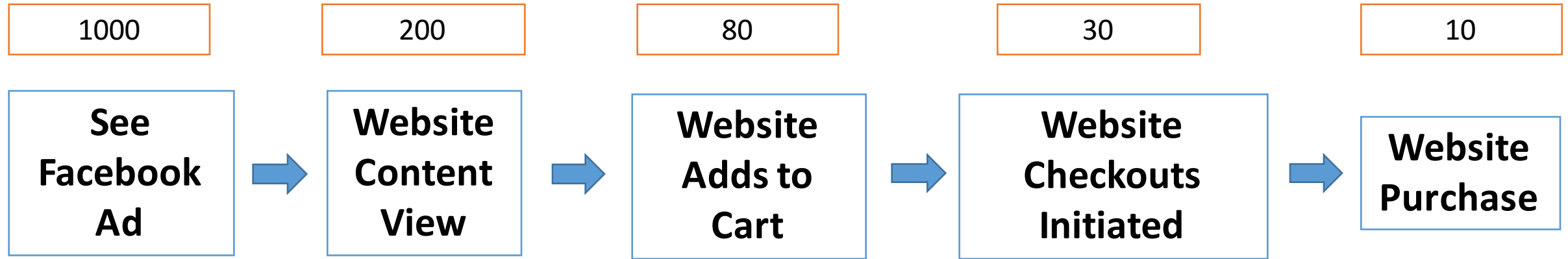


Products (Online)

The Online Product Funnel: Example

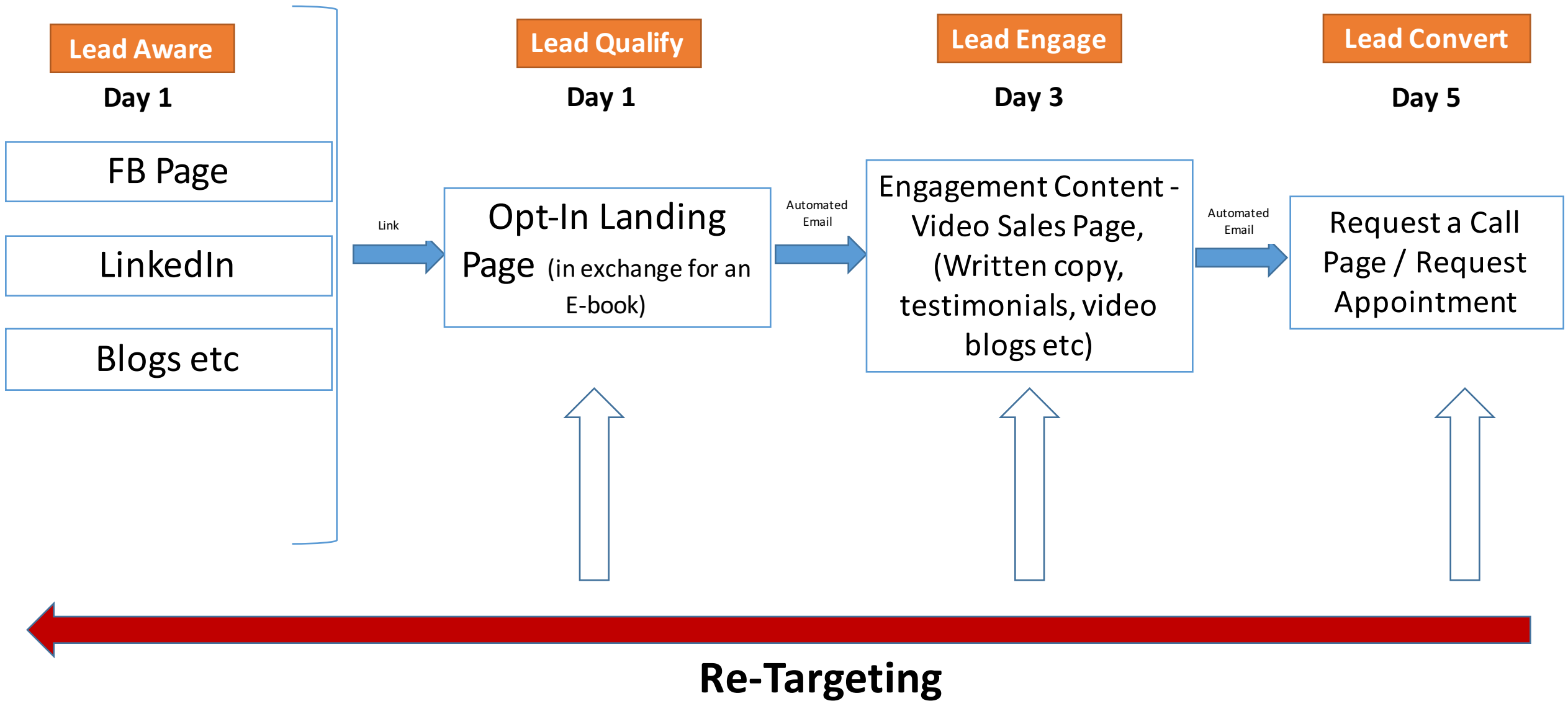


The Online Product Funnel: Example

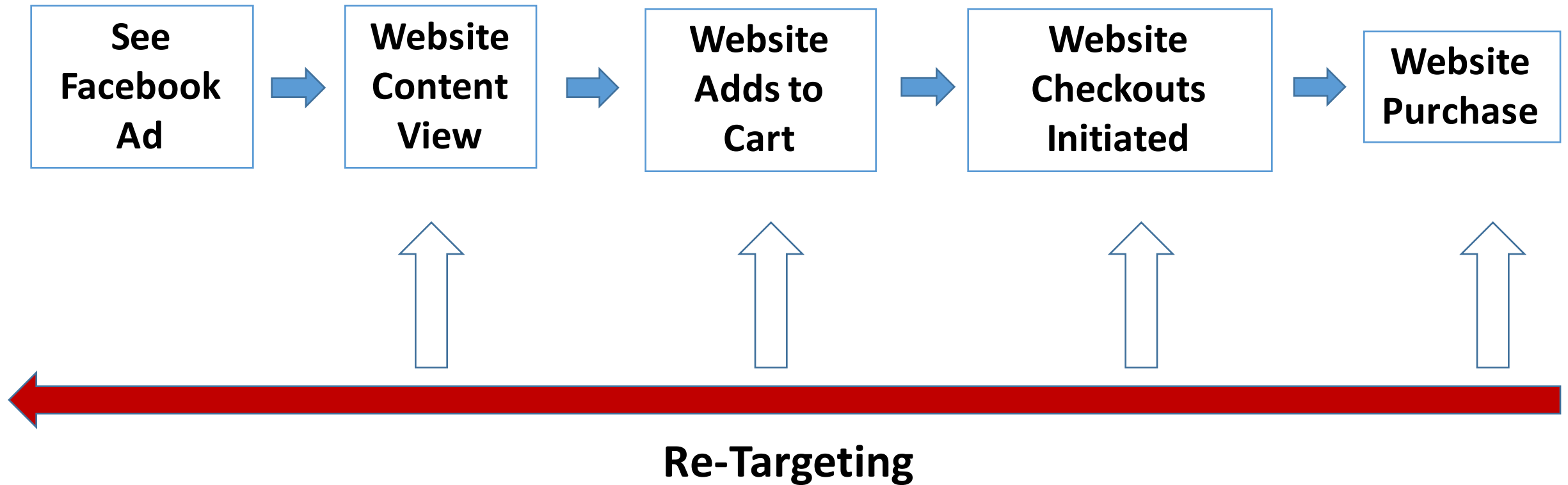


Re-Targeting

Funnel Strategy: Lead Generation



The Online Product Funnel: Example



Examples

Services Industry

Automated Email #1

The FREE 'FAQ' Ebook

Hello!

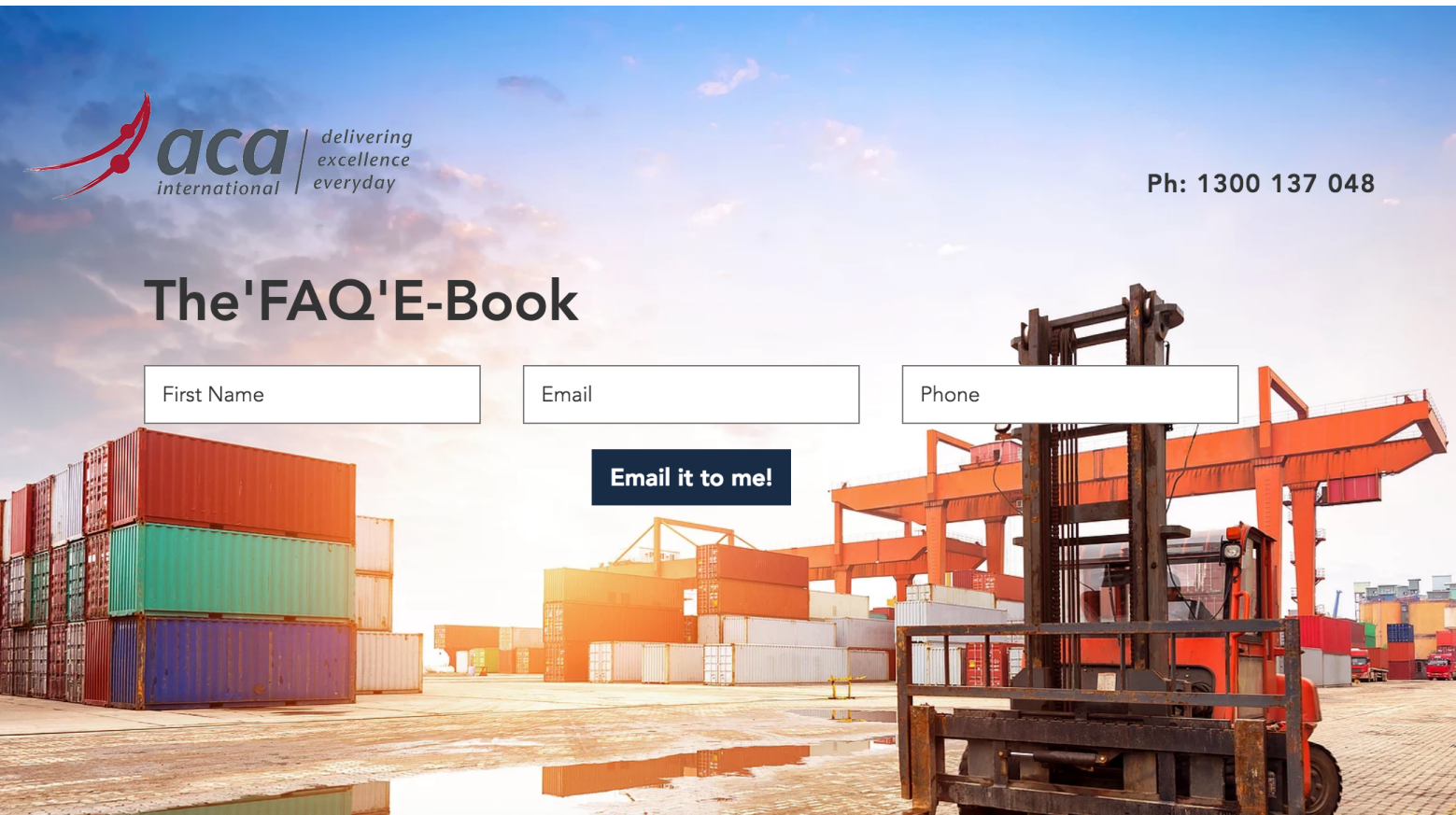
When you are part of a business that thrives on getting your product to your customers exactly when they want it and how they want it, there is a lot that needs to fall into place.

Over the three decades that we have been in operation, we have found that businesses can sometimes have more questions than answers.

In the FREE E-book attached, we have compiled some of THE most 'frequently asked questions'. Ranging from Free Trade Agreements, Australian Quarantine requirements, supplier management processes...you name it!

We are sure you will find your question(s) in there, and more importantly, you will find the right answer(s).

Happy reading!



Opt-In Page

Automated Email #2

We hope you found the FAQ e-book useful.

Hello again!

We hope that by now you have had a chance to go through our 'FAQ' E-book. While we did not list every question we get asked, we went with the ones that are most common. If you have a question that wasn't in there, feel free to give us a call and we would be happy to take your questions.

However, 37 years ago, when ACA International was born, we asked ourselves a few questions:

- What does our customer need?
- How could we go about meeting that need with what we know and can do?
- How do we support our clients as they enter new geographical markets?
- And, how could we adapt and continue to evolve for decades and keep growing along with our clients?

Two of our Directors, Glenn Hall and Adam Cruttenden, talk about the journey so far, the reasons why clients continue to partner with ACA, some of their greatest moments, how ACA chooses strategic partners across the world, what truly sets them apart and lots more...

CHECK IT OUT HERE:

<https://www.acainternational.com.au/the-story>

We would love to know what you think and how our values and strengths might align with your aspirations.

The ACA International team

[Our Story](#)



It has been over three decades that ACA international has been in operation as a world-class enabler of supply chain solutions.

One of ACA International's Managing Directors, **Glenn Hall**, talks about how the business has evolved over time.

Whilst still providing excellent air and sea freight services, the business has evolved in conjunction with their clients to provide a range of value-added services.

He talks about how over time their clients have gone from supplying to customers in Australia only, to customers all over the world.

ACA International's client base comprises of industry leaders who see ACA as long-term partners. **Glenn** further elaborates on why businesses have chosen to do business with ACA International.

Glenn and the larger team are passionate about effective communication, and ensuring on-budget and on-time delivery.

He points out that their entire team, right from their hands-on Directors to Operations, listen to what is needed and resolve problems proactively. He outlines the top reasons for any importer or exporter to do business with ACA International.

Keen to chat?

[BOOK A CALL](#)

We look forward to answering all your questions.

Video Sales Letter

We would love to talk to you. Tell us more about yourself.

First Name

Last Name


Email


Phone

Company Name

Your Industry?

Your Role?

Which of these services most apply to your needs? 

Which markets are of most interest to you? 

CALL ME!

Request-a-call

Automated Email #3

Want to have a chat?

Hello!

We hope you got a better understanding of who we are and what we do from our last email.

If you haven't had a look here is the link again:
<https://www.acainternational.com.au/the-story>

But that is enough about us. We would love to know more about you and your business.

What does your business aim to achieve over the next 12 months? Tell us about your customers and which geographical markets are of interest to you.

We want to know how we can help and what you need.

Why don't we have a chat?

Here is the link to request a call:
<https://www.acainternational.com.au/request-a-call>

Talk soon!

ACA International

Request A Call

E-Commerce

Online Shop-front
eg: Shopify



Social Media
(particularly Facebook)



Email marketing Platform
(e.g: Klaviyo, Mail chimp)

Products

Add Products

237
Products

Advertise Product Set

Search all products

Select All

Deactivate Delivery

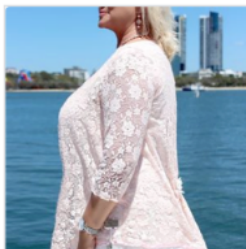
View

Sort: Default



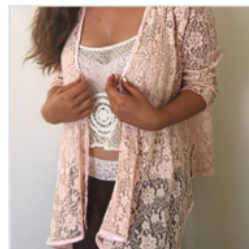
Sweet Tee Cream

\$59.00
Availability: In Stock



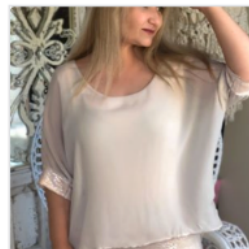
Pink Florencia Jacket

\$89.00
Availability: In Stock



Pink Florencia Jacket

\$89.00
Availability: In Stock



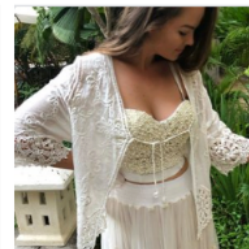
Boston Falls Top

\$59.00
Availability: In Stock



Shekinah Lace Dress

\$99.00
Availability: In Stock



Hope Jacket

\$59.00
Availability: In Stock



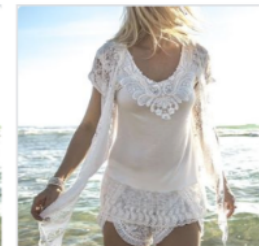
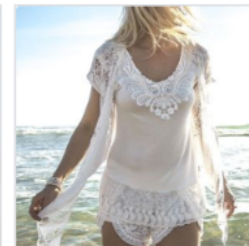
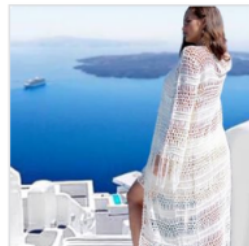
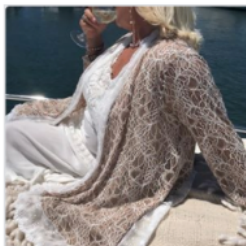
Raw Sugar Lace Bolero

\$49.00
Availability: In Stock



Madame Josephine
Lace Jacket

\$109.00
Availability: In Stock



E-Commerce

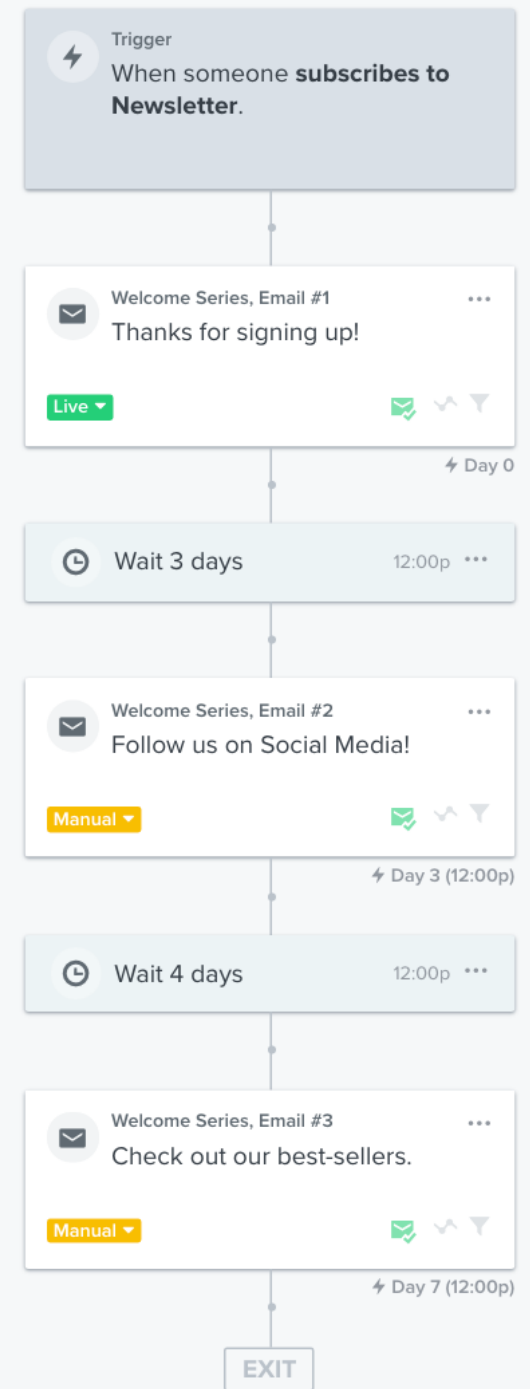
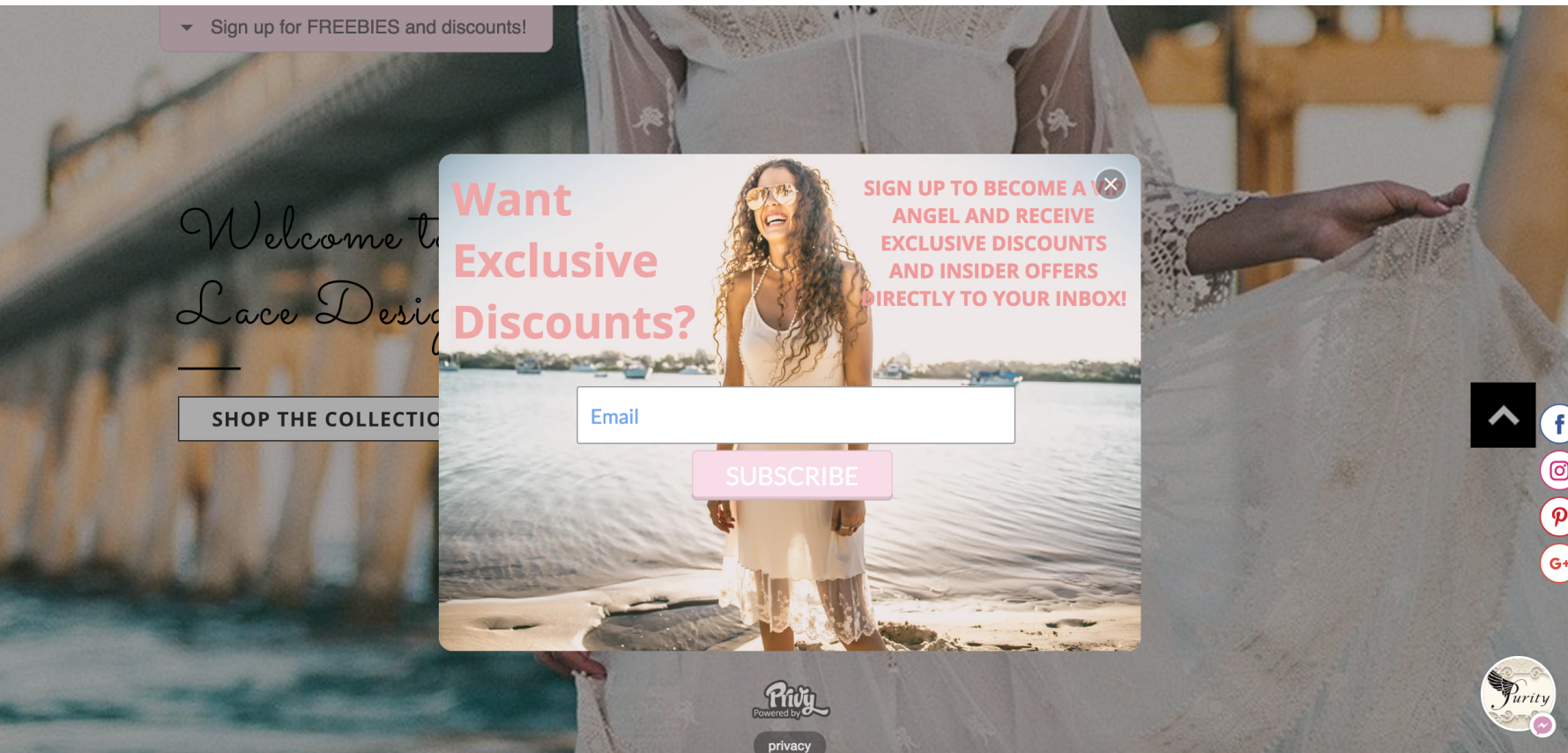
Using Facebook-based ad campaigns

<input type="checkbox"/>		Campaign Name	Results	Reach	Impressions	Website Purchases	Website Purchases Conversion	Website Purchase ROAS	Cost per Result	Budget	Amount Spent	Ends	Website Adds to Cart	Website Adds to Wishlist	Website Checkouts Initiated
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Posts Optimized for Purchase AU/US BWP	100 Purchases	31,070	82,091	100	\$14,341.00	10.40	\$13.78 Per Purch...	\$20.00 Daily	\$1,378.48	Ongoing	578	—	122
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Likes ALL BWP	3,530 Page Likes	36,701	64,571	1	\$89.00	0.16	\$0.16 Per Page ...	\$5.00 Daily	\$565.94	Ongoing	33	—	2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Catalog sales ALL BWP	163 Purchases	84,127	297,003	163	\$16,398.00	4.46	\$22.58 Per Purch...	\$40.00 Daily	\$3,679.83	Ongoing	767	—	213
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Retargeting All BWP	93 Purchases	4,254	71,711	93	\$11,114.95	7.25	\$16.49 Per Purch...	\$20.00 Daily	\$1,533.24	Ongoing	451	—	117

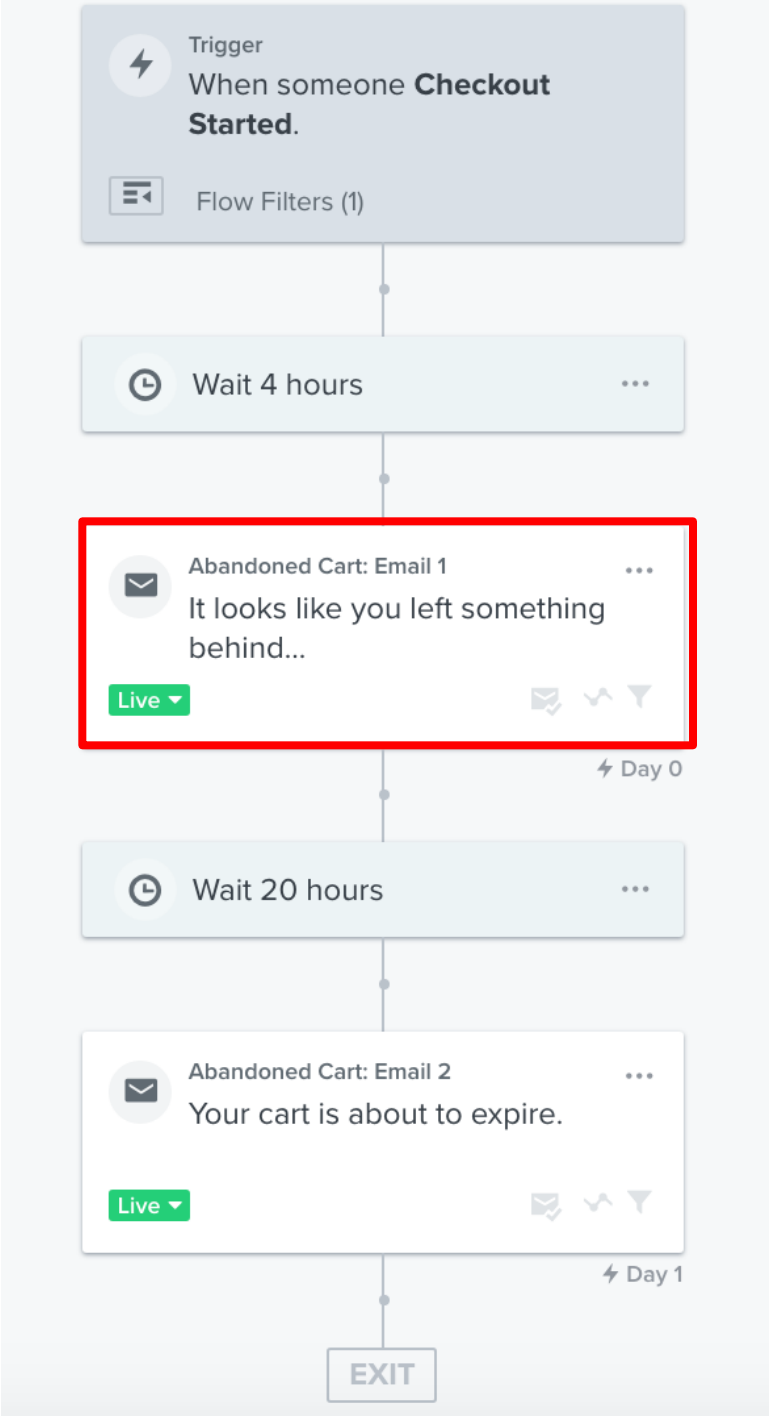
ROAS > 10

Measuring Adds To Cart and Checkouts Initiated

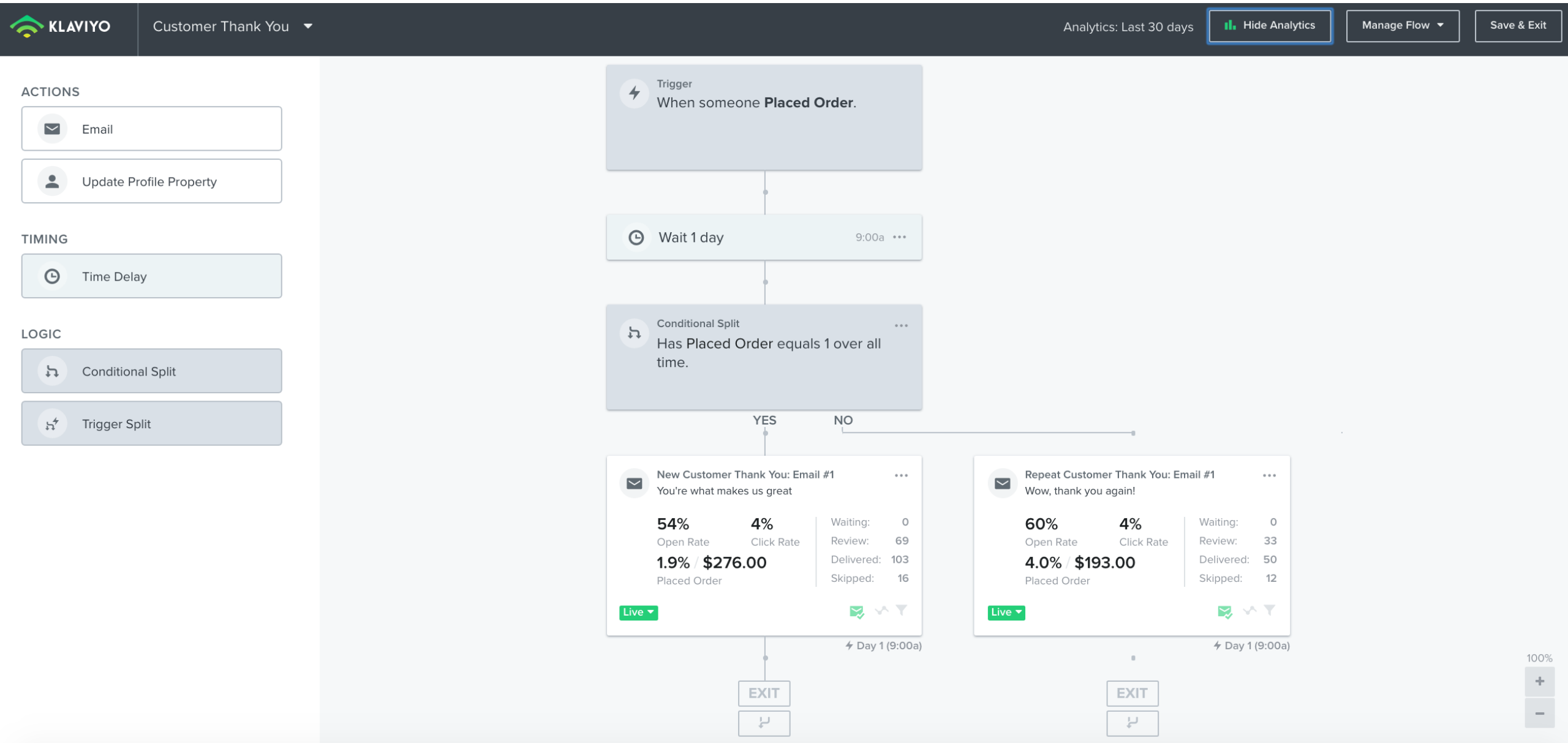
E-Commerce



Abandoned Cart Series



Conditional Logic



Lists & Segments

Lists & Segments

Inactive Segments

Create List / Segment »

Folder:

All

Type:

All

Sorting:

Date Created

Desc

☐ List

☐ **Website Signup List**  
Created on Oct 3, 2018 at 6:06 a.m.


1347
Members

Signup Forms

☐ **Holiday Competition**  
Created on Sep 21, 2018 at 7:25 a.m.

366
Members

Signup Forms

☐ **Predictive Value over \$150**  
Created on Sep 15, 2018 at 8:39 a.m.

305
Members

Update Definition

☐ **Shopify Placed Order**  
Created on Sep 15, 2018 at 8:38 a.m.

840
Members

Update Definition

☐ **Engaged Profiles**  
Created on Aug 15, 2018 at 6:41 p.m.

1048
Members

Update Definition

☐ **New Subscribers**  
Created on Aug 15, 2018 at 6:41 p.m.

155
Members

Update Definition

☐ **Unengaged**  
Created on Aug 15, 2018 at 6:41 p.m.

1149
Members

Update Definition

☐ **Repeat Buyers**  
Created on Aug 15, 2018 at 6:38 p.m.

184
Members

Update Definition

☐ **Potential Purchasers**  
Created on Aug 15, 2018 at 6:38 p.m.

692
Members

Update Definition

☐ **Win-Back Opportunities**  
Created on Aug 15, 2018 at 6:38 p.m.

260
Members

Update Definition

In Summary...

Map your lead generation efforts to the customer buying journey

Define target market and positioning clearly and apply to all content

Build dynamic content at the source to lead prospects into the funnel

Nurture prospects using a marketing funnel

Services Industry: Define conversion clearly

Link the various stages of the funnel through automated emails

Build re-targeting into every stage of the funnel

Test and learn mindset

Q&A