

# **Read This To Scale Your Business With Marketing in a COVID-19 Environment.**

**How to build a list of eager prospects and have all  
of your marketing expenses recouped.**

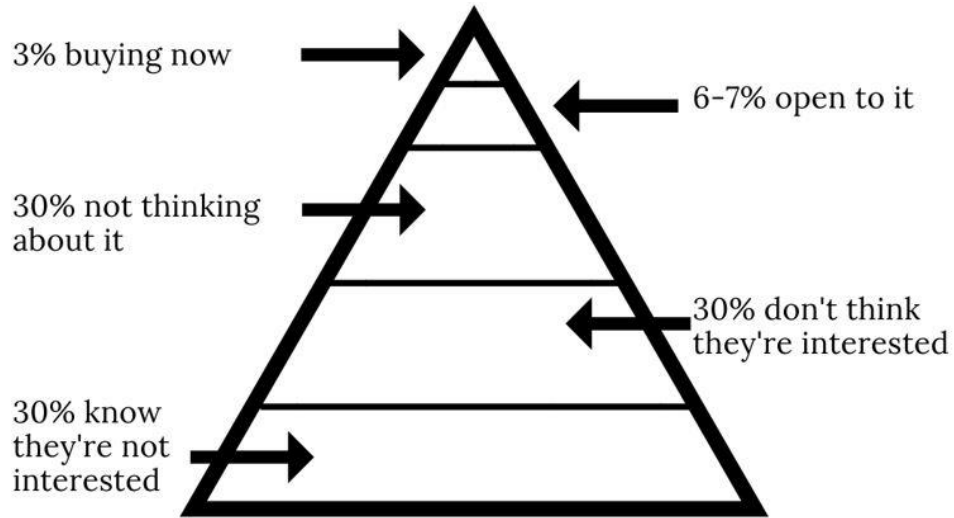
## **COVID Change Number 1**

It is highly unlikely that you will get a chance to pitch your marketing messages face to face at events like trade shows or in large arena type concepts.

However, imagine if you could!

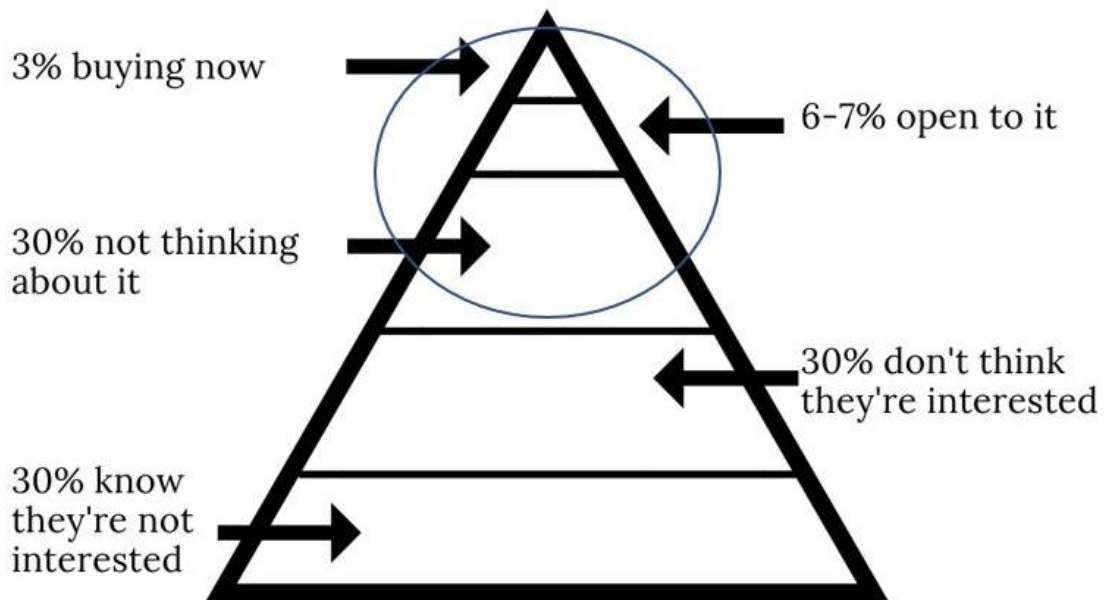
Imagine if you had your best prospects all in one room.

Research says that your audience will look something like this:



- 3% of them would be ready to buy now
- 6 to 7% would be open to thinking about buying
- 30% are not thinking about buying at all
- 30% do not think they're interested
- 30% know they are not interested

Most marketing and most advertising, particularly pre COVID focused on the top of the triangle.

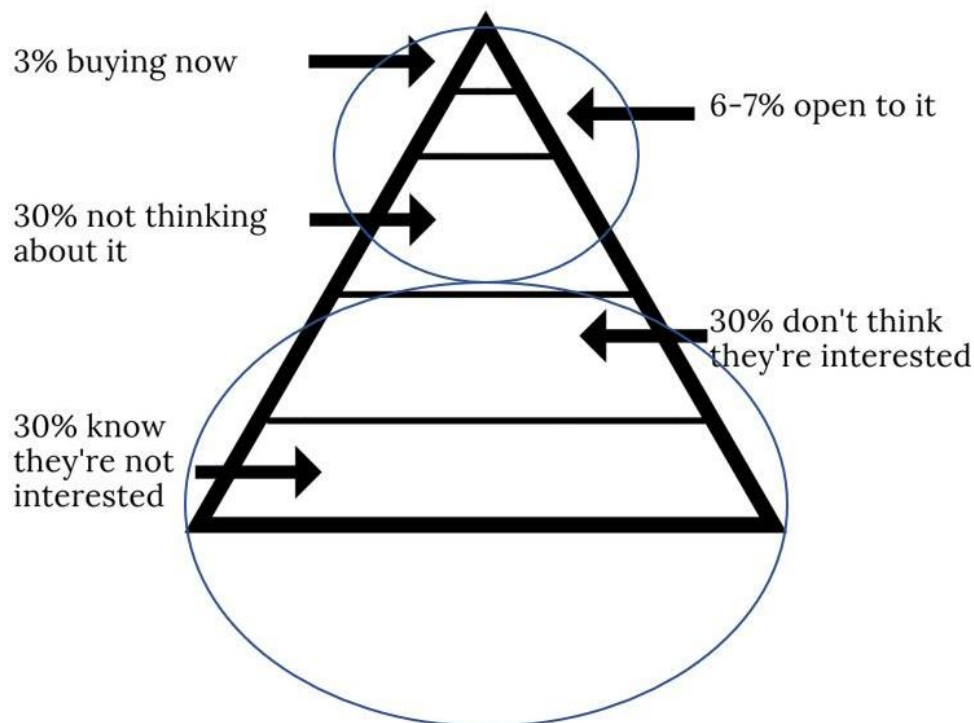


This marketing is focussed on trying to get a direct result every interaction. Nowadays, mainly because we cannot directly sell face to face as easily,

**“There is a need to be more patient and cast our efforts more broadly”**

...by dedicating marketing effort into the prospects residing at the base of the triangle.

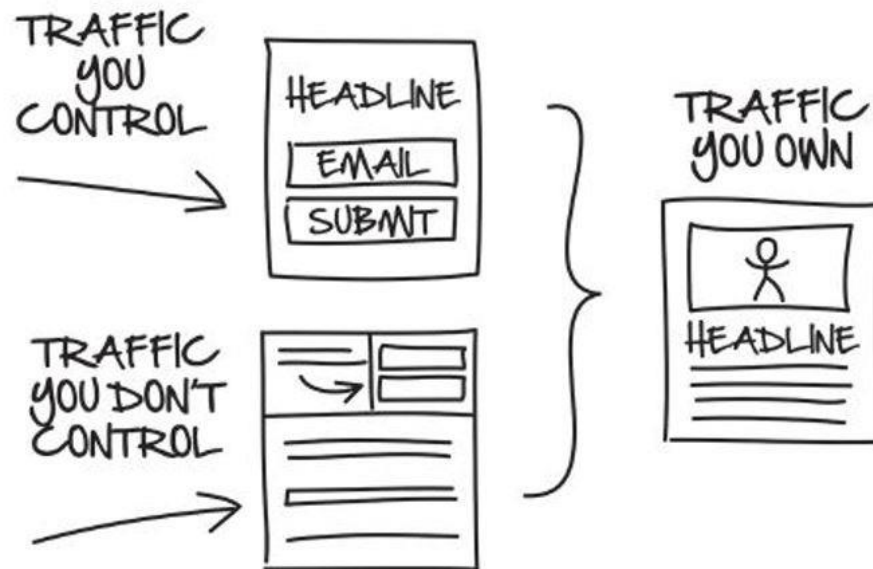
We do this by gradually building a know, like and trust relationships with these prospects with a view to providing them a buying option as they begin to change their point of view.



Fortuitously, a lot of this can be performed automatically with digital marketing strategies and represents a large part of what I like to refer to as a

**24-7 client generation system.** This is a system pre-set that bit by bit can influence people to act profitably.

To achieve this, we need to understand the **concept of traffic.**



*Image courtesy of Russell Brunson (Traffic Secrets)*

Primarily there are three types of traffic.:

- Traffic you control.
- Traffic you do not control
- Traffic you own

### **Traffic you control**

If you place an advertisement on social media, Google, or Facebook as an example, you can control exactly where the person that reacts to that message ends up. This is likely to be a landing page inside your website, and here we can work to encourage visitors to behave in a desirable fashion.

## Traffic you do not control

If you're lucky enough to get your picture in the newspaper with an article about what you do, or if you put up a billboard as an example, you don't necessarily control that traffic because there's no guarantees as to where the people might end up in attempting to track you down.

## Traffic that you own

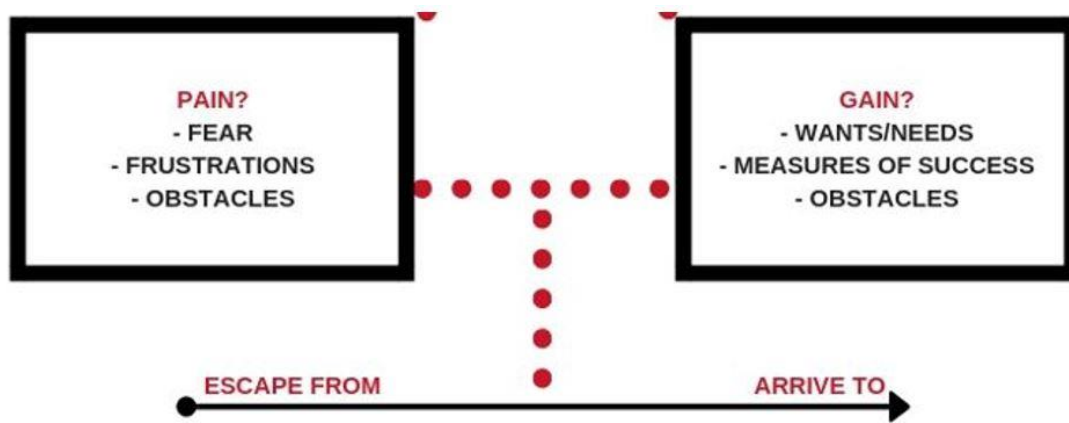
By this I am referring to traffic on our database or traffic that is in your social media network that you can communicate with at will, with the message that you want.

Primarily we use our efforts in traffic we control and traffic we do not control to channel those leads to being traffic we own.

Now to do that, the better you understand what your potential customers are feeling at the time of your interaction the more successful your marketing efforts will be.

## COVID Change Number 2

People generally only buy a service or product to escape from a pain or a fear or to attain and arrive at a better destination or feeling.



Prior to COVID-19, we were running successful marketing campaigns focussing on the pleasure gained aspect of using our product or service.

Post COVID-19, marketing messages have a far greater success and cut-through when they are focussed on the “pain” and “escape from” aspect of the “Pain – Gain” continuum.

Here is an example.

**Pre COVID-19 - Emphasis was on “Gain”**

**Is your website growing your business whilst you are sleeping or sunning yourself on Vacation?**

With this message I was being aspirational. Given the environment now, highlighting vacations would be a silly, irrelevant message.

It is better now to be focusing on the pain side of the continuum which is more in keeping with where people are at mentally.

**Is your website earning it's keep and generating new profitable clients for you everyday?**

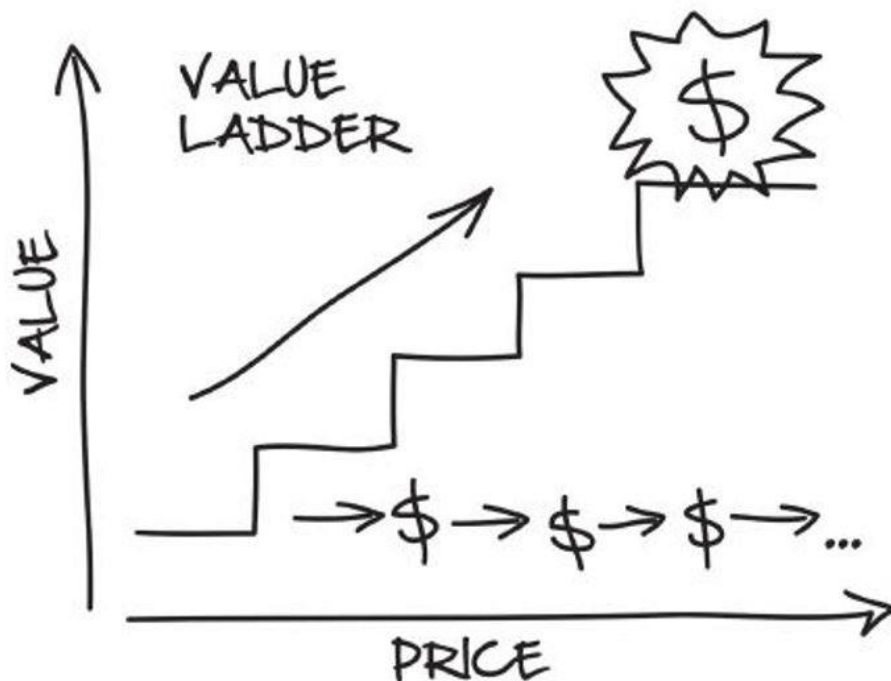
This is a **subtle tweak in messaging**. But if you do not tweak your messaging, **your marketing won't work in this environment**.

### COVID Change Number 3

Another substantial change in the marketing environment is that there are more scrollers with a lot more time in the marketplace than searchers. This has resulted in Facebook marketing outperforming Google by some margin. Consequently, ad spend mix between Google and Facebook needs to reflect this.

### COVID Change Number 4

ROI in marketing is always important, but against a backdrop of every dollar counts, ROI now is paramount. Now it is possible to structure direct response marketing to breakeven quite quickly. Here is what I mean.

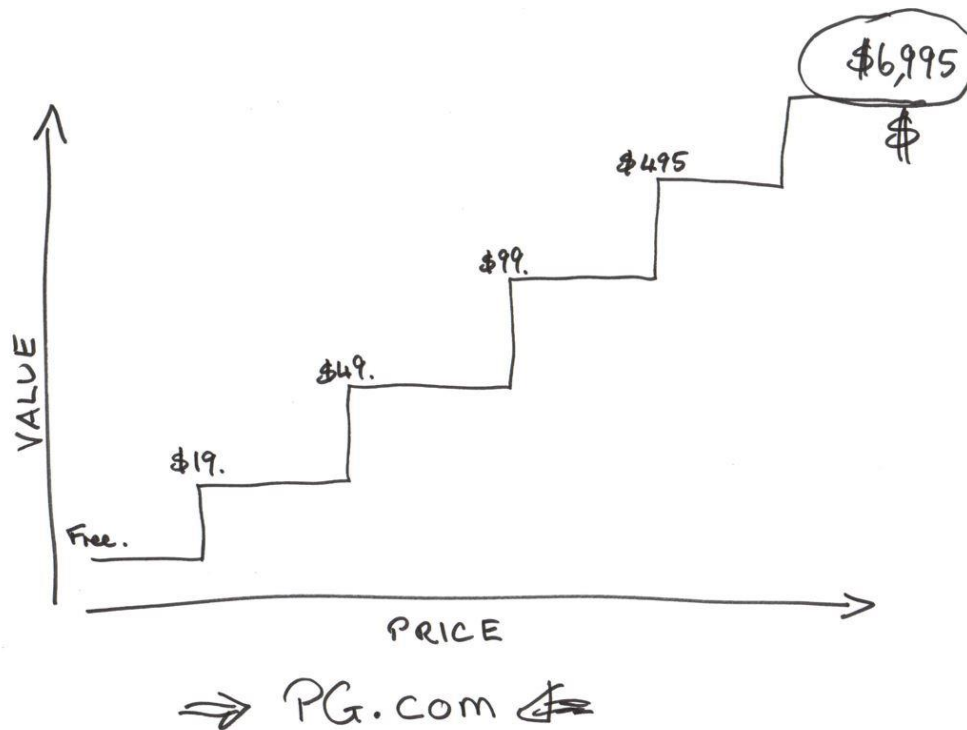


*Image courtesy of Russell Brunson (Traffic Secrets)*

An offer generally goes up in price as the offer provides more value to a client. In the value ladder above, you can see that there is a series of steps where the big-ticket item is on the far right and provides the most value.

Even though graphically a value ladder is a series of steps, it does not mean that a client has to come into your funnel at the bottom left and go up one step at a time.

Consider this strategy for an offering I have.



- Free eBook. (how to)
- \$19 product teaching people how to use emails for marketing. (how to)
- \$49 offering showing people how to use Facebook, LinkedIn or Instagram for marketing. (how to)
- \$99 product, (how to)
- \$499 membership product (work alongside)
- \$6,995 product where I just do your marketing set up for you. (done for you)



So, a person can start with me and get to know me for **free**, but they can also have me **do it all for them for \$6,995.**

Let us delve deeper...

I give away a free eBook, via Facebook advertising which costs me \$4.25 for every book I give away.

People rightly ask...

**“why would you do that?”**

I am doing that to get them into my pipeline so that ultimately, I can sell them a much larger offering as they get to know, like, and trust me.

Because they've downloaded my eBook, **the first thing** I do is send them my first autoresponder email immediately honouring what I have promised them. A back up link to the eBook.

Then I will send them a **second email** showing them via a video, how the topic of the eBook (your website), fits into a bigger marketing system.

This serves a few purposes.

- 1) Letting them know that I am not just the website guy, but I am also the guy that can help you with social media, positioning your businesses, developing databases, building relationships with your clients and how to sell your stuff to make serious money.

2) I am aiming to shift their mindset from me being the free guy who knows something about websites, to be **THE** guy who knows a lot about marketing your business.

Now let me back fill something...

Whilst I have sold a lot of my offerings on my value ladder and most of them have sold directly from my website – every \$6,995 sale has involved my personal intervention to close the sale.

Now knowing this, allow me to introduce you to email number three.

**The third email** says, look...

“I know I have given you a lot to contemplate about your website and how it fits into your business marketing and I hope I haven’t overwhelmed you... to get you started the first thing you should work on is your About Page as this is the page your serious buyers will always check out before they make a serious purchase from you.”

I then proceed to give them 10 key things to do to make their About Page a conversion machine and then I transition into...

**“Why don't you just send me you're about page URL and I will look at it and review it and send you back a critique of your website, for FREE, whilst I am at it?”**

I have a lot of prospects taking me up on this offer.

I look at their website, critique them and I treat them as if they are a paying client. I prepare a report and a video explaining what improvements they can make to their website and I schedule a meeting to discuss the findings.

Some of these clients end up thinking they are better off focusing on their business and feel it would be better for me to set up their marketing and they take me up on my \$6,995 offer.

And if they do not, no problem I will email them **email 4,5,6 and so on.** I start moving them up the value ladder, selling them the benefits of the various products.

**What I am describing here is my magic breakeven formula.**

For every \$6,995 sales I profit around \$4,500. That means one of these sales has covered six months' worth of marketing expenses and I could get another 1058 leads before I owe anything for my Facebook ads.

So now a look at breakeven strategy number two.

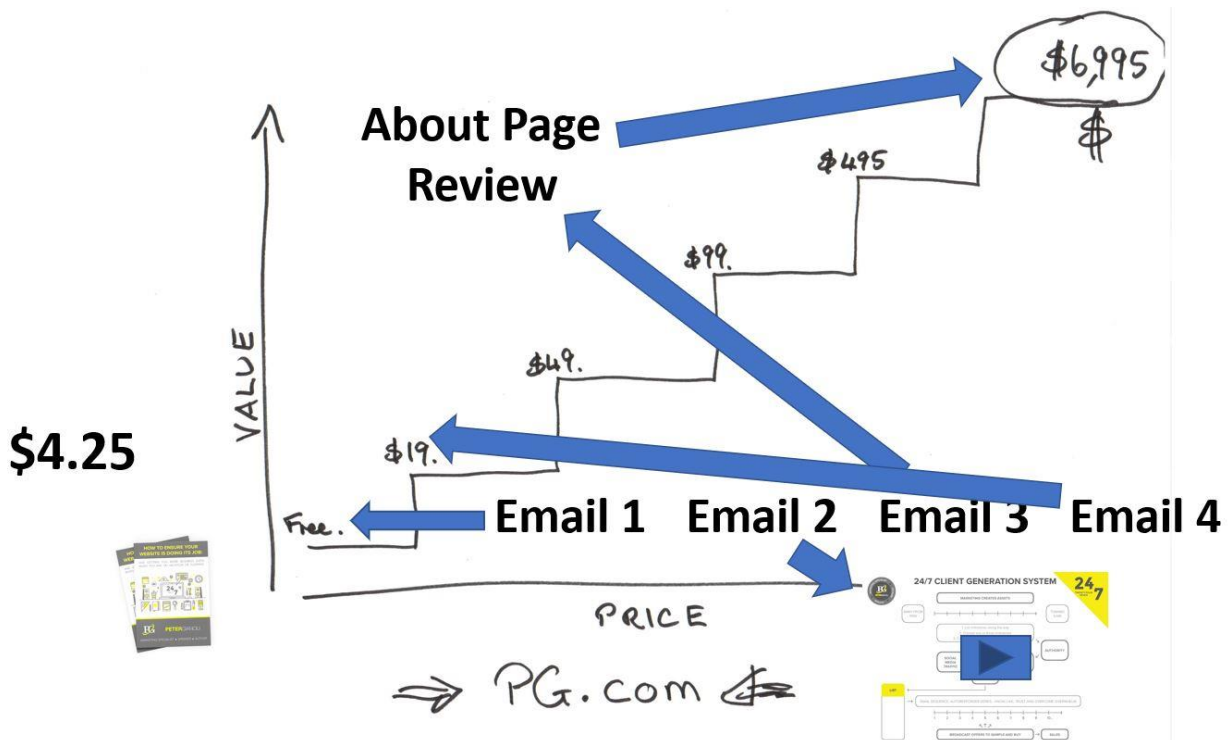
If a client does not respond to email 3, I continue to nurture them through the value ladder.

Next on the list is the \$19 offer which converts at around 1 in every 4 people buying it. Or I offer the \$49 offer which covers 11 leads and or the \$99 offer which covers 23 leads.

### Important Fact

When all is said and done, everybody is still on my database and I know if I continue to provide them with great value they are likely to consider buying things I offer, and these will all result in profit.

Let us now look at this diagrammatically.



With this strategy my marketing ends up being 100% free. And the strength of my database is such that I continue to profit from them into the future.

### **In summary**

A lead costs \$4.25

Breakeven recovery attempt number 1 - \$6995 sale (net \$4500) means 1058 leads are covered. (6 months of marketing).

Breakeven recovery attempt number 2 - \$19 sale (all net) means 4 leads covered.

Breakeven recovery attempt number 3 - \$49 sale (all net) means 11 leads covered.

Breakeven recovery attempt number 4 - \$99 sale (all net) means 23 leads covered.

And so on...

Not before long, my marketing costs are covered, and **all future sales are pure profit.**

Plus... all the leads are in my database continuing to experience the value on offer.

**This too, should be the way forward for your business.**

Remember, this strategy only works if you continually build value for your clients.

The best way to do this is to get to know them:  
to understand what they are afraid of,  
what they are in favour of,  
what they feel,  
what they desire and what they want to achieve.

Keep your eyes and ears open in your marketplace and produce unbelievable value with your products to delight your customers.

**It is that easy.**

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