



If you're not using these marketing tools, you **could be lo o ou o**

Your brand is your brainchild. Your heart and soul. Your livelihood. You're the founder or marketer...or both. Your goal is to increase customer loyalty...and have them bring their friends.

The thing is your audience doesn't care so much about your shiny widget...probably thousands like it (in their mind).

They care about how your product or service makes them better in the world. That they're making a wise decision for the money they wake up early mornings to earn for their families, their future, their fun.

Your *authentic* story? They pay it no never-mind...unless they see themselves in it winning.

How do you love on your audience? Nurture them into customers? Make loyalists?

A successfully scaling business uses copy to grab and engage its audience...positions them right smack in the middle of its story.

"I crowdsource products and ideas from my audience...When we launch a new eye color, we hold a contest to name the shade -- and the winner receives a gift from the product line. This really drives the sense of community, and also validates ideas before we produce them.

I see how other cosmetics brands try and fail to connect with customers. No one wants to buy from corporations any more. They want to buy from personalities." – Marlena Stell, CEO of Makeup, Geek Forbes.com, 2015

Write your audience into your story, and you'll make more profits.

I WANT TO FIND OUT MORE

Do *these 3 THINGS* and watch your business grow...

- 1) **Clickable website:** a website that compels your audience to keep reading with ease, intrigue, and clarity.



An engaging website has...

- A landing page that briefly and clearly states what you do, who you do it for, and how your audience benefits
- A consistent message that speaks to your audience's problem, makes a heart connection, and positions your brand as *the* solution
- Simple copy – short sentences, simple language, and easy-to-scan paragraphs
- Call-To-Action that works – give clear, clickable instructions. Stands out (in a good way) and placed strategically. Give your audience multiple opportunities to opt in and get valuable information
- Relevant, attractive, high-resolution images



“Without good copywriters, you don't have a business”
- Julia Guth, The Oxford Club

- 2) **Email nurturing sequence** delivers helpful, valuable content compelling your audience to take action.

Sending an **email nurturing sequence** to a well-segmented audience will endear your audience. Make evangelists and they'll bring new sales to your business.



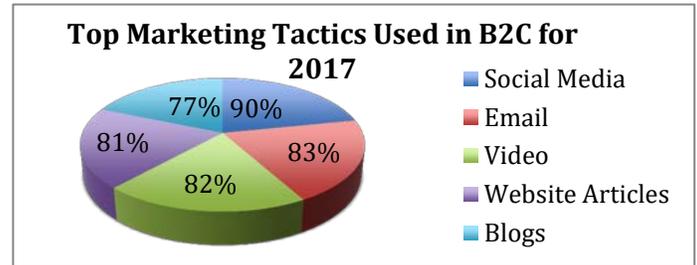
Emails should identify a problem, lead to the solution, and result in a life-changing experience.

An email series gives you a chance to make your tribe fall in love with you. A great email series delivers...



A lead generation –

- tutorial
- useful blog or guide
- free sample for a new or popular product
- contest
- newsletter

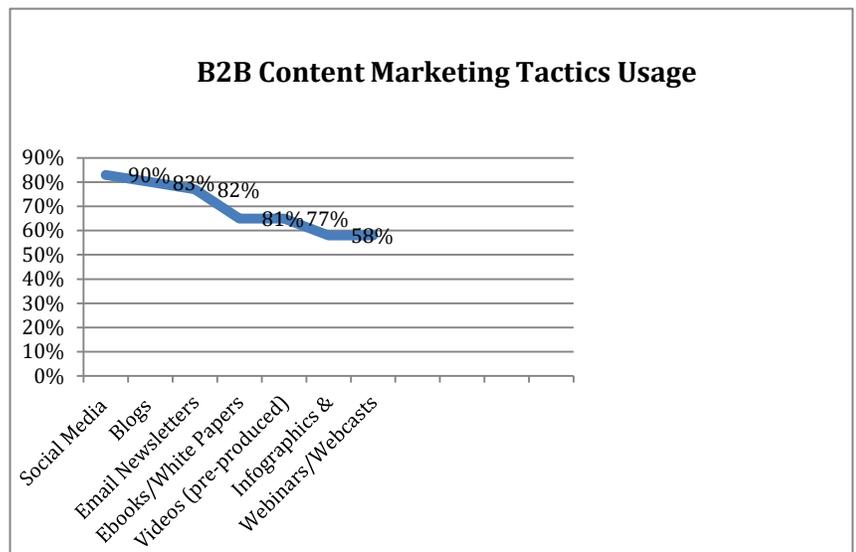


Source: datamentors.com

Love on your audience. Be sure emails offer *value*. Give your audience a chance to take action – click to receive *the value*.

Call your audience to ACTION. You have something wonderful to offer...so offer it.

Use an **email nurturing sequence** and you'll get new people looking at your brand. Increase your **s** base and increase your profits.



Source: NeilPatel.com

3) **Consistently connect** with your audience.

After you get the sale, keep your customers swooning...so they'll open their wallets again and again.

Give your tribe an opportunity to participate and help define your brand. From holiday themed content - to a cause you're passionate about. Get your people involved.



***Discounts and free stuff** **Always popular!**

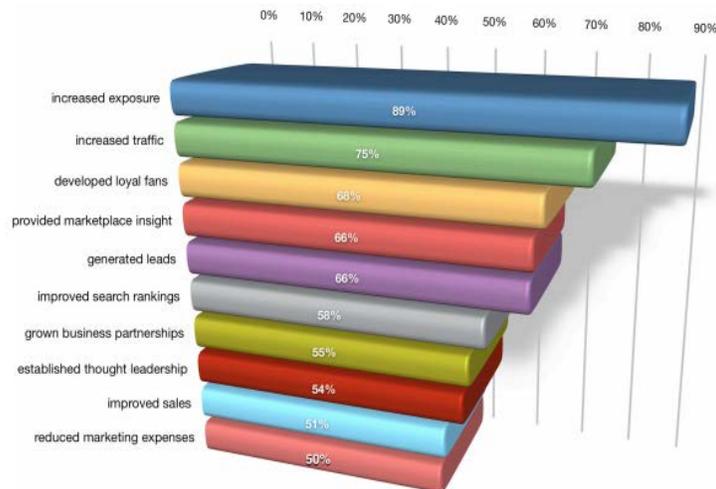
Other popular content:

- testimonials (purposeful ones)
- memes
- contests
- inspiration
- product of the week/month (with discount offer)
- surveys
- and more...



“Original winning copy goes straight to the bottom line” - Paul Elliott, The Motley Fool

Benefits of social media marketing



Let's make you more profits. Schedule a FREE consultation TODAY

GET STARTED

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