

MARKETING MASHUP

- Ideal Customers
- Relationships Matter
- Quick Wins



IDEAL CUSTOMER

- Stop chasing every deal
- Stop trying to be all things
- Go deeper than Target Market



IDEAL CUSTOMER

- Ask 5 questions
- Simple things will matter
- Increase effectiveness



IDEAL CUSTOMER

- **Ask every client 5 questions from my friend Patrick McFadden with Indispensable Marketing**
 - Why did you decide to hire us or buy from us initially?
 - What's the one thing we should never stop doing?
 - What's one things we could do to create a better experience for you?
 - If you were to refer us, what would you say?
 - What would you Google to find a service/product like ours?

RELATIONSHIPS MATTER

- Single sale not the goal
- Understand expectations
- Robust customer service



RELATIONSHIPS MATTER

- Focus on delivering value
- Customer is center
- Profit from relationship = success



QUICK WINS

- Voicemail
- Email Signature
- Ask for reviews



QUICK WINS

- Send a 'Thank You'
- Follow up
- Consistency



ACTION ITEMS

1. Check-off Quick Wins
2. Identify Ideal Customer
3. Define Relationship “Voice”



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