

1: How to Automate Your Email so it Stops Consuming Your Day

5 Steps to Automate your Marketing Posted on July 31, by Andrew McCauley 4 Comments It's so important to know how to automate your marketing because there are so many areas you need to master to actually grow a business online.

What have we seen is the main difference between automating and not automating your business? Are you ready to learn how free up some time while growing your business? These 5 steps will help you get leads and sales on autopilot from your website!

5 Steps to Automate Your Marketing: There are a few tools and tactics that you can use to identify your target market. Target Market Tool 1: The first one is the Graph Search. For instance, you can search for the types of magazines that people like or who also likes a specific page. You need to have an ads account to access this tool. Audience Insights allows you to create an audience by choosing interests, location or other demographics and then Facebook tells you what else they like and more about their behaviours. Graph Search is great because you can very quickly and easily see different pages that people like whereas Audience Insights allows you to understand the demographics more fully using the suggestions Facebook provides on what else they like. Then you can choose men or women, an age range, language, then the interests that they have – for example Lululemon Athletica or other yoga brands. From there you can click on the right hand side of the tool and you can see other pages that they like, things that they buy and interests that they have. Check this out to understand how Audience Insights works: Target Market Tool 2: Amazon Amazon can be used in a couple different ways. Another key tip is to look for tag lines or quick summaries, other than the title, to get ideas. Then you can then go into the book or product description page and look at the reviews. You can actually read what the people who are buying that particular item are liking about it. All the five star reviews are handy for that, but three star or less reviews are also handy for what they feel are missing in that particular product. Target Market Tool 3: Search Engines Google and YouTube Both Google and YouTube have auto-fills in their search bar so when you start to type in a topic both with start to finish your sentence or phrase with popular search topics. This shows there is a market for whatever comes next and in this case: If the auto-fill has a lot of suggestions it means that there are a lot of people searching for that particular topic. The same goes with YouTube – you can use their auto-fill and see all the videos that come up and then sort by or look for the most viewed videos. Then they set up funnels, ads and automation around that and when it does not work they get frustrated and revert back to trying to do too much themselves rather than believe in the power of a good marketing system. You really need to find out exactly what it is that your market is looking for and not what you think they want. You can also use the tools that we have mentioned above for finding out what to sell. In iTunes you can sort by most popular podcasts in a certain category. So – what do you sell? Digital products are fully automated such as downloads, memberships and eCourses. You can even automate your follow up. The key is that you want to remove yourself from the equation as much as possible and systematise anything you can. You can use Google for this. Type in a keyword phrase and seeing if ads come up. If you find that no one is running ads to those products, then there is a fair chance that there is not a market for it. Of course your home page is most important. However many people forget about the other key areas. Did you know your about page is the 2nd to 4th most visited page on your website? You can also add one in your sidebar, for those who are accessing your site from a desktop computer. These are the forms where people can sign up for your email list that show up on top of your website. For these types of pop-ups you want to set them up to only show up after you give people some time to consume your content on your website. There is nothing more annoying than a pop-up that shows up as soon as you show up on a website right? Your website needs to be all about the person coming to your site. The first thing you can do is to have a benefit statement right on your homepage. Your About page should be written to be all about the person visiting your site. Then you can tell your story and share your bio and more about your team next once someone is interested enough to learn more about your business. First it is about them, then it is about you. Throughout your sales pages, you always want to be thinking benefits, credibility and social proof. People do business with people that they like, know and trust. So how can you have that language on your website? Language draws them in but you also need to keep

someone around. You really want to limit what people can click on so instead you guide them on where to go next based on what they need or what actions they take on your website. These are graphical boxes with an image, some text and a button or link to send them to a landing page. They sit throughout all the key pages on your site where you want somebody to take action. For example somebody goes to a service page and you might have five different packages that you sell. You also want it to be scan-able and you can do this by breaking up your content into rows. You could use alternating background colours or location of images. Also consider using headlines throughout your copy. In this blog post for example you will see our key points are in larger or bolded text and we use short paragraphs. Then they can read on from there. This way of writing and laying out your content is really important on your sales pages. Here is a simple structure of how to set up your content for conversions: Start with a headline at the top. Demonstrate how others like what you offer with social proof. Manage expectations while getting them excited about the outcome with expected results. Then you have create urgency or scarcity, because people buy when given a deadline. For example you can have a monthly special where you can offer a bundled package. You could use a countdown timer with a flash sale or only offer a product twice a year. You could offer a day money back guarantee. You are trying to get somebody on board “this is the way forward to take the next step with me” and use them throughout your site. Obviously when somebody opts-in, you do need to communicate with them. To get their email address you need to give them a free item, a discount, a voucher, a download, a newsletter “then you need to follow up. You write them in advance and send people to different content pieces or bonuses on your website. Many people use blog posts to deliver this content. If you have good blog posts, you can just send them to your best posts. Or you can also use web pages with additional helpful resources. Then throughout these conversations you have on email, you continue with natural next steps in the content you send them to on your website. Inside a blog post you could promote a product and send them to your sales page for example. Maybe one email could be a story, a profound epiphany that you had and how that can help someone else. Or it could be a resource you wished you had prior to going into business. Then you just link words in your conversation to where they get more info or learn how to work with you. Your outcome is to help people and to guide them to more content, products or services you have that can help them. People will forget what you posted or emailed to them in the past.

2: Ron Romano - Previous Treasurer for Automated Marketing Consultants Inc.

The marketing landscape has become increasingly more complex, producing whole platforms and tools that help automate marketing and marketing tasks -- from email and content marketing and promotion.

As a business owner, happy customers are your secret weapon. Referral marketing is a low-cost or even no-cost way to get more business from your existing customers. They can help you sell your product or service, build trust with new leads, open doors to new opportunities, give you meaningful feedback, and point out areas of improvement. On the most basic level, you might ask a customer to give you the name and email address or phone number of someone who might be interested in doing business with you. This is a fairly low-value referral. The mid-range level referral might be a customer who discusses your business with the potential referral and can attest that he or she is interested in learning more. Finally, the highest level, and most valuable referral is a customer who actually introduces you to the referral or arranges a meeting between the two or three of you. Depending on your industry, you might seek one or all of these levels of referrals. For example, you may want to ask for a referral when you are invoicing a customer for completing the job or do it later as part of your post-sale follow-up. When you have a system in place, like Infusionsoft you can create reminders so you never forget to ask your customer for a referral. Time it right Figure out the best time to ask for a referral and make it part of your sales and customer service process. If you unwittingly ask a frustrated or angry customer for a referral, your efforts can backfire—so make sure the time is right. Pick a reward for customers that matter Before you set up your program, you need to understand what motivates your users to give you a referral, and then design your program to provide rewards addressing their motivation. Discount programs are a great way to reward your customers who refer others to you. The best way to let your customers know about your program is by creating a page specifically for the referral program. In this page, you can clearly explain the benefits of joining the program. Here are a few ways: Feature it on your website: Feature your referral program page prominently on your website and marketing channels. Make it visible in your main navigation menu, so it gets the attention it deserves. In referral programs, a happy moment is when a customer is most likely to give you a referral due to a recent good experience while using your product or service. This could be directly after a purchase, or after they leave a good review. You can directly invite your existing customers to your referral program emailing your happy customers. Follow up in a timely fashion The biggest mistake small business owners make with referrals besides not asking for them is getting them and then not following up. Build a timeline into your customer referral program so you follow up within two weeks of getting the referral. Otherwise, the prospect could forget about you, could buy what you sell somewhere else or could simply turn from a hot lead into a cold case. And it involves two possible answers: Even worse than the feeling of rejection is the possibility of further alienating a customer who was already dissatisfied with your business. But by not asking for referrals, businesses are leaving opportunities on the table. To get customer referrals, you have to ask for them. But to prevent getting rejected, you have to ask the right way. This gives them an easy way to do that. Tell customers to bring a friend Bringing a friend is an idea that typically offers a plethora of bargains and discounts to someone for bringing in a new customer and usually a little something-something for the friend, too. Whatever the promotion includes, be it a discount, a contest entry, a candy bar, whatever, it really seems to work. But they might be inspired to help other people like them. Now that you know how to ask, what should you ask for? Testimonials Testimonials from appreciative customers serve as clear social proof on your website, landing pages, and in marketing materials that your solution works. These stories and words of praise are one of the most compelling signals of trust and can be crucial in convincing skeptics to sign up and give your business a try. The most effective testimonials, case studies, and customer stories communicate a very clear, significant, positive impact on the metric you aim to help customers improve on. If your solution is designed to help other business owners increase their revenue with your marketing software, highlight testimonials from customers that lean on a specific dollar amount or percentage increases in sales that can be attributed to your solution. Reach out personally and check in with your customers to start these conversations and land winning testimonials. Get real numbers and

figures, then inquire about what those changes have meant for their business. Your happiest customers are your best prospects to test and validate new products, services, or features without investing in fully building them out, rushing to market, and shelling out for an expensive launch. That will also make them ideal targets for becoming the first paying customers with your new product, service, or feature, which gives you an added measure of social proof before a more public launch as well. The customers you work with are often just as up to date or even more informed than you are when it comes to the advantages and disadvantages, new features and services offered by your competition. Your best customers are likely on the mailing lists of several providers in your industry, being courted with new specials, offers, and marketing messages daily. If you proactively start a dialogue with your customers around what they like most about competing products or services, it will give you insights about where your business can improve, what might be worth investing more in and how you can better position yourself in the marketplace. Uncover what they identified as strong value propositions with your competition and ultimately what made them stay. Both answers will be incredibly illuminating. Creating a referral program is a low budget high-impact marketing strategy for your business. All businesses should use it, no matter how big or small. Was this post helpful?

3: 5 Steps to Automate your Marketing | Autopilot Your Business

Ron Romano - CEO Ron has been in the Direct Response/Internet Marketing industry for over 20 years and is recognized as one of the top marketers in North America. Ron has increased the sales and profits of more than 10, small and medium sized businesses, entrepreneurs and independent sales agents.

4: Marketing Tip: Don't sell weight loss programs to fat people

Our belief is this, the more we help you grow your business, the more likely you're going to want to automate your marketing www.enganchecubano.com Automated Marketing Solutions we've worked with some of the world's best marketing minds including Dan Kennedy, Jeff Paul and Alex Mandossian.

5: How to Automate Your Marketing

Ron Romano Overview Ron Romano has been associated with one company, according to public records. The company was incorporated in Florida sixteen years ago.

6: Pushbutton Automarketer " Pushbutton Automarketer

Table of Contents for No b.s. direct marketing: the ultimate, no holds barred, kick butt, take no prisoners direct marketing for non-direct marketing businesses / By Dan S. Kennedy, available from the Library of Congress.

7: Automated Marketing Solutions Home - Automated Marketing Solutions

View Ron Romano's profile on LinkedIn, the world's largest professional community. Ron has 1 job listed on their profile. See the complete profile on LinkedIn and discover Ron's connections and jobs at similar companies.

8: Automated Marketing Solutions Free Reports - Automated Marketing Solutions

Cooking with Chef Brian Henry, catering, recipes, tv, teaching, food Play next; Play now; Live at 5 with Chef Brian Henry and Rita Naive - Duration: 8 minutes, 9 seconds.

9: Marketing and Wholesaling Bootcamp - FortuneBuilders

HOW TO AUTOMATE YOUR MARKETING BY RON ROMANO pdf

Special Guest speaker is Ron Romano of Automated Marketing Systems discussing "How to Setup Automated Marketing Campaigns Using Multiple Media & Find the NOW Money in Your Business." The Jersey City meeting is at the Courtyard Marriott next to the Pavonia PATH Train Station starting at p.m on Tuesday, November 27,

The nobility of agriculture 2004 IEEE International Symposium on Computer Aided Control Systems Design But Ill be back again Basic Econometrics w/Data Disk Introduction to criminal justice bohms The Country Child/an Illustrated Reminiscence Pictures in patchwork Pakistan leadership challenges Introduction Dorothy E. Smith Politics, how to get involved Synonym-Word Finder V. 2. Physiological mechanisms. 2 v. Remembering the rural life America through the lens Class act: the Texas National Guard and running for Congress Essential Turkish Phrase Book (Periplus Essential Phrase Books) Sophist translated by F.M. Cornford The economy today 13th edition Mars and venus in love The Natural Letter-Writer History of the Arkansas Teachers Association Lana: the public and private lives of Miss Turner Pilgrim footnotes Are those that occur in the environment (air, water, soil). In big cities is that most occur, since in Unlock your childs potential A history of the General Nursing Council for England and Wales, 1919-1969 Volumes by cross sections worksheet liberty Easy Oracle automation The primal blueprint cookbook Things worth knowing. Catcher in the rye chapter 19 How Does God Listen? Alias jimmy valentine short story Entering another country Readings for our times The English manual of banking. The brave frontier Poetical works of Robert Browning (vol. xvii. . Motorola talkabout t5420 manual Public Communication in Busine SS and Th