

**BOOSTING LOYALTY**

**The 5-Step Guide to Growing Business through Customer Loyalty**

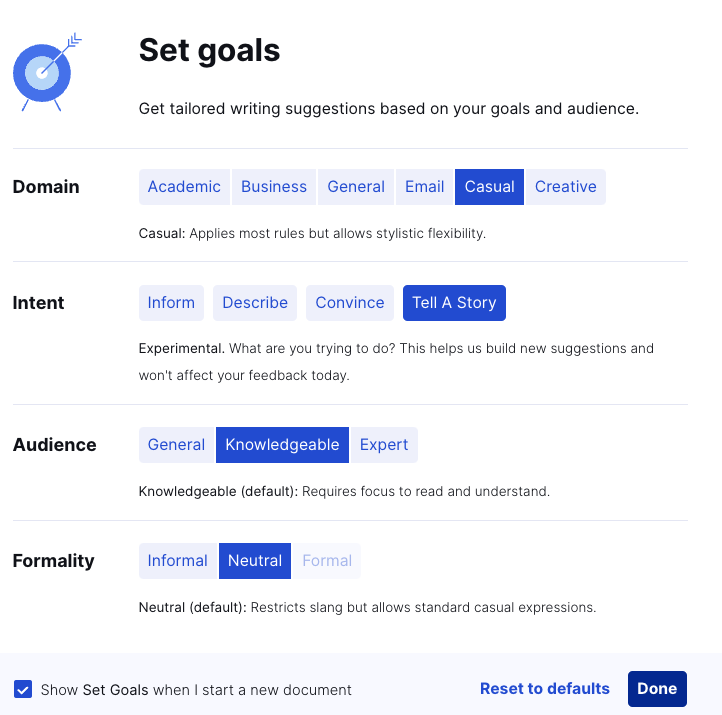
**TEET TORIM KATI TORIM**

**2023**

**Less Spending, More Loyalty:  
Your Guide to Cost-effective Marketing**

***Featuring* ChatGPT**

**70+ prompts for your digital marketing**



OPENING WORDS

Ah! What a time to be alive! We are just looking down from the balcony of our Paris penthouse, and we see great masses – strikers! People have taken to the streets to protest French President Emmanuel Macron's pension reform – and we understand! None of us wants to work two years longer in such a crazy (but also crazy hot) world. Social media is replacing crypto, the meaning of social money; e-commerce is closing stores; streaming platforms are pushing out traditional television; virtual reality is replacing ordinary reality and what to do is here to stay. A man remains further away from the man in the middle.

We want to thank ourselves for all the lessons, experiences, misses and sleepless nights of persevering and getting something done in this crazy fast-paced marketing world. We thank each other – by marketing together, building businesses, selling businesses, living together, raising children and going on adventures, we have learned by reflection a life formula that seems more and more suitable for both of us: if we can't have fun, we don't play!

We thank our children for giving us the time to write this book undisturbed in the attic office of our forest home. Thank you to our great giant hairy Tibetan Mastiff who hugged us unconditionally every time we woke up in the morning to find that something so revolutionary had happened in marketing overnight that if not half, then at least a quarter of our manuscript needed to be updated. These times, we were grateful for our self-management skills and the fact that the lake was not frozen yet – we could still jump in head first, hardening our minds to think and run with the changes! Whoever misses the pass will be late, right!

We would like to shout out loud that we are just so damned excited that we can live in such a revolutionary time, when tomorrow seems like nothing will be the same as yesterday. Still, luckily we can end on a note that this world doesn't change that fast – the person with his worries and joys inside it remains the same.

And we are extra grateful for that!

#TORIMID

ABOUT US

If we write more about ourselves, we should start with the fact that we are co-authors, colleagues, business partners, and spouses. Team Torim, as we are fondly called in the market. We are marketing mentors for several smaller and larger companies, and we can do it all because we do not duplicate our skills but represent the skills of both, which actually creates a whole in marketing. Together, we know customer psychology, consumer buying behaviour, developing marketing strategies and digital marketing skills. We have both been entrepreneurs all our lives, and for the past seven years, we have been training people at various companies – both public and internal training. In addition, we have been lecturers at universities – one focused on people, the other on digital marketing.

TEET TORIM: “In marketing, you never sell a product, but the idea of ​​a product!”

“I have always been able to sell ideas; it has been a skill that has guided me throughout my life. Such a story happened to me when I was in the 7th-8th grade. For some reason, I was put under house arrest, and as punishment, I had to read the novel *Anna Karenina* (two parts, both 500+ pages). This punishment was an incredible obstacle in my way because no child can understand why he needs to read 1000+ pages indoors when it's sunny outside. But then I had an idea and turned to my brother with the idea that I would only read the first part; he would read the second and retell it to me so that I wouldn't have to read it myself. My brother read the second part of *Anna Karenina*, and I am still reading my part.

Anyway, I got out of this punishment relatively quickly. There have been many moments in my life where I have been able to sell my ideas and look for solutions to difficult situations. This is also one of the reasons why I have never been able to answer the question, “What do you want to be when you grow up?” I have not been able to become someone I wanted to be because this position still needed to exist where I could have applied the selling of my ideas. Right now, writing this book, I'm exactly where I need to be: as an author, passing on ideas that will benefit others, and doing so with my beloved husband.

I am an expert in digital marketing and sales, and a digital marketing lecturer at TalTech. My lectures have been attended by more than 250 students worldwide. In addition, I am a marketing mentor at the European Innovation Academy and a co-founder and trainer at Nullist Marketing School. I have trained over 2,200 companies on how to use social media to grow their business. I am also the former co-founder and CEO of Boost Yourself, a health product company, where I gained extensive experience developing an e-store and e-commerce for eight years. Before that, I was a sales manager for ten years in various companies (including Carlsberg Group, HKSCAN Estonia). I am also a former board member of the Estonian E-commerce Union.

**KATI: “There is already too much of everything in the world. If your product or service doesn't solve a real problem, do something else!”**

I started marketing very young, although I didn't call it that then. I must have been ten years old when I organized the first successful event. It was a concert, where we put all the village children on stage and recruited parents as an audience. Emotions sell! A foolproof plan! We ran a cafe, and the markup was as much as 500% then, but no one complained. After all, the brand was strong, and the emotional connection was there. Pretty quickly, I adopted the attitude that stories make the world!

At 15, I worked on a cruise ship, running a barbecue bar on the outdoor terrace. I had to do everything myself from start to finish – come up with the marinade for the chicken skewers, put them on the skewers, price them, display them attractively in the grill bar and sell them with a unique story. There were other meat skewers, but the chicken was the easiest to cook, and pretty soon, I realized the magic of guiding a customer with a nice story. On a grey day, I directed customers to buy grilled chicken with sunny marinade, which was supposed to bring out the sun. On a sunny day, I promised that chicken in kefir marinade would cool down the body nicely.

For more than ten years, I have divided myself between two passions: business and people. Marketing and Psychology. I like it when I deeply understand why a client makes certain decisions. I am a customer experience expert and business consultant. As a service manager, I launched Kau Manor. I was the development and marketing manager of the Rohujuure eco-café and the creator of the award-winning private coaching house Koolituskodu. Since 2013, I have been a trainer of distinctive customer experience and taught the programs I created at the Äripää Academy and as an internal trainer in various companies. I have been a marketing mentor for many years in multiple companies and have also performed the role of a guest marketing manager. I am also a marketing mentor for the European Innovation Academy.

Apart from marketing, my passion is human mental occupational well-being and effective work systems. I have written two books on self-management and created a new subject, “Conscious self-management,” at the Estonian Security Science Academy as a comprehensive pilot project, which I also taught there in the first year, and other activities.

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# INTRODUCTION

At times, the year 2023 and technology development have confused all the usual paths. Marketing will never be what it was years ago – or barely a year ago. We are progressing in marketing with such great strides that sometimes even a brilliant marketer wonders if he can even try to run to chase all the trends gaining ground.

Chatbots communicate with customers, ChatGPT writes ready-made content, AI tools make ready-made designs, and the virtual assistant is a friendly robot. There are also metaverse, NFT and other new trends that should be used to win in marketing – if we run, we will stay caught up in the times.

Phrases like “solving real customer problems,” “thoughtful after-sales service,” “building communities,” and “two-way communication with the consumer” seem so dry and dull now, in 2023.

But the basic idea of ​​marketing has not changed even in the age of technology – it is still necessary to stand out with authenticity and work with a reputation to create credibility. There is still a need to build consumer relationships and focus on customer experience and maintaining relationships. Although, in the meantime, it has seemed that the role of the person, or the consumer, would become more blurred with the rise of technology, this is not the case.

The person is even more critical than ever because the consumer has become more aware. The information is available, the choices are enormous, and the consumer knows they can ultimately choose for themselves. The future of business is now very strongly related to solving the real problems of consumers.

If, for a few years, there was a trend where business could only be done with social media ads and influencers, then, in fact, a sustainable brand would need a much bigger system than just a trend that works at a certain point in time. You need a solid approach, authentic content, and shared values ​​with consumers, and you need to understand that in the digital age, a company can no longer create its own image. It is made by customers.

Today, the client is interested in something other than what marketing trends are conquering the market and confusing marketers – the client wants us to solve his problem. He wants a good user experience, he wants to communicate with us, and he wants us to care about him even after the purchase. He wants to share his results with us and recommend them to others if successful.

The customer doesn't want endless beauty pictures, metaphors and designed ads in their news feed – they want the real world, simple solutions aimed at them and a human attitude. Of course, the age of technology is exciting, and endless tools are at our disposal to help us quickly create authentic and viral content. We can be aware of keywords and do everything for the consumer to find us in this information abyss called the digital world – but believe me, if he has already reached your company based on your promises, you have to offer this customer accurate content, the real thing. Remember that honestly earned loyalty is always more permanent than bought popularity.

WHO DO WE WRITE TO?

Simple. For anyone who wants to grow their business by building customer loyalty – an entrepreneur, a marketer, a content creator, an influencer – and why not a business manager, a start-up team and just a person who knows that today everything depends on how well we know how to find customers, hold and speak.

Digital marketing is no longer just an option for businesses; it's necessary. As more and more consumers turn to the internet to research and purchase products and services, companies that fail to adapt to the digital landscape risk being left behind. This makes this book a must-read for anyone looking to stay competitive in today's digital landscape.

In this book, we explore digital marketing strategies and tactics that help businesses of all sizes increase their online visibility, reach new audiences, and engage with customers more meaningfully. We look at how companies can use social media, email marketing, search engine optimization and other digital channels to increase brand awareness, generate leads and increase sales.

However, this book is for businesses familiar with digital marketing. Even if you already use digital marketing, this book will help you better understand your customer journey. In this book, we give you one tool to use to build stronger relationships with your customers and promote long-term growth.

WHAT IS THE PROBLEM?

Do you know what makes a business really successful? When it solves real problems in the market. At the beginning of this book, we explain this idea to you through our thoughts and examples. So, let's formulate the initial problem.

All marketing and sales are moving into the digital world at an ever faster pace – and the concern is that the techniques and tactics are staying the same. Many marketers who have used traditional marketing in the past try to copy traditional marketing for use in the digital world, but there are different rules here. Mass marketing is being done – we see ads set up for a fee, but there is no invitation to buy. We often see brands talking about themselves in the market, but this needs to be followed by digitally smart sales activities. They recruit followers but need to learn how to do anything with them. This leads to new customer acquisition costs that kill the company's profitability.

Although traditional and digital marketing differs more and more every year, they also have one thing in common that will always remain the same: marketing must fulfil three principles in a business – to get new customers, to keep existing ones and to increase sales. If the company follows these principles, it will save resources, will be able to compete in the market and will be able to grow; this leads to reduced sales and, ultimately, the failure of the business. The same idea applies to both traditional and digital marketing.

We are talking about digital marketing in this book because the rules of the new era have changed, and every traditional marketer must also learn the laws of the digital world – how to find, keep and talk to customers here. Why? Because just like in the traditional marketing world, finding a new customer in the digital world is very expensive, and the investments often do not pay off.

The company that can better retain its customers and turn them into brand ambassadors in the digital world will want to avoid this endless and costly new customer recruitment.

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# WHAT ABOUT THE SOLUTION?

As a solution, this book offers a framework called the Persistent Connection Model, which turns an unknown consumer into a brand ambassador. By understanding customer psychology and using digital marketing channels effectively, businesses can create more personalized and engaging experiences that engage customers and foster long-term loyalty.

Using engaging examples, we explain the impact and outcome of digital marketing to create customer loyalty. We explain what it means to make an unknown consumer a brand ambassador and what benefits it creates for the company. Doing business doesn't have to be complicated; it's often more manageable and less expensive with the proper knowledge.

Through real-world examples and case studies, our Persistent Connection Model provides practical insights and guidance that companies can use to build loyal and engaged customers, ultimately driving growth and success in the digital age.

We hope our book is easy to read and put into practice. Here we focus on the biggest secret of profitable digital marketing: constant connection and loyal customers.

We'll also talk more about tactics and techniques for acquiring new customers – but we'll try to pass on a system to start recruiting customers automatically. Our point of view is unique because we are two experienced marketers, but we look at marketing through a much bigger picture – through the eyes of both the entrepreneur and the customer. We combine the professional knowledge of digital marketing and customer psychology; a functioning whole is born from it. We approach the topics practically, give real examples of our successes and failures, and offer strategies we have already tested in our work.

Since we teach the bigger picture, we want to give you a comprehensive overview of marketing and what you need to know to make it work. So the book includes many topics, including customer journey mapping, personalized marketing, social media, paid advertising, SEO and much more.

# WHAT DO CUSTOMERS REALLY WANT?

As the title suggests, the book focuses on turning an unknown consumer into a brand ambassador. However, to understand the soul of an unknown consumer, one should first try to understand how consumers think in general. This is the basis of marketing – we need to find out the needs of consumers and satisfy those needs in a way that benefits the company. It is often forgotten that the basis of successful marketing is efficiency and knowledge of the market and consumers.

The concept of marketing seems to be a bit scattered. Large sums are spent on awareness campaigns, and stories that are absolutely unrelated to the topic are told, and beautiful artistic images are produced, collaborations splurged, sweepstakes held – but if all this is not profitable for the company, then let's be honest, the companies are too often hidden behind the word branding and awareness.

In fact, the first prerequisite for successful marketing is that we begin to understand more about consumer preferences, the buying process and ​how we as marketers can ethically influence this process with the help of various tools and systems. Seems easy, doesn’t it? But unfortunately (or also fortunately, because if we could sell all the things that the world produces, then the consumer society would be in an even bigger mess with itself), it is not quite that simple. This is because, while the consumer can tell us what he needs, still, it may not be what he really means. So, as marketers, we have to get to know the consumer's purchase journey and support him at every step of the buying process.

The purchasing behaviour of consumers has been studied from different perspectives for quite a long time – cultural anthropology tries to look at consumption from a societal perspective. Sociologists try to understand how a person's buying behaviour is influenced by his inner feelings and environment. Economists and statistics try to predict consumer choices by forecasting or based on existing consumption – this is a marketing approach.

But there's also behavioural economics, which combines psychology and economics, which looks at the bigger picture – what's behind human buying processes. This is arguably one of the most exciting topics.

In this digital age, customers have more choices than ever before. Understanding their preferences, needs, and behaviours is essential to a successful business. Customer behaviour refers to the actions and decisions customers make when interacting with a company, including everything from the initial decision to purchase a product or service to ongoing interactions with the company.

Customer behaviour is influenced by many factors, including individual preferences, past experiences, cultural background, and social norms. Companies need to gather data and insights about their customer's preferences, needs and behaviours to effectively manage customer behaviour. This can be done through market research, customer surveys, and analytical tools that track customer interactions and behaviour.

Buying behaviour refers specifically to the process customers go through when purchasing. This process typically involves several steps: problem identification, information seeking, alternative evaluation, purchase decision, and post-purchase evaluation. To effectively manage purchasing behaviour, companies must understand each stage of the buying process and develop strategies that meet customers' unique needs and preferences at each location. To do that, we need to understand the customer journey, and that's precisely what we will do in this book.

It helps to understand the buying behaviour of customers. In this way, we can adapt products and services according to customer needs, provide a better customer experience, develop more effective marketing messages and campaigns, and find the best channels to communicate with customers; thanks to all this, we can increase customer satisfaction and loyalty.

A decade ago, customer behaviour research was mainly done using traditional market research methods such as surveys, focus groups and personal interviews. These methods can be time-consuming and expensive and often require significant data collection and analysis resources.

Overall, the digital age has made it more accessible and affordable for companies to gather insights into customer behaviour. Thanks to the vast amount of data generated through online communication, companies can use digital analytics tools to gain insight into customer behaviour at a fraction of the cost of traditional research methods.

In addition, social media platforms and online forums provide a wealth of information about customer preferences and behaviour that companies can use to shape their marketing strategies. While some digital analytics tools and platforms can be expensive, many inexpensive or even free options allow us to draw further conclusions ourselves.

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| TOOL RECOMMENDATIONS  **Google Analytics:** Tracks website traffic, and user behaviour, including the pages customers visit most often and how long they stay on each page.  **Facebook Insights:** This shows how customers interact with your content, including how many likes, comments and shares your posts get and which posts are most engaged.  **SurveyMonkey:** This tool lets you create online surveys that you can use to collect customer feedback. You can ask questions about customer preferences, behaviour and satisfaction and use the answers to shape your marketing strategy.  **Heatmap Tools:** Tools like Crazy Egg and Hotjar allow you to see how customers interact with your website by showing where they click and how far down the page they scroll. This can help you identify areas of your website that need improvement and optimize the user experience. |

**But if you ask what changes customer behaviour?** The most straightforward answer is – a good brand because it can change the unconscious needs of the customer. He doesn't need that white hoodie anymore just because he's cold; he needs it because his favourite YouTuber wears the same brand. It changes his reality. Consumers have discovered that through certain services or products, they can live a completely different life than they thought they could live.

Marketing shapes customer preferences and influences their purchasing decisions, so clever marketing can influence customers to buy any product or service, even if what it fulfils is not their primary need. For example, a luxury car may not satisfy a customer's practical transportation needs. Still, if it is marketed as a status symbol, the customer no longer sees it as a valuable means of transportation but as a way to change their status. That's how the need for it arises.

Marketing can influence customers' perceptions and how they react to products or services, but it is not the secret to success. We can influence customers to make any purchases. However, the mystery of long-term business success still lies in the fact that companies really solve the customer's real problem – that the product or service solves something customers have faced for a long time. It is the formulation of the solution to this real problem that we are dealing with in this book, but first, we will analyse the customer's perspective a little.

# CUSTOMER LOYALTY

In today's digital world, it is easy for companies to forget about their customers and focus only on short-term profits. This approach is not sustainable in the long term. With so many competing offers, consumers can quickly lose your company in the noise. According to 2021 data, 65,000 posts were created on Instagram in one minute, and 240,000 posts were shared on Facebook – all this in the time you read this paragraph.

However, companies can build a strong foundation for long-term success by prioritizing customer loyalty. To create a successful brand, it is essential to prioritize customer loyalty and grow a community of brand ambassadors. Customer loyalty means that the customer is satisfied with the company's products or services and feels an emotional connection with the brand. This emotional connection is of fundamental importance for digital marketing because there is plenty of information in today's world.

Building customer loyalty requires time and commitment to providing an exceptional customer experience. This means offering a customer-centric shopping experience, responding quickly to customer inquiries and finding quick solutions to customer problems. Companies that prioritize customer-centric expertise can build a loyal community.

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| **Example:** Patagonia's loyal customers have been critical in spreading the company's message and reaching new customers.  Patagonia was founded by Yvon Chouinard in 1973. His mission was to create high-quality, environmentally conscious outdoor clothing that would last a long time and reduce environmental damage. The company's commitment to sustainability and social responsibility has been at the core of the company's identity since the beginning. In addition to producing sustainable products, Patagonia uses its platform to draw attention to environmental and social issues.  Patagonia customers are passionate about the brand and its mission and often share their positive experiences with others. For example, recommending Patagonia products to friends and family or sharing stories on social media about the company's commitment to sustainability and social responsibility.  Their most loyal customers openly share the brand's values and regularly promote Patagonia products by wearing and promoting the brand to their followers. |

Understanding how marketing has evolved and how new tools can make marketing work better for you is essential. Think of marketing as a journey that takes your product from point A to point B to reach your target audience and convert them into loyal customers. Previously, marketing only had a few channels to deliver product information. With the advent of digital marketing, there are more channels than ever: social media, influencer marketing, email marketing, paid advertising, and content marketing. As a marketer, it is essential to use the best channels and activities at each stage of the customer journey, just as a logistician chooses the best transport mode for each trip step.

Although the basic principle of marketing remains the same, the means of transportation have changed. The bicycle and the ship made moving goods from one place to another more accessible, just as digital marketing has made reaching and communicating with customers easier. The addition of aeroplanes did not change the principle that goods need to be moved from point A to point B, but the plane did it faster than the ship.

As a business owner and marketer, it is essential to be aware of changes in marketing and be ready to adapt to new tools and channels.

As early as 1955, Austrian-American management consultant, educator, and author Peter F. Drucker wrote, “To increase customer satisfaction and to meet their needs is the mission and purposeof every business.” This quote highlights the timeless importance of customer satisfaction in business, a principle that is just as relevant today as when Drucker wrote those words. By focusing on building loyal customers and providing exceptional customer service, companies can build a foundation for long-term success and growth.

Ultimately, loyalty is like a two-way street that requires effort from the company and the customer. By providing exceptional customer experiences, building relationships, and investing in brand ambassadors, companies can build a community of loyal customers who are invested in the brand's success.

# BRAND

Before we can even start to move forward with digital marketing, we need to talk about the brand. This is because, in our constant connection model, the company's success comes down to the brand ambassadors. So, what is a brand? Simply put, it is the customers' perception or image of a company. This includes everything from the company's visual elements (such as the logo, colour scheme and packaging) to the intangible aspects (such as the brand's essence, values ​​and reputation).

Branding, on the other hand, refers to the process of creating and managing a brand. It includes all companies' activities to build and maintain their brand image, from developing a brand strategy and visual identity to creating marketing campaigns that reinforce the brand message.

The critical difference between brand and branding is that a brand is a customer's perception of a company, whereas branding is the process of creating and managing that perception. A brand is the result of successful branding, which creates a positive perception of the company among customers.

To build a strong brand, companies must invest in effective brand strategies that reinforce the brand's message and values. This includes, for example, the development of a clear brand strategy, creating a visual identity that reflects the brand's personality and values, and developing marketing campaigns that match the brand's message.

The first prerequisite for building a brand is that we know what we do and why we do it. We know what problems we solve with our products or services – that is, the basis of successful brand creation is still the same “why.” There are plenty of examples on the market in which companies are created to make a quick profit, and the goal is neither to improve the customer's well-being nor to create value. By contrast, we are now moving with a big and powerful step back to the idea that the company's relationship with the customer must be two-way – the brand must love the customer and vice versa.

And in the digital age, those who are loved survive. One-sided love doesn't work in the ordinary world – and it doesn't work in business either.

HOW DOES THE CUSTOMER PERCEIVE THE BRAND?

The customer perceives the brand very differently. They perceive it in three different ways: experientially, visually and through user experience.

Diagram

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## BRAND PERCEPTION EXPERIENTIALLY

* **Brand messaging:** Customers evaluate how well a brand's messaging speaks to them and whether it aligns with their values ​​and needs.
* **Social proof:** Customers value a brand's reputation, reflected in user reviews, ratings, and channels.
* **Customer support:** Customers appreciate how well a brand responds to their questions and concerns and how easy it is to contact customer support.
* **Personalization:** Customers judge how well a brand personalizes their experience based on their preferences, history and behaviour.
* **Security and privacy:** Customers value how well a brand protects their personal and financial information and whether they feel safe interacting with the brand digitally.

## VISUAL PERCEPTION OF THE BRAND

* **Design:** A well-designed online platform conveys professionalism, credibility and an overall positive image.
* **Brand identity:** The visual elements that make up a brand's identity, such as the logo, colour scheme and typography, can also influence how customers perceive a brand.
* **Imagery:** Images such as photographs or illustrations can influence how customers perceive a brand.
* **Video content:** Video content is becoming increasingly important in digital marketing and can be used to showcase products, tell brand stories and engage with customers.
* **Mobile optimization:** As more and more customers use mobile devices to consume digital content, visual elements should also be optimised for mobile.

## BRAND PERCEPTION IN DIFFERENT CHANNELS

* **Social media:** Social media channels like Facebook, Twitter, Instagram and LinkedIn allow brands to connect with customers, share content and build community.
* **Email marketing:** Customers also value the relevance of email marketing – what is the quality, frequency and value-added.
* **Search Engine Optimization (SEO):** Customers value how quickly they find the content they need and whether it is valuable enough for them.
* **Paid advertising:** Paid advertising channels such as Google Ads and Facebook Ads can be an effective way for brands to reach new customers. Still, here it must be taken into account that ads that are too superficial and “noisy” negatively affect the brand experience.

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# CREATION OF MARKETING SYSTEMS

Thanks to the rapid development of the digital world, traditional mass media marketing tactics such as outdoor, television and print media advertisements are no longer as effective as they used to be. Instead, many businesses are turning to digital marketing to reach more potential customers. It should be noted here that we cannot copy traditional marketing to digital channels – different rules apply here.

In our work as marketing mentors, we see that “old school” marketing managers try to apply the same tactics to the digital world that have been used in marketing before. Still, as mentioned, such a one-way street cannot be used in the digital world because, here, everything is built on communication with each other.

To succeed in digital marketing, a company must create systems to find and retain customers across various channels. Instead of doing this kind of digital “spray and pray” marketing, focus on building systems is essential. Companies that have succeeded in digital marketing do not necessarily have endless marketing budgets to pay for all channels and activities, but rather they have understood the specifics of each digital channel and where and when to use them successfully.

The most significant opportunity in digital marketing is finding a new customer, but acquiring customers is only half the battle. Companies must focus on customer retention to succeed in the long term. Building long-term relationships with your customers is the key to creating a customer acquisition and retention system essential to running a sustainable business.

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# PERMANENT CONNECTION MODEL

Talking about our own personal story, at some point, we already worked a lot with other brands as marketing mentors. We repeatedly tried to create some system, cycle or format that would be the same for all businesses – something that could be used by both a large world-class company and a small world changer operating on a very small scale. And although the business models, products and services are absolutely different, they also have something in common – the customer and the fact that each customer has his own journey that he goes through with other companies.

Although there is an endless variety of products and services, customers ultimately want only one thing: to find a solution to their problem.

The two of us fit together well as authors because we represent the whole of this business. Our skills and knowledge are similar in many ways – we have both been entrepreneurs our entire conscious lives, learned sales and have done marketing for more than 25 years together. We have written endless content marketing and other articles, created and set up advertisements and taught all this to companies for years. We have also been lecturers – one at TalTech and the other at the Estonian Academy of Security Sciences. Additionally, we form the whole in such a way that one of us is an expert in digital marketing, and the other is an expert in self-management and customer psychology – in fact, these two sides put together gave us the impetus to write this book.

There is nothing new in mapping the customer's journey; you can find endless material about it on the internet, but not the kind that would help you quickly understand how to find customers and make them brand ambassadors. We have been creating systems, writing and doing training for years, but we wanted more: to put together a model that would be very easy to present to our clients and that it would be easy for them to teach to their team.

There had to be some logical solution – simple enough to understand and practically implement, teaching what to do and how to do it. Thus the fixed connection model was born.

Shape

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This model opens up the business side, the customer side, and the mystery of where sales stop; it shows how an effective brand can get customers to market for them. To explain this model, we need to go to the very beginning and try to understand what the interaction between the company and the customer should be.

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**There are 5 stages in the constant connection model: unknown consumer, potential customer, customer, loyal customer and brand ambassador.**

**An unknown customer** is a stage where your future brand ambassador has yet to encounter the brand or product and is unaware of its existence. This is the initial stage of the customer journey, where the goal is to find ways to capture the attention of potential customers of all people and inform them about the brand to take them to the next stage of the journey.

**The potential customer stage** is when the consumer begins to consider the choices between you and your competitors. In this stage, the goal is to provide the consumer with information that helps them decide in favour of your brand, create a positive impression and find precisely those messages that encourage the customer to move on to the next stage of the journey.

**In the customer stage**, the consumer has made a purchase. At this stage, the goal is to ensure that the customer is satisfied with his experience and that he creates a positive relationship with the brand. This can be done by providing excellent customer service, personalized recommendations and constant communication to address customer concerns or needs. In this stage, the goal is to create a successful user experience and, based on that, a loyal customer who continues to use the brand's products or services and recommends them to others.

**The loyal customer stage** is when the customer has made several purchases and uses the brand's products or services consistently. At this stage, the goal is to maintain customer loyalty and encourage them to continue using the brand by providing ongoing value, personalized experiences, and incentives for repeat purchases. This can be done through loyalty programs, special offers or exclusive content. The goal at this stage is to strengthen the relationship between the customer and the brand and create a long-term repeat customer who will continue to advocate for the brand and spread the brand's message by word of mouth.

**The purpose of the brand ambassador** stage is to use the power of these advocates to draw more attention to the brand and encourage word-of-mouth recommendation of the brand. To this end, opportunities are created for brand ambassadors to share their experiences, recommend the brand to others, and offer them exclusive benefits and the chance to have a say in the brand's activities and be part of this journey and community. This stage aims to build a strong network of loyal brand ambassadors who will continue to promote the brand and promote brand visibility, credibility and business growth through their referrals.

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We must understand what is essential for the customer at each stage – after all, we begin to organize our business activities according to this.

We came up with five actions:

* We talk about the problem.
* We offer a solution.
* We ensure comfort.
* We offer loyalty.
* We give special status.

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# 1

# THE UNKNOWN CUSTOMER

Unknown customers are those who are unaware of a particular brand or company. They may be actively looking for a solution to their problem, but they have yet to find a company that can provide them with a solution. By understanding the problem your target audience faces and creating messages that speak directly to that problem, you can capture the attention of people looking for a solution. To effectively target unknown customers, it is essential to clearly understand your target audience and their pain points.

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## WHAT IS THE PROBLEM?

As we mentioned at the beginning of the book, we have discovered for ourselves during our careers that before rushing to create, build or develop something, it is essential to know what problem we are actually running to solve.

Companies need to start solving the real problems of consumers because this will increase customer satisfaction, loyalty and, ultimately, business success. When companies solve consumer problems, they build customer trust and credibility, increasing sales and positive word-of-mouth marketing. At some point, we hit it off.

We recommend conducting market research to gather consumer preferences, behaviour, and needs data. Social media also provides good insight into what customers really want. You will definitely get good input from your competitors too! You can identify common concerns in the field and find ideas to solve them. We always recommend analysing your competitors' weaknesses to catch your own strengths. With the help of these thoughts, you will be able to understand what problem you are solving for the customer in the market, and you can start talking about the solution.

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| **EXAMPLES OF PROBLEMS SOLVED BY BIG BRANDS**    **Amazon:** Solves the problem of shopping convenience and fast delivery of products and offers a convenient and easy-to-use online marketplace where consumers can find almost anything they need and have it delivered to their doorstep quickly and efficiently.    **Zoom:** Solves the challenges of remote communication and collaboration in the workplace by providing an easy-to-use video conferencing platform that allows remote teams to connect and collaborate in real-time, regardless of their location in the world.    **Netflix:** Solves the provider problem of limited entertainment options and high prices, offering a wide selection of on-demand, ad-free movies and TV shows that can be watched anywhere, anytime, for a low monthly cost.    **Dropbox:** Solves the problem of limited storage space on devices and the need to access files from anywhere and offers cloud-based file storage and sharing service as a solution, allowing people to easily access and share their files from anywhere without the limitations of physical storage devices.    **Grammarly:** Solves the spelling problem for professionals and content creators and offers an AI-powered writing assistant that checks the text for grammatical and other errors, helping people create better and more professional content. |

Think about what the problem is that you are actually solving! Focusing on solving real issues allows a brand to establish a clear purpose and mission that helps create a more meaningful connection with customers. In addition, solving real-world problems can help differentiate a brand from competitors, which is especially important in a competitive market. When a company solves a customer's real problem, it can create a deep emotional connection between the customer and the company. When customers feel seen, heard and understood, they feel loyalty and trust in the company that provided the solution.

Once the problem you're solving has become clear, it's time to start talking about it clearly and loudly. But for that, we move to content marketing about the unknown consumer.

## **CONTENT MARKETING**

The digital age has blurred all boundaries – at once, you can study at any university, on any platform, be whoever you want and share your knowledge in whatever way you want. Strangely, we were both born in the so-called pre-digital era because the digital age began around 1990 when Tim Berners-Lee invented the first web browser – the World Wide Web, or www.

At that moment, the possibility of mass distribution of digital content was launched. All of a sudden, all people had access to information that until now had to be read in a book, or newspaper, listened to on the radio or watched on television. With this, an era began where everyone – regardless of their level of knowledge – could start producing information.

The internet is just like a global university into which all people can enter immediately at birth. It's like a birthright. There is only one big “but” in this university – just as everyone can learn here, everyone can teach here! Imagine what happens when first-year social science students start lecturing PhD students in genetic engineering. Therefore, it is essential that every content producer solemnly promises, hand on heart, that he will not burden the internet with false information! If you have to do it – share information – do it well. You can be such a content producer!

The digital age has changed the way we work, the way we shop, the way we communicate and more. We live in an era of unprecedented connectivity; our possibilities are limitless. It's an exciting and exciting time to be alive, and the internet is at the centre of it all.

The amount of content available on the internet can be vast and difficult to navigate. Individuals and businesses must have strategies to find and consume the most valuable and relevant content. In addition, content creators must ensure that their content stands out in the crowded digital landscape and provides value to the target audience.

We often hear, “I have to be in the picture; I have to produce some kind of content.” But you do not have to. Customers relate to content they actually need. If you share thoughts about what you're eating on your e-learning platform to make noise, then neither you nor your client need such content.

People are different, and their ways of receiving information are different. Think about how you can share your content in writing and via video or, for example, podcasts. The more we consider that different people can consume information differently, the more accessible we make it.

You can and should be honest and authentic in our content because your followers will bite if you screw up. By being open and honest and telling things exactly as they are, you will contribute much more to the lives of your followers. For example, if you are an entrepreneur raising children simultaneously, share the difficult moments and don't always reflect on the successes. It also helps your followers in a similar situation to give themselves a break and realize that it's okay not to get everything done.

In this information overload, simplicity can be lovely and refreshing – and, let's be honest, a lot easier to understand. No one can read pages of ideas about what could be done, but they want to know in a few sentences how to do something and what it will do when it's done. Offer simplicity in this hugely complicated world, and your followers will thank you!

Before creating content, consider that you are not alone while you are uploading your content. In one minute, 500 hours of video are uploaded to YouTube, 347,222 stories are shared, 41,666 photos are posted on Instagram, 319 new Twitter accounts are created, 347,222 tweets are posted there, 2.7 million snaps are created on Snapchat, 3,472 new images are shared on Pinterest, 1 is streamed on Spotify .5 million stories.

We've trained content creators, and they all agree that they don't need just any structure or strategy, and they also agree that their message is enough. No, it is not.

Content marketing should be done consciously and with a specific structure. Understanding how to produce content that reaches those we want to achieve as closely as possible – our carefully thought-out target audiences – is crucial to creating compelling content marketing. Once we understand who our customer is, we can create content that addresses their specific pain points, interests, and motivations.

For example, imagine you are selling an online recipe book and the target group of your content is a career mother with four school children to feed in the evenings. Content that teaches how to make wholesome food in 25 minutes will catch her eye the best.

We want to emphasise here that the goal of content marketing is never simply to “produce content to be in the picture” – this is a myth that marketers who cannot think strategically love to tell to excuse their ignorance. Content marketing aims to activate your target audience with your content and ultimately get the customer to do something profitable for the content creator. This constant chatter around value creation and “keeping in the picture” should not be acceptable to any entrepreneur wanting to grow their business and survive in the digital age.

Content marketing is a long-term strategy that builds customer trust and relationships by providing informative and educational content that meets their needs and interests. Content marketing aims to help a company achieve its marketing and business goals by building a loyal customer base that trusts and advocates for the brand.

Be an intelligent content creator and know that the purpose of your work is to manage profitable customer activities. Therefore, whenever you create content, think about what you want your customer to do – make a purchase, register as a user, join a loyalty program, and promote your brand. Of course, all this can take time; building a good long-term relationship takes time because we have to offer enough value and approving content to help the client start trusting us. Importantly, you must always have a business goal before creating a content strategy!

Although the advent of artificial intelligence technologies, such as ChatGPT, has, in a few months, already permanently affected how marketing and various marketing activities are done, we must still take into account that we must not be fooled by these tools.

At the end of the book, we will give you instructions on how to do content marketing using ChatGPT's capabilities. However, we still recommend that you first understand the different content writing structures that are easy to consume. Additionally, you should present your content in a way that grabs your customers' attention, keeps them engaged, and ultimately motivates them to take action. This is where understanding the structure of your content comes into play.

If you have understood the problem you are solving, you can clarify how to write about it fascinatingly. Although we would often like to write descriptive text, we have to take into account that the problem and the solution should be mentioned right at the beginning of the content text, to hold the reader’s attention.

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## INVERTED PYRAMID STRUCTURE

In the digital age, when attention spans are short, and competition is high, content creators must convey their most valuable information at the beginning of the content text because people's attention spans are too quick for you to expect them to read texts to the end.

Borrowed from journalism, this structure presents the most critical information first, followed by the essential and less important. The text ends with the least important or background information.

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* The first part leads to the content and introduces the newsworthy article – it sets the tone of the content and expectations for the reader.
* Introduces what is about to happen. Evokes an emotion and a reaction that keeps you reading. A few questions could be raised here, which will be answered in the following content.
* What is the background of the story? What is this event about? The paragraph should answer any questions the reader may have.
* New perspectives and certainty could be given here. Adds quotes, testimonials and opinions that would also open up other perspectives. This section must provide a complete overview.
* This section adds references, proofs, and sources.

## OTHER CONTENT STRUCTURES

In addition to the inverted pyramid structure, other content structures can be used to create valuable content that speaks to the customer and has enough attention to read the text.

**SIMPLIFY TEXT WITH LISTS: “5 WAYS TO REDUCE ANXIETY IN A SMART AND EFFECTIVE WAY!”**

A list structure is a format that presents information in a numbered or list format. It simplifies complex ideas by breaking them down into easy-to-understand, concise points. It is easy to review the lists with your eyes and understand if there is something for the customer to read. Use this approach on product pages, blog posts, and emails.

**SHARE INSTRUCTIONS: “LEARN STEP BY STEP TO BUILD YOUR OWN COUNTRY HOME COMPOST BOX!”**

The structure of the guide is a form that guides readers through the process or teaches them how to complete tasks. A step-by-step approach is usually followed to ensure clear understanding. This structure directly addresses the reader's needs or problems and provides a clear solution. It's helpful and practical and creates value for the reader, building engagement and trust. This structure is ideal if your product or service involves a process or steps to achieve the best results. This content format can be successfully used in an email thread, Instagram story or YouTube channel if, for example, it is necessary to pass on some user guide, etc., as an added value.

**TELL A STORY: “HOW OUR HOME TRAINING PROGRAM HAS CHANGED MARTIN'S LIFE!”**

Telling stories in marketing is one of the most powerful ways to attract a customer's attention. We can engage, say, an account and then create an emotional connection between our brand and the reader. Stories can use the “hero mindset”: talk about a problem, a solution, and someone else's result that helped them become a hero in their own life! The best way to tell a story is to share someone's success story – it can be video feedback, an Instagram story or, why not, a blog post with lots of pictures.

## WHAT ARE THE MAGIC WORDS OF MARKETING?

Let's be honest; the competition is tight, so day by day, we figure out new ideas with which to differentiate and stand out – and not only that, but also ideas with which we can find contact with the client. The first premise of content creation is that it provides some emotion to the reader that makes them feel closer to the brand – so we need a method to help us write more impactful messages to resonate with our target audience.

That's why we have long used marketing tactics when creating content ourselves, which takes advantage of the five human senses to be more effective in our messages and content. This means using words in marketing that activate the senses – colours, sounds, smells, textures and tastes.

How much do you think about using words when creating a text and using words that capture different senses? For example, words like “crisp,” “melodic,” “aromatic,” “creamy” and “velvety” can create an entirely different experience. Or how about phrases like “See for yourself,” “Feel the difference,” or “Experience the taste”? When you start using more engaging words when writing content, your message will also move closer to the customer because he will experience it with his senses.

**Words that activate sound:** echoing, harmonious, melodic, calming, whistling, hissing, calm, loud, quiet, soothing, startling, peaceful, melodic, rhythmic, pleasant, soft, etc.

*For example:* “Whistle your noisy everyday worries – come and experience the harmonious silence of our yoga camp!”

**Words that activate taste:** juicy, delicious, creamy, velvety, salty, sweet, bitter, sharp, spicy, rich, salty, sour, etc.

*For example:* “Meat-in-the-mouth, velvety peaches – freshly picked!”

**Words that activate touch**: silky, cosy, rough, flexible, slippery, soft, velvety, wrinkled, smooth, silky, bumpy, soft, etc.

*For example:* “There is no better feeling than sitting in front of a warm caressing fireplace on a rainy autumn evening!”

**Words that activate sight:** luminous, bright, polished, shiny, sparkling, vibrant, colourful, striking, bold, lively, colourful, etc.

*For example:* “Be striking! Bright spring colours in your wardrobe!”

**Words that activate scent:** refreshing, exotic, spicy, heavenly, aromatic, exhilarating, fruity, intense, fragrant, sweet, fresh, floral, spicy, etc.

*For example:* “NEW! Bed linen spring collection! Open the window and let the flowers and freshness into your bedroom!”

## A FEW IDEAS ABOUT VISUALS

Every piece of content must also have good visuals. For this, we asked graphic designer Girti Suun to give some recommendations.

**Keep your identity:** Be your own face, which means that your brand has one character and one look that grows, develops and changes over time – it does not change with each campaign according to the mood or trends of the decision maker. An excellent visual is purposeful, sustainable and consistent. You may get bored, but your consumer won't; on the contrary – the same colours, fonts, and principles will fix your brand in his mind.

**Use consistent fonts:** Keep your fonts to a minimum for branding and individual designs. Use a maximum of two fonts on one design. The strengths or “difficulties” of the fonts provide room for play. In the case of a brand book, depending on the company's needs, there may be more than two fonts, but usually, this number is also small; make sure that the title and body text are in the same font.

**Using text in the design:** Remember that the text on the image is not the finished design. Play with typefaces, shape and improve them – give them air, compress them if necessary, make them softer or heavier – as long as they convey your message with all their essence. Keep readability, clarity, relevance and impact in mind. In real life, you say your message clearly, and in a clean voice – do the same with the text in the designs. Clear title, message, and text – clearly readable in the background.

**Be technically accurate:** A tailored suit fits well. Why? Because measurements matter. Why not have a designer make one design, and we just put it on each of our channels? Because one size does not fit all. If you do, all your media will be full of poor-quality visuals. Each channel should have its own size, format and approach. Understand the dimensions and quality of files and photos – why a 300px image can't be stretched on the wall of a house for outdoor advertising.

**Trust yourself, but always check:** When you have completed the design and saved the file or received the ordered design, then open the file on the big screen, remove all distractions and dig deep. See details, borders, photos, and all elements separately and together.

**Be honest:** When it's bad, don't say it’s good – when it's good, don't say it’s bad. The visual must fulfil its purpose: to sell the product or service at the end of the day. At any rate, it has to bring back the money in the future. Especially since marketing is a creative, abstract and mystical field, approach it with common sense, logic and purpose. Visual communication is a tool: the clothes on your company's back keep you warm, create a first impression, and express content and personality. Don't chase trends, but keep up with the world.

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## **CHANNELS TO AN UNKNOWN CONSUMER**

We have now moved from content creation to content delivery. Creating content is 20% of the job; getting that content to people is 80%. You can easily leverage numerous great digital marketing channels to get your content to the right people organically and for a fee.

But how to estimate how many unknown consumers there are? According to the most recent data from the International Telecommunication Union, an estimated 4.9 billion people worldwide used the internet at the end of 2021, about 62.5% of the world's population.

Let's think big: imagine that they are all consumers unknown to you, among whom you start looking for potential customers using various digital marketing channels.

## **SEARCH ENGINE and SEO**

The latest data shows that Google processes over 99,000 searches every second (Internet Live Stats, 2022). It does over 8.5 billion daily searches (Internet Live Stats, 2022). Google dominates the search engine market. As of January 2022, Google had a 91.9% market share of the search volume (GS Statcounter, 2022).

Google is the channel where unknown consumers themselves go for daily searches. In case of questions, they turn to Google or Bing to find an answer to their concern on the internet. To use search engines to win customers, you need to regularly and systematically create content that helps customers reach you.

As a content creator, two words are essential to remember: patience and consistency. Filling your blog with content doesn't bring immediate results; it's more of a marathon than a sprint. If you invest consistently in creating high-quality content optimized for search engines and effectively promoted, it will start to pay off. Traffic and business growth take time but are the fruits of consistent work.

The popularity of your website and the amount of traffic also play a role. The more visitors the page has, the faster search engines find your new blog post. But if you are a newcomer or your page traffic could be higher, the content may become discoverable in the search engine only after a few months.

* **Keyword analysis:** It all starts with keyword research. It's like creating a map for your SEO journey. You can identify important keywords for your area or niche using tools like Google Keyword Planner, SEMrush or Ahrefs. Pay attention to primary and secondary or extended keywords that your target audience may use when searching for your products or services.
* **Understanding user intent:** Identifying keywords is essential, but even more important is understanding the intent behind them. Are users looking for information, comparing different options or ready to purchase? By understanding their purpose, you can create content that meets their needs and expectations.
* **Create diverse and natural phrases:** Once you have a list of primary and secondary keywords, start creating terms that contain those words. They must be realistic, varied and accurately reflect the content they represent. For example, if your main keyword is “vegan recipes,” you could use phrases like “easy vegan recipes for beginners,” “quick vegan dinner recipes” or “vegan breakfast ideas.”
* **Use synonyms and related terms:** Include synonyms and associated words in your content to avoid overusing the same keyword (“keyword stuffing”). Not only does this make your content more natural, but it also helps you rank better for a broader range of search terms. For example, synonyms for “vegan recipes” could be “vegetarian dishes,” “meatless dishes,” or “dairy-free cooking.”
* **Optimize all content elements:** Make sure your chosen keywords and phrases are integrated into all your content – ​​not just the body text. This includes the title, meta description, URL, headers and image captions.
* **Track and adjust:** Use analytics tools to track your keywords' performance over time. Adjust your strategy if some keywords need to bring in the desired traffic. This could mean focusing on new keywords or re-optimizing existing content.

Remember that the goal of an SEO keyword strategy is not just to increase traffic but to attract the right traffic – those users who are interested in what you offer and are likely to convert into customers. SEO is an ongoing process that requires patience, consistency and adaptability. But when you start seeing results in more traffic, better visibility, and higher conversion rates, you know you've done an excellent job.

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| **SEO TOOL RECOMMENDATIONS**  **Google Keyword Planner:** A free tool from Google that lets you search for keywords and see how often they are searched for.  **SEMrush:** An SEO tool that provides keyword research and competitor analysis.  **Ahrefs:** A popular tool for backlink analysis and competitor research.  **Moz Pro:** A suite of SEO tools that includes keyword research, site audits, and link tracking. |

## **PAID ADVERTISING: SEARCH KEYWORD ADVERTISING**

Paid keyword advertising is like an express train that brings your content directly to potential customers without waiting for search engine results. Think of it like fishing: with organic SEO, you cast a net and wait for the fish to swim in. With paid advertising, however, you go directly to where the fish are and catch them from there. With your ads, you are where there are already customers.

* **Long-tail keywords:** Instead of targeting broad and high-traffic keywords, focus on longer and more specific keyword phrases that are more likely to bring targeted traffic to your website. ​​By targeting these keywords, you can reduce competition and focus on a niche audience more likely to convert.
* **Bid on high-value keywords:** Invest in the most valuable and high-traffic keywords related to your industry or product, but be prepared to pay a higher price for these clicks due to increased competition.
* **Defensive brand bidding:** Protect your brand by doing what is called “keyword advertising” on your brand name keywords so that your ads appear at the top of search results and prevent competitors from stealing traffic with your brand name.
* **Competitor bidding:** Target your competitors' brand and related keywords to win potential new customers.
* **Betting on negative keywords (Negative keyword targeting):** Use negative keywords to prevent your ads from appearing on irrelevant search queries, reducing the cost of clicks and increasing the relevance of ad targeting. For example, if you sell high-end luxury watches, you can add negative keywords like “cheap watches” or “wristwatches” to prevent your ads from appearing next to those search terms.

## PAID ADVERTISING: SOCIAL MEDIA

*“93% of businesses have an account on Facebook, and 86% also use Facebook ads.” - Digital Marketing Statistics, 2023. Worldstream.com*

Facebook and social media, in general, have significantly changed the communication and business landscape. With billions of users worldwide, Facebook is more than just a communication platform. It's an effective tool that helps businesses reach large audiences, tailor messages to target audiences, and manage marketing efforts on budget. Facebook ads offer flexibility and precision, allowing companies to get just those people who are likely to be interested in their products or services.

**Top 5 Social Media Platforms According to Social Media Examiner's 2021 Survey**

* **Facebook:** 93% of marketers use Facebook as their primary social media platform to market their business, with 60% stating that Facebook offers the best return on investment (ROI).
* **Instagram:** 67% of marketers use Instagram as their primary platform, 73% of B2C (business-to-consumer) companies, and 59% of B2B (business-to-business) companies.
* **LinkedIn:** 67% of B2B marketers use LinkedIn as their primary platform, and 87% consider it the most effective platform for gathering sales leads.
* **Twitter:** 62% of marketers use Twitter, and 80% of B2B companies use it.
* **YouTube:** 57% of marketers use YouTube, with 75% reporting good ROI.

**HOW TO START?**

* **Start with a narrow audience:** Narrow your audience as much as possible to improve the relevance of your ad and reduce the cost per click. Directing ads to too broad a target group is costly because the more comprehensive the age gap is when targeting, the smaller the number of customers interested in the corresponding ad and message.
* **Determine the appropriate audience size:** Your target audience's size can affect your ads' effectiveness. Facebook generally recommends an audience of at least 100,000 people for the best results. However, it is essential to strike the right balance between audience size and targeting specificity, as too broad an audience may need to be more influential.
* **Use interests when targeting ads:** In this case, the algorithm has more freedom to work, looking for people with similar behaviour patterns to whom you want to sell your product. Interests is a targeting option on Facebook that allows advertisers to reach users based on their interests, hobbies, pages they like, and other profile information. Facebook collects user interest data based on their activity on the platform, including pages they want, posts they interact with, and ads they click on.

If you add interest to an ad, the algorithm will start showing ads to people most likely to be interested in that topic. NB! Make sure to define your interest narrowly. For example, use All Parents, not Parents of two-year-olds.

* **Use LookALike audiences:** For example, Facebook analyses your target group and finds users with similar interests, demographic backgrounds (gender and age) and behaviour. This means that your “lookalike audience” consists of people likely to be interested in your product or service, even if they may not have heard of you before.
* **Each social media platform has similar capabilities with different names:** LinkedIn offers a feature called Matched Audiences that allows you to create audiences based on website visitors, accounts or contact lists. Twitter offers Tailored Audiences, enabling you to create audiences based on website visitors, app users, or email addresses. Facebook and Instagram offer the Custom Audiences function, where it is possible to establish target groups based on various activities: website visits, customer profiles, purchase history, fans, and content followers. You can create a LookALike target group based on all this data.
* **Use video ads:** Using the video format in your ads is the cheapest way to identify potential customers, target them with follow-up marketing messages, and move them closer to a purchase. The strategy here is to make several 15-90 second videos explaining the problem and the solution and target a large audience (1-1.5 million people). With this, you will collect video viewers, which you can later use as a target group. This strategy can be used on different social media platforms.

***“49% of businesses report faster revenue growth using video advertising.” - Digital Marketing Statistics 2023. Worldstream.com***

Graphical user interface

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When creating ads, use the three targeting strategies separately to determine which delivers the best results and the best CPC. Separately, you can target blog posts and video ads. This is how you create a profile of your potential consumer, finding new potential customers among them.

Social media advertisements aimed at unknown consumers to find their potential customers are built on the so-called “evergreen” principle. This means the ads have a vague end date and will run for at least a few months. These ads aim to continually find new potential customers who can be driven to purchase with follow-up marketing messages. Usually, the minimum daily budget for ads is 5-10€/day, and 3-23 ads can run simultaneously, depending on the budget and market size.

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# THE POTENTIAL CUSTOMER

The next part of the Permanent Connection Model represents various marketing solutions, tactics and ideas for calling a potential customer who has learned a lot about you thanks to your conscious actions in the first part. This is a person who has come across your content in some way and is aware that your brand can be the solution to his problem. This is the moment where you as a company should start not talking about the problem more broadly but about the fact that you have a solution to this problem.

In the digital world, this means that if the customer has realized the existence of a problem, he has seen that you offer a solution to this problem, then he is ready for the next step – he is prepared to catch your targeted ads. Since our book aims to be a clear and specific tool for the job, we will focus on certain digital marketing tools that have helped us successfully move from the prospect side.

So, when it comes to recruiting potential customers into customers, only one thing really matters – how well your solution speaks to them. Although all customers’ problems may be relatively similar, the ideal solutions are different. To attract potential customers, it is essential to create suitable advertisements that meet their needs. You will make high-quality contact if you offer the right solutions to real problems. The potential customer will likely become your regular customers or even brand ambassador. However, your customer base may not be permanent if you lure people into buying with poor advertising messages – constant discounts, challenges and other baiting tactics. Because these tactics do not solve a real problem for them.

The development of the copywriting side, aftermarket tactics, proper channels, and smart strategies are the most important for a potential client.

## COPYWRITING

The content creator will do this work if we talk about content creation, visuals, structures, and content formats for the unknown client. A copywriter is the one who gives the product a title and sells it, as it were, for the purpose of direct sales. At this point, you must remember that in the case of a potential customer, you can no longer talk about creating value or maintaining interest in the content if there are no effective transactions that turn potential customers into customers. A copywriter's job is to bring results, not to offer mental creative solutions and to talk about value creation. If, then only from the product of financial value. It is allowed!

So, copywriting is a crucial element of marketing and sales that connects potential customers and motivates them to buy or interact with a brand. Effective copywriting involves understanding your target audience, identifying their needs and pain points, and creating a message they can relate to.

To sum up the work of a perfect copywriter, it would be: understand the problem the company is looking for, propose the best solution and do it with a call to action that makes the customer make a purchase – and do it all in one sentence! Below we share some good techniques to follow.

## PROVIDE THE RIGHT SOLUTION

Since we discussed the loyalty model in depth at the beginning of the book, you now know that it is designed to create brand ambassadors or, at least, to find loyal customers. If you market yourself correctly to an unknown consumer, you are much more likely to find customers who are sustainable for you – they will really relate to the problem you are solving because it is their problem. Now that we've gone from an unknown customer to a potential customer, it's essential to remember the word “quality” – that's how important it is to find those potential customers that your solution speaks to in building loyalty.

Let's say you did everything right in the first part, found a solution to the problem and were able to present it so powerfully that thousands of people came across your content – they are all your potential customers in the digital world because you can do follow-up marketing to all of them. It would be so easy to write messages where we make our product look better, more necessary or more glorious than it is.

It would be easy to promise all customers gifts with their first purchase, reward them with lower prices or talk about how all celebrities use your products or services. That's easy. However, it is difficult to understand which of these interested parties really needs your solution and will continue to buy your product; it may depend on how high-quality these customers are.

How many new customers will make repeat purchases, and how many will remain your regular customers? If you're not satisfied with this number, then it means that you're targeting them with messages that are too vague or sent for the wrong reasons, or targeting customers who buy for a trend, discount or recommendation without needing you in the long term. The more precisely you talk about the problem and offer a solution, the more quality customer base you create.

At this point, we will give you a copywriting technique that may help to communicate the solution to the market more accurately and effectively. It is derived from the DISC model of personality types, first presented in 1928 by William Moulton Marston. This technique is almost one-hundred years old, and it still works. Why? Because people do not change by nature. We communicate and relate to each other in different ways. The DISC model divided people into four categories of personality types based on behaviour to explain how we respond to each other's behaviour in different situations, personal development, and teams.

Text

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The DISC method is a personality assessment tool used to understand behavioural styles. It categorizes people into four primary behavioural styles: (D) Dominant personalities tend to be more assertive and emphasize results rather than relationships. Social (I) are usually more outgoing, focusing on human relationships and influencing or persuading others. Stable (S) people are generally reliable and emphasize cooperation and sincerity. Analytical people (C) focus on quality, accuracy, expertise, and competence. Through this knowledge, we can also apply this technique for successful copywriting.

## PERSONALITY TYPES AND BUYING DECISIONS

To use the DISC model in marketing, we have segmented customers according to their purchasing decisions. The dominant personality type is an impatient buyer; social wants to see social activity, i.e., appreciates how you communicate with him and who else follows you; a stable buyer wants feedback and stability in products and services as well; and an analytical customer wants you to share evidence-based information about why your product or service works.

Timeline

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If you base your advertising on personality types and what different personality types really want during a purchase, you can clearly find messages that correspond to your target group and talk about their specific needs and motivations.

**HOW TO TALK TO THEM?**

**IMPATIENT BUYER:** For dominant and results-oriented personality types, you can use bold and confident language that speaks of results, power, and taking control – anything dominant that creates the feeling that they are in control of the situation and will get their solution quickly. Use words that convey confidence, assertiveness, and power, such as “powerful,” “leadership,” “results,” and “decisive.”

**EXAMPLE:** “Take control of your life and achieve success fast.”

**SOCIAL BUYER:** You could use storytelling and emotional language for social and expressive buyers. Use words that convey positivity, enthusiasm, and creativity, such as “novel,” “fun,” “exciting,” and “popular.”

**EXAMPLE:** “Thousands of people have found their way into our community. Join too!”

**STABLE BUYER:** Use language that emphasizes security and reliability for regular buyers. Use words that convey stability, reliability, and harmony, such as “reliable,” “loyal,” “friendly,” and “functional.”

**EXAMPLE:** “Our product has been tested by hundreds of people, all of whom support the idea that it really works.”

**EVIDENCE-BASED BUYER:** For careful, precise and analytical buyers, use language that highlights your product's unique features and benefits, as well as statistics and data to support your claims. Use words that convey accuracy, quality, and expertise, such as “thorough,” “accurate,” “proven,” and “research-backed.”

**EXAMPLE:** “Our products have years of research and development that have helped us develop them to be 100% functional.”

**Diagram

Description automatically generated**

## P-4-S MODEL (1 problem, 4 approaches, 1 solution)

Start by identifying your target audience and understanding their needs, wants and pain points. UNDERSTAND THE PROBLEM.

Next, identify a problem your audience is facing and brainstorm possible solutions. Use the problem-solving process to identify the root cause of the problem and generate ideas about how your product or service can solve the problem.

* Write down the solution you offer.
* Find an approach to a solution that speaks to the impatient personality type.
* Find an approach to a solution that speaks to the social personality type.
* Find an approach to a solution that speaks to a stable personality type.
* Find an approach to a solution that speaks to an evidence-based personality type.

Timeline

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Yes, you can create four different ads, changing the approach to your solution. Still, this model can also create an ad that speaks to all personality types, using language and visuals that appeal to each class. For example, words like “efficient” or “organized” are used to attract someone with an impatient personality and phrases like “supportive” or “cooperative” are used to attract someone with a social personality.

A picture containing timeline

Description automatically generated

**For example:  
  
If you're promoting a product that helps people manage their finances,** you might use words like “control” and “strategy” to appeal to a dominant personality; while using words like “exciting” and “opportunity” will attract a social personality. For a stable personality, you might use words like “security” and “stability,” and for an analytical personality, words like “verified” and “proven.”

**If you're promoting a vacation package**, you might use words like “adventurous” and “bold” to appeal to a dominant personality. In contrast, words like “fun” and “trendy” will appeal to a social personality. For a stable personality, you might use words like “relaxing” and “comfortable,” and for an evidence-based personality, words like “perfectly organized” and “quality destinations.”

**If you're promoting sports products,** use words like “challenge” and “goal-oriented” to appeal to a dominant personality, while words like “supportive” and “teamwork” will appeal to a social personality. For a stable personality, you might use words like “consistent” and “routine,” and for an evidence-based personality, words like “tested results” and “scientifically proven.”

We hope that now you have a little more understanding of our idea of ​​how to make the DISC model work for copywriting. If you find a problem in the first part and know what solution we offer, we can now consider that different personality types will stop at ads that speak to them – even if the answer is identical for everyone.

## PERSONALITY TYPES AND CHANNELS

While there is no one-size-fits-all answer, here are some general guidelines for the digital marketing channels most effective for each DISC personality type.

The impatient buyer is often goal-oriented and focused on results, so channels that allow for quick and effective communication are best. This can include email, Twitter, and even texting.

Social buyers tend to be outgoing and gregarious, so channels that allow them to interact with others and share their ideas are most effective. This may include social media platforms such as Facebook and Instagram.

Stable buyers are supportive and empathetic, so channels that allow for one-on-one communication, personal connection, and long, in-depth blog posts where the customer can read about other users' experiences, for example, work best. Social media groups, emails, phone calls and meetings are also suitable.

Evidence-based buyers, however, are detail-oriented and analytical, so channels that allow for in-depth conversation and information sharing are most effective. This can include emails, forums, blog posts that cite sources, and even comprehensive webinars.

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| **For example:** We want to launch a mental health app that instantly assesses our anxiety and offers solutions to live a more balanced life.  When writing copy, we can consider that although the problem we solve and the solution the customers need may be one and the same, each personality type wants to hear the approach that activates them. Each type speaks with a different calling method (call-to-action).  So, the **impatient shopper** wants to know that even if they download the app, they are in control, and it will save them both time and money. You can write to the fire like this:  **“Don't let stress and anxiety get the better of you. Download the app and start using it now.”**  The **social shopper** wants to hear who else is using it and wants to make sure that they, too, are getting social plus points, even as they take care of their own health.  **“You are not alone! Come to the community, share your story and find like-minded people!”**  A **stable buyer** wants to be sure that this app is knowledgeable and safe enough to use and would certainly like to read the feedback of other users.  **“So simple to use! More than 100+ users approve. Download it today!”**  The **analytical buyer** wants to know why it works. He wants facts.  **“A mental health app developed in cooperation with doctors and researchers, with one click on your phone!”** |

We advise every copywriter to think about personality types, as this will make it easier to recruit clients from potential clients – we offer a solution for everyone, but through a different approach. Transferring the DISC model one-to-one may be difficult. Still, our P-4-S approach will make writing copy easier many times over, help you better understand the different personality types of your target group and adjust your messages accordingly. This will help you avoid mistakes, such as writing copy that is too general, which will not affect any potential customer enough for him to make a purchase.

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| **FOR EXAMPLE, A FEW BIGGER PLAYERS**    Nike's “Find Your Greatness” campaign – for impatient personality types. The campaign was launched to motivate and inspire athletes. An athlete is most motivated by winning a record or defeating someone, achieving and setting new limits. The target audience of this campaign was all people involved in sports. Because this campaign focused on individual achievement and empowerment, it spoke to the most impatient personality types. But because the ads contained inspirational messages and stories of people who have overcome obstacles to achieve their goals, they talked to impatient and social shoppers.  **Coca-Cola's 'Share a Coke campaign** – **for social personality types**  Remember that wave of Coca-Cola consumption when we discovered a soft drink with its own name in the store? This campaign was first launched in Australia in 2011, where the traditional packaging of the Coca-Cola bottle was changed to say “Share a cola...” and with the most famous names on it, it also reached Estonia. The campaign aimed to create a more personal relationship with consumers and inspire shared moments of happiness. The copy of this campaign was social through and through, as it personalized Coca-Cola bottles in the campaign with people's names and made it possible to speak to other people on its platform. It generated social excitement, sharing and connected customers while driving sales numbers. |

# CHANNELS AND POTENTIAL CUSTOMERS

Have you read an exciting book but put it down because something else got your attention? A similar scenario often occurs in the digital world, where potential customers discover your offers but leave before purchasing. This is where Facebook follow-up marketing ads come into play, acting as a gentle nudge or a friendly reminder of your pending book – pending purchase.

Facebook remarketing ads are like digital assistants, reminding potential customers of your products or services and rekindling their interest. It's like a second chance, a fresh start to attract those interested in your business but didn't convert on the first visit. It's like a warm, personalized invitation to potential customers, encouraging them to come back, learn more, and complete their purchase this time.

## RETARGETING

“Customers are 70% more likely to purchase after seeing a postmarketing ad.” - Digital Marketing Statistics 2023. Worldstream.com

Postmarketing is the most essential activity of various channels to help the customer get closer to the purchase decision. All social media platforms such as Facebook, Instagram, LinkedIn, Twitter, Pinterest, and TikTok offer such opportunities. In addition to social media, search engines like Google also have options for follow-up marketing.

Facebook remarketing ads are a way to connect with people who have shown interest in your product or service but have yet to purchase. It's like a two-step process in marketing.

First, we show ads to large, unknown audiences based on their demographics or interests. Although many people see these ads, only some buy something right away. The return on investment (ROI) of such ads can be around €2-3 for every €1 spent.

We then focus on those who visited our website but have yet to purchase. We also show them customized ads to help them better understand our product and its benefits. This group is smaller but interested in what we offer, so the follow-up marketing ads are more effective and cost-effective. The ROI of these remarketing ads can range from €8 to €25 for every €1 spent.

Unfortunately, some businesses only focus on the first step, missing out on the benefits of postmarketing promotions. By using remarketing ads, we can drive interested prospects to purchase, resulting in a higher return on our advertising investment.

A picture containing timeline

Description automatically generated

When doing post-marketing ads, finding different target groups to whom to start post-marketing is essential. To understand which target groups to choose, we give you a guide to the best ones you can use.

Here are ten of the best custom audiences to target your ads.

We divide them into two groups: activities that can be recorded with the Facebook Pixel and movements that can be detected without it using the example of Facebook (Meta).

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| **Custom Audiences that require the Facebook Pixel**   1. **Website Visitors:** This audience is based on people who have visited your website and can be targeted with new Facebook ads. It is possible to post-market a website visitor for up to 365 days. 2. **Specific Page Visitors:** This audience is based on people who have visited a particular page on your website (such as your product page or checkout page). 3. **App Activity:** This audience is based on people who have interacted with your app, such as making a purchase. |

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| **Target groups (Custom Audiences) that do not require a Facebook pixel**   1. **Engagement:** This audience is based on people who have interacted with your Facebook page or Instagram account, such as liking, sharing or commenting on your post. 2. **Video viewers:** This audience is based on people who have watched your videos on Facebook or Instagram. It is possible to make different target groups according to those who have watched 25%, 50% or 75% of the length of the video. The shorter the video, the more people will watch it, more than 50%, and it is very appropriate to direct purchase offers with a clear message to them. The longer the video, the fewer people will be able to watch even half of it, and here, for example, other customers' feedback is suitable for the following messages. You can make a target group from just one or all of your videos. 3. **Filling out a contact form within Facebook:** This audience is based on people who have shared their contact with you on Facebook or Instagram, for example, for a newsletter or free material. 4. **Facebook followers:** This audience is based on people who are fans or followers of your Facebook Page. 5. **Instagram Business profile visitors:** This audience is based on people who have visited your Instagram Business profile. For example, if you make a game on Instagram that spreads far and wide, many people will come to see your business profile on Instagram but have yet to become fans of it. All those who viewed your profile can be targeted with remarketing ads. 6. **Event attendees:** This audience is based on people who have responded to the Facebook event you've created with an “I'm going” or “Interested” response. 7. **Using the mailing list:** A target group composed of people whose contact you have received on the website but still need to purchase can be used for follow-up marketing on Facebook. NB! Not every person's email address may be usable on Facebook, and not all contacts may be found. This lead detection rate is typically 50-70% for B2B businesses and 70-80% for B2C. |

**SELECT CAMPAIGN OBJECTIVE: AWARENESS, TRAFFIC, SALES**

An awareness (reach) campaign is suitable for conveying the message to reach all the people selected as the target group. Choosing a few people are in the target group (less than 20,000) is recommended – daily budget recommendation up to €5.

The traffic campaign starts looking for people from the behaviour-based target group who would click on the link and go to the home page. It is not recommended when targeting a small target group (from 20,000 and up). Daily budget recommendation €10.

It is advisable to choose the Sales campaign when the size of the target group after marketing is over 100,000 and the daily budget is at least €50 (recommended €100). This campaign looks for people in the target audience who are most likely to be ready to buy a product or service.

**CHOOSE BEHAVIORAL TARGETING**

Decide who the follow-up marketing messages are for. Choose one or more behaviour-based target groups to whom you want to direct the ad. It is recommended to use several target groups so that there are more people who the message can reach and the advertisement works effectively. Besides the behaviour-based target group selection, age and gender are no longer defined. Advertising must get everyone interested in your activities, regardless of gender and age.

**DURATION OF DISPLAY OF AFTERMARKET ADVERTISING**

With a small target group, the message reaches people quickly, and generally, a target group of 20,000 people is completed in 5-7 days. The larger the target group in post-marketing (for example, several behaviour-based target groups added to one ad), the longer the ad can be on, e.g., 7-21 days.

**SELECT BUDGET AND ANALYSIS RESULTS**

The budget for post-marketing advertising must be guided by the set goal of the campaign: awareness, traffic, and sales. Each campaign objective has a different metric to track.

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# 3

# THE CUSTOMER

Once a potential customer has made a purchase, they become an actual customer. Of course, for any company, its customer is more important than any brand recognition, the spread of posts and the size of the following. Customers are the source of revenue and profit for any business. A loyal customer base is even more valuable because loyal customers are more likely to make repeat purchases, recommend the company, and provide feedback that the company can use for business purposes.

If you think about what the customers want, it's pretty easy. We already know that all customers are looking for solutions to their problems first. When they have achieved that, they are only interested in special treatment. We can create this with personal offers and certainly technological conveniences. It is worth noting that even if the product and service meet the customer's wishes, a poor user experience can send him to a competitor.

We have to make sure that the accessibility, loading speed and user experience of our websites would be excellent, especially on mobile devices – according to various data, 60-70% of website traffic comes from mobile devices. Most people will soon order their products and services from mobile devices.

Customers also want speed – this means fast loading on the website, prompt customer service responses and even more delivery speed. The world is high-speed, and the demand for speed among consumers is growing quite unstoppably. People are used to instant answers. The “I want it all now!” mindset is here to stay, especially in e-commerce.

Security is also a fundamental criterion. The customer demands that his personal and financial information be kept safe when making purchases online. In terms of security, your customers also expect social proof from you, i.e., they want to read other users' success stories and reviews to feel more secure when making their purchases. And yes, customers also expect special treatment from companies and feel special – loyalty programs, unique campaigns, surprises and other such things work well for this, which helps the customer think that he is taken care of.

## 

## CUSTOMER RETENTION

We have also been down these paths, where all strategic performance has gone into recruiting new customers. Then we have focused on short-term thinking and quick results, both in terms of budget and tactics, instead of telling ourselves that the loyal clientele, i.e., supporting the existing customer, is a much smarter business solution than constantly creating brand awareness and recruiting new customers. This can lead to continually acquiring new customers to compensate for lost old customers rather than growing your base of loyal and satisfied customers who will continue to do business with the company over time.

Turnover may move, and orders might come, but profit does not come with them if customers are not retained. This is because recruiting a new customer is always one of the most expensive parts of the company.

A typical example is the various mobile phone operators who often offer special offers on new phones to attract new customers while existing customers pay the full price. Different insurance companies may also offer lower rates to new customers while increasing them annually for existing customers. Free trials, freebies, and special treatment for a whole year are also common – and yet sometimes loyal customers don't get this special treatment. Instead, every company could have solid, watertight tactics that would help existing customers feel special and cared for.

We can do a lot to make existing customers or customers who have made a purchase not feel bad when they see new customers being “bought” with much better offers.

When we worked together at Boost Yourself, the superfood company, as CEO and CMO, creating a distinctive customer experience was always our priority. We always offered free shipping to loyal customers and organized various events, lively conversation evenings and fun challenges in the VIP community. We sent surprises for birthdays, and in the meantime, we showered regular customers with pleasant memories. We always looked at how usage was going and ensured our after-sales service was excellent – ​​we gave more value to an existing customer than an unknown consumer. We believe this was also the magic trick to why Boost Yourself became such a successful social brand.

**EXAMPLES FROM HOME COUNTRY: SURPRISES FOR REGULAR CUSTOMERS**

* **Bolt:** Bolt, a ride-hailing company in Estonia, launched a campaign called “Love Week,” offering customers free rides and discounts during Valentine's Week.
* **Tele2:** Mobile operator Tele2 launched a loyalty campaign, rewarding its most loyal customers with exclusive access to events, promotions and discounts.

**SOME SUCCESSFUL EXAMPLES FROM THE WORLD**

* **Starbucks:** Starbucks has a rewards program called “Starbucks Rewards” that offers personalized offers and promotions based on a customer's purchase history.
* **Amazon:** Amazon's Prime membership program offers a variety of benefits, including free shipping, access to streaming services, and exclusive offers.
* **Nike:** Nike's “NikePlus” membership program offers personalized training plans, exclusive products and early access to new releases.

SOME TIPS AND SUGGESTIONS!

* **Personalized communications:** Use customer data to send customized messages, address them by name and reference their purchase history.
* **Make special offers and discounts:** Offer exclusive discounts and promotions to returning customers; for example, use your mailing list to run a promotion only there.
* **Create a loyalty program:** Implement a rewards program that motivates customers to make repeat purchases, such as by offering points that can be redeemed for discounts or other benefits.
* **Offer free trials:** Offer free trials or samples of new products to returning customers.
* **Provide exceptional customer service:** Make sure your customer service is top-notch, your response time is fast, and your attitude is friendly and helpful.
* **Offer access to exclusive content:** Give returning customers access to exclusive content they may still need to receive from you.
* **Host customer appreciation events:** Host events specifically for returning customers, such as a VIP shopping night or a product launch party.
* **Ask for and act on customer feedback:** Ask for customer feedback and use it to improve your products and services. Be sure to contact customers and let them know how you have considered their feedback.

## 

HOME PAGE

We don't know where we heard it – it might have been at the AD WORLD conference a few months ago – but based on Internet Live Stats 2023, there are over 1.9 billion websites in the world, including those that aren't active pages. This means that the world's entire population could be divided like this: 250 people per homepage. So, it's essential to stand out for the customer when he finally lands on your website.

Once he gets there, the abundance of offers might make a person feel that he can’t choose the right product or service, so he is afraid to make the wrong decision.

This is where we can bring credibility into play. The best way to do this is to use social proof – the real gem that helps us stand out from all the dubious. In other words, make sure that feedback is represented on your website.

Our first recommendation is to be honest and genuine and use real feedback from real people. It makes no sense to start thinking up suggestions; for example, it's cheating the customer, and such businesses only last for a while.

The second recommendation is the same idea that we have conveyed through the book – you solve a specific problem in the market, and you offer a particular solution to it. So, choose feedback that supports these claims. Suppose the primary key that you provide on the market is, for example, a unique dog leash that helps people find their favourite dog without effort. In that case, it makes no sense for you to share feedback on your website about how excellent your company's customer service is. A new customer wants to know if the product works and if his life will improve.

The third most important aspect is placement – ​​where and how you place your social proof on the home page. It should be prominent but not overpowering or distracting from other essential elements, such as a headline or call to action. One good trick is to add recommendations to the landing page of the product or service to the shopping cart button because every person hesitates before buying whether it is still the right thing. We can allay these fears with appropriate feedback.

Background information on the current market situation is as follows: according to statistics, a total of 476 million (0.476 billion) units of desktop, laptop and tablet computers will be sold in 2023. Mobile phones are predicted to sell 1.94 billion units in 2023, four times more than all computer products combined.

Your website is often the first point of contact a potential customer has with your business, and it can significantly impact their overall perception of your brand. Now ask yourself if your website today can be used on mobile, and was that the first thing you had in mind when building the website, or do you still live in the last century? When creating a website, the mobile-first principle no longer applies but rather the mobile-only focus.

The homepage is your business card, and the home page is the first side of the business card, the first thing visitors see when they arrive at your website, and it is essential to make an excellent first impression. The site should offer easy navigation and clear messaging.

“39% of people leave a website if images don't load or take too long to load, and 47% of users expect the average website to take 2 seconds or less to load.” - hubspot.com

Fortunately, we live in such a digital age that we can quickly test how websites work. Go to page speed. web.dev, enter your page and see what improvements you should make to your page. The result of your mobile use must be more than 90 points in each measured stage. If this is not the case, working to achieve this result is necessary.

**CORRECTION OF MISTAKES**

* **Confusing navigation.** It is difficult for the customer to navigate the page; the menu is placed somewhere in the corner, and the search bar is not visible – the more difficult it is for the customer to navigate the website, the smaller the number of actions that end in a purchase.
* **High bounce rate.** This is one perfect metric to monitor for website visitors. The metric suggests that people leave immediately after or before the page loads. This behaviour indicates a lack of message on the page, a wrong advertising message to direct people to the homepage, and the customer needs help finding what they see helpful. According to the Semrush blog, the average bounce rate for an e-store is 20-45%, for a B2B website 25-55%, and for a landing page 60-90%. Based on your business and current results, always find ways to achieve a lower result with this metric.
* **You need help understanding the product or service on the front page**. A common mistake is to start by telling the story of the company's birth and the founders' idea of ​​creating a company but forgets that the client has come there to solve their problems. About 20% of the people who get there reach the end of the front page, but 100% see the first top end without scrolling. It means that this is your most important place on the website, where it must be clear to the customer what he will find there and why it is helpful for him.
* **Using sliders is not an excellent way to convey information.** Sliders are clumsy and slow down the use of the website, and they also need to give a consistent message. One steady clear message is better than three flashing ones.
* **Linguistically incorrect homepage!** It is never a good quality indicator if a website has linguistic inaccuracies. Always have a language editor check the syntax and typos. This is especially important if you do not make the homepage in your native language. It would be best to find a language editor whose native language is and who understands the cultural background and expressions in the respective cultural space.
* **The page needs more headings and distinctive paragraphs.** The text should be readable in small sections, and the titles should be clearly distinguished. In addition to users' convenience, it is also important for Google search results that the headings H1, H2, and H3 are marked because the keywords in them contribute to findability in search results.
* **There are no explicit calls (“Call to Action”).** A website without a clear direction to buy, book, or reserve is like a house without doors. Your company must have very clearly defined goals, what will happen to the person who has landed on the website. You will only receive activity if you ask for something (purchase, booking, reservation). Aggressive waiting at this point will not improve business results.
* **Poor quality images.** The visuals used on the website are always essential to conveying the overall impression, the company's respect for itself and what it wants to show to its visitors. The images must be optimized to be smaller so that it does not burden the use of the homepage, but the quality of the image does not have to suffer. In addition to your beautiful pictures, include pictures taken by customers they have shared on social media; this will add immediate emotion and show how much the company appreciates its customers.
* **A website created without SEO inputs is already dead in the bud.** Everything necessary for technical readiness, which ensures that it appears in the search results, must be taken into account already at the stage of planning and building the website.

Remember to equip the website with the necessary tools. These include Google Analytics, Google Search Console, Facebook Pixel, social media tags, SEO tools.

*“An interesting fact based on various studies: 90% of repeat visitors to the front page no longer scroll down the front page but immediately look for a shortcut to purchase or reservation.*

*Only primary website visitors scroll through the front page.” - Teet Torim*

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| **TOOL RECOMMENDATIONS:**   * **Crazy Egg:** This tool provides heat maps and click tracking to help you understand how visitors interact with your site and where they tend to connect. * **OptinMonster:** This tool allows you to create pop-ups to help grow your email contacts and increase conversions. * **Unbounce:** This tool makes creating landing pages accessible and running different A/B tests to see what works best. * **Google Analytics:** This tool provides in-depth website analysis and helps you track visitor behaviour. * **UserTesting:** This tool allows you to get feedback about your website from real users. * **Optimizely:** This tool lets you test different versions of your website to see which one performs better. * **Hotjar:** This tool provides heat maps, visitor logs, and feedback surveys to help you understand how users interact with your website. * **UsabilityHub:** Provides a set of user testing tools that allow you to test your website's navigation structure. * **TinyPNG:** A tool that compresses and optimizes images without losing quality. This helps your website load faster; this is essential for user experience and SEO. |

The title of the website is the first impression of the website. The headline is usually placed at the top of the page, often in a larger font than the rest of the content, and is designed to convey the main message.

The job of a website title is to provide a clear and concise overview of the website's content, the value it offers to the visitor and why they should continue to explore the site.

The title should be short, to the point and easy to understand. It should be engaging and use language that the target audience can understand. Open a few pages for testing and see if the front page title conveys what should interest you as a customer. Is it engaging and memorable? The title should evoke emotions and curiosity to explore the page further.

**CALL-TO-ACTION**

Almost as important as the page title is the Call-To-Action (CTA). It is an essential homepage element that encourages users to take different actions. The CTA should be prominent and stand out from the rest of the page design, using colour, size, or placement to grab the reader's attention. The language used in the CTA should be clear, concise and actionable, clearly communicating what the user will get if they take the desired action. It should align with overall business goals, whether increasing conversion, collecting email addresses, or driving traffic to a specific page.

SmallBizTrends has found that almost 70% of small businesses and startups must include effective CTAs on their homepage. Ensure your business isn't part of that statistic by adding solid calls to action (CTAs) to your front page.

If your website's home page doesn't have a clear and prominent CTA, it can hurt the user experience, and you may get fewer purchases or inquiries. Without a CTA, visitors may not know what action to take next and may leave your website without making a purchase, inquiry, or reservation.

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| Example of a bad CTA (Call to Action):  **Button text: “Look here.”**  It (CTA) needs to be more specific and give users information about what they are clicking on. It also doesn't create a sense of urgency, so the user may feel free to click on it | Example of a good CTA (Call to Action):  **Button text: “Try it out!”**  It (CTA) is clear and specific, letting users know exactly what they click for. It also creates a sense of urgency by using “now” and the idea of ​​a free trial. |

### **Remember, a good CTA is clear, specific and creates a sense of urgency. It should also be easy to find on the page and stand out from the rest of the content.**

## 

## WEBSITE VISUAL RULES

“75% of consumers admit they judge a company's credibility based on the design of a company's website.” - Kinesis.

**SIZES**

* Use a larger font to highlight headings and essential text.
* Make important images or elements larger to draw the user's attention.
* Make sure to make all elements the same size, as this can create visual clutter and make it difficult to understand what's most important.

**COLORS**

* Use contrasting colours to make essential elements stand out. For example, highlight the “buy now” button in a bright colour.
* Choose a colour palette that is visually attractive and emphasizes your brand identity.
* Use colours throughout your website to direct the user's eye in specific directions.

**CONTRAST**

* Use high-contrast elements, such as white text on a dark background, to create a strong visual contrast.
* Use contrasting textures or patterns to create visual interest and highlight essential elements.
* Avoid using low-contrast elements, such as light grey text on a white background, as these can make it difficult for the user to find important information.

**TYPOGRAPHY**

* Use different font sizes to create a visual hierarchy and differentiate between headings, subheadings and body text.
* Choose easy-to-read and visually appealing fonts, and avoid using too many fonts or styles.
* Use typography consistently throughout your website to create a cohesive look.

**EMPTY SPACE**

* Use white space to create visual breathing space and help the user focus on essential elements.
* Adjust the spaces between elements to create a visual hierarchy that guides the user's eye in a specific direction.
* Use white space throughout your website to create a consistent look and feel.

## 

## EXIT INTENT

Potential customers who visit your website, but do not make a purchase, fall back into the group of potential customers. As a marketer, you need to give them a few more options. This is the intent to leave.

Most website visitors do not make the first purchase (less than 0.5-0.8% according to our own companies), but people have shown interest in our ads and come to the website to read the content marketing article on the blog. If such a potential customer has arrived at the website, then there is no point in letting him leave just like that, but you should ask for his email address to communicate via email marketing in the future.

The home page can be divided into two zones: *active shopping zone* (product category, product page, shopping cart, checkout, intention to leave); and *passive shopping zone* (front page, blog and other informative pages).

Based on these two zones, it is also essential to use different email collection activities. First, it is necessary to cover the movement of a potential customer leaving the active shopping zone. If a person has already reached the product category, looked at the products and familiarized himself with them, has added something to the shopping cart, left the payment at the checkout, and wants to leave the website. It is possible to activate the intention to go based on behaviour.

If the website visitor wants to leave the page without making a purchase and moves to a new website window with the computer mouse or starts to close it, an offer window (pop-up) will open for the visitor. It explains that there is no need to abandon the purchase but encourages you to complete it by motivating them with an additional discount or gift. To receive a discount or a gift for completing the purchase, the page visitor must provide his email address, and the information will be sent to his email. This ensures that every visitor to the website enters their email address. In this way, it is possible to increase the website's purchase rate (conversion rate), collect the email address from the person leaving, and later lead the person to purchase through email marketing.

On average, 20% of website visitors reach the active zone of the website, of which 2% make a purchase (this is the average purchase percentage in the US market in the “Health and Wellness” category, according to Statista 2020). If 20% reach the active zone like the product page and only 2% buy, what about the other 18% of visitors? This is where the intention to leave comes into play, and you can also ask for an email address from those leaving. According to various data and our work experience, 10-25% of leavers are ready to give their email addresses in exchange for a gift or additional discount.

* 1000 people are on the product page or category, checkout, shopping cart
* 20 people reach a purchase (2%)
* 980 people want to leave the website without making a purchase
* 98-245 potential customers give their email address to an exit intent email aggregator (10-25%)

One typical example of bounce intent is offering a discount or other incentive to encourage users to purchase before leaving the website. Another approach is to provide the user with additional content or resources related to the page they are visiting to keep them engaged and interested.

## IDEAS TO TRY ON YOUR WEBSITE

1. **Promotional offer:** Offer a unique discount code or promotion to visitors about to leave your site.
2. **Free Trial:** Offer a free trial of your product or service to encourage your visitor to sign up before they leave.
3. **Personalized recommendation:** Use customized product or content recommendations based on visitors' browsing history or interests.
4. **Survey:** Use the exit intent to invite visitors to take a short survey about their experience on your site.
5. **Social Media Monitoring:** Encourage your visitor to join your social media page before they leave.
6. **Abandoned Cart Recovery:** Use exit intent to offer a discount or other incentive to visitors who have items in their cart but have yet to purchase.
7. **Email signup:** Encourage visitors to sign up for your email newsletter before leaving your site.
8. **Cross-sell:** Use exit intent to display related products or services that may interest the visitor.
9. **Feedback Request:** Ask your visitor for feedback about their experience on your site to help improve future visits.
10. **Gamification:** Use exit intent to offer your visitor a chance to play a quick game or win a prize before they leave your site.

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| **An example of an online learning platform for children with ADHD**   * When the user is about to leave the website, an exit intent pop-up with the title “Help your child with ATH manage school without worry!” and an attention-grabbing image of a happy, engaged child learning. * The pop-up offers a free trial version of the platform with a personalized recommendation for the user's child based on age and learning style. * The pop-up also includes social proof in the form of customer testimonials from parents of children with ATH who have found success using the platform. Finally, the pop-up includes a counter and a limited-time discounted order offer to create a sense of urgency and encourage the user to take action. |

**MAKE SURE TO NOTE!**

While churn is a powerful tool for digital marketers, it is still essential to use it strategically and respectfully. Here are some additional points to keep in mind.

* **Timing is everything:** Make sure your exit intent popup appears correct, such as when the user's mouse leaves the page or spends a certain amount of time on the site.
* **Please keep it simple:** Your exit notice should be short and easy to understand. Make sure to leave the user with enough information and more options.
* **Offer value:** Provide a clear benefit to the user or make an offer, such as a discount, free trial, or exclusive content.
* **Test and optimize:** Experiment with different exit intent strategies and track results to see what works best for your audience.
* **Respect user privacy:** Ensure your opt-out popup adheres to data privacy standards and does not collect sensitive information without user consent.

## AFTER SELL SERVICE

Email marketing is considered the most effective follow-up channel, and we agree. After the purchase, the first stage of customer retention is after-sales service.

**Here is a guide on which emails should reach the customer after purchasing.**

* **Thank You email:** Send the customer a personalized thank you email to express your appreciation for their purchase. Also, add the product's user manual or recommendations for product maintenance. Ensure that the letter includes the necessary additional information to help the customer set up, use or implement the product or service correctly.
* **Upsell email:** Offer additional products or services that may interest the customer based on previous purchases. Introduce your other products or services that are popular. Explain them in more detail so that the customer gets to know the selection you offer.
* **Feedback email:** Ask the customer for feedback about using the product or service. Convey a genuine and natural interest in what his experience has been like.

A picture containing text

Description automatically generated

**Additional activities to improve the customer experience:**

* On your website, offer additional information, a FAQ, or “Frequently Asked Questions” section, where customers can find answers to common questions or problems themselves.
* Offer extended warranties. Customers can purchase extended warranties or service plans for peace of mind and added value.
* Provide preventive maintenance services to keep your customers' products or services in good condition.
* Offer free training or educational materials to help customers get the most out of your products or services.
* Provide easy access to customer support through various channels such as phone, email or chatbot.
* Offer personalised recommendations based on customer behaviour or usage patterns.
* Offer exclusive offers or discounts to loyal customers to reward them for their continued loyalty.
* Implement a customer loyalty program that rewards customers for repeat purchases or referrals.
* Send personalised messages to recognise your customers on special occasions, such as birthdays or anniversaries.

Suppose customers feel that their needs and concerns are heard and dealt with. In that case, it significantly improves the user experience because, as mentioned earlier, if it is essential to talk about the problem with an unknown customer and explain the solution to a potential customer, then what is happening with the customer is very important after sales, because we want these customers to become our regular customers.

At this point, how we communicate with the customer after the purchase plays a significant role. When we offer post-purchase benefits, such as extended warranties, money-back options, or additional materials about a product or service, it encourages the customer to make new purchases. He feels good; he feels protected. The more positive the customer experience, the higher the probability that the customer will remain loyal to your company.

When customers feel that you have gone to great lengths to meet their needs, they are likelier to share their experiences with a broader audience. This attracts new customers and builds trust with potential customers interested in your brand.

You can do follow-up service in several different ways. For example, create a survey to collect feedback from customers. Be sure to ask specific questions that give you practical insight, and keep the survey short and easy to complete. Encourage the customer to leave reviews about your product or service on the website. Monitor these reviews and respond to negative feedback promptly and professionally. Use social media to communicate with your customers and encourage them to provide feedback.

## 

## CUSTOMER SUPPORT

Providing constant support to your customers through various channels, such as email, phone, live chat or social media, makes you a trusted brand that people want to use and recommend. Even if your product or service is perfect, your customer support could be better, and you will generally not be recommended. No one wants to tarnish their good name by referring to a company that is rude to their friends or acquaintances, doesn't care enough, or neglects them with their problems.

Go further than others in your company's user experience and write down all the frequently asked questions in the right places. If customers ask the same specific question more than 10 times about a product or service, add it to the product page in a visible location. This saves the time of both the customer and the customer support but also makes the brand more user-friendly and clear to the consumer.

For example, share tutorials, guides, or videos to help customers learn how to use your product or service effectively, and if you need more than that, offer one-on-one consultations or coaching sessions when possible.

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| **EXAMPLE: Accounting software**   * Let's say a company sells small business accounting software. As part of their follow-up strategy, they could provide ongoing customer support. * Providing a dedicated customer support line or email address that customers can use to resolve issues they may have with the software. * Providing regular webinars or tutorials to help customers learn new features or get the most out of the software. * Sending regular emails with tips and tricks for using the software and updates on new features or future changes. * Providing a knowledge base or FAQ section on your website that customers can access to find answers to common questions. * Providing personalized one-on-one support for customers needing more hands-on software help. |

## FEEDBACK

Feedback is an essential marketing component because it allows companies to gather valuable customer information about their experiences with products, services and the brand. One of the most common ways to get feedback is through surveys, but the new era offers many other options.

We can collect feedback from social media by using tools like Hootsuite, Sprout Social or Buffer, you can track mentions of your brand, products or services on social media platforms. This can give a better insight into what is being said about your brand in the market.

* **Customer service feedback:** Encourage your customer service team to ask for feedback during customer interactions or email customer feedback after a service interaction.
* **User testing:** Have people use your product or service and then provide feedback about their experience. This will help you identify pain points and areas that need improvement.
* **Data analysis:** Analyse customer engagement with your website, email campaigns and social media to identify patterns and areas for improvement.

Use feedback to identify common customer complaints and try to improve these bottlenecks in your products and services. One sure way has always been to have a FAQ or Frequently Asked Questions section on the home page where customers can find answers to more common questions.

We recommend that you review these questions on your page and anticipate new questions from new customers because that is precisely what these frequent questions mean – that there is something confusing and incomprehensible. These same feelings may arise in new customers as well. To resolve this problem, we can answer questions already on the product pages, make the homepage message more transparent, and add additional information to the delivery. The more we proactively provide answers, the better the customer experience.

For example, we worked with a company with an FAQ section in its e-store, but the questions from customers were always the same – about shipping and specific features of the products. Several letters came from customers a week, and customer support even had the copyable text waiting in Google Docs because the answer was so general. When we asked why this information is not added to the landing pages and shipping, we answered that they are written on a separate FAQ page.

Nowadays, there are so many choices and everyone's time is precious – so it happens that if the customer does not get an answer right away, the order may be left unfinished. We strategically added the answers in the right places. The number of emails immediately decreased, and if otherwise there were quite a few people who left the page without purchasing, the number of purchase orders increased after that. Through feedback, we can constantly supplement and improve our messages.

We collect positive feedback because it is social proof, and potential customers who land on our website want to read it. Be sure to create an opportunity to publicly add input to your page. In addition, you can use it in campaign messages, advertisements and any other sales materials.

Therefore, take the collection of feedback seriously because, with it, you can improve both your products and services, you can get the necessary and practical material for marketing campaigns, and you can really see the strengths of your business to convey them to the market with a more powerful and more explicit message.

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# 4

# THE REGULAR CUSTOMER

Congratulations! Your marketing strategy has turned your potential customers into actual customers. They already know your brand, are satisfied with your product or service, and have often bought from you. They are now your regular customers and are an essential part of your company's growth and success.

If we recall for a moment the beginning of the book, in the case of regular customers, it was essential to understand that to have them, we must make the right choices with an unknown consumer. It is necessary to understand the problem that we are solving, to be able to offer the right solution using the right messages and to make the purchase as convenient as possible for the customer. In this way, our customers really need us, and they are much more likely to become high-quality regular customers because they really need us.

However, we have also recruited customers through less effective means: quickly paid influencer posts, discount campaigns, false promises or other marketing tricks. In that case, it's challenging to progress from a customer to a loyal customer because they don't really need our solutions. So, quality and the right actions are always crucial in the Permanent Connection Model, not how many followers we can recruit and how quickly we can grow the customer list.

To maintain and increase the loyalty of regular customers, it is essential to focus on building long-term relationships with them. At this stage, your customers have invested time and money in your brand and are familiar with your products or services. Email marketing is one of the most effective ways to increase and retain loyal customers. Although we have also invested in a potential customer with email marketing, when we have endlessly recruited a list of potential customers, our practical experience shows that email marketing is an important place, especially as a bridge between a customer and a regular customer.

With the help of email marketing, we can do excellent follow-up service, distinctive up-selling and create a special status for the customer. In this way, we can automatically offer the customer enough attention and support after the purchase and solve all the questions that have arisen – this way, we create a distinctive customer experience. In the Permanent Connection Model, sales only start when the first sale is made because one of the prerequisites for a sustainable and profitable business is that we manage enough familiar customers.

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LOYALTY STRATEGIES

Very often in our marketing mentoring, we come across the goals of different companies, and the most popular priority is undoubtedly finding new customers. There are strategies, budgets, channels and all kinds of ideas to do to get new customers. When we come to the question of what they have planned for the existing ones and the budgets, the answers are pretty meagre. This is not only the case with small companies but also with large ones that would have so much added value to offer to customers.

If you look at marketing plans, one good offer leads to another even better offer, but they are all for recruitment. In fact, the loyal customer expects a reasonable price, a distinctive experience and exclusive offers. It is widespread for companies to start hunting for new clients once the contract and payment are in place, precisely because the goals are set based on how many new customers can be recruited.

What would happen if we invested half of our time activating existing customers? What happens is that we start saving money for the business because recruiting a new customer is usually the most expensive activity ­– namely, because we have to do content marketing for an unknown customer, create value, and then direct potential customers to our page with advertisements, and then with some honey-sweet competitive offer they to attract as a customer. Think how much work and energy and, yes, money goes into it. If we invested this budget in the existing customer base, we could offer more significant permanent discounts, create loyalty programs and involve the customer in our business development with the help of feedback. Customers are so valuable, so why do we do so little with them after the purchase?

Loyal customers appreciate a personal experience; we can send personalized offers based on their purchases and interests – all it takes is data analysis and segmentation to create high-quality offers. Loyalty programs also motivate customers to continue buying from the company because the customer feels that they will receive special treatment. We can offer loyal customers early access to new products and discounts, give money back on purchases, or devise any strategy to keep them going with us. We can communicate with them through email marketing and engage them actively on social media.

For example, we have created our communities in mailing lists and Facebook groups, where our loyal customers can access valuable content and offer just for them.

We dare to recommend this approach because the idea of ​​communities is such ancient knowledge – a group of like-minded people who all benefit each other in some way and all get value! If a person is good in the community and feels cared for, he will also invite his friends, family and acquaintances there. We have to create a favourable ground for this. We will talk more about community marketing with the brand ambassadors, but first, we have to work a little on creating loyal customer strategies.

## **CREATING A CUSTOMER EXPERIENCE**

Let's be honest, everything exists in the world, and every seemingly wholly new thing is some new version of the old. Still, the good thing is that the problems are also similar, and the expectations for solutions are identical in some ways. New people with similar issues are coming all the time. In fact, for every problem your company solves, there are probably providers of a similar solution – unless you are a unique unicorn in a particular field.

However, the rule is that a person quickly gets used to what he has. Even if, at first, your customers are delighted and grateful that you solved their problem, they get used to that feeling quickly and start expecting more. It's human nature. This is where we can bring into play creating a distinctive customer experience. Once we've solved their problem, we don't need to wait for them to be forever grateful and loyal to us, but instead provide a strategically thought-out customer experience, something that creates a good relationship and an emotional connection between the company and the customer, which could be what differentiates us from competitors offering similar solutions.

Customer experience (CX) refers to a customer's overall experience with a company, from initial contact to post-purchase follow-up service. This includes all customer touchpoints with a brand, including products or services, customer service, marketing and communications. A good customer experience is essential to retaining customers and building long-term relationships. Loyal customers expect brands to know them and their preferences and provide them with personalized recommendations, promotions and content.

One way to appeal to loyal customers is to run unique campaigns just for them to show that the brand values ​​them. We never get tired of repeating how unfair it is to experience when we have been loyal customers of a telephone operator for years. Then the only thing that stands out from the media and advertisements are fabulous prices and offers just for a new customer. It doesn't create a special feeling, let's be honest!

If you make unique campaigns and personal discounts for existing customers, it will help keep them. However, if a person feels protected, he dares to recommend the brand that offers it to his family and friends.

At this point, I want to point out some domestic companies whose special offers, loyalty programs and frequent customer discounts we have encountered and felt very well taken care of.

**SELVER –** Selver offers discounts to regular customers through the loyalty program of the Partner card. Customers can earn bonus points for each purchase, which they can redeem for discounts on future purchases. Selver also offers personalized campaigns and recommendations based on customers' shopping habits.

**TALLINK –** Tallink offers a loyalty program called Club One for regular customers. Program members can earn points for every trip that they can use to redeem rewards, including exclusive special offers and discounts exclusive to Club One members.

**APOLLO –** Apollo is a chain of bookstores that offers a loyalty program to its loyal customers called the Apollo Club. Program members can earn bonus points for each purchase, which they can redeem for discounts on future purchases.

**EURONICS –** Euronics is an electronics retailer in Estonia that offers a loyalty program whose members can earn bonus points for every purchase, which can be redeemed in the Euronics gift bank.

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## **EMAILMARKETING**

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*“Every dollar invested in email marketing earns a return of $36.” - Data & Marketing Association*.

As mentioned earlier, as marketing strategists, the most beneficial place to emphasize email marketing in the opt-in model is after the customer has made their first purchase. Then begins the journey of recruiting him as a loyal customer. According to our company's statistics, 40% of customers make a second purchase, but we have also seen results where only 21% of customers made a second purchase. On average, the number of people who make a second purchase is usually 32%.

Of course, when generating that next purchase, it's essential to have a watertight email marketing strategy. Unfortunately, we see a lot of companies that need to pay more attention to this opportunity and immediately start recruiting new customers through other channels.

Can't email marketing be used at the prospect stage? You still can! We can use the so-called lead magnet method, which means that even if we can attract the customer to our website with some messages, but he still does not make a purchase, we ask him to contact us with a free value offer. In exchange for joining the mailing list, we promise valuable information, a free trial, downloadable educational materials, and something motivating enough to make the customer want to give us their contacts. For example, this system is essential in the service business because we can collect contacts before the transaction takes place.

At this point, however, we collect an extensive and proud mailing list of potential customers, but they are all customers who have not purchased from our website for some reason. Be sure to review the value of your lead magnet – is it something that matches what you offer? In addition, in the case of such contact bases, it must be considered that you can do email marketing, but only a few will activate to purchase.

We spend our time, money and resources to be in the picture for our customers all the time, when in fact, we could instead rethink the fundamental role of email marketing in e-business processes and find the place where the corresponding channel fits best and where it can bring results to the company.

We are certainly not saying here that sending value letters and offers to a potential client does not work; it certainly does to some extent, but we do not know how the world will change thanks to the advent of ChatGPT4 Suddenly, there is so much value just for the effort of typing in a question. A person may get used to getting knowledge and answers to his questions elsewhere. That is why it can happen that in this massive flood of information and digital society, no one can read long letters anymore, especially since letters of value are often several pages long and poorly prepared.

Written information is simply not given attention and, as mentioned, a person gets used to everything new quite quickly, so it can happen that the regular newsletters, with which we secretly try to attract potential customers to buy, remain unopened.

Sure, this is purely our own speculation, but this is one of the reasons why we recommend mainly putting emphasis on an email marketing strategy that communicates with the customer who has already made a purchase – because that is where the real value for him begins. Some examples include professional after-sales service, exclusive offers, content that is not available to others or whatever distinctive treatment that moves him towards our loyal customer status.

Fortunately, we are not alone, as we hear that another 80% of marketers feel the same way, saying they would instead give up social media than email marketing today (Hubspot 2022). Yes, we know – we're reading your mind! Email marketing can't work if there aren't other channels to help you find customers. We agree!

Our point is that there may be more practical channels for finding customers, but it is for keeping them. On average, the share of email marketing in e-shops is estimated at 33% of the turnover, meaning your e-shop should also have a share of one-third. Compare your email marketing performance. If it falls short, you can improve it.

**If you place email marketing in the right place in the opt-in model, it can lead to 70% of sales results coming from it.**

Email marketing can be divided into a weekly newsletter and an automated email series. In the weekly newsletter, you can segment who the email is sent to and what information it contains according to your needs. We recommend sending at least one email per week and e-shops at least two emails. You can make campaign offers by email, share content marketing posts, be seasonal with your content and talk about current topics in your field.

An automated email sequence could bring about 30% of sales results, and any self-respecting digital savvy business should have it set up. The email series is an essential part of the after-sales service, where you can share recommendations and ideas with the customer after the purchase and offer support in case of any questions – you probably know how to prevent them thanks to the FAQ, i.e., frequently asked questions. For example, if you sell a cashmere sweater to a customer, you can immediately discuss washing or caring for it in the first automatic sequence. The client will be very grateful to you!

Or if you sell pet shampoo, you can ask the customer how their pet was satisfied, whether the coat is fluffy, etc., and also recommend, for example, ear care tips or, depending on the season, how to protect the pet's paws from, for example, the hot summer sun and hot asphalt. In the following letter, you can offer paw ointment because the client has already thought about it. This sequence is automated because it is preset and does not take up your time, but the customer feels he is taken care of. We call it automated care! See how easy it is to be a considerate and caring company?

## SEGMENTATION

Sending identical mail to everyone in a growing customer base is impractical, so you must segment your base.

**Segmentation by email opens.**

* **Everyone who has made at least one purchase:** During campaigns, there is always a need to notify all customers in the customer base. This guarantees that all campaign information goes to everyone and no one is left out. Invite this segment to buy again once a month with a special offer.

* **Customers who have opened one email in the last 30 days:** The email is only targeted to customers who have opened at least one email in the previous 30 days. This shows they are interested in the topics and want more products and services. Send 1-2 letters a week.

* **Customers who have opened one email in 90 days:** You could send at least one email per week to a customer who doesn't read emails often but has been interested in something in the last 90 days. The aim is to introduce various currently relevant products and to activate them to buy again.

* **Customers who have opened one letter in 365 days:** This segment should be informed 2 times a month about new products or different promotional offers.

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## WIN THE CUSTOMER BACK

**Every company's email marketing list has plenty of customers who have made one purchase and now just passively remain on the list.**

There is a marketing strategy for this: the win-back method. The goal is to convince these customers to come back and become loyal customers again. Winback campaigns can include a variety of tactics, such as personalized product promotions or special offers. The idea is to show customers that the company values ​​them and does not passively wait for their return but does something special to attract them back.

**Create an automated email sequence for customers who have had enough time since their last purchase to make a new purchase.**

* **If 45 days have passed since the purchase**, send a “remind yourself” letter – remind the customer of what he last bought and, for example, write about the five best-selling products as an added value; explain the problem and how your products solve it. Add feedback or success stories from other users.

* **If 50 days have passed since the purchase**, receive a “make the best offer” letter. Make a sweet deal where you offer a bargain price, more value for the same money, or something only available in limited quantities. Activate the customer with a discount, exclusive deal or unique products.

* **If 70 days have passed since the purchase** and the customer still hasn't responded, then send a “well, take the money” letter because it can be understood that you haven't offered him the products or services he needs because you already created value in the previous note. Now all you have to think about is whether you have something to offer that he would still like to choose from your products or services. You can show him the tools so that he can choose exactly what he wants. Starting money of 10 euros is always a sweet treat! Send a discount code, coupon or invite to create a regular customer account; upon registration, you can start using the starting money immediately!

## 

## LOYALTY PROGRAMS

Before we get to loyalty programs, let's recall the idea behind the loyalty model and what problem we're trying to solve. We want to automate customer-oriented digital marketing so that this constant marketing does not drain us of time, money and nerves.

**If we can talk about the problem we are solving with an unknown consumer, we also reach the right target group and recruit potential customers with this problem.** This means that the very first contact is very high quality.

With potential customers, we offer a solution and do it so that everyone understands that this solution is for them. From there, we ensure a good user experience when making a purchase, and because we think customer-centric, we make sure that we have excellent follow-up service and that every customer feels taken care of.

**If you have read the book carefully, you have already noticed that all our recommended activities are automated**. Content marketing, production, advertising referral, referral to purchase, and after-sales service. And we're not asking you to start maintaining loyalty manually – always and only through automation.

Thanks to such an advanced digital age, it is also possible to automate the company's kindness, care, attentiveness, and customer loyalty. **With this model, we can make digital marketing work to escape this never-ending roller coaster of new customer acquisition!**

Loyalty programs have an important place in the business strategy of a digital-savvy company. **According to research, the average person belongs to almost 15 loyalty programs**. These customers are all someone's loyal customers for the simple reason that, in addition to having their problems solved, they are also offered some benefits that create a situation where they no longer need to go elsewhere to your competitor.

**Are you currently a member of a loyalty program?** Are you thinking, could your company also have such a program? Anticipating your answer, we believe it is “Of course!”

The purpose of the loyalty program is to keep a loyal customer. It also increases customer lifetime value (CLV). This means the customer makes more purchases over an extended period, and the company doesn't spend as much money to acquire new customers. In addition, it provides valuable customer data that any business can use to improve the overall customer experience. Loyalty programs also play an essential role in feedback strategies, which help to better understand what customers really want. This helps to adapt offers to customer needs.

## SOME THOUGHTS FOR LOYALTY PROGRAMS

Points system: one standard method is to give a certain number of points for every euro spent. It would be best if you ensured that customers can track their topics and understand the conditions for their use. Bonus points are well used by Selver, where the customer can use the bonus money received from the previous purchase with each subsequent purchase.

* **Tier system:** Could you create customer tiers? For example, there may be different levels for a specific purchase amount and discounts accordingly. It could be used more boldly because, in fact, every purchase earns the benefits of the next level.
* **Cash back system:** If using points is difficult, there is a clear and straightforward way to give cash back to the customer on every purchase. This system is incredibly effective because deep discounts are what people are used to anyway in an age of oversupply. According to the customer, getting their money back may be a better option than using another discount.
* **Referral program:** Create a system where customers can easily share a referral code or link with friends and family. When a new customer purchases using this code, the referrer should automatically receive their reward. It could be a discount on their next purchase, extra loyalty points or a gift. The Estonian ride-sharing company Bolt has a referral program, where by using a referral code, both the recommender and the new customer get a discount on their next ride.

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| EXAMPLES FROM THE WORLD **Virgin Atlantic's Flying Club** is the airline's loyalty program. Members can earn miles through flights and partner activities and redeem them for flights and other rewards. The program offers several membership statuses, each with benefits, such as priority check-in and bonus miles. The program also includes a “Miles Plus Money” feature that allows members to use a combination of miles and cash to pay for flights. In addition, the program has partnerships with other airlines and businesses, allowing members to earn and redeem miles with a broader range of activities.    **Air Baltic** is a Latvian low-cost airline that operates in the Baltic region and offers flights to various destinations in Europe and beyond. Air Baltic's loyalty program is called “PINS” and allows members to earn and redeem points for flights. Members can earn points by flying with Air Baltic or its partner airlines, booking hotels and car rentals, and shopping at PINS partners. The program has different levels, each with advantages and benefits, including priority check-in and boarding, free seat selection and free upgrades.  **Booking.com** is an accommodation booking platform with a loyalty program called “Genius” that offers discounts and benefits to frequent bookers. Members receive a 10% or more discount on selected accommodations, access to priority customer service, and other benefits such as free upgrades and later check-out. The more bookings a member makes, the higher their “Genius” level becomes, unlocking additional benefits. |

If you have thoughts about how to keep loyal customers with you and happy, then think again about how many companies' loyalty programs you belong to yourself. Why are you there, and how can you do the same in your company? **Loyalty automation is one of the best ways to make your job easier.**

It’s all very logical! You solve the right problem in the market, offer the solution from the right angle, create a great shopping experience, and the follow-up service is also excellent. It seems logical to bind the customer with certain value propositions and benefits so that he would like to continue this journey with you. What happens to a retained, loyal customer who feels really good about that company? **He will be their brand ambassador! Awesome!**

# 5

# THE BRAND AMBASSADOR

**Hopefully, you have understood how the Persistent Connection Model works and why it has that name.** This connection should work automatically without you having to control it yourself all the time. A permanent connection is created by conscious marketing activities at the proper stages of the customer experience, and your marketing starts working automatically. **What is the importance of the brand ambassador or the fifth part of the model in this system?**

As you probably already understand, we put channels and digital marketing activities into the model according to how we see it working. Thus, with an **unknown customer**, the most important thing is that we understand for ourselves what problem we are solving as a company and that we know how to write about it in such a way that it really reaches people so that they perceive that this is their problem, for which they are so anxiously waiting for a solution. We have also talked about keywords and SEO so that our content will be easy to find. With a **potential client**, we highlighted paid advertising and copywriting techniques that could offer the client a solution based on his personality.

At the **customer stage**, the most important thing was the website and user experience, and at the **regular customer,** we talked about loyalty and a distinctive customer experience. All the stages support what we are about to get to – how are brand ambassadors born anyway, and why have we left social media in the last place in the constant connection model just for **brand ambassadors**. This is a crucial element for the Persistent Connection Model to automatically work.

**But before we get to these channels, let’s explain who the brand ambassador is.** There is a lot of talk about brand ambassadors in terms of influencers – we don't mean that. These two concepts should be strictly distinguished if we want the Persistent Connection Model to work.

An influencer has a following on social media or other platforms, can use their influence to promote brands and products to their audience, and typically receives a fee or compensation for promoting those products. **The relationship between a brand and an influencer is often short-term or campaign-based.**

A brand ambassador, on the other hand, is a long-term customer, user and representative of the brand. They are passionate about the brand's values ​​and products and want a say in its well-being. Of course, we all have some brands that we are ardent fans of, and of course, we all make sure that they continue to offer us their products or services.

**So, unlike influencers, brand ambassadors often have a real relationship with the brand.** An influencer can be seen as a short-term solution for brand promotion, while a brand ambassador is a long-term investment in building a positive brand image and creating a loyal customer base.

This does not necessarily mean that influencers are unsuitable for developing brand awareness because, unlike brand ambassadors, an influencer can have such a following that some followers find that the promoted brand is just for them. In general, however, the fans move with the influencer – so these fans are never fans of the brand itself, but the following of the influencer.

**This is not good for the business because, at some point, when the influencer's campaign is over, most of the followers will also disappear.**

Over time, we have done both influencer marketing and built communities from which so many brand ambassadors have grown, and we wholeheartedly recommend that if you have some time and resources, invest in the development of brand ambassadors in your company. Suppose you've used the model in this book wisely. In that case, it shouldn't be too difficult. You've done everything an ardent fan expects from you: you've solved his problem, given him attention, offered him loyalty and special status, and often that's enough they will continue to talk about you. And that without you having to put colossal advertising money into it.

**But make sure to talk about yourself before your fans talk about you; create favourable opportunities for them.**

A strong emotional connection between a brand and its customers can increase loyalty and brand referral. This connection can be created by creating shared values ​​– **when the brand knows what it stands for, the customer knows what it stands for, and when they align, a bond lasts.** Throughout the ages, there are many examples of how brands have tried to share their values ​​even more, but when sharing, we must not forget that we still serve a commercial purpose.

An example is the shoe company TOMS, whose most enormous brand promise was to care for people who cannot afford shoes. They also launched a large-scale campaign, “Buy a pair for yourself, we will give a pair to the needy.” This campaign rose to the sky as a star, and the brand gained a large community where everyone wanted to move along with the brand's values ​​and also feel part of this movement.

However, it was not the wisest business decision as it had many problems throughout the campaign, and they ended up bankrupt. The idea was good, and the community was recruited through values, but you still have to stay within the limits of your own commercial capacity.

## **CREATING COMMUNITY**

Communities have always been a part of human society, dating back to ancient times when people gathered in groups for various purposes. In the digital age, communities have taken new forms, with online communities becoming increasingly popular. A “tribe” refers to a group of people who share common values, beliefs, or interests. Tribes can be formed on various bases, from a shared hobby or interest to a specific brand or company.

One reason communities and tribes are vital in the digital age is that technology has made connecting with people with similar interests and passions easier than ever. Online communities, social media groups, and other digital platforms allow people worldwide to come together, regardless of geographic location. At the same time, the triumph of the digital age has created a sense of isolation for many people, so people are looking for belonging! We encourage you to get started with community marketing!

* **Understand who your brand ambassador is:** Who are they? What are their interests, and what might be the values ​​they respect?
* **Create a virtual space for your community:** A forum, a Facebook group, a Slack channel or any other digital space where your brand ambassadors can share common thoughts.
* **Provide value:** Provide your community with valuable content, engage, create events and be interested in them even if they are not currently buying from you.
* **Encourage sharing:** Empower your community to start threads, draw attention to active topics, organize games, and interact with each other.
* **Reward them:** Give them special offers, share free value, share highly exclusive promo codes, and initiate value-based movements and engaging and engaging collaborations.

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| EXAMPLES   **Harley-Davidson Owners Group (HOG):** HOG provides its members with exclusive access to events, special offers and an initiative that brings together diverse enthusiasts from diverse locations    **Patagonia:** They are a clothing brand that cares about the environment. They have built a community around them who share the brand’s passion for environmental activism and sustainability. The brand encourages customers to participate in environmental initiatives and provides educational materials to help customers learn more about issues that matter to them.    **Airbnb:** They have created a community of travellers and hosts sharing their experiences and knowledge on the platform. The brand encourages hosts to personalize their listings, share local recommendations with guests, and offers travel guides and other resources to help customers plan their trips. |

## REFERRAL MARKETING

We’d all like to think we’ve done everything right – now, the fans should start praising us on social media and other channels. **However, it takes work – we must make the first move.**

We have to create a favourable surface for this. To do this, we can use ​​referral marketing, which relies on word-of-mouth advertising and personal recommendations. These are some of the most potent recruiters! **We can help with technical solutions ourselves – for example, give brand ambassadors discount codes that they can share with their friends and exclusive special offers.**

**Referral marketing** is an ideal tactic to use in the brand ambassador phase of the affiliate model. This enhances the activities of brand ambassadors, which they already do, i.e., refer people to your company. Statistics show the potential benefits of incorporating referral marketing into your digital marketing strategy. Referred customers are 18% more likely to stay with a brand over time (Invesp).

The average referral program conversion rate is 2.3% compared to the traditional marketing (Invesp) conversion rate of 1.7%. Referral marketing can result in a 25% higher profit margin than other recruitment channels (ReferralCandy).

One mistake that should be avoided here is to start implementing referral marketing too early, whereby customers are referred to friends after just two purchases. Only when the customer buys your products consistently, for example, within 2-3 months, is it worthwhile to think about referral marketing. The exception is one-time large purchases for more than €1,000, in which case it is worthwhile to include referral marketing tactics in the follow-up email series. **Most likely, the customer will not make the next big purchase soon, and then he can already use his satisfaction for the company's benefit and recommend it to his friends.**

If purchases are made more frequently (once a month), wait for the first three before you start actively targeting the customer with referral marketing offers. **The longer a customer has been with you and the more purchases they have made, the more likely they are to recommend their friends and family, especially compared to a customer who has only made the first few purchases.**

## HOW TO DO REFERRAL MARKETING?

* **Offer a referral program:** Create a referral program that rewards your existing customers for referring new customers to your business. Offer incentives such as discounts, free products or exclusive benefits to motivate them to refer more people.
* **Use social media:** Encourage your brand ambassadors to share your referral link on their social media channels. This can help reach a wider audience and bring in more referrals.
* **Use email marketing:** Send targeted email campaigns to your existing customers with information about your referral program. Make it easy for them to share your referral link with friends and family.
* **Provide excellent customer service:** Keep your existing customers happy and satisfied so they are more likely to refer others to your business.

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| EXAMPLE Bolt, a ride-hailing company, uses referral marketing to grow its customer base. Bolt offers a referral program that rewards the referrer and the referred user.   * Through their unique referral code, bolt users can invite friends to sign up for the app. * A referred user gets a free ride (up to a specific value) when they sign up using a referral code. * The referrer will receive a free ride (up to a specific value) when the referred user completes their first ride on Bolt. * Bolt can attract new users to its platform by providing referral incentives and encouraging existing users to refer their friends and family to them. This increases brand awareness and sales of the company. |

## ORGANIC SOCIAL MEDIA

We highlight organic channels with a brand ambassador while discussing paid social media channels with a potential client. In most cases, every entrepreneur sees social media as the first place to start looking for a new customer. Still, most of your current customers, employees, and friends/acquaintances are there. **Through practical experiments, we have understood that social media is particularly suitable for building a community and activating brand ambassadors in a Permanent Connection Model.**

A similar decision is required regarding social media content: whether to focus on current or new customers. **Misunderstandings arise when a company produces a range as if for a new customer and talks about what it offers, but needs to consider that the reader is actually your audience.**

However, constant self-promotional content and advertising-flavoured posts will quickly lose the interest of existing fans, and engagement will drop. How would you feel if you have been to a friend's party often, and you feel like an old acquaintance there, but every time you go to the party, the host introduces himself to you again and again? Not very discreet. **Therefore, it is most important to create content on social media that speaks to the followers you already have.**

The fact that the content must be emotional, inclusive and offer value probably doesn't need to be explained many times. Still, organic social media has its own tricks for spreading the content better and creating greater sympathy.

*“Organic social media is like a honey pot; it attracts people who want to share more and more of the content that the company is sharing. If you do it right!” – Teet Torim*

Social media platforms are very different; each platform's audience prefers to consume information differently. Here's a quick overview of the most popular platforms and their user preferences.

* **Facebook:** One of the most diverse platforms with different age groups and demographic segments. Users often prefer more in-depth posts that provide value, such as blog post shares, videos, news, and infographics. Facebook users also actively participate in polls and love engaging and interactive posts.
* **Instagram:** A highly visual platform dominated by photos and videos. Users appreciate high-quality and aesthetic content, product or lifestyle photos, creative video clips or artistic stories. Instagram users often prefer short, meaningful posts and appreciate brands' authenticity and personality.
* **Twitter:** A fast-paced, short messaging platform. Users prefer short posts that provide value or information quickly. Twitter is also an excellent platform for real-time communication, whether reacting to current events, participating in discussions, or providing customer support.
* **LinkedIn:** A professional network where users prioritize industry news, career advice, company updates and professional discussions. On LinkedIn, content is often more formal and focuses more on providing value and expertise.
* **TikTok:** A platform dominated by short, creative and entertaining videos. TikTok users prefer fun, engaging content that uses music, dance, humour, or challenges. TikTok content is often lighthearted and playful but can be educational and informative.

## BRAND AMBASSADORS AND ORGANIC SOCIAL MEDIA

The value of a brand ambassador in your marketing or company is manifested when you know how to consciously involve them in social media. Social media strategies can be improved in several ways. Here are some engaging activities that can improve your monthly social media schedule.

* **Photo contest, or user-generated content, is the new gold.** Encourage your followers to share photos related to your brand or products. How the product is used, how they use your service or participate in training; it's essential to notice and acknowledge everyone who shares content.
* **Expert Q&A sessions, or educational and exciting content, are always exciting.** Organize a monthly Q&A session with an expert in your field. This can be someone from your organization or an external expert. Advertise it in advance, collect questions from your followers and host it live on platforms like Instagram or Facebook.
* **Theme days or let me know what I must do, and I will do it.** A regular schedule helps your audience know what to expect. For example, you can do a “Motivational Monday” with inspirational quotes or stories, a “Nostalgic Tuesday” with old photos or stories, or a “Featured Friday” where you highlight a customer, employee or partner. Be creative and create your own unique day to celebrate regularly with brand ambassadors.
* **We could do challenges together, then it's more fun.** It is similar to the example of a photo contest. Still, in the case of challenges, it is essential to know that all participants do and experience the feeling of a joint activity during the same challenge, which, in addition to user-generated content, helps create a sense of unity between the brand ambassadors and the company.
* **Surveys and surveys, or I get to know you better.** They are a great way to engage with your audience and gather valuable information simultaneously. You can ask your followers what they think about new products, what content they'd like to see more of or just fun, engaging questions that get people talking and sharing their opinions.

These activities encourage engagement and help you learn more about your audience and what type of content they enjoy. Always respond quickly to comments and messages to keep the conversation going and make your audience feel valued. **The most important thing to understand is that social media is about communication!** It is not just a platform to promote the brand but a place where we build relationships and better understand our customers' needs.

Our statistics show that those who actively participate in such activities often become your most vocal brand ambassadors and start inviting new customers themselves. Thus, these strategies are essential for attracting and retaining new customers.

**If you want your posts on social media to be followed by some action, always use a call to action (CTA or Call-to-Action).** Simply put, it's an instruction or call to action that directs your followers to take a specific action - signing up, clicking to buy, or sharing a post. A CTA can be a simple phrase like “Learn about our products,” “Share this post with your friends,” “What do you think,” or “Share your experience.”

CTAs are essential for your social media strategy because they help increase post engagement and direct your followers to the desired action. **A good CTA is clear, concise and unambiguous.** When used correctly, CTAs can significantly increase the effectiveness of your social media strategy.

## FORMATS TO USE ON SOCIAL MEDIA

Social media is a dynamic landscape where different formats are essential. Here are some of the best structures to keep your social media strategy fresh and exciting.

* **High-quality, attractive and eye-catching photos** are still one of the best ways to get noticed on social media. These can be product or service photos, portraits of team members or moments from the everyday life of your company.
* **Video** is currently the dominant format in social media. It can be a short clip introducing your product, an interview with experts, or even a live broadcast allowing you to interact with your followers in real-time.
* **Infographics** are a great way to convey complex information and understandably. If you have statistics or some fact you want to share, try to do it as an infographic.
* **Carousel posts** allow you to share multiple images or videos in one post. This format is suitable for sharing different aspects of one topic or several products in one post.

Experiment with different formats, track the results and adjust your strategy to what works best for you. The purpose of organic social media activities is not to sell your product or service directly but to show its use through other people, i.e., your brand ambassadors, and thereby invite new people to get to know what your company offers. **Direct selling is the death of social media.**

Please focus on the people who have become fans of your company and how to get them to engage more. The secret lies in the fact that they are your brand ambassadors. **The more your fans today are involved, the more information will spread, and the more other people will want to be a part of your business.**

## RETARGETING AND ORGANIC CONTENT

We have reached a point where organic social media content is one of the most essential tools to use in a targeted way in the permalink model, especially at the brand ambassador stage, especially if the content is engaging and has a high circulation.

Imagine that you have created a very engaging post that generates a lot of interest and user traffic. Every time someone views, shares or comments on your post, the social media platform records it in their activities. This means you now have data about who has interacted with your content – this is your potential customer to whom you can target follow-up marketing ads. We looked at this in more detail in the potential customer stage. **Your ads will reach people who have already experienced your company's content and are likely to be interested in your brand.**

This means that the more people engage with your organic content, the larger your potential customer target group for future marketing efforts. Remember that the most successful retargeting strategy requires constant analysis and optimization. Track your results, adjust your plans accordingly, and keep your content exciting and engaging to increase audience size and engagement.

NB! Read more about post-marketing ads in the potential customer stage, where more specific target groups and options for directing ads are explained.

*“Actually, it's easy, right? We find a customer, and we talk to him. We recruit him as a client. We pop him, and loyalty is born. He will also tell his friends about us. In this way, he automatically recruits new customers for us. This is a permanent connection. This is how profitable growth is created through 5 automated steps.”*

*#TeamTorim*

# PERMANENT CONNECTION MODEL AND CHATGPT

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As we have shown you, in today's rapidly evolving digital landscape, it has become increasingly important for companies to understand and adapt to their customer's changing needs and preferences. This is where the fixed connection customer journey model plays a central role. By offering companies and marketers a comprehensive framework to guide their digital marketing activities, the model enables digital marketing to be done smartly, hopefully more profitably and more in customer-centric ways, because **the entire journey is structured in such a way that the customer's real problems get a practical solution and the customer himself is always involved and gets enough attention.**

Throughout the book, we've explored the five stages of the fixed-line customer journey model and the different digital marketing activities associated with each stage.

We talked about how important it is for the company to understand with an unknown client that the more precisely we know what the problem we are solving is, the easier it is to find high-quality potential clients who really need our solution. In this way, we can already find loyal customers with very high potential at the beginning of the customer journey, who could use our products or services significantly longer than customers recruited by false messages, which make emotional purchases. With the client, we talked about the importance of the website and how we continue to communicate with clients and pay attention to them.

With a loyal customer, it was established that loyalty programs, where we offer special treatment to our customers, are not only the basis of customer-oriented thinking, but also bring about the loyalty that every business needs to get out of the expensive search for a new customer. When discussing the Brand Ambassador, we came to social media and the realization that social media is at the end of the customer experience, not the beginning. **The Persistent Connection Model is designed to help businesses connect with their customers at different points in their journey.**

We started the customer journey part of the fixed connection model precisely with the idea that every company must first know the problem it is solving in the market. But what is the purpose of our book? **The belief in this book in the market is the need for a unified and systematic approach to understanding and engaging customers in the digital age.** The digital world is no longer for “young people,” but more and more consumers with purchasing power are moving online with their purchases, and it must be understood that with proper digital marketing, a business has massive potential for success.

Companies often need help to create a cohesive and consistent customer experience with the ever-increasing number of channels. **The Permanent Connection Model fills this gap by providing businesses with a clear guide to making more meaningful and impactful digital marketing strategies.**

## WHEN YOU START USING THE FIXED CONNECTION MODEL…

* You will gain a deeper understanding of your customer's needs, preferences and pain points at every stage of the journey, enabling them to create more targeted and relevant marketing messages.
* You will identify the most effective channels and tactics to reach customers at different journey stages.
* You will drive customer loyalty by providing personalized experiences, engaging content, and timely communications that ultimately increase customer lifetime value.
* You will improve marketing ROI by allocating resources more efficiently and making data-driven decisions based on customer behaviour and feedback.
* You will stand out from the competition by delivering a seamless and consistent customer experience across all digital touch points.

The LCM is an invaluable tool for businesses and marketers looking to navigate the complexities of the digital landscape and build lasting relationships with their customers. **By adopting this model and implementing related digital marketing efforts, companies can create a holistic, customer-centric approach that drives growth, fosters loyalty, and ultimately leads to long-term market success.**

We are practitioners through and through, and we have tested this system both as marketing mentors in other businesses and on our own. It works because it offers companies a practical, effective and proven method to achieve their goals. We hope this book has given you the knowledge and inspiration to use the power of the Persistent Connection Model in your business.

**When you close this book, remember that the moment we start doing systematic digital marketing that puts the customer at the centre of the company, everything changes – your business goes into a completely different gear.**

## AI REVOLUTION!

**Everything we have written in this book is excellent, but who has time to do it all? Times have changed.** The tools have changed; we believe they will change the entire marketing world! Although the whole book is put together in such a way that you can feel proud that your strategies, creativity and skills can help you start doing digital marketing more systematically now, we still recommend that you adapt to the changing world and embrace all the opportunities that the AI ​​world offers us with open arms.

Rapid advances in artificial intelligence (AI) and large language models such as ChatGPT are ushering in a new marketing era that can and will change how we work. By embracing these technologies and following the always-on model, **you can maximize your chances of success in the digital age.**

**Why Use ChatGPT?**

* You will increase the efficiency of your digital marketing activities, and your profit will increase with this, as you can significantly control costs.
* Using large language models like ChatGPT in digital marketing can automate tasks that were once time- and labour-intensive, such as content creation, data analysis, and market research.
* By leveraging artificial intelligence, marketers can significantly reduce the time spent planning and executing monthly plans, allowing them to focus on strategic thinking, solving real problems, and developing more customer-centric tactics.
* AI-powered tools can analyse vast amounts of data to identify patterns and trends, helping marketers better understand their audience's preferences, behaviours and pain points. This allows for more precise targeting and personalized messaging, increasing engagement and conversion rates.
* Using artificial intelligence and large language models, marketers can access real-time insight and make data-driven decisions, allowing them to quickly and efficiently adapt their strategies to changing market conditions or customer preferences.
* AI-powered marketing tools can help marketers create a unified and consistent customer experience across multiple channels and touchpoints. By synchronizing messaging and content across platforms, businesses can deliver a seamless and unified customer journey, increasing loyalty and trust.

In a world where technology constantly evolves, marketers who fail to adapt risk being left behind. **When you embrace the new era, you stay ahead of the competition because you have powerful tools.** We immediately jumped on the “AI train.” We started learning the various tools for ourselves, so we could confirm that the capabilities of ChatGPT4 are something that we, as marketers, have never experienced.

New thoughts, out-of-the-box thinking, and highly creative ideas are just a tiny fraction of what we've been able to conjure up out there, and this revolution is only just beginning. We have prepared marketing plans and strategies and helped our clients create systems that have already boosted several businesses and brought in new clients. **It is excellent to observe how much the use of ChatGPT contributes to data analysis and marketing campaigns based on it.**

While the importance of the marketer's own intuition, creativity and adaptability cannot be understated, it is critical to recognize the transformative potential of AI and large language models such as ChatGPT. As the digital landscape continues to evolve, the gap between those who use AI-based tools and those who do not is widening. To succeed in the competitive marketing world, marketers must be open-minded, constantly learning, and up-to-date with the latest technological advancements like ChatGPT and other AI-powered innovations.

It's also essential to understand how ChatGPT-4 generates responses – like other AI language models, it causes reactions on a considerable amount of data. This data includes a variety of sources such as websites, books, articles, and other text-based materials available up to September 2021, so AI answers do not reflect updates or new developments after that date. Although, we must warn you that web-connected ChatGPT4 is also available for testing.

We look forward to making it publicly available to all users. Of course, its use also has its own dangers. Due to the limitations of the trained data, we can get wrong answers through misinterpretation. **Of course, the biggest reason we have practically made clear to ourselves is that the accuracy and relevance of your answer largely depend on how you ask the question.** Note that the AI ​​is “confident” enough to give you serious answers that are total bullshit. Therefore, each person must be responsible for the accuracy of the question and remember that the person, not the AI, is accountable for using the answer.

**We strongly believe that using AI tools should make us smarter**, so we always recommend asking ChatGPT where they got their answers from, why they recommend something, and why they think those answers work. This way, we also learn to better understand marketing and think strategically.

**Don't depend on it, don't trust it, and don’t use it recklessly – you are responsible for the content that was put together based on your own questions.**

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## CHATGPT BROWSING AND PLUGINS

A prime example of how quickly the world of AI is changing is that we woke up the morning the book was about to go to press and realized that another revolutionary change had occurred overnight – something that was expected at the end of 2023. Still, it is already available to all users. If earlier ChatGPT could only be used on the pre-trained data volume, the most recent information of which ended in 2021, now ChatGPT is connected to the web, and we can use it to process the most recent news and receive inputs. So, we're including a few extra pages to bring these updates to you as well.

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| We asked ChatGPT for an explanation about the use of “browsing,” and this is what he replied: *“When I use a browsing tool to perform a search, I query the search engine and then present you with the results of that search. These results generally contain a list of web pages relevant to the search query, each with a title, a URL, and a short paragraph or description that gives an idea of ​​what the page is about.*  *When I ‘click’ on a search result, I see a text-based web page rendering. This rendering contains most of the text on the page but may not contain some elements, such as certain types of dynamic content or content presented in certain kinds of complex layouts or formats.*  *When I ‘quote’ information from a web page, I save a specific portion of the text to refer to later. This is useful for storing important information and providing sources of information to share.*  *It is important to note that while I strive to provide accurate and helpful information, internet search results may sometimes contain inaccurate or misleading content as I pull data from various internet sources. I can’t independently verify the information found using the browsing tool, so it’s always a good idea to consider multiple sources and use your judgment when interpreting the results.”* |

**As you can see, the online tool offers more possibilities than before.** It provides access to new information and can interact with search results, whereby clicking on it, it can read the entire content of the page and make relevant summaries. It can translate content into different languages ​​and provide the most up-to-date statistics to the questioner. We have already analysed our websites, customer messages and offers.

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## OTHER SIGNIFICANT UPDATES ARE THE CHATGPT PLUGINS!

A plugin or interface links two programs that help connect our favourite programs with ChatGPT capabilities. For example, we just created a Spotify.com music list in real-time for this last sprint! We wrote what kind of music we wanted to listen to, and it created the same list directly on Spotify. **That's the magic of plugins – they make our lives so much easier.**

We have already managed to analyse start-up markets through the Public plugin and ask exactly where and why to invest. We have also received logical analyses and recommendations, links to pages and an action plan on how to start with it. **With the tools of the new age, our knowledge has no limits – if we are smart enough to ask questions and also know how to check the sources!** Every user must be cautious with the latter!

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| **If the plugins part still confuses you, let ChatGPT explain it to you like a fifth grader:**  *“Imagine that you have a toy robot. This robot is brilliant and can talk to you about many things. But sometimes, there are things he doesn't know or can't do.*  *This is where plugins come to the rescue. They are like toys you can attach to your robot to make it even better. For example, if you want your robot to tell you what the weather is like outside, you can add the corresponding plugin. Now your robot can tell you if it's sunny or raining outside! So, plugins are like superpowers for your personal intelligent robot, helping it do more things while also learning more about itself than before. The best part is that you can use the design slides of the plugins to make your own robot precisely so that you will be interested in playing with it!”* |

The possibilities of browsing and plugins offer us solutions that have yet to be seen in the digital world. You should immediately open ChatGPT in your settings, go to the plugin store and find more tools to make your life easier!

## APPLICATION OF CHATGPT IN MARKETING

If we talk about wrong answers, it should be remembered that the responses of artificial intelligence are always the “face” of the questioner. The more stupid, provocative and confusing the questions, the worse the answers. It is no different from communicating with another person because the more clearly we express ourselves, the more constructive input we give, the better response we get.

**Here, the solution is to ask prompts, i.e., structured questions, which can significantly improve the quality of the generated answers**. Prompts are the initial input to ChatGPT that forms the basis of the AI's response. These can be questions, statements or keywords that guide the model to generate relevant and valuable answers. The quality of the prompt directly affects the usefulness and accuracy of the ChatGPT output.

Using prompts is crucial when working with ChatGPT, as they are the basis for generating relevant and valuable responses. Prompts provide the necessary context and guidance for the AI ​​to understand your request, ensuring that it remains relevant to the topic at hand.

**A well-crafted prompt can significantly improve the quality of the AI's output, as it helps ChatGPT focus on a specific piece of information or topic**. It's important to remember that the AI's answers are directly influenced by the question you ask. If the answer is unclear, the question might need to be revised. Providing clear and concise prompts minimises the need for follow-up questions and reduces the time spent developing and defining responses.

## COMPILATION OF PROMPTS

* **Clarity:** Keep the questions clear, and specific and ask for an answer on a particular topic rather than asking all the questions at once, then continue the conversation and use relevant keywords to direct the AI ​​to the specific information or topic that interests you.
* **Roleplaying:** We use a lot of input on questions where we direct ChatGPT to take on a specific role. Think like a content creator; think like an SEO specialist; think like a nutritionist; think like a journalist – these roles help AI find answers using the right keywords.
* **Use open-ended questions:** Encourage the AI ​​to provide more in-depth answers by asking open-ended questions that allow for clarification, exploration, and analysis – you might be surprised how helpful an AI can be as a brainstorming companion.
* **Be specific:** Write down how long the headlines should be and how many characters to use in a post; always provide 3-4 ideas or thoughts to guide the content in the right direction.
* **Set the tone**: Indicate whether you want the text to be friendly, professional, casual, with fewer sales, persuasive, and inclusive. The more we describe the text, the more precise the answers we will get.

A few other tips: don't settle for a mediocre answer; ask for clarifications; add additional information yourself and ask for a new reply, taking into account the new input.

## PROMPTS AND THE PERMANENT CONNECTION MODEL

Although the book is written for you as a marketer or entrepreneur to use even without the help of artificial intelligence, because the techniques, practical solutions and knowledge are present here, we believe that time is the most expensive asset of all of us. **If there are intelligent tools that help us save time, then they should also be used.**

The Constant Contact Customer Journey Model provides a comprehensive framework for understanding and interacting with customers at different journey stages. Effective implementation of this model requires a clear understanding of its complexity and the ability to apply its principles to real-world situations. This is where ChatGPT, an advanced AI language model, comes into play.

By using the unique prompts created by us when communicating with ChatGPT, you can focus much more on the model's primary goal: to build a solid loyal customer base, a specific part of whom are also ardent fans of your brand, who will also share your activities. Try to test these prompts on your own business; you will get a lot of new thoughts and ideas on how to develop your business's digital marketing.

**Remember that you are responsible for the final result**. Prompts will help you brainstorm, create content and communicate with customers – but you have to be a conscious marketer and put it all into a working context.

## HOW CHATGPT SUPPORTS THE IMPLEMENTATION OF THE PERMANENT CONNECTION MODEL IN YOUR COMPANY

* **Simplified learning process:** Make the complex concepts we've used in the model easy to understand – our own favourite expression for ChatGPT is “explain this to me like I'm in 9th grade” – it's amazing how complicated, straightforward things are made.
* **Personalized instructions:** Enter your company's needs, challenges and goals, and he will give you answers according to the needs of your industry.
* **Time and resource efficiency:** When you create an email marketing automation sequence, social media plan or content marketing articles, use artificial intelligence input as the main text and get them done faster the more you repeat them.

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# TUNDMATU KLIENDI PROMPTʼID

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| RESEARCH YOUR COMPETITORS |
| My field of business is **[*your field and explanations*]**; my main competitor is **[*main competitor*]**; analyse their strengths, weaknesses and market position. |
| Analyse their weaknesses. |
| We're **[*a company*]** – now give me a list of our strengths based on their weaknesses; describe 5 points to focus on to be better than your competitors; add how to use it practically daily. |

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| FIND A PROBLEM TO SOLVE |
| I sell **[insert your product/service here]**; how can I identify the main problem that my product or service solves for customers; how can I create content to solve this problem. |

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| CONTENT MARKETING BRAINSTORM |
| I sell [**insert your product/service here**]; what steps can I take to effectively communicate my brand values ​​through content marketing. |

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| SEARCH FOR KEYWORDS (SEO) |
| Act like an SEO specialist; generate **[the topic for which keywords are needed]** a list of 10 keyword ideas; only recommend keywords with high volume and low to medium competition. |
| Build a search intent (commercial/transactional/informational) for these keywords; do it in table format. |

*\*Use the ChatGPT plugin for keyword research: use Framework or another SEO plugin, and your results will be much more accurate.*

*\*Use the same questions that we have prepared for you.*

*\*Specify which country's results you are looking for and you will see that country's results!*

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| WRITE CONTENT |
| Suggest ten blog post titles for **[keyword]** that can rank well in Google search. |
| Write a detailed blog outline about [topic title] with H2, H3, subheading, and list. |
| Write an article about [blog post title] in [number of words] describing the benefits of [product] to [reader], using a tone of writing [professional/emotional/exciting/fun/empathetic/explanatory/persuasive]. |

* *If the text is too long and incomplete, use the “Continue” command, and the writing will continue from where it was left off.*
* *If you want to get more accurate results when writing, use an expert in the field when assigning a role: “Be a nutritionist,” “Be a dog trainer,” “Be a parent,” “Be a sales manager,” “Be a CEO,” “Be a naturalist.”*
* *With different role definitions, you determine the data use field and the content you want to receive.*

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| INVERTED PYRAMID STRUCTURE |
| I'll give you input so you can understand what I need inverted pyramid scheme for writing a blog post:   * **The first part** guides the content and introduces the article with news value – it sets the tone of the content and expectations for the reader. * **The second part** introduces what is about to happen. It evokes an emotion and a reaction that keeps you reading. A few details could be raised here, which will be answered in the following content. * **The third part** asks, what is the background of the story? What is this event about? This should already provide answers to all the questions the reader may have. * **The fourth part** is where you can provide new perspectives and certainty. We add quotes, testimonies, and opinions that open up other perspectives. This section must provide a complete overview. |
| Now use the inverted pyramid structure; write a blog post on [the topic you want a blog post about]; the number of words is [insert number of words here]. |

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| REWRITE THE EXISTING TEXT |
| Act like an SEO content writer; rewrite this article using [keyword1, keyword2, keyword3] tone of voice [professional/emotional/exciting/fun/explanatory/straightforward/clear/empathetic]; add title, meta description, and headers.    \*Add your text to the chatGPT window |
| \*if you are not satisfied with the result, ask for clarification  Write [shorter / longer ]; write more [clarify/add list], don't act like you [sell, convince]. |

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| FIND TARGET GROUPS |
| Act like [your company's] customer-focused marketing manager; you sell [product/service]; what are the 20 demographics you can sell to based on age, gender, lifestyle, and interests? |
| Now choose the five most important target groups to sell to. |

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| SET UP A FACEBOOK CAMPAIGN |
| Be my Facebook Ads Expert; give me a detailed guide on how to set up a step-by-step Facebook [awareness/traffic/sales] campaign for an unknown consumer.  ***\*choose only one campaign type from the brackets!*** |
| Explain step [number] in more detail. |

*\*Ask for more detailed information about the step you need.*

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| SET UP A GOOGLE CAMPAIGN |
| Be my Google Keyword Advertising Expert; give me a step-by-step guide on how to set up a Google ad campaign for an unknown consumer. |
| Explain step [number] in more detail. |

**\*Ask for more detailed information about the step you need.**

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| ADVERTISING AND RETARGETING |
| I sell [insert your product/service here]; how can I create impactful Facebook ad campaigns highlighting the solutions my brand offers potential customers? |

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| AFTER MARKETING ON FACEBOOK |
| Be my Facebook Ads Expert; give me a detailed guide on how to set up a Facebook retargeting [awareness/traffic/sales] campaign step by step.  Explain step [number] in more detail. |
| Explain step [number] in more detail. |

*\*ask for more detailed information about the step you need.*

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| SEO TECHNIQUES |
| What are the most effective website optimization techniques? |

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| SEO |
| How to optimize your website content for search engines? |

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| LINKS AND ASSOCIATION |
| What are links, and how do you get quality links to your website? |

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| OPTIMIZATION |
| How do you optimize the technical aspects of your website, such as homepage speed and mobile usability, for SEO? |

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| SEO ERRORS |
| What are some common SEO mistakes to avoid? |

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| FIX HOME PAGE |
| I sell [insert your product/service here]; What elements should I add to my website to encourage visitors to explore and make a purchase? |

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| ANALYSIS WITH WEBSITE PERFORMANCE PLUGIN |
| Analyse [homepage] and make suggestions for improving the home page. |

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| SET UP AN EMAIL AUTOMAKER |
| Act like an email marketer; make an automatic sequence of [your product/service] welcome emails, including [number] email, attachment title, and content idea; do not sell in the first letters; only the latter is sales oriented; use a tone of voice when writing [friendly/fun/persuasive/playful/emotional]. |
| When is the best time to send automated welcome series email flows?  I need help setting up an automated email flow for my email marketing platform [name the platform]. |
| I need help setting up an automated email flow for my email marketing platform [name the platform]. |

*\*Choose 1-2 tones in the first prompt.*

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| CUSTOMER SERVICE AND PROBLEM-SOLVING |
| One customer complains about [problem]; to reply, write an email showing that I understand them and will do everything I can to help them solve this problem. |
| Write an email to the customer with whom the problem has arisen; that acknowledges [the problem], apologizes, and offers a solution to fix it. |

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| ANALYSIS FEEDBACK |
| Analyse this feedback like a customer-centric marketer and highlight the five most essential points and potential customer target audience: [insert feedback received here]. |
| Based on the results of this analysis, write [ number of emails] an email that explains the three essential benefits that came out of the analysis to all target groups. |
| Based on the results of this analysis, write: 2 Facebook retargeting campaign ads that help a potential customer understand the benefits identified in the analysis. |
| Based on the results of this analysis, write: for each target group, a Facebook ad to an unknown consumer that explains the benefits identified in the analysis. |
| Based on feedback, compile a list of frequently asked questions from customers and their answers. |

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| PREPARE THE PRODUCT SHEET |
| Create a product description for [product/service] on my website, highlighting the product [uniqueness, benefits, efficiency] and critical features; add the five most essential benefits of the product description as a list |
| Write an accurate product description [uniqueness, benefits, utility] for [product/service] on my website that grabs the attention of potential buyers in less than 60 seconds |
| Give me ten reasons why [ideal customer] would buy [product 1 and describe it] instead of [product 2 and describe it]. |
| Provide a comprehensive review of the [product], including its features, benefits or performance, and value for money |

# PÜSIKLIENDI PROMPTʼID

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| DEVELOP LOYALTY PROGRAMS FOR LOYAL CUSTOMERS |
| I sell [insert your product/service here]; What loyalty programs can I implement to encourage loyal customers to continue buying from my brand? |
| I sell [insert your product/service here]; How can I improve the overall customer experience to increase satisfaction and foster long-term loyalty among repeat customers? |

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| CREATE AN EMAIL MARKETING CONTENT PLAN |
| Act as an email marketing specialist; help identify essential dates and events for [company name and industry, niche] and suggest content ideas that can be tied to those dates. |
| Compose the current month [month]; make a monthly email marketing plan according to the topics; add titles |
| Write completed [week number] letters of the week. |

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| NEWSLETTER WRITING |
| Analyze the letter's tone [insert the text you have written as a draft]. |
| Use an analyzed tone of writing; write a new email about [product/service]; highlight these benefits [benefit 1, benefit 2]; what is the result of using it [the result of using the product/service, describe it]. |

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| CIRCLE THE EXISTING LETTER |
| How would you improve this email; circle it again with a tone of voice [friendly/fun/persuasive/playful/emotional] |
| Rewrite this email for the client in a more professional and warm tone: [copy message here]. |

*\*Choose 1-2 ringtones from the first prompt.*

# BRÄNDISAADIKU PROMPTʼID

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| CREATE A BRAND AMBASSADOR STRATEGY |
| I sell [insert your product/service here]; what strategies can I use to encourage my most loyal customers to become brand ambassadors to share my brand on social media |
| I sell [insert your product/service here]; What are effective referral marketing techniques to encourage brand ambassadors to spread the word about my brand and attract new customers? |

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| CREATE A SOCIAL MEDIA CONTENT PLAN |
| Act as a social media specialist; create a social media content plan for [X company name and industry]; increase engagement on [social media channel] for [X number] posts per week, [X number ] stories per week; use engaging fun questions |
| Write me the finished [number of the week] posts |
| Write [Facebook/Twitter/LinkedIn/Instagram] posts about these posts. |

*\*Always replace examples separated by a slash with a single option.*

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| CONTENT PLAN AND PLANNED ACTIVITIES |
| Include a campaign [promotion period and offer] in the content plan; |
| New product launch [name of new product or service to be launched, period]. |

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| ASK MORE QUESTIONS ABOUT CHANNELS |
| Give me 30 targeted hashtags for an Instagram post on [topic]. |
| What are popular LinkedIn hashtags related to [topic/industry]? |
| Suggest good strategies to increase my [social media channel] followers. |
| How to use [social media channel] analytics to track your performance and optimize your strategy? |

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| REFERRAL MARKETING |
| Please give me the best affiliate marketing strategies I can use with my clients; as a result, brand ambassadors start recommending my [what product/service; describe the product] to your friends. |
| Act as a marketing manager; assign me an email marketing strategy to implement referral marketing [product/service, describe what you sell]. |
| Write three email marketing campaigns to get brand ambassadors to share information about your [product/service you sell]. |

**ONE MORE THING**

We hope you have benefited from such a new-age marketing book and that using the Persistent Connection Model makes digital marketing a little clearer, easier, and more affordable. We have put this book together sincerely, believing that it is worth writing if it makes even one business or marketer's life easier. Thank you for being our reader!

We would be incredibly grateful if you could take 5-10 minutes now and give us feedback in a few sentences on how you will apply this book in your work, what new knowledge you gained from it, and who you recommend it to.

Scan the code and leave your feedback here:

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# ALLIKAD

1. Axelrod, Richard H. “Winning Your Customers Back”
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3. Chaffey, Dave; Ellis-Chadwick, Fiona “Digital Marketing: Strategy, Implementation and Practice”
4. Jantsch, John “The Referral Engine”
5. Kawasaki, Guy; Fitzpatrick, Peg “The Art of Social Media”
6. Kotler, Philip; Armstrong, Gary “Principles of Marketing” (raamat)
7. Reichheld , Frederick F. “The Loyalty Effect” by Frederick F. Reichhel
8. Moz's Beginner's Guide to SEO
9. OptinMonster's Ultimate Guide to Exit-Intent Popups
10. Solomon, Michael R. “Consumer Behavior: Buying, Having, and Being”
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17. Uuring (2020): “Digital engagement strategies and tactics in social media marketing”
18. Uuring (2022): “Word – of – mouth marketing: features and prospects of application”
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20. Uuring (2018): “All in the value: The impact of brand and social network relationships on the perceived value of customer endorsed Facebook advertising”
21. The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective”
22. “Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success”
23. Exploring Receivers' Criteria for Perception of Print and Online News (1999)
24. “The Brand Ambassador Handbook: Everything You Need to Launch, Grow and Scale a Brand Ambassador Program”
25. “The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value”