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TECHNOLOGIES  
PRESENTS

# CAREER IN IT

## সম্ভাবনা ও বাস্তবতা

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## Creating Marketing Infrastructure

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# The Need for a System

## Root Cause of Internal Problems

All the frustrations and internal problems you're experiencing with your business today are because you don't have a good Marketing System

## Sales kill problems

Leveraging successful sales approaches, businesses can overcome obstacles, drive growth, and tackle a range of issues they might be facing

## Leads Flow: The Pulse of Business Success

Without a sufficient and steady stream of people with whom you can exchange value for money, nothing else about your business matters.

## Visibility Equals Sales

If No one know about your stuff, we can be pretty sure they are not going to buy



**COLD PROSPECTS**

**CUSTOMERS**

**RAVING FANS**



**Capture Leads**

**Convert Sales**

**Upsell**



**Attract Interest**

**Nurture Leads**

**Deliver & Wow**

**Get Referrals**

(Market, Message, Media)

**Front End**

Your goal is to break even on customer acquisition costs

**Back End**

This is where the real money is made

# Marketing: The Ultimate Business Leverage

Willie Sutton was a prolific American Bank Robber. During his forty-year criminal career he stole millions of dollars and eventually spent more than half of his adult life in prison and managed to escape three times. Sutton was asked by a reporter why he robbed banks. He replied, “Because that’s where the money is” .



**“That’s Where  
the Money is...”**

— *Willie Sutton*

When it comes to business the reason we want to focus heavily on marketing is the same – **because that’s where the money is.**



**Pareto Principle** – states 20% of the marketing causes will result in 80% of the revenue and sales.

# What is Marketing?

- If the circus is coming to town and you paint a sign saying 'Circus coming to the Fairground Saturday', **that's advertising**. If you put the sign on the back of an elephant and walk it into town, that's **promotion**. If the elephant walks through the mayor's flower bed, that's **publicity**. And if you get the mayor to laugh about it, that's **public relations**. If you did all of this on purpose, that's **marketing**. If the towns citizens go to the circus, you show them the entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's **sales**.





# Thriving VS Struggling



## Struggling

A "**random act of marketing**" refers to haphazard and disjointed marketing efforts, such as placing advertisements without a strategic plan or creating content without a clear purpose. Engaging in sporadic, one-shot, and unplanned marketing activities often leads to an outcome where the costs incurred outweigh the benefits gained. In other words, such **disconnected efforts** tend to be inefficient and less effective, resulting in wastage of resources rather than generating positive returns.

## Thriving

An alternative approach involves establishing a well-structured and **thought-out marketing plan**, alongside a designed **marketing infrastructure**. This system is consistently active, generating a steady influx of new leads. It doesn't stop there; it also involves effective follow-ups, nurturing relationships, and ultimately converting these leads into enthusiastic, loyal customers who are passionate about your brand.



# Professionals Have Plans



- Doctors follow a treatment plan
- Airline pilots follow a flight plan
- Soldiers follow a military operation plan

In "The A-Team" TV series, the team leader named Hannibal Smith wraps up each episode with his signature line. When they have successfully completed their missions and overcome challenges, Hannibal says, "I love it when a plan comes together." This line reflects his satisfaction as their well-thought-out strategies work flawlessly, enabling them to achieve their goals through intelligence and resourcefulness. This catchphrase celebrates their victories through teamwork and clever planning





My 1-Page Marketing Plan

Before (Prospect)	<div><p>1. My Target Market</p><div></div></div>	<div><p>2. My Message To My Target Market</p><div></div></div>	<div><p>3. The Media I Will Use To Reach My Target Market</p><div></div></div>
	<div><p>4. My Lead Capture System</p><div></div></div>	<div><p>5. My Lead Nurturing System</p><div></div></div>	<div><p>6. My Sales Conversion Strategy</p><div></div></div>
	<div><p>7. How I Deliver A World Class Experience</p><div></div></div>	<div><p>8. How I Increase Customer Lifetime Value</p><div></div></div>	<div><p>9. How I Orchestrate And Stimulate Referrals</p><div></div></div>

Source: <https://successwise.com/1pmpbookresources/>



# 9 Areas Broken Down into 3 Phases



## 1. BEFORE - Prospect

My Target Market

My Message to  
My Target Market

The Media I will  
Use to Reach my  
Target Market

## 2. DURING - Lead

My Lead Capture  
System

My Lead Nurturing  
System

My Sales  
Conversion Strategy

## 3. AFTER - Customer

How I Deliver a  
World-Class  
Experience

How I Increase  
Customer Lifetime  
Value

How I Orchestrate  
and Stimulate  
Referrals

# 1. Selecting Your Target Market

## It's Not Everyone

Targeting everyone is a mistake.

## Niching – harnessing the power of focus

Targeting everyone is a mistake.

## Focus On A Niche Market

Allocate your limited money and become more relevant to prospects

Allow you to dominate a category or geography

Establish yourself as a specialist, so you can set your own prices

## Niche by Industry:

1. Healthcare Web Apps
2. E-Learning Platforms
3. Real Estate Management Software
4. Financial Technology (FinTech) Apps
5. E-Commerce Solutions

## Niche by Technology:

1. React.js Web Apps
2. Node.js Web Apps
3. Ruby on Rails Apps
4. Python/Django Web Apps
5. Angular Web Apps

Product	Price
Time Management	\$19
Time Management for Sales People	\$99
Time Management for Outbound B2b Sales People	\$499
Time Management for Outbound B2b Sales People & Gardening Sales Rep	\$1997

There's a tale about great copywriter Gary Halbert, who once posed the question, "Imagine you're building a hamburger stand on the beach—what do you need most to succeed?" to a group of budding writers. The secret sauce, amazing location, and quality meat were among the responses. You forgot the most crucial thing—**A STARVING CROWD**, Halbert retorted. It's your responsibility to track down the "starving crowd" that needs what you have to offer

# Crafting Your Message

## Attention Grabber

To stand out from the crowd you need to craft a compelling message that grabs the attention of your target market.

Imagine you're walking through a bustling market, and you come across two vendors selling the same type of soap. One vendor excitedly lists all the technical specifications of their soap - the ingredients, the manufacturing process, and the features. On the other hand, the second vendor starts telling you a story. They talk about a customer who had dry, irritated skin and how their soap transformed that customer's life, leaving their skin soft and radiant. They share testimonials from others who experienced similar results and found confidence in their own skin.

**Now, here's the interesting part. Which vendor's message captured your attention?** Which soap are you more likely to remember? Chances are, it's the second vendor. Why? Because they tapped into your emotions, shared a relatable story, and focused on the benefits their soap brings. They didn't overwhelm you with technical details; instead, they made a connection by addressing a real problem and showcasing a solution.

This simple story holds the [key to creating a powerful marketing message](#). It's about understanding your customers' needs, speaking their language, and making an emotional connection. Let's explore some core lessons from this story that will help you craft a compelling marketing message that resonates with your audience.



**1. Clarity:** Your message should be clear and concise, conveying your value proposition and what you offer in a straightforward manner. Avoid jargon or confusing language.

**2. Benefits Over Features:** Focus on how your product or service benefits the customer rather than just listing its features. Customers want to know how it solves their problems or fulfills their needs.

**3. Emotion:** Tap into the emotional aspect of your customer's needs. Use language that resonates emotionally and connects with their desires and pain points.

**4. Differentiation:** Highlight what sets your offering apart from competitors. Showcase your unique selling proposition (USP) that makes your product or service stand out.

**5. Simplicity:** Keep your message simple and easy to understand. Avoid overwhelming your audience with too much information or complexity.

# Develop A Unique Selling Proposition (USP)

- Amplify your marketing strategy by developing a USP:
- Unique Selling Proposition (USP) – the reason why your business exists, why someone should buy, and why some should choose you over your nearest competitor; has the following characteristics:
- Provide uniqueness that positions you differently
- Attract prospects before they have made a buying decision
- Avoid positioning yourself as a commodity and competing solely on price
- Avoid confusing prospects, as you will lose them



## **Example 1: Job Seeker USP:**

Expertly Matching Exceptional Talents with Organizations in Need

## **Example 2: Fitness Trainer USP:**

Transformative Personalized Fitness Coaching for Busy Lifestyles

## **Example 3: Environmental Activist USP:**

Driving Change Through Sustainable Practices and Community Engagement

## **Example 4: Tech Startup USP:**

Cutting-Edge Password Manager: Secure and Simplify Your Online Life

## **Example 5: Nonprofit Fundraiser USP:**

Empowering Disadvantaged Youth through Education and Mentorship



# Create An Elevator Pitch

When asked the “what do you do?” question, you can respond with a version of your USP compiled into an elevator pitch.

## A good elevator pitch is...

**Short**



30-45 seconds  
or 75-100 words

**Personalized**



Catered to what is most  
important to the audience

**Interesting**



Storytelling, emotion, or  
compelling data

**Confident**



But not arrogant!



Takes the prospect on a journey consisting of the problem, resolution, and proof: You know [problem]? Well, what we do is [solution]. In fact [proof].

**Example 1: Job Seeker** You know how companies struggle to find candidates with the right skills? Well, what I do is connect exceptional talents with organizations in need. In fact, I've successfully matched over 50 candidates with their dream jobs in the past year alone.

**Example 2: Fitness Trainer** You're familiar with the challenge of staying fit in today's busy world, right? What I offer is personalized fitness coaching that adapts to your schedule and goals. In fact, my clients have collectively lost over 1000 pounds and transformed their lives.

**Example 3: Tech Startup** You've probably experienced the frustration of managing multiple passwords and accounts? Our solution is a cutting-edge password manager that ensures top-notch security while simplifying your online life. In fact, we've been featured in top tech publications and have garnered a user base of over 100,000 satisfied customers.

# Craft An Amazing Offer

Before creating a unique, exciting offer, you need to ask yourself, of all your offerings:

- Which can you most confidently deliver?
- Which do you enjoy delivering the most?
- When it comes to buying decisions, the offer should be done with emotions and justified with logic afterward.



# Capturing Leads

## Hunting vs Farming

Hunter Harry set out every morning with his weapons to hunt for food. Some days he returned victorious with a kill, bringing joy to his family's table. However, on other days, he returned empty-handed, leaving his family hungry. The constant pressure to hunt every day was a battle against the unpredictability of nature.

On the other side of the village lived Farmer Fred. He carefully tilled the soil, planted seeds, and nurtured his crops with patience. While waiting for the harvest, he tended to his plants, providing them water, sunlight, and care. When the time was right, he harvested his crops, yielding an abundance of food to sustain his family.

## Increase your addressable market to 40%.

Don't be desperate and sell directly from your advertising, as on average:

- 3% are ready to buy immediately
- 7% are very open to buying
- 30% are interested but not at the moment
- 60% are not interested

As most people will not be ready to buy, use your advertising to generate leads and increase your addressable market to 40%.



## Mining for Gold With Ethical Bribe

Capturing leads is the marketing infrastructure of storing leads in a database system or future sales pipeline follow-up.

## Focus On Higher Value Prospects

Not all prospects should be treated equally. All other things being equal, the more you should invest in marketing to high-probability prospects, the better your chances of converting them into customers.

- Budget: \$1000
- Reach: 1000
- Spending per Prospect: \$1
- Potential Prospects: 100
- Uninterested: 900
- Wasted Budget: \$900

# Nurturing Leads



COURTESY: JOE GIRARD

## The secret behind the greatest salesman –Joe Girard

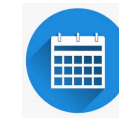
- In total he sold 13001 cars. Avg. 6 cars per day.
  - In his best day he sold 18 vehicles
  - On his best month, he sold 174
  - In his best year, he sold 1425
- **Personalized Approach:** He sent handwritten cards to clients for birthdays, holidays, and other occasions. This personalized touch helped him build strong relationships with his customers.
  - **Repeat Business:** Much of Girard's success came from repeat and referral business. His ability to maintain connections with customers contributed to his sustained high performance.
  - **Building Rapport:** Girard's focus on building rapport and trust with his clients was a significant factor in his success. He believed that establishing genuine relationships was key to his achievements.
  - **Relationship-Centric Selling:** Girard's sales philosophy emphasized relationship



By the end of his career, he was sending out 13,000 cards per month.



Two-thirds of his sales were repeat customers



Got to the point where customer had to set appointments in advance to come in and buy from him



# Nurturing Leads

## Become a marketing farmer

1. Advertise with the intention of finding people who are interested in what you do.
2. Add them to your database.
3. Continually nurture them and provide them with value

## Follow-Up With Leads

When it comes to marketing, the money is in the follow-up

## Create Your Marketing Infrastructure

Your marketing infrastructure will help your follow-up by interesting, motivating, and qualifying leads by:  
Staying in regular contact, so leads don't forget about you

Instead of being a pest, becoming a welcome guest



Throughout its life, you'll have to feed it with... Content.  
At the right time, in the right place.

# Sales Conversion

## Position To Make Money

You want to be the welcomed guest that is familiar and brings value instead of the pest that bothers you and wants to take.

## Remove Roadblocks That Prevent Sales

Provide an Outstanding Guarantee:  
Have Them “Try Before Buying:”

**Make Buying Easy:** The sales process should be easy and painless by removing lengthy forms, providing multiple ways to pay, and offering payment plans.

## Manufacture Trust

Present your business and offerings in a way that conveys confidence and builds trust. Do not sell directly and instead educate, consult, and advise leads to the benefits of your products and services.

## Price Strategically

**Limit Options:** Don’t give too many choices : Standard & Premium

## Reverse Risk:

### Offer an Ultra High-Ticket Item

**Item** - Since a small percentage want to buy the “best” option, offer a unique, expensive product or service.



# Delivering A World Class Experience



## **Build A Tribe Of Raving Fans**

Continuously focus wowing customers, which turns them into raving fans, then create and foster lifetime relationships, make it easy and fun to deal with them. They create a sense of theatre around their products and services. They have systems so that they can really and consistently deliver great experience

## **Sell them What They Want Give Them What They Need**

As a fitness instructor aiming to enhance people's well-being, encompassing the concept of better health might feel distant and uncertain to many. To effectively engage prospects, it's crucial to tap into their desires for specific outcomes, like ripped abs, a toned body, or an attractive figure. While delivering health improvements, it's essential to cater to their wants. The key lies in understanding both their wants and needs, recognizing their occasional alignment and occasional divergence. Your strategy should be to provide what they desire while addressing what they require, all while avoiding confusion.

## **Tell Them All The Trouble You Go To**

encourages showcasing the effort you put into delivering exceptional products or services. Highlight the meticulous planning, dedication, and behind-the-scenes work that ensures quality. Sharing your commitment demonstrates your value and fosters trust with customers, setting you apart in a competitive market

## **Become a Voice of Value to Your Tribe**

providing valuable insights and information to your target audience. Position yourself as an expert and thought leader by consistently offering relevant and helpful content. By doing so, you establish credibility, build trust, and foster a loyal community around your brand.

## **Create theatre around your products and services**

Innovation can go far beyond the actual product that's sold. Innovation can be applied to how the product is priced, financed, packaged, supported, delivered, managed, marketed or a myriad of other elements related to any part of the customer experience.

## **Use Technology**

"Use Technology to Reduce Friction" advises leveraging technology to streamline customer experiences. Identify pain points and inefficiencies, then apply tech solutions to remove obstacles. From user-friendly websites to seamless checkout processes, technology enhances convenience. It boosts customer satisfaction and loyalty, ultimately driving business growth

# Increasing Customer Life Time Value

## Acres of Diamond

Dig first your own property when seeking treasure! Ali Hafed wanted to find diamonds so badly that he sold his farm, left his family and went off on a search that took him all over the world. His search was futile and ultimately led to nothing but his own demise. Meanwhile, the owner of his farm discovered the most magnificent diamond mine in all the history of mankind, right there on the farm that he had purchased from Ali Hafed.

## Repeat Buyer Advantage

A widely quoted statistic is that a person is 21 times more likely to buy from a business whom they've bought from in the past compared to one they've never purchased from

## Raising Prices

customers who have had positive experiences with a brand are often willing to pay slightly higher prices for continued quality and convenience

## Frequency

## Reactivation

## Upselling

When the prospect is "hot and heavy" and in the buying state of mind, they'll be much more receptive to other offers to buy. This is your opportunity to bundle in a high margin add on. It gives the customer a better result and instantly increases your customer lifetime value.



CUSTOMER LIFETIME VALUE



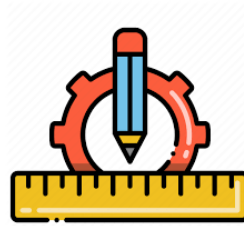
# Reaching Prospects With Advertising Media

## The ROI Game:

When selecting advertising media, focus on Return on Investment (ROI) rather than just the popularity of a platform. Measure how effectively each channel generates leads and conversions compared to the investment. **What Gets Measured Gets Managed.**

## Hire Experts:

Collaborate with professionals who possess in-depth knowledge of platforms, trends, and data analysis. Their insights can guide you towards well-informed decisions and optimal outcomes. **What You Do Not Know Will Hurt You.**



## Measure Your Marketing Spend

• **Return on Investment (ROI)**

• **Customer Acquisition Cost (CAC):**

• **Customer Lifetime Value (CLV)** – The Customer Lifetime Value measures the total value to a business of a customer over the entire relationship; divided between:

- **Front End** – the profit made on the initial sale; the goal is to turn prospects into customers
- **Back End** – the profit made on subsequent sales for the rest of the relationship

## Pick A Marketing Medium

- Social media is not the ideal selling environment. However, it is a great place to create and extend relationships which can turn into a commercial relationship.
- Social media is the property of the social network provider. Build your own marketing assets (website, blog, etc) and use social media to drive traffic to these assets.
- Your email database is still one of the most important elements of your online marketing strategy. Be conversational, use a commercial email marketing system, email regularly, give valuable information, automate.
- Complement email with old fashioned “snail mail”. Email is efficient but cards and postcards can connect on an emotional level. Snail mail also stands out since most of your competitors rely on using email.
- [There is no need for a marketing budget if your marketing is working \(resulting in a positive ROI\).](#)
- Have at least 5 sources of new leads and new customers. Don't rely on just one or two.

# Orchestrating And Stimulating Referrals

## Ask For Referrals

The “Law of 250” tells us that every person represents about 250 potential referrals, which is the number of important people in one’s life. Thus, you can ask and compel existing customers to give you referrals without seeming desperate using these strategies:

- Acknowledge them and appeal to their ego
- Not asking for a favor, but offering value to someone in their network
- Give them a reason why they should provide referrals
- Create an expectation of proving a specific number of referrals

## Monetize Your Existing Customer Base

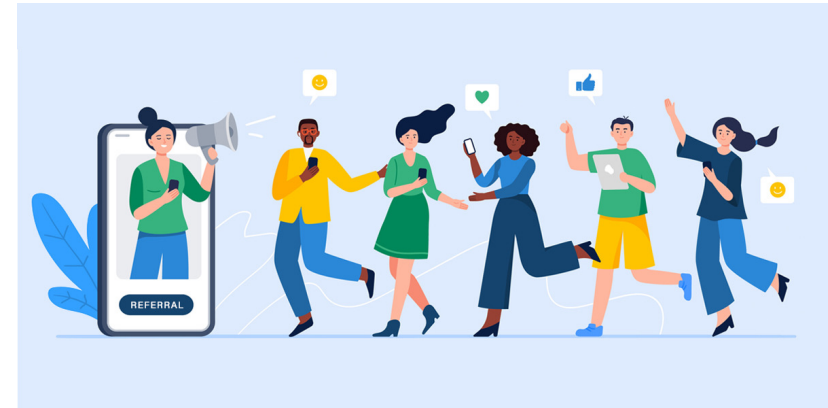
**Limit Options:** Don’t give too many choices  
: Standard & Premium

**Reverse Risk:**

**Offer an Ultra High-Ticket Item** - Since a small percentage want to buy the “best” option, offer a unique, expensive product or service.

## Profit Through Joint Ventures

Present your business and offerings in a way that conveys confidence and builds trust. Do not sell directly and instead educate, consult, and advise leads to the benefits of your products and services.



**COLD PROSPECTS**

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