





3 part buyers journey

This is a marketing sales technique but could be used for series of stories where you create a question and answer it slowly over the week. All your content needs to answer possible problems from future clients.

Try and include quotes from clients or images of Connectt with Clients, that way it's proof to the viewer that you really do solve all the problems they're having!

1. problem awareness

2. solution awareness

3. decision making

1. problem awareness

What are your followers 'problems'? Do they want more time? Guidance? Growth?

- > Do they want to trust you with it all so it's hassle free?
- > Do they want more forecasting, consultations, red flag expense minimisation?
- > Do they want more strategy development, sales, exit plan?

2. solution awareness

Educate them on what they need. You show them how they can get from Point A to Point B.

- > Think about how buyers will decide which option is right for them.

2. decision making

Present your solution as the best possible option

- > Think about what Connectt offers and use this to prove why you are right for them.

Don't go from position 1 to 3 in one sitting. Followers will need time to think about these options, going straight to payment will freak them out and will seem like a scam.

example

problem: "I don't have enough time to do my monthly reconciliation"

solution: 1. hire a bookkeeper 2. receive training on a cloud based accounting software

decision: Work with Connectt because... (What do you offer that no-one else does?)



conditioning response

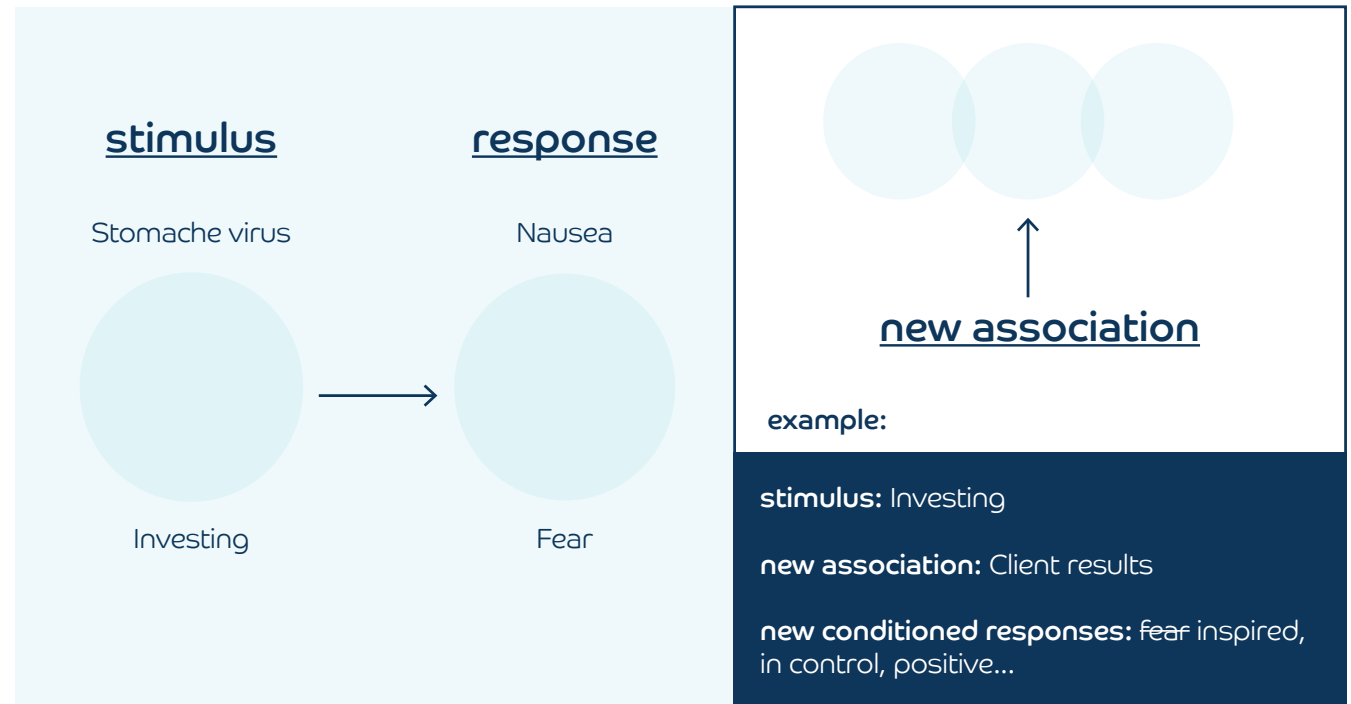
Make sure your social media audience associates positive emotional experience with you selling.

Goal: Produce a self generated, new learned response through association.

Initial feelings towards investments or anything associated to money will cause an automated response of fear. So, before leading to the response stage (being what you offer) add in images of happy clients, yearly statistics etc into instagram stories or posts which will instinctively reduce fear, and eliminate any hesitations towards investing in Connectt.

Have intentionality behind your posts:

who are you attracting?
what pain point are you overcoming?
why does it work?
what are they getting from this?
how is the buyers journey progressing?



inspiration: Look what he/she did when he/she invested, I can do it too!

your authority: Look what Connectt did for them, they can help me too!



building a 'yes' ladder

The more they say yes before the sale, the more likely they are to say yes overall.

1. attention: relatable personal life

2. interest: relatable business life

3. desire: what you offer

4. action: buying from you

...yes

yes!!!	...yes
action	4. action: buying from you Are they ready to buy from you? How do they? Can they DM you? Is there a link to the website in your bio? Is there a number for a sales call?
desire	3. desire: what you offer Do they want your result? Examples; knowledge, confidence, required skills set, time, financial affordability, strategy, etc.
interest	2. interest: relatable business life How can your audience relate to you on a business level? Examples could include; hating Mondays, office life, all of you that work there, stationary brands you use, driving to work, etc.
attention	1. attention: relatable personal life How can your audience relate to you on a personal level? Examples could include; parenting, pets, home decor, hobbies, partners, weekend life, coffee shop trips, etc.



Psychological influences

intentional language

Using words such as 'investment' or 'price point' sounds a lot better than 'cost'.

Don't use descriptive words around the price that are about size i.e. large, increase, big, high. Even if it is 'increase your income' it causes our brains to pause because it doesn't match up. It's like writing the word blue in red ink (it seems contradictory for the reader).

offers

Always provide a reason.

- reinforces the temporary nature of it
- adds urgency
- it can seem fraudulent for no reason
- they'll compare why now is better than later

Relate them to your business;

- Connectt anniversary
- Birthdays
- New Year
- New Launch

assumptive closes

Try and use 'we' / 'our' language

"**when** you purchase our package"

"**when** we work together"

It sets ques to help them imagine after purchase...

"**when** you book with us you will feel so secure"



attention	interest	desire	action
<p>3-5 times a week</p> <p>examples: should I get coffee or tea? do your dogs/cats do this too? parenting life have you ever been to this location before?</p> <p>They need to forget you're a business sometimes to be able to build a connection to you...</p> <p>Polls are a really good way to interact with your followers, it makes them feel like they're helping you make a decision, or just makes them feel like they know you.</p> <p>ie. 'What socks has Laurence got on today?' - funny quirks that make all of you at Connectt individuals rather than just members of the business.</p>	<p>1-3 times a week</p> <p>examples: Need some help, where can we get '...' from around Soldiers Point? Are any of you at work today? Are any of you local to Soldiers Point?</p> <p>A lot of 'are you' language...</p> <p>Involve more office life ie. pictures of you all in the office, pictures from around the area you work, companies you're working with that day - name them if they'll let you!</p> <p>Language like 'we have a really busy day today' 'we've got lots more in store for you'</p> <p>Ask them questions about instagram, followers love to help.</p>	<p>1-3 times a week</p> <p>examples: Do you want hassle free bookkeeping? Do you want more forecasting, consultations, red flag expense minimisation? Do they want more strategy development, sales? Do you need an exit plan?</p> <p>'do you/would you' language...</p> <p>Ask them what their desires are? What do they want? Acknowledge their responses and give more information based on their answers?</p> <p>eg. (poll) 'Would you like us to provide you with a step by step process on how we can help run your business?'</p> <p>if yes create stories on how you help!</p>	<p>1-3 times a week</p> <p>examples: Enquire now if you would like help with your bookkeeping! If you're struggling with a sales strategy DM us!</p> <p>There can be also an action for every other yes ladder step...</p> <p>Anyone struggling with Christmas presents? - Try these stores; ... they've got great sales on at the moment...</p> <p>Are any of you at work today? - This is how we're getting through the day...</p> <p>Do you need an exit plan? - Here's how we do it!</p>

→ 'attention' continues on every step of the ladder



interest

use this plan for the first few weeks or month using instagram, it's good for growth and building content! Make sure you still come back to this plan on some weeks even when using the other ladder steps!

Monday: (Interest)	Tuesday: (Interest)	Wednesday: (Interest)	Thursday:	Friday: (Attention)	Saturday: (Attention)	Sunday:
Your agenda for the week.	Ask for feedback on something relating to the office. Repost any helpful answers that may be useful to others.	Mini training on what you do. Tell them something that makes you unique in the industry.	BREAK	A struggle outside of work you can solve... Poll: Will you try these tips?	Personal day, build a connection with your audience ie dogs, hobbies etc. NOTHING about work	BREAK
Shows your authority & you're in demand.	Helps them engage in the business	Informs them on what you do.		Helps build a positive relationship.	Builds an emotional relationship and therefore creates attachment to you.	

Instagram rewards accounts who are active, engaged and have give & take with their followers.

Spend 15 minutes before you post following, commenting and sharing other business accounts and posts with similar content. Engage on their stories. Then spend another 15 minutes after you post doing the same, this will show the algorithm you're engaged.



desire

Use this plan as a step up from 'interest' but make sure you still fluctuate between the two because 'desire' is good for informing where as 'interest' is good for growth!

Monday: (Interest)	Tuesday: (Desire)	Wednesday: (Desire)	Thursday:	Friday: (Desire)	Saturday: (Attention)	Sunday:
Your agenda for the week. Show that you're busy. Ask what they're doing!	Ask for feedback on something that you're offering. Make them part of the offer. ie. Do you want this?	Mini training on an aspect of what you do. Create an outcome that would be desired by your audience. 'What would you like us to do...?'	BREAK	Show some of your packages. How can this help them? Why do they need you?	Personal day, build a connection with your audience ie dogs, hobbies etc. NOTHING about work	BREAK
Shows your authority & you're in demand. Busy means better.	Makes the audience feel as though they've made that decision	Educates them even further on what you do. Build specialised knowledge.		Informs them, lining up an action.	Builds an emotional relationship and therefore creates attachment to you.	

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action

This plan can be used whilst fluctuating between 'interest' and 'desire' but this plan is really good on a lead up to a sale, getting sales and engaging followers in a particular plan!

Monday: (Action)	Tuesday: (Action)	Wednesday: (Desire)	Thursday:	Friday: (Desire)	Saturday: (Attention/Interest)	Sunday:
Are you planning a consultation with us this week? Tell them you're looking forward to seeing everyone.	'These are ... clients statistics, what's holding your business back?' List of possible objections on multiple choice. Deal with objections publicly.	Mini training on what you do relating to desired outcomes. 'Wouldn't it be good if you had...?'	BREAK	Office day life, having fun whilst being busy. Prove to them why they want to work with you. And that you still celebrate Fridays like they do.	Personal day, build a connection with your audience that connects to the brand. ie having time to do nothing, or something relating to growth.	BREAK
Creates authority & provides a picture of what it's like working with you.	Provides feedback on how YOU could possibly improve.	Educates them even further, whilst giving them what they asked for.		Lets the audience relate to you as people and want to work with you.	Helps build your branding strategy.	

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dedicated weeks

As you have mentioned before there is also a lot more you can do:

- create posts about your clients to directly link Connectt to the businesses.

This could be a day of the week, like 'Throwback Thursday' but have your own name for it. Perhaps a Friday as its a good day for everyone!

- anything ethical, sustainable or local social media accounts love to see, even if it's not things you can post right away, get everyone from the office to collect content to post. Support other businesses outside of work and promote them on Connectt so they'll follow you, and build engagement.

As mentioned in the 3 part buyers journey, you can also dedicate a whole week to publicly dealing with problems clients may be having preventing them from working with Connectt...

ie. The problem: I want more strategy development

Monday: (Interest)	Tuesday: (Action)	Wednesday: (Desire)	Thursday:	Friday: (Desire)	Saturday: (Attention/Interest)	Sunday:
Agenda for the week, (preferably make it a week where you're working on a clients strategy developmet)	'What's your understanding of business growth?' (Instagram question box feature) - Deal with answers publicly on Wednesday..	Mini training on how you assist clients with their business plans. Give thorough explanation on business growth.	BREAK	Statistics and examples of how your business has helped local businesses with their strategy. - Quotes and references from them if possible	Life goals for your audience... 'Where do you want to be in 5 years?'	BREAK
Creates authority & Links to the week ahead.	Lets you have a better understanding of what knowledge your audience has.	Educates them on Strategy & Business growth specifically.		Proves to your audience how well you do.	Lets them visualise their future and what it could be if they work with you.	



Insta grid & highlights

Plan your grid. Stick to your brand colours (pretty please for me!!!) Try and go between photographs and graphics (graphics being block colour containing small amounts of information). It's so easy to post content randomly and it just comes out looking tacky & unprofessional like (but no offense to) @sensational_scents_by_elaine.

Use @karrieb rady as reference (follow her anyway simply for most of the marketing advice I have given you above) but try and visualise where she uses her terracotta & beige's you can be using your blues and purples!

Young audiences really do get put off following accounts simply because of their grid aesthetic!

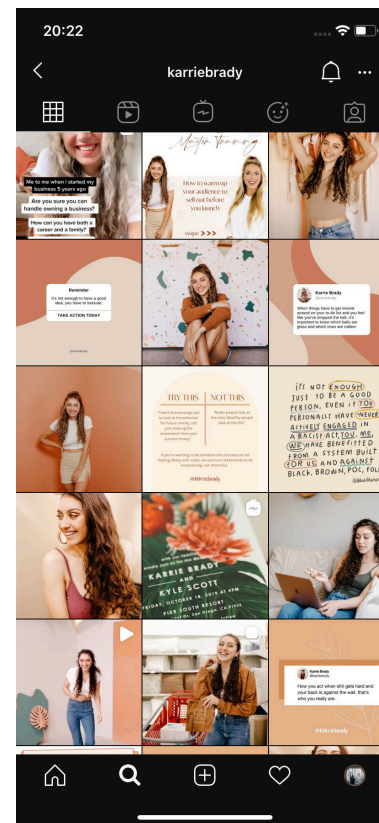
Highlights;

Categorise your stories based on what you're showing ie; happy clients, Connectt Team, Our services (You could have a highlight for each of your services) etc. This way followers can easily find information on Connectt and read up on it before heading to the website. Think about having a cover for your highlights too! It could be images or simple block colours.

don't



do



a little example of how the colour scheme can work...
Post content based around colour & Grid aesthetic!



examples

