

intro

Expert Best Practices
Marketing ©2021



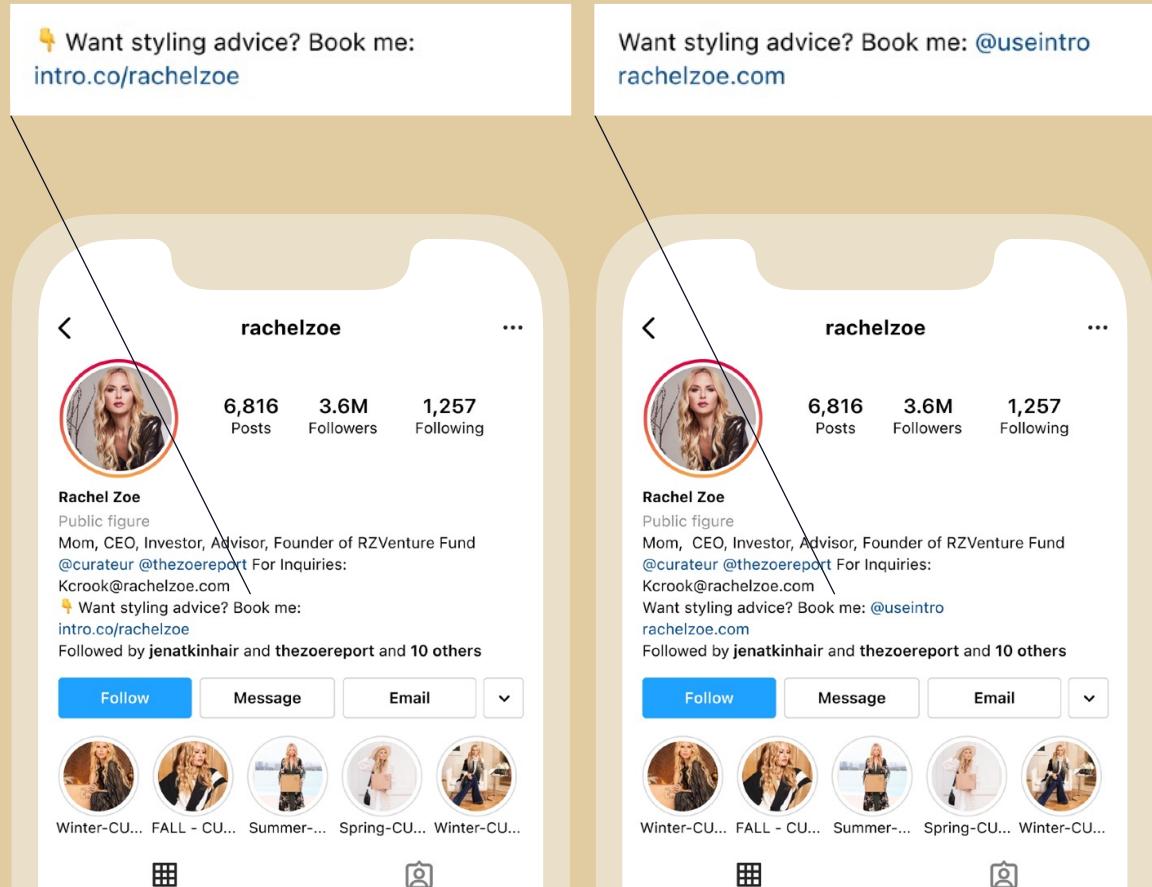
Access Points

Instagram

Most websites will have a Shop button that links to their e-commerce store.
Otherwise, it would be too hard to find.

Here are some examples of Intro access points to add:

Add your custom URL to your link on IG or say "Want design help? Book me @useintro" - Adjust this language to better represent your expertise.



Access Points

Website

If you have a website, we can add a "Book a call" tab or "Book me" button onto your site for free.

(normally a \$250 fee).

BOOK A CALL

The website for Shawn Henderson is displayed on a light blue background. At the top left is a stylized logo consisting of the letters 'SH' intertwined. To its right is the name 'SHAWN HENDERSON'. On the far right of the header are links for 'ABOUT', 'PRESS', 'BOOK A CALL', 'CONTACT', and a social media icon. Below the header is a grid of five images showing different interior rooms: a dining room with a long wooden table, a hallway with a curved wall and a small stool, a kitchen with a long island and stools, a living room with a large bookshelf, and a bedroom with a bed and a lamp.

Access Points

Twitter

If you have a Twitter following, we highly recommend including a link in your bio and/or posting a pinned tweet.

Step 1) Add your URL to your bio

Step 2) Create a tweet and pin to the top of your feed

"Want to ask me questions? Now you can book me for a short video call on @useintro and make that happen. Book me here: URL".

The screenshot shows a Twitter profile for Rachel Zoe (@RachelZoe). The profile picture is a large image of her blonde hair. Below it is a smaller circular profile picture. To the right of the profile picture is a 'Follow' button. The username is 'Rachel Zoe' with a blue verified checkmark. The bio reads: 'Designer, editor, stylist, author, mother, founder of @thezoereport. Shop my collections shoprachelzoe.com'. It also includes a link to book a call: 'Book A Call With Me: intro.co/rachelzoe XoRZ'. The profile indicates she joined in April 2009, has 291 following, and 3.5M followers. Below the profile, there are four tabs: 'Tweets' (which is underlined), 'Tweets & replies', 'Media', and 'Likes'. A pinned tweet by Rachel Zoe is displayed, which reads: 'Want me to style you? Now you can book me for a short video call on @useintro and make that happen ❤️'. At the bottom of the pinned tweet, there is a link: 'Book me here: intro.co/rachelzoe'. Below the pinned tweet, there are engagement metrics: 2 replies, 2 retweets, 15 likes, and a share icon.

Access Points

Other

Think about where people can find you and how you can add an access point link.

This could be on Pinterest, Etsy, LinkedIn, Medium, articles, emails, etc.



Pinterest

- on your posts
- on your profile



Medium/Blog

- in your articles
- on your profile



Etsy

- on your profile
- on your digital receipts



Youtube

- in your videos
- on your profile



Tik Tok

- on your profile
- on your posts



Podcasts

- in each episode



LinkedIn

- on your profile



Emails

- in your email signature



E-commerce

- add a promo card with each product shipment

Build Awareness Instagram

Go where your audience is, and show how they can book you for a 1-on-1 call.

Step 1)
Create a 3-4 part launch story + a feed post and share it.

*Mention that a lot of people DM you, and you can't answer everyone, so you're now offering 1:1 video calls where you can give personalized advice.



Step 2)
For the first two weeks, share an informative text-only story every 2-3 days. After two weeks, reduce the frequency to once per week.

*Text over a solid color background tends to convert higher. Keep it simple.



Build Awareness Instagram Post

Go where your audience is, and show how they can book you for a 1-on-1 call.

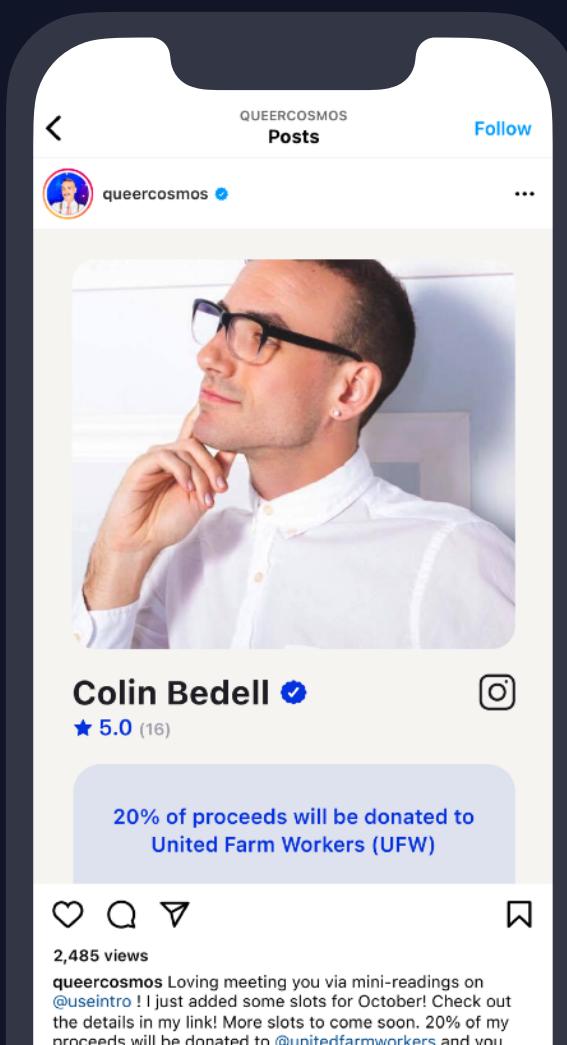
Example

Here's an IG post, which an expert re-posts every 2 weeks, letting his audience know that he's unlocked more sessions. This post is also shared to IG stories.

Note: he'll delete the post and re-post it as a new one.

In the post, he highlights:

- he is donating to a new charity
- he is offering \$10 off
- positive reviews to build trust





Key Insights

- Not all of your followers will see your first posts (only 5-10% will), so one person might see it one day and others will see it another.
- If you're worried about the frequency, we've tested many variations and found that this formula leads to the best conversion rate, without overwhelming your audience.
- Sharing the same exact image/message, on an ongoing basis, works. Make sure that the messaging/content is clear, so that viewers can quickly understand it.

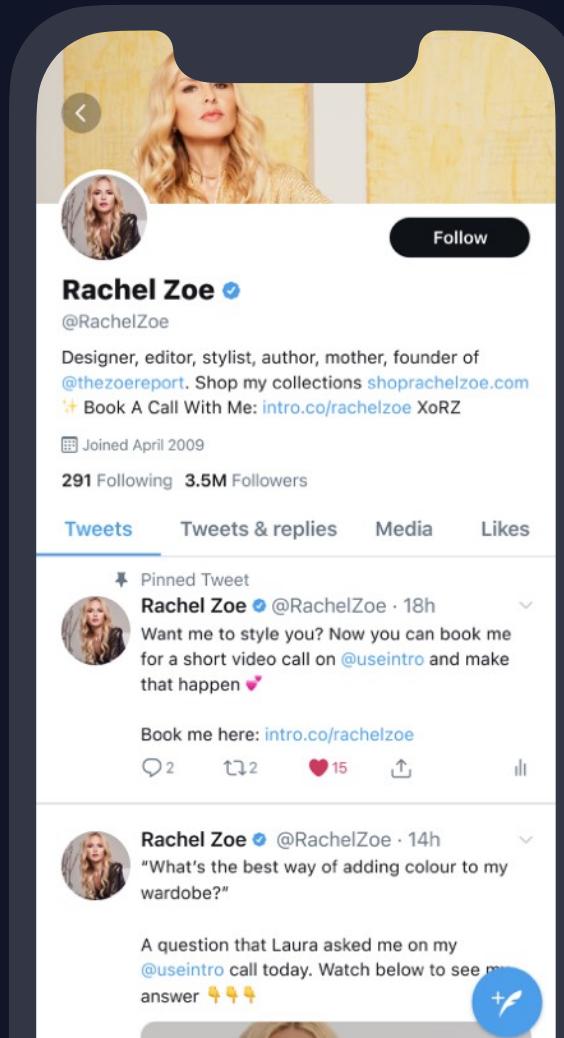
Build Awareness Twitter

If you have a Twitter following, we highly recommend tweeting. Similar to IG, this is another channel that can drive bookings.

Step 1) Pin a tweet and let your audience know that they can book you

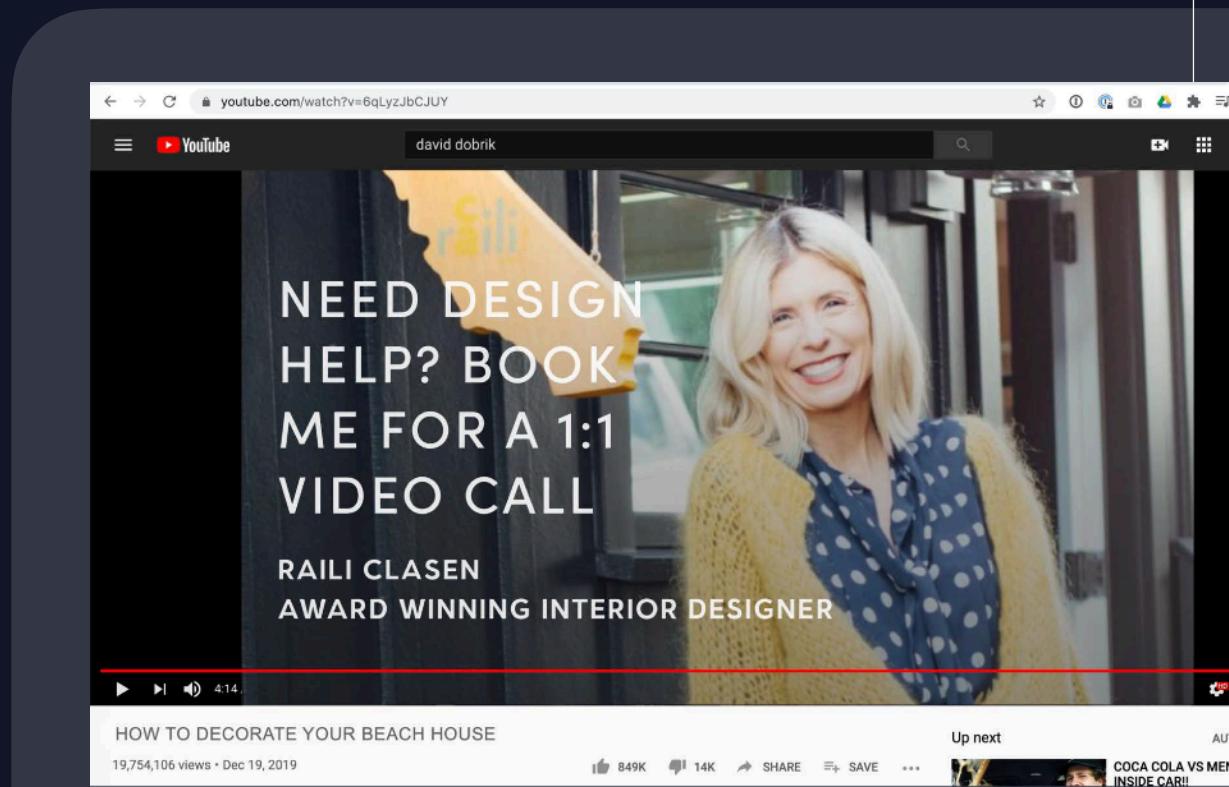
Step 2) Every 3-4 days, tweet something about your previous calls

Step 3) Tweet a question that you were asked on a call, along with the answer



If you have a large following on Youtube, we recommend adding a title page early in the video, highlighting that your viewers can book you for 1-on-1 video call. It's best that you also add your custom URL in the video description and on your profile.

Build Awareness Youtube



Build Trust

Once your audience starts to become aware that they can book you, it's important to gain their trust using these methods:

Screenshots of previous calls

This lets your audience know that others are booking calls and having good experiences.



Highlight your best reviews

Positive reviews help provide validation that your service is valuable. Most people need social validation.



Build Trust

Once your audience starts to become aware that they can book you, here are some steps you can take as additional methods for building trust:

Posts from your influential friends

Influencers with a strong core following can provide great validation for your service and expertise.

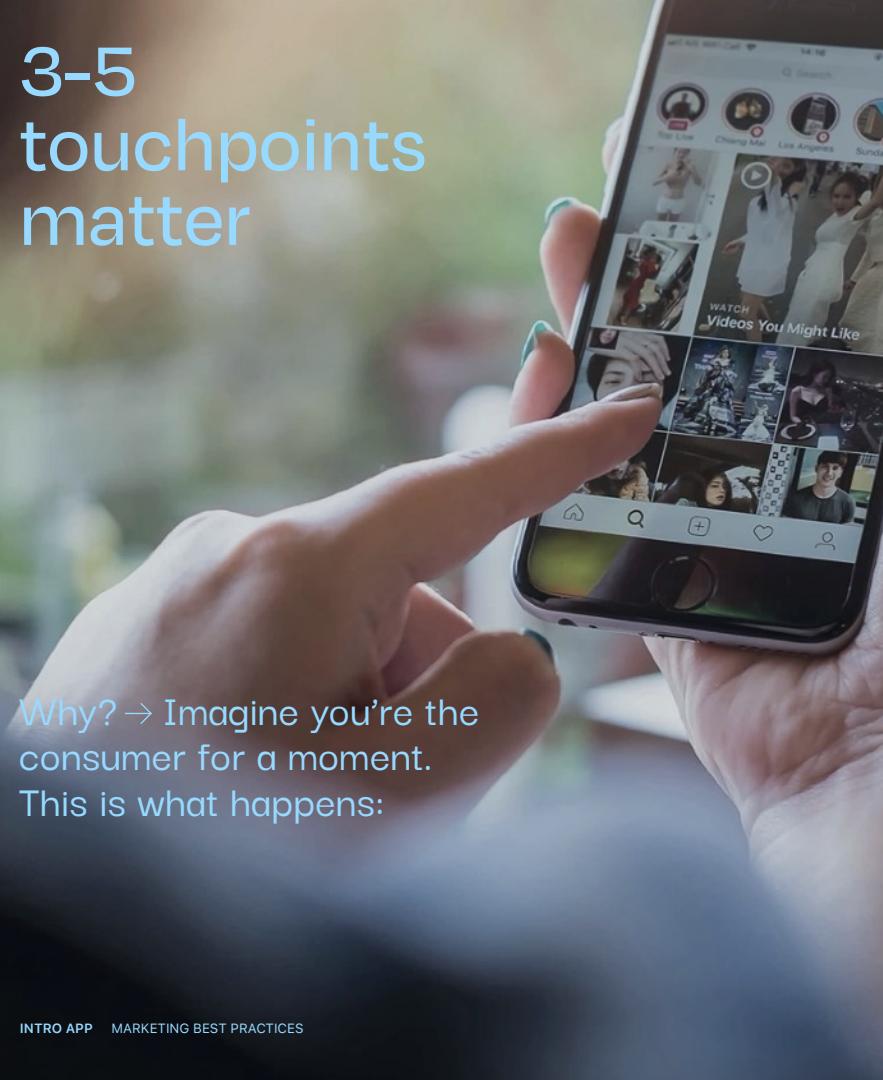
Getting press from publications

People trust blogs and publications. Offering 1:1 video calls and personalized advice is press-worthy, and press mentions will build trust.

Referrals from previous callers

One of the best ways to quickly build trust is by asking your previous callers to refer other people who might benefit from a session with you.

3-5 touchpoints matter

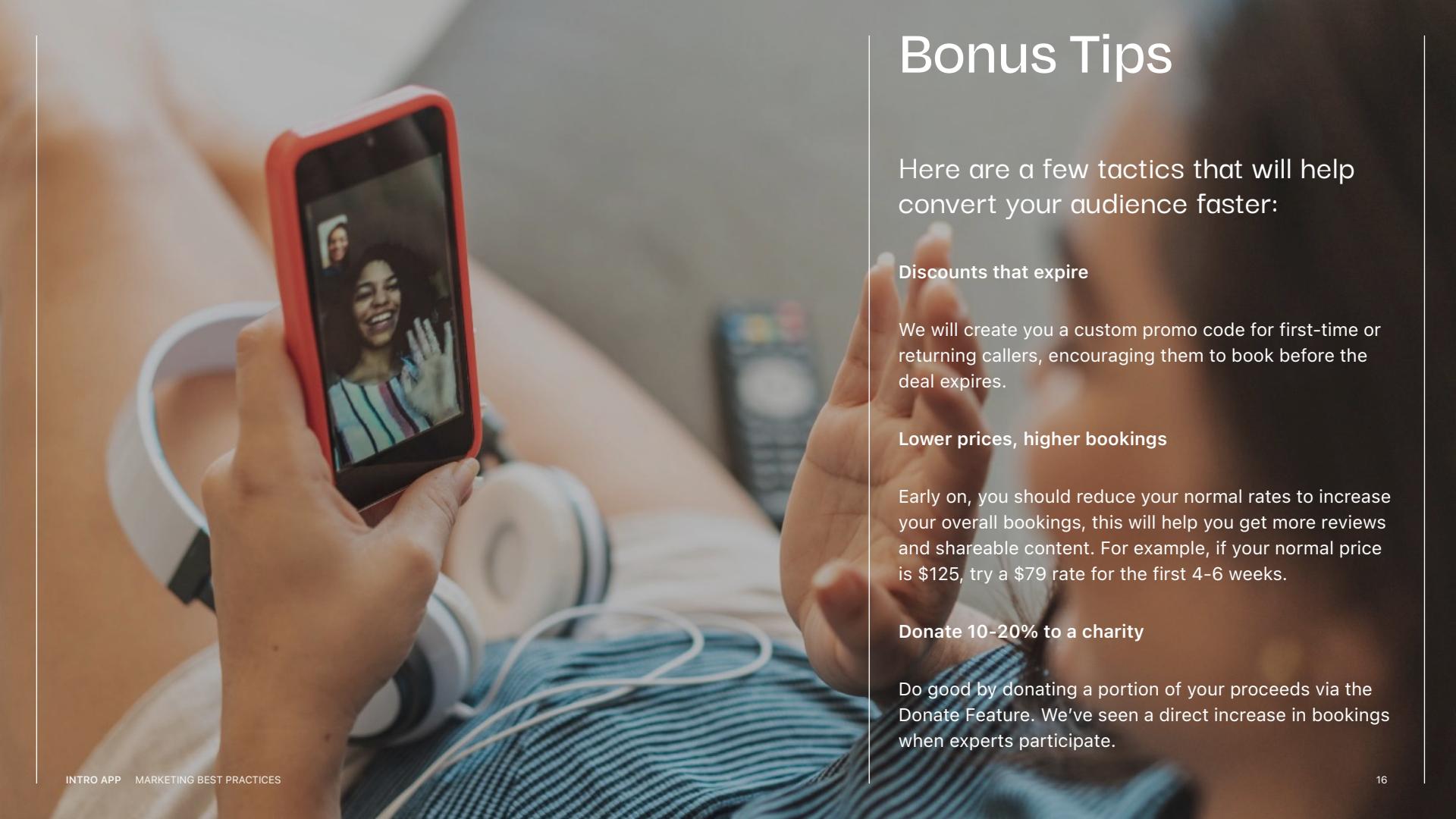


Why? → Imagine you're the consumer for a moment.
This is what happens:

It's 2pm and Sara is at work. She briefly opens up Instagram and starts to quickly tap through stories. She taps through several stories, to see if anything catches her eye. She will barely notice your single story, where you've posted about booking a 1:1 session.

A notification for her next meeting pops up, and she puts her phone away.

People lead busy lives. For this reason, it takes at least 3-5 touchpoints.



Bonus Tips

Here are a few tactics that will help convert your audience faster:

Discounts that expire

We will create you a custom promo code for first-time or returning callers, encouraging them to book before the deal expires.

Lower prices, higher bookings

Early on, you should reduce your normal rates to increase your overall bookings, this will help you get more reviews and shareable content. For example, if your normal price is \$125, try a \$79 rate for the first 4-6 weeks.

Donate 10-20% to a charity

Do good by donating a portion of your proceeds via the Donate Feature. We've seen a direct increase in bookings when experts participate.

Yay! You've been booked

Now that you've been booked, here are a few things that you can do to keep a caller coming back and/or help you spread the word and grow your bookings.

Provide a valuable & fun video call

Be on time, be kind, have fun, and share some valuable information. This will encourage the caller to rebook you.

Ask them for a great review

People trust reviews. It's important to accumulate reviews, so new clients can feel more comfortable paying for this service.

Ask them for referrals

If someone is having a great experience, they'll be happy to share it on their IG or share it with their good friends. Referrals are the strongest way to build awareness and trust.

That ends our lesson

You're going to do great!

Summary of the lesson

- You need access points (links to your booking page)
- You need to build awareness (share the same message at least 3-5 times)
- You need to build trust (screenshots, reviews, influencers, press, referrals)
- Provide a great experience (fun and helpful calls —> ask for referrals)

Be consistent &
keep sharing