



# Content Group

## Kotler Model

### Awareness (see it)

- Go networking!
- Be a flirt!
- Be visible
- Go to conferences where your clients go
- Hiding behind social media will not "do it"
- Find some content to generate an "emotional" response
- You have sub-5 seconds to trigger that emotional response
- From Trevor. Dogs have owners, cats have slaves
- Treat clients like cats. If you never feed them, they never come home again.

### Interest (like it)

- Do I "like" it i.e. your product?
- Outbound activities
- How do we get people interested?
- Good questions and more importantly, good listening!
- Blog posts, asking/answering questions in forums

### Evaluation (suss it)

- Evidence + Endorsement
- Sales people must start using LinkedIn a LOT!
- Prove credibility
- Research your network
- More about logic than emotion

### Trial (try it)

- Maybe they've bought your "starter product"
- Take the Prospect to a real Client account
- People will call people if they can find contact details
- You have these problems (we understand you)
- We are going to do "this"
- And this is how we are going to do it
- Simon Sinek, start with why
- Do the "this is what you need" email before we do the proposal

### Adoption (buy & use it)

- "Take on as if it were your own"
- The moment between buying it and using it
- The "Welcome Window"
- What are your "communication points"
- Can you invite the client team to your "factory"
- Managing expectations
- Keep them informed, calm, no surprises
- Trevor thinks FAQs are sub-optimal

### Loyalty (love it)

- Bryony sends a card with a cat on it
- Trevor sends a teddy bear
- Something that says thank you
- What is our "gateway product"?
- First job of marketing!
- Getting clients to love your stuff?
- Case studies work really well
- How can you REASSURE people that they made the right decision
- Re-using content from the press, awards etc
- Get clients involved in your content
- The company must have a brand
- Brand me and brand company must be congruent

## Buying Decision

- Impulse Purchase
  - You can afford to LOSE the ££
  - Functional OR emotional
  - Low number of people affected
  - One move, buy it
- Considered Purchase
  - Big problem if you LOSE the ££
  - Functional AND emotional
  - High number of people affected

## Stepping stones

- Marketing lay down the stones
- Salesperson LEADS them along, one step in front
- Salespeople do not PUSH them from behind i.e. to the next stage