



# 10 Surefire Ways to Grow Your Results in 2015

@michaeltasner



**LETS DIVE IN**









#1...

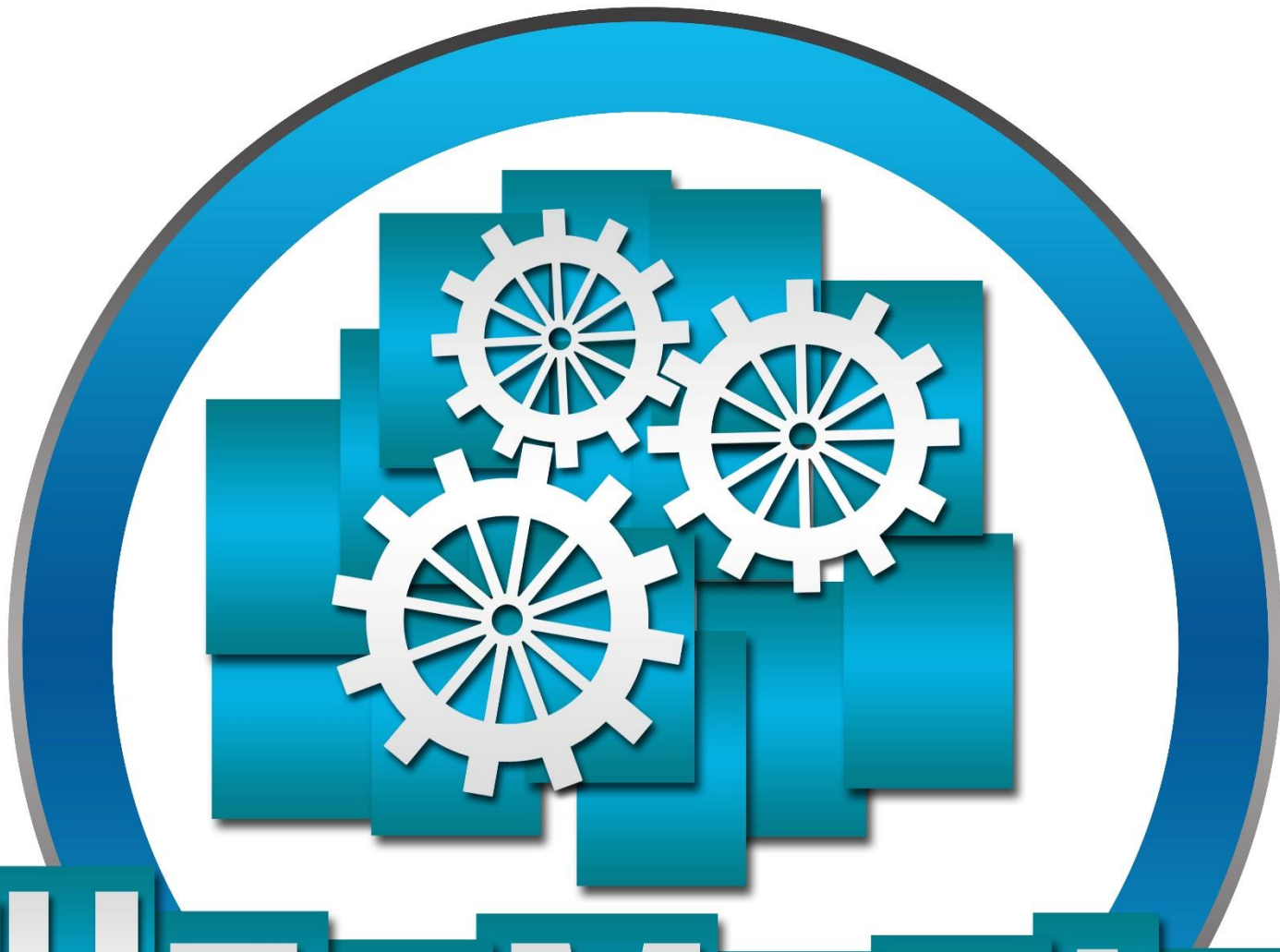




# #1 – DOMINATE MOBILE

- Mobile responsive web site
- SMS / MMS marketing
- Mobile Experience

#2



**AUTOMATION**



# MARKETING ROADBLOCKS

- Not enough hours in the day
- Not enough resources
- Not enough content

# WHAT CAN YOU AUTOMATE?

- “Sales” funnel
- Welcome process
- Day to day posting (social media, blogging)
- Continued engagement

# WHAT CAN'T YOU AUTOMATE?

- Real time customer service
- Real time engagement
- Real time problem solving



## AUTOMATING CONTINUED ENGAGEMENT

- Email auto responders
- General SMS
- Sendoutcards.com for key events
- Blog posts on schedule

# HOW?

- Setup on the front end (yes, a tad bit of work)
- With software
- With lots of great content

## #3 NEW CUSTOMER WELCOME PROGRAM

- Email
- SMS
- Voice blast
- Handwritten letter
- All started within 24 hours



C O N T E N T



# #4 IMPLEMENT MY CONTENT STRATEGY

Video -> Audio -> Text

# LIVE VIDEO

- Livestream.com
- Ustream.tv
- Broadcast events you do
- Weekly updates
- Turn it into a show

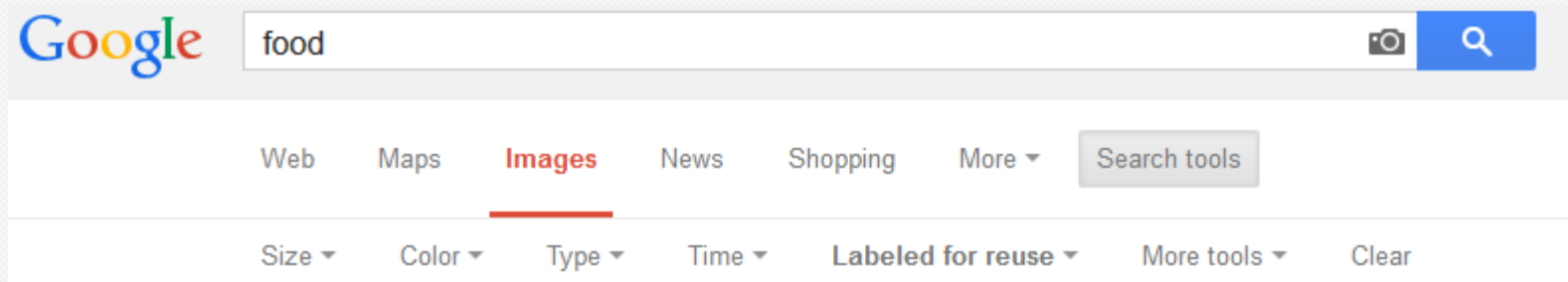


# PODCASTING

- Leverage your video content (pulling audio)
- Do the “techie” stuff (code on site so Itunes.com can find you)
- Create an ongoing show

# OTHER CONTENT IDEAS

- Public domain
- Customers content
- Google Advanced Image Search



# RE-PURPOSE

- Blog posts to slides
- Infographics
- Email broadcasts



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Thank you  
For  
not  
smoking

a list customers

# #5 TREAT YOUR BEST CUSTOMERS LIKE PRINCESS MARTHA LOUISE

- WOW
- Recognition





# SOCIAL MEDIA SUMMED UP

- Authentically care
- 3-5 fun / educational posts for every 1 “close” post
- Updated often
- Tell your story
- Unique, tailored content on each network



## #6 BLACK OPS SOCIAL MEDIA

- Social Ads
- Real-time
- Extreme customer service

# #7 LEVERAGE LOW HANGING FRUIT

- Customer lists
- Business cards
- Prospect lists
- Email List
- Social Media Followers

**Native**

**Advertising**

# #9 SWITCH TO NATIVE CONTENT

- We ignore blatant ads
- Blends in with the network
- I cant believe what this dad did...
- 7 secrets, 9 ways, 5 tips

## #10 TRY “NEWSJACKING”

- Watch what is trending on Twitter
- [Google.no/trends](https://www.google.no/trends)
- Add to the story
- Submit a Press Release in real time





KEEP  
CALM  
AND  
REMARKET  
ON

michael@nojokemarketing.com