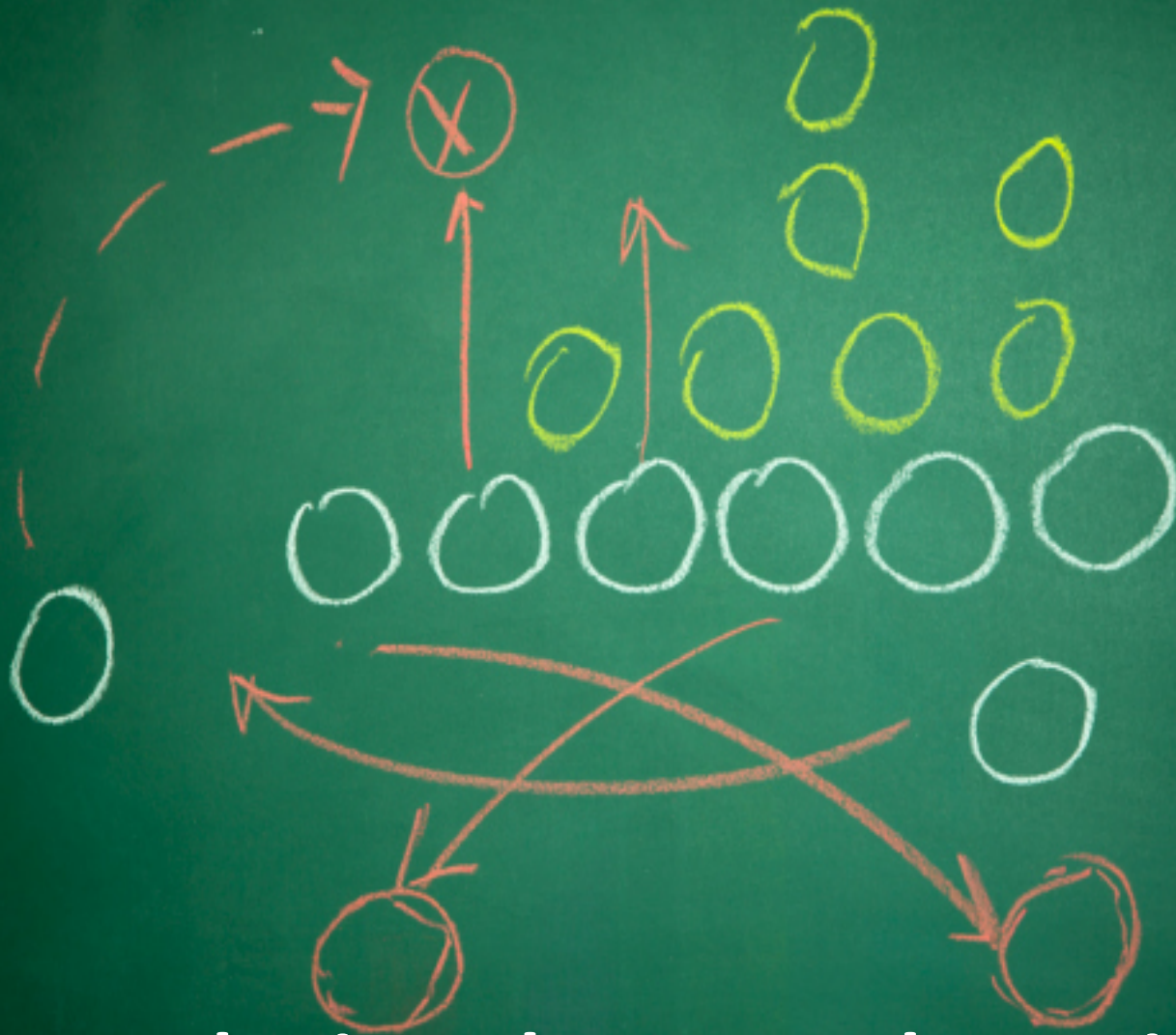


Lets Get Started



Drew McLellan

- 25 year marketing veteran.
- Top Dog at McLellan Marketing.
- Top Marketing & Branding Blogger
- Author 99.3 Random Acts of Marketing.
- Co-editor of the Age of Communication book series.
- The Wall Street Journal calls him one of the 10 bloggers that every entrepreneur should read.



**Your marketing plan... tough to win the
game without one**

Marketing is like a New Year's resolution





Why drive to Cleveland without a map?





We can't start at the end

GOAL SETTING

S

SPECIFIC

M

MEASURABLE

A

ATTAINABLE

R

RELEVANT

T

TIME-BOUND

Get more customers/
visitors.

Get 25 more
Facebook fan pages.

Sell out all summer.

GOAL SETTING

S

SPECIFIC

M

MEASURABLE

A

ATTAINABLE

R

RELEVANT

T

TIME-BOUND

Get X more customers/visitors by June 2012.

Get 25 more Facebook fan pages. (is that the right goal?)

Sell out all summer/
Maintain an occupancy rate of 75% for June, July and August weekends.





A series of steps – what do you want them to do next?



Who is your ideal customer?



What do you know about them?





Employees
Existing customers
Prospects

Do they know where to pull?



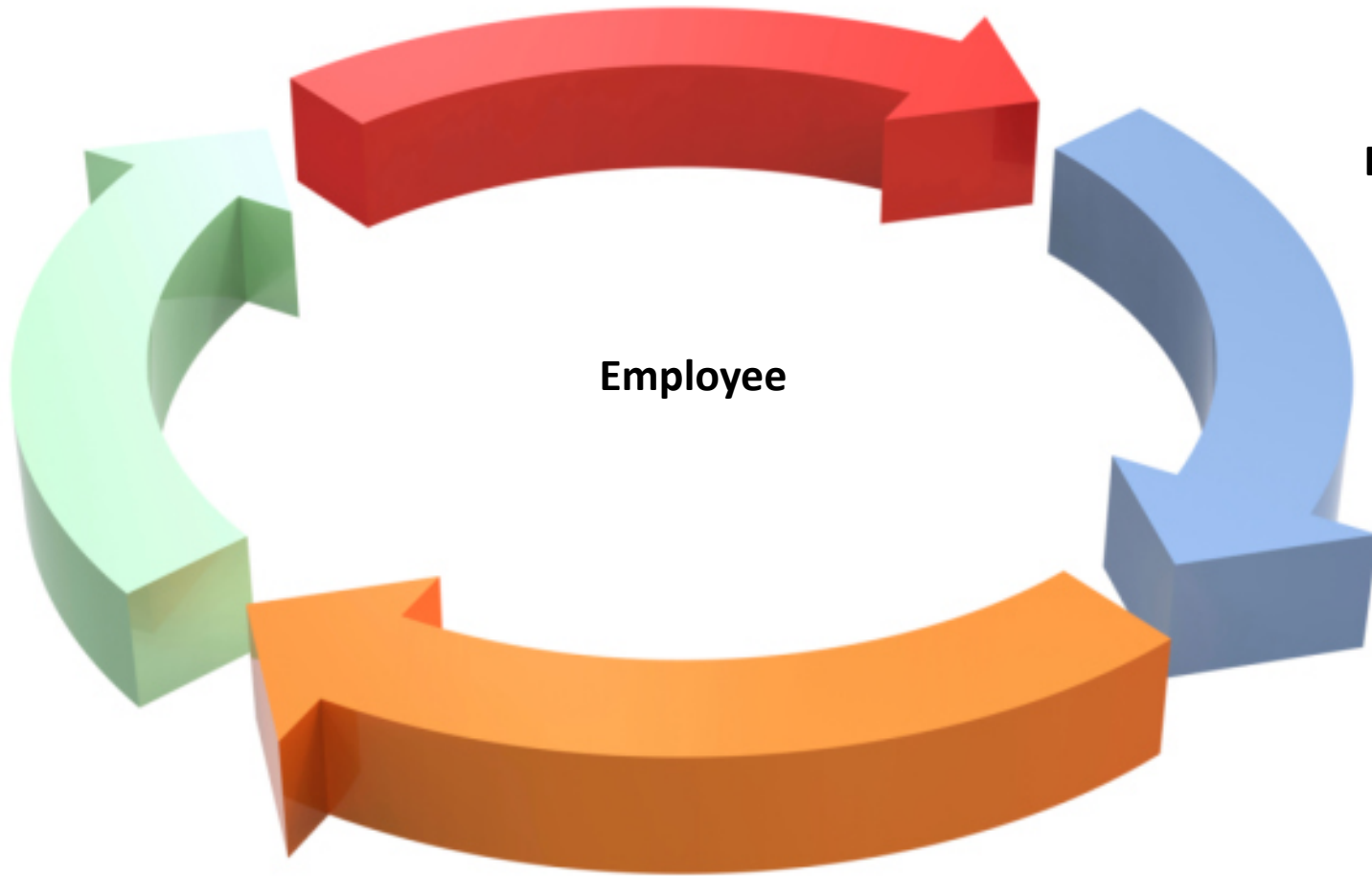
Promise

Behavior

Employee

Loyalty

Consistency



Drew's *marketing* minute

Create a love affair with your customer. 

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What you don't know about your sales funnel

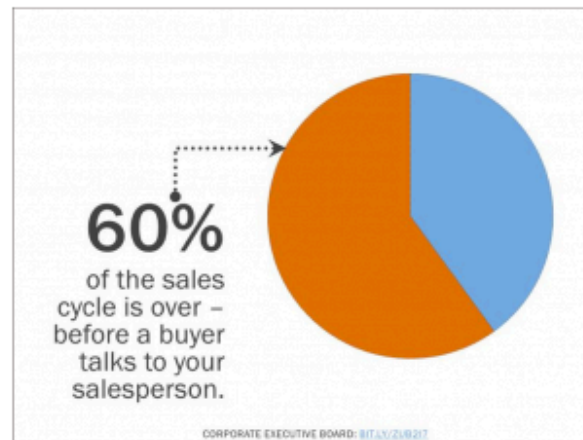
by Drew McLellan

JANUARY 30TH, 2012 · CUSTOMERS/CLIENTS, SALES

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We all think and talk about our sales funnel a lot. We're always saying things like:

- We need to keep it full.
- We need to stay active with the prospects that have been in it for awhile.
- On average, it takes a prospect X months to move through it.
- And so on....



But consider the statistic to the right. 60% of your sales efforts are what happens before you have actively put someone into the funnel. In other words — it's not you who is doing the selling.

<http://www.drewsmarketingminute.com/iowatourism>

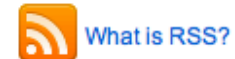
- Your existing customers
- The customer who left and is working with your competitors
- Your vendors

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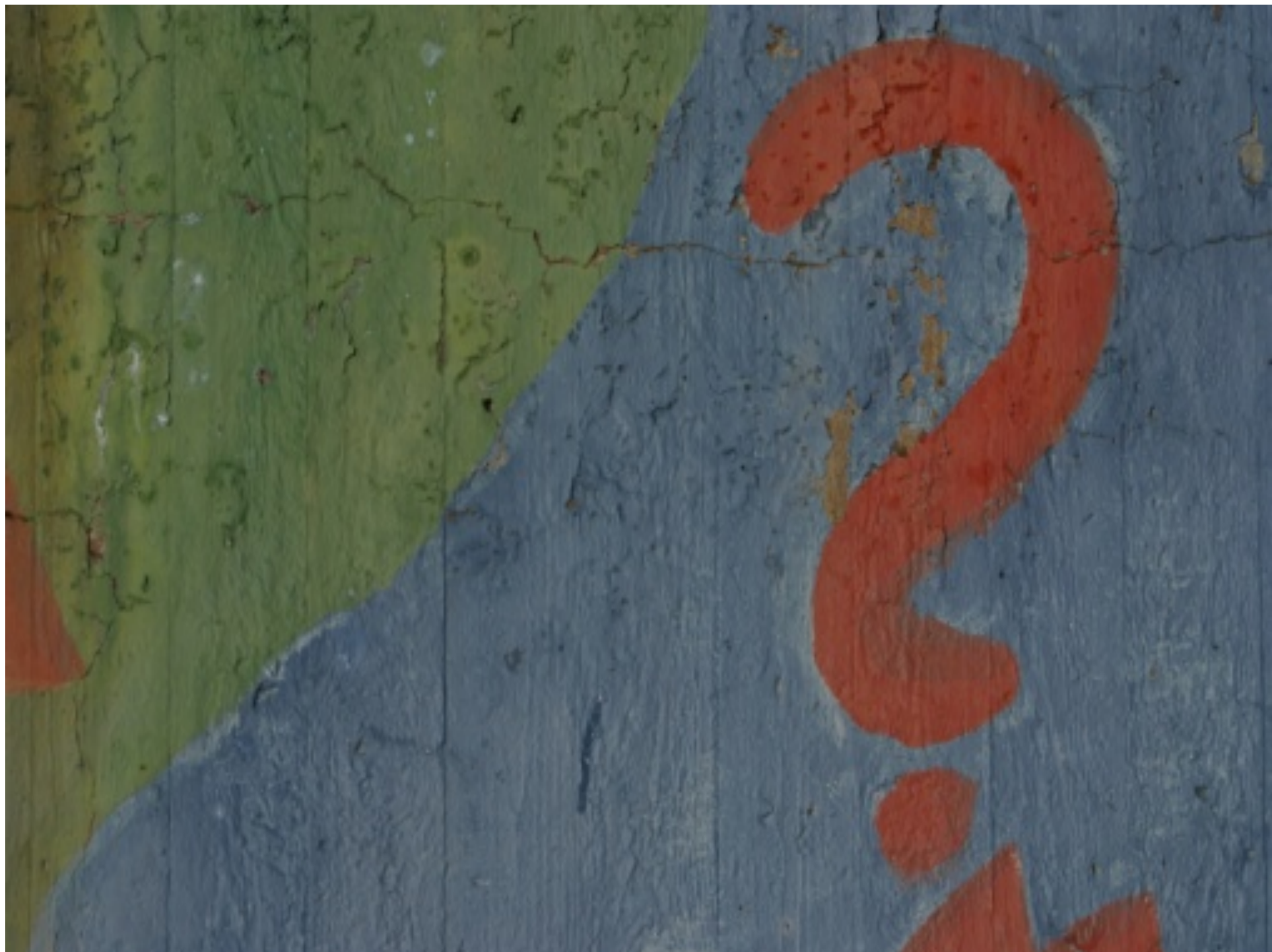
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See the Beauty... Sample the Fun.

