

CLIENT

LIVE LIFE BUILD: LAUNCHPAD



365 DAY FOLLOW UP

MARKETING PLAN



GENERAL NOTES

Make sure every single email ends with – “
Please don’t hesitate to contact us if you have any questions, we are here to help.”

This will initially take some work to establish. However, once you have the system created, you can automate a large part of it via your email system (such as ActiveCampaign, Ontraport or Mailchimp).

You can set up your email automations to remove or pause contacts from them if they get back in touch, or decide to commit to the PAC Process.

Alternatively, you could simply have these emails drafted in a Google Doc to then cut and paste on the scheduled days as required. (And as you build it the first time, we suggest creating the templated emails in your system to use later for future contacts).

Once you implement this, measure it. See how people behave, and whether they get in touch after a particular email. This will help you tweak and rearrange the follow-up process to suit your business and customers.

Here are some sales statistics to illustrate how essential a multi-touch follow-up process is to get conversions in your business:

- most people require 7 to 11 different touch points with any business to make a decision
- 80% of sales are made by 20% of salespeople. The winners sell to the prospects the losers give up on. (Bill Corbin on LinkedIn)
- Don’t give up. 50% of all sales happen after the 5th contact, but most reps give up after just 2. (InsideSales)
- 92% of sales pros give up after the 4th call, but 80% of prospects say no four times before they say yes. (MarketingDonut)
- What do buyers want from sales pros? 69% say, “Listen to my needs.” (Hubspot)
- Optimistic sales pros outperform pessimists by 57%. That’s even true when pessimists have better selling skill sets. (Forbes, Seligman)
- You can get anything you want if you help enough other people get what they want. (Zig Ziglar)

READ ON FOR THE 365 FOLLOW UP SCHEDULE ...



- Day 0** **On the same day you get an enquiry or you make contact with a new lead.**
Follow them up with an email or text message, thanking them for taking the time to talk to you if you received a call, taking the time to email you if the enquiry came online etc and letting them know that you appreciate them.
- Day 1** **Send them a link to all your stages** – Facebook, Instagram, YouTube, LinkedIn, Twitter, Tiktok whatever you are on and doing regularly. Tell them to keep an eye on everything you are doing and if they have any questions, don't hesitate to ask you.
- Day 2** **Follow them up and say that you have been thinking about their project** and you would like to show them something that has helped lots of your clients in the past. Then send them a link to a video or document that you have done to help them understand why all builders are different.
- Day 4** **Send them a personal video** of you talking about your business, your passion, your team and how you will service them during their project. (Bonjoro is a great app to do this on easily, or if at your desk, use Loom).
- Day 7** **Send them a video explaining why/ how the building industry is broken,** the problems that everyone talks about, why the industry has a bad reputation and how you have solved this.
- Day 9** **Send them a video of you explaining your PAC process** and how much time and money it will save them in the long run. Explain to them this is a proven way to have a successful project and happy clients that only remember you, the BUILDER, for building them a quality home. And not an awful stressful times where they just couldn't wait for the build to be finished.
- Day 11** **Send them a copy of one of your proposals** to show them how detailed it is and explain to them why a detailed proposal is so important. You might want to mention things to look out for in their review of other quotes and proposals, such as low-ball PC's and PS amounts.
- Day 18** **Send them an email** saying that you hope they have found the previous information helpful and you would like them to come and visit one of your current projects. This will help them see the quality of your work as most people only see the finished project. It will also show them how professional your business is and how clean your sites are.
- Day 23** **Send them a copy or a link to one of your project schedules,** as this



shows them you are organised. So many Builders don't do project scheduled and for client's project time frames are really important as this can affect job costs. The client might need to rent somewhere during the build so this will give them confidence. The client might have to organise money with interest so again this gives them confidence etc

Day 30

Send them a video explaining not to make the same mistake thousands of people do when building or renovating.

This mistake is selecting a BUILDER based only on price, as this will turn out to be the biggest mistake they make. This decision will determine how many variations you get, because you will get variations when you chose the wrong builder. It also determines if the project will run on time, because the wrong builder will charge delay costs. And it will also impact ultimately what you remember the most about creating your new home.

So many home owners are left with a sour taste and lots of negativity about their new home, which can affect them the entire time they live in their new home. This can all be avoided by making decisions based on quality and service instead of price. Remember these thoughts are around long after the excitement of getting a cheap price.

Day 45

Send them a couple of past client testimonials

Day 60

Send them an email with a special offer. It could be anything. For example, for the next month you're offering 20% off your PAC, or anyone that signs up in a certain time frame gets a \$5,000 furniture voucher etc. See what you can negotiate with your regular suppliers to be able to offer these vouchers at low cost or no cost to your business.

Day 75

Send them an email explaining the software you use to ensure their project runs smoothly or talk about how you do weekly site visits so they can see what's happening on site etc.

Day 90

Make another offer for them to view a past project or current job site.

You might have started a project like what they wanted or you might be using a product they asked about show you can show them it for real. This also gives you the chance to see them in person, and make that connection again with them (as well as discuss more about your business and processes).

Day 120

Send them an email of a recently completed project and talk about how happy the clients were and how smooth the entire process went. This can be supported by a testimonial from the clients.

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- Day 150** Send an email asking if they are still considering building or renovating and if there is anything that you can help them with.
- Day 195** Send them a video or email talking about how your business is always improving its processes to make sure you can look after them better than anyone else. Tell them they get far more than just a fantastic new home when building with you, they become part of your family.
- Day 240** Do a deal with your suppliers, tile shop, plumbing shop etc to give you some vouchers that you can offer your clients. Send them and email letting them know that if they sign up in the next 60 days, they will receive one.
- Day 285** Send them an email explaining that you understand that it's a big decision. Ask them if there's anything that's holding them back or making them uncertain. Then make an offer, tell them you would love an opportunity to see if you can help answer any questions.
- Day 325** Email or do a video saying you were thinking about them and you wanted to give them some information that may help them. Then send them a list of your most frequently asked questions with your answers.
- Day 365** Let them know that you have been thinking of them and if they haven't decided if they are going to build or renovate yet, that you are available if they have any questions.

END OF FOLLOW UP