

**The New Digital Age of Marketing**

**2009**

# RELATIONSHIP MARKETING 3.0



***Internet Marketing***

***Newest Technologies and Tips Revealed!***

**[www.RelationshipMarketing30.com](http://www.RelationshipMarketing30.com)**



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**Relationship Marketing 3.0**

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“by Brian J Williams

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## *The New Digital Age of Marketing*

You Can Only Get What You Want, If You Help Enough Other People  
Get What They Want”

Zig Ziglar

“Learn from the experts because you will never live long enough to  
learn it all by yourself”

Brian Tracy

*by Brian J Williams*

**Take a look at these Sales Statistics. Pretty shocking wouldn't you say? The purpose of this ebook is to show you how to reach that fifth to twelfth contact and make 80% more sales using automated systems that create that personalized contact, therefore building many, many more business relationships faster and maintaining those valuable contacts, prospects and business relationship in your business for years to come.**

**I am always so surprised to see how much effort and money people put into finding that new customer/prospect and how little they spend keeping in touch and building a stronger relationship with the potential customers/prospects they have already found.**

## **SALES STATISTICS**

48% of sales people never follow up with a prospect

25% of sales people make a second contact and stop

12% of sales people only make three contacts and stop

ONLY..10% make more than three contacts

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

**80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT**

# **INTRODUCTION**

Relationship marketing (1970-1990's) is a form of [marketing](#) developed from direct response marketing campaigns conducted in the 1970's and 1980's which emphasizes customer retention and satisfaction, rather than a dominant focus on 'point of sale' transactions.

Relationship Marketing 2.0 (1997-2009) is a form of marketing that came with the rise of fast internet speeds and systems that were then able to operate online programs to reach large numbers of potential prospects and customers, however some of the personal touch was lost with these systems hurting the relationship marketing model.

Customer relationship management (CRM) consists of the processes a company uses to track and organize its contacts with its current and prospective [customers](#). CRM software is used to support these processes; information about customers and customer interactions can be entered, stored and accessed by employees in different company departments. Typical CRM goals are to improve services provided to customers, and to use customer contact information for targeted marketing. However CRM tools only store the data, but do not provide a means to deliver Relationship Marketing content.

## **What is Relationship Marketing?**

Relationship marketing refers to a long-term and mutually beneficial arrangement wherein both the buyer and seller focus on value enhancement with the goal of providing a more satisfying exchange. This approach attempts to transcend the simple purchase-exchange process with customer to make more meaningful and richer contact by providing a more holistic, personalized purchase, and use the consumption experience to create stronger ties.

According to Liam Alvey <sup>[1]</sup>, relationship marketing can be applied when there are competitive product alternatives for customers to choose from; and when there is an ongoing and periodic desire for the product or service.

The practice of relationship marketing has been facilitated by several generations of [customer relationship management](#) software.

In web applications, the prospects profile is built as the person shops on the website. This information is then used to compute what can be his or her likely preferences in other categories. These predicted offerings can then be shown to the prospect through cross-sell, email recommendation and other new web 2.0 and now 3.0 technologies.

Relationship marketing 3.0 has also migrated back into direct mail, allowing marketers to take advantage of the technological capabilities of a digital database and toner-based printing presses to produce unique, personalized pieces for each recipient with a few click of your computers keypad in seconds! Marketers can personalize cards by any information contained in their databases, including name, address, demographics, purchase history, groups and dozens (or even hundreds) of other variables. The result is a printed piece that (ideally) reflects the individual needs and preferences of each recipient, increasing the relevance of the piece and increasing the response rate.

Relationship marketing 3.0 is cross-functional marketing. It is organized around processes that involve all aspects of the organization. In fact, some commentators prefer to call relationship marketing 3.0 "relationship management" in recognition of the fact that it involves much more than that which is normally included in marketing.

## **What is Relationship Marketing 3.0 and How Can It Help You?**

Relationship Marketing 3.0 (2009- Present) is the next evolution of Relationship Marketing. The latest smart web technologies are here and they are catapult online business owners forward like never before and will make more millionaires than we have ever seen in any given period of time. For those that embrace these new emerging technologies and invest their valuable time getting acquainted with new web 3.0 systems will in return dominate their market place and generate profits like never before.

- Only 12.5% of leads have immediate demands
- 95 –97% of prospects are not ready to buy
- 70 –80% of “inquiries”have “latent”demand and therefore go uncalled on by the sales team
- 87 out of 100 deals were initially left behind by sales
- Over 7x improvement in sales closure if leads responded to within 48 hours
- Takes 7 –9 proactive communications to gain B2B decision-maker’s attention.

Relationship Marketing differs from other forms of marketing in that it recognizes the long term value to the firm of keeping customers, prospects and affiliates, as opposed to [direct](#) or "Intrusion" marketing, which focuses upon acquisition of new prospects by targeting majority demographics based upon prospective prospect lists.

Many relationship marketers use a team-based approach. The rationale is that the more points of contact between the organization and prospect, the stronger will be the bond, and the more secure the relationship.

## **1. Change your focus from "This is what I do" to "What do you need?"**

The cornerstone of successful relationships is to discover precisely what your clients need and want.

Your clients say they need a Website. But what they mean is they need to increase sales and profit. You can develop the right kind of site to do that, but only if you learn about your client's needs. You find those out by asking questions: lots of questions!

Solution: Keep notes, stay organized.

## **2. What is your Vulnerability**

In the midst of a project, you might be in touch with your client several times a week. But it's the time between projects that is crucial to relationship-building. Once the work is done, you drop out of that enviable first of mind awareness position. Over time, your client isn't as likely to think of you as their first contact for a solution to their problem. This is when you're most vulnerable to replacement.

Fortunately, an affordable solution can help you retain those clients you worked so hard to acquire.

Solution: A combination of Video email, Cards, and Texting follow up systems.

## **3. Stay in touch using automated systems**

It's such a simple concept, but keeping in touch often sinks to the bottom of the 'to do' list. The single easiest way to keep in touch is to publish an email newsletter rich in video and audio content. Ask clients to subscribe and insert a subscription box on your site to capture email addresses of prospects who like the look of what you're doing.

The secret to a good newsletter is to avoid self-promotion, and instead offer valuable information to your subscribers. With their permission, you have the opportunity to drop into their email boxes every month with news, tips, case-studies, FAQs, and other relevant info that subtly promotes your

services, reinforces your self branding, educates your clients, and builds deeper trust.

#### **4. Position Yourself as an Expert**

So many News Letters and Online Articles are elegant portfolios, and while they look great, they don't say anything.

Words matter. Prospective clients are looking for more than thumbnail images of sites you've built. Your job is to tell them how you can meet their needs. Your Website is the perfect place to start, but the focus must be on the client, not on you.

Include white papers on design issues, special reports, case-studies, and links to other resources that will educate your clients on the inner workings of design. Article Marketing is a great way to accomplish this but be careful to avoid jargon, overly technical concepts and acronyms. If you're publishing an article or email newsletter, use it to introduce this new content and bring subscribers back to your site.

When you are perceived as an expert, you become attractive to prospects who use the Web to research. They see you as someone who has answers to their questions, and who can help solve their problems. Not only that, the added content should also improve your search engine rankings.

#### **5. Expand Your Value and Meet Client Needs**

Newsletters, Websites and Articles are hardly stand-alone entities that need an occasional tweak. For most businesses, they're but one tool amidst many that are used to build brand, increase revenues or minimize costs. And by offering more tools that help your clients reach their goals, you become more valuable. Build affiliations or strategic relationships with copywriters, web designers, search engine marketers, and other specialists whose talents will benefit and rapidly grow your business.

#### **The Payoff**

The benefits of a relationship marketing approach go both ways. Your customer or associate views you as a valuable consultant, rather than a

cost center. Your potential for increased revenues and a long-lasting relationship is real.

There's payoff for you, too, including reduced marketing expenses measured in both time and money. If you can retain more customers and affiliates for longer periods, you'll trim costly recruiting, advertising and other marketing costs.

If you ask, you'll get more referrals from your customers and uninterested prospects. Priceless word-of-mouth endorsements from satisfied customers and friendships made with uninterested prospects will result in new business which magically walks in the door.

You won't even have to request customer and affiliate testimonials. You do include several on your Website... right? Start by recognizing when you receive a spontaneous testimonial, whether it's in an email, thank-you letter, or a conversation. Ask your customers if you may use his words and name in your newsletter and on your site, with a link to his business. Most often, the answer is yes. Testimonials are a critical piece of successful service marketing and worth their weight in whatever precious metal you value.

Case-studies will be a breeze and add a powerful marketing tool - perfect for your Website or for inclusion in newsletters. Follow a 'situation -- problem -- solution -- benefits' flow to highlight how you solved the client's problem, stressing the benefits the client now enjoys as a result of your work. Use a handful of client case studies in industries you're targeting for new business development. Examples of situations help prospective clients understand exactly how useful your services are.

Relationship focused marketing isn't something that will happen overnight. It requires a change in thinking and organization techniques along the way. Your email newsletter won't do much good unless you publish it regularly and the content is valued by your subscribers. But the rewards can be significant. And the truth is that no matter how wonderful you are, clients go away. Their businesses close down, change focus, or are sold.

But if your objective is to build relationships instead of Websites, you'll be one of the designers in business for the long run.

Technologies are an evolving force changing the way messages about products and brands are delivered and received. Marketers are looking to enhance their customer relationships by using new web solutions which provide online collaboration, networking, and user-created content. Emerging 3.0 Internet technologies and channels like video email, mobile marketing, automated mailing cards, and article marketing just to name a few that offer new challenges and opportunities for effective relationship marketing 3.0.

Today marketers are discovering ways to leverage the one-to-one nature of email with the one-to-many reach of Web 2.0 and the newer 3.0 technologies, channels to drive sales, opinion, Newsletter opt-ins, web visits, downloads, registrations, ad views, ad sales, donations, or whatever else defines success for the organization. Tremendous possibilities await those marketers who are able to leverage the proven power of email with the advances that Web 3.0 brings to relevant content, context, and timing to deliver significant improvements in business relationships.

### **Email 3.0 Prevails**

In this age of user-created content, email hasn't lost its luster. In fact, with almost universal penetration – 97% of consumers according to Forrester Research's Email Marketing Comes of Age – email is the most popular activity online. Email has certainly proven it can engage and move a prospect through the purchase process by delivering information that is tailored to the buyer's needs. According to the Direct Marketing Association, email's ROI will surpass \$45 for every dollar invested in 2008. Exact Target's 2008 Channel Preference Survey revealed that nearly two-thirds of those surveyed said they had made a purchase because of a marketing message received through email. And Jupiter Research reports that email marketing is growing from 1.2 billion in 2007 to 2 billion in 2012. Successful marketers recognize that email remains crucial for creating relevant and engaging customer communications, and they are looking for opportunities to leverage Web 3.0 video email communications systems to transform customer interactions and differentiate their brands. One example is Harley Davidson and Budweiser, which harnesses the power of brand influencers through a VIP program created for the most active

subscribers to the company's loyalty program. Consumers who forward the video emails or demonstrate other acts of evangelism are identified and rewarded with a special VIP program within the company's primary loyalty program. The company sends special coupons and other incentives via video email to this select group to show that they are appreciated and to further engage them with the brand.

### **Social Networking 3.0**

Social networking is a many-to-many communication tool, which differentiates it from the conventional one-to-one email experience, and contributes to its popularity. Social networking, social media, and social computing are driving the evolution of the Internet as a transparent, conversational marketplace. User-generated tools like embeddable form fills for video/audio email newsletter campaigns, embedded website and social network videos, text/mobile reminders and updates as well as automated friend and message generating systems are commanding attention from serious internet marketers across the industry. Web sites that are real-time and rich in user-generated content such as MySpace, Facebook, and YouTube are giving rise to an empowered consumer. Research shows that younger generations may prefer to communicate through social networking websites with video email and texting interface and might not use text email as often as older generations of users. Communication which used to take place in email pass-alongs has started populating across the newer 3.0 professional platform technologies that can create video email campaigns or texting campaigns to hundreds even thousands of friends or colleagues simultaneously.

### **Social Networking 3.0 and Relationship Marketing 3.0**

For the internet marketer, the Internet is proving to be a powerful medium for finding key contacts and influencers, engaging them, and generating long term relationships. The trend is clearly toward engaging quality leads in meaningful conversations and serving customers better with information, communications, and resources that are relevant. Internet Marketers know that many people are searching the Internet for information products and opportunities. Leading internet marketers prefer to focus their Internet campaigns on personalized branding, sponsorships, and video e-mail systems, they additionally use online social networks and

website form fills to obtain consumer data. Getting consumers to surrender at least some of the personal information is necessary to maintain relationships and help the internet marketer to determine which promotional material whether it be delivered via video email, mobile messaging or automated print (cards) promotions to present to consumers.

To help foment online business relationships, internet marketers are leveraging new and innovative ways to incorporate and leverage video email with social networking. As with video email marketing, the goal is to foster conversations with and among new contacts, whose behavior is best suited to the marketers service, product or opportunity, and to subsequently send the most relevant messages to new contacts based on precisely what they are seeking and/or conversing about.

TIP: Always follow up with a new social networking contact with a video email.

### **Mobile Marketing 3.0**

Short Message Service (SMS) text messaging is another example of a new channel for consumer communication and relationship building. In a 2008 survey by Amplitude Research, 73% of buyers of new cell phones identified text messaging as the most important feature that they look for. And 39.6% of U.S. mobile subscribers use text messaging, according to M:Metrics. Text usage also reflects a stronger uptake with younger users. Jupiter Research reports that 44% of 18-25 year olds and 49% of 25-34-year-olds use text messaging more than email because it is easier, instantaneous, and gratifying.

Nestle Purina provides an excellent example of how a company is leveraging text messaging to engage consumers. Purina stamps its brand on over 6 million highly targeted text messages a month sent to pet lovers who sign up via the Purina web site. Users can opt-in to receive free daily text-message alerts that integrate ad messages and feature click-throughs to content, coupons, and other special offers.

Air2Web, a mobile marketing company, uses Starbucks to illustrate how customer relationships can be extended via texting. In one campaign, customers used text messaging to send their zip code to MYSBUX. Customers then received three text messages with individual store details and links to a Wireless Application Protocol (WAP) site. Over 50,000 people used the Starbucks WAP-based store locator service in the first month. Consumers were easily able to locate Starbucks stores, and

Starbucks was able to learn where more stores were needed based on consumer.

Leading Internet Marketers and using this new found technology to send conference call and training reminders to their organizations and business opportunity or product webinar reminders to their prospects. Professional Network Marketers are finding video email and text messaging invaluable automated tools for minimizing attrition in their organization and developing new affiliates faster by directing them to important calls and webinars and reinforcing good habits in the early stages of their new business.

By serving more relevant and personalized messages, personal branding we have created opportunities for quality interaction, increasing personal brand awareness, and extending business relationships.

## **Conclusion**

The surge in social media among younger users doesn't spell the doom of email, but a shift to professional video email systems. While 18% of the online population has used social sites for personal communication, 18% report forwarding promotional email and newsletters to others. According to the fourth annual Email Addiction Survey from AOL, 62% of people check work emails on weekends, 19% choose vacation locations with email access, and 55% of mobile email users upgraded to a new phone just to get email. All the trends indicate consumers will continue to use email, and video/audio/mobile email more so with it becoming more pervasive than ever.

One example of combining the pervasiveness of Video Email, Online Cards and Mobile Marketing with the power of social interaction is Prosapia Primoris Holdings LLC., which reported great success when it extended its email campaign with a text message and personal card follow up.

Diane Moore, Marketing Manager at Wacom, said that their company more than doubled its revenue by combining email with social interaction. According to Moore, incorporating email with a robust social community illustrated that customers "...love our products and want to buy our products, but they want to talk to each other."

The popularity and "buzz" surrounding Web 3.0 channels doesn't spell the end for email marketing but rather the beginning of a harmonious relationship – and stronger relationship marketing with Video and audio email. As new approaches and channels emerge, marketers should be thinking of new ways to integrate Web 3.0 video email, Mobile Marketing,

Article Marketing and Automated Cards for relationship marketing. The challenge lies in changing the marketing approach based on what these new channels offer, while staying relevant to the customer or prospect.

## **About Relationship Marketing 3.0**

*Headquartered in Myrtle Beach, SC Relationship Marketing 3.0 is an independent, national provider of coaching, training and information on the newest Relationship Marketing technologies to clients within the internet marketing, network marketing, Real Estate, Insurance, Automotive Sales, Internet Entrepreneur, Tourism, B2B, and financial industries. The agency provides ideas, insights, design, brand strategy, and customer relationship marketing solutions to individuals and companies around the World.*

*Interested in implementing any of the tools in this report?*

[www.VideoEmail30.com](http://www.VideoEmail30.com) *Probably the most essential and newest Relationship Marketing 3.0 tool we use. Triple your response rate on email campaigns with this system for Video/Audio Emails and Newsletter Campaigns as well as Live Webcasts Worldwide.*

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